



Aurora at the I edition of the Exhibition-Event "Orologi & Charme"

The Turin company will be present at the Exhibition-Event in Turin and will put a graphologist and calligrapher at the disposal of visitors

Aurora penne, historical Turin "Made in Italy" company, will participate in the first edition of the **Exhibition-Event "Orologi & Charme"** the Italian event that epitomises the naturally perfect union between charm and elegance, from 14 to 16 May at the **Hotel Principi di Piemonte**.

The Exhibition-Event, sponsored by Confcommercio, in its first edition, represents the principal point of contact of the sector after the Sihh in Geneva and Baselword in Basel, an attractive event on the international panorama of the luxury sector, with superlative objects that symbolise and express the *Art de Vivre*.

For the occasion, **Aurora Penne** will exhibit some exclusive leading models including **Demonstrator**, **Permanento** and **Luna**. In addition, the Italian company, which epitomises quality Italian manufacturing, will exhibit new watch models, with six models created by **Aurora** for those who love precious accessories: a limited edition automatic model and five chronographs with faces of soft and smooth lines, steel case, satin buckle with the logo and red detail on the rim that shows again **Aurora's** passion for colour in the decoration.

For the occasion, on Saturday 15 and Sunday 16, **Aurora** will mount a special area within the "Accademia della Scrittura", for the exhibition of its quality products, where, in addition to displaying the models, a graphologist, who studies the psychology of writing, will be put at the disposal of visitors together with a calligrapher for those onlookers who would like to test themselves in the fascinating universe and art of writing.

Aurora is pleased to invite all visitors to the Exhibition-Event "**Orologi & Charme**", in the large **Salone delle Feste of the historical Hotel Principi di Piemonte**, in Via Piero Gobetti, near **Via Roma**, Friday 14 May from 17.00 to 21.00 and Saturday 15 and Sunday 16 May from 11.00 to 21.00, with free admission.

The Aurora Group is:

Aurora Penne, world leader in the production and marketing of writing instruments, fine leather goods and paper. Since 1919, its products, pens, leather accessories and watches, are unique, created with a perfect balance between **craftsmanship and technology**, typical manufacturing processes of the goldsmith's tradition and computerised production phases. With a single manufacturing plant in Turin and under the direction of the Verona family for four generations, the Aurora brand is synonymous with **Made in Italy excellence** in the luxury sector, distributed in over 50 countries throughout the world. www.aurorapen.it

Firma is a company of the Aurora group, acquired by the historical Turin brand in 2006. Also synonymous with quality and Made in Italy, it is structured across a range of products differentiated into the brands Firma and Nettuno. The first one is noted for a **strong link with the world of design** and careful research activity aimed at creating ever original shapes and lines such as Qube. On the other hand, the second one shares the **historic nature of the brand** with Aurora and presents the Tridente collection with a classic and traditional taste dedicated to lovers of the sea.