



AURORA OFFICIALLY BECOMES PART OF THE COMITATO LEONARDO

Rome, January 2010 **Aurora penne**, the historic Torino company which has produced writing instruments since 1919, officially became part of the **Comitato Leonardo**, established on the initiative of a group of entrepreneurs, artists, scientists and intellectuals wishing to promote Italy as a national economic system, while emphasising the qualities of creativity, culture and entrepreneurship reflected in its products. During the 2009 **premi Leonardo** prize giving ceremony, Cesare Verona – Managing Director of Aurora - on behalf of the company and the entire committee, presented the **President of the Republic Giorgio Napolitano** with the “Leonardo da Vinci”, a limited edition Aurora pen engraved with the date of birth of the President of the Republic, dedicated to the great Florentine genius who has always represented Italian creativity throughout the world.



“**We are proud** to have become part of the Comitato Leonardo” stated Cesare Verona “which allows us to once again promote “Quality Italy” and to sustain the image and capacity for “know how” of our country throughout the world”.

Aurora was established in Torino in 1919, when the first fountain pen was produced – currently considered a real cult item – and is today the leader in Italy in the manufacture and marketing of writing instruments, watches, leather goods and paper. The historical Torino manufacturing company has led the development of writing instruments over time, but maintains the balance between craftsmanship and technology: the production stages are divided between the use of advanced computerised technology and work processes developed with the typical techniques of the goldsmith’s tradition, with artisan experts who work by hand and create the nibs with the beating method of long ago. Great famous designers have created collections that still thrill collectors from all over the world: Marcello Nizzoli, Albe Steiner, Marco Zanuso, Giorgetto Giugiaro, Gianpiero Maria Bodino. Manufactured articles are exhibited in the most important museums in the world, such as the **MOMA** in New York.

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