



## Aurora presents **ObjecTo: City of Turin** merchandising

*Aurora Pens partner and exclusive promoter of the accredited Turin souvenir brand name*

*Turin June 15.* **Aurora Pens** is happy to invite you at **12.30** tomorrow at the **Town Hall, Sala dell'Orologio in Piazza Palazzo di Città 1, Turin**, where the presentation of "*ObjecTo*" will take place: the brand name of a new and exclusive line of articles created by the Municipality of Turin on behalf of the city and by some Turin companies that have embraced the project with passion and enthusiasm.

The initiative consists of promoting the city of **Turin** through a series of original and interesting *souvenirs* with the objective of offering **an official line of gadgets** intended for the by now numerous tourists who visit the city.



**Aurora Pens**, leader company in the production of writing instruments since 1919, has created ad hoc for *ObjecTo* a special personalised pen and a line of notebooks, erasers and calendars; furthermore, for the occasion antique advertising material was reproduced, "Aurora": the Fascination of Tradition.

The Aurora Group is:

**Aurora Pens**, leader in the production and distribution 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 of **Made in Italy excellence** in the luxury sector, distributed in over 50 countries throughout the world. [www.aurorapen.it](http://www.aurorapen.it)

**Firma** is a company of the Aurora group, acquired by the historical Turin brand in 2006. Also synonymous of 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.

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