



AURORA CELEBRATES THE 40th ANNIVERSARY OF MOON LANDING WITH LUNA AUREA MINIMA

Shiny streaks and silvery finishes for the new limited and numbered production by Aurora

Aurora presents **Luna Aurea Minima** to celebrate the anniversary of a significant event, which has left a trace in the history of mankind: the **moon landing**. Forty years ago, on July 20th 1969, Neil Armstrong, the American astronaut, took the first human moonwalk under amazed and passionate eyes of millions of TV public all over the world!



Today, the historical Italian company dedicates to the event and to the Moon a **new collection** that distinguishes itself by the **ethereal beauty and magnetic charm**, to tell about the magic and the mystery of the radiance of the moon in a unique accessory.



A Made in Italy **limited and numbered production** which pays homage to beauty in all its nuances and which turns the accessory into a jewel. The new collection is available not only in the **fountain pen, rollerball and ballpoint** versions, but also in a unique version dedicated to women: **the original mini sketch pen** with a rounded shape that, thanks to the necklace, can be worn as an elegant and functional pendant.

They are made out of white marbled resin with chrome finishes for a warm and mysterious look. **Luna Aurea Minima** is original not only for its colour, but also for its shape. The size is smaller than normal in order to fit in the evening clutch bag, in a pocket or in the diary. Sizes range from around 11 cm for pens and less than 7 cm for the pendant. Small details embellish and personalise the style with a distinctive feature.



Luna Aurea Minima collection was designed for those who love precious and exclusive objects and it comprises **750 fountain pens with 18 Kt. nib, 550 rollerballs, 999 ball points, and 250 mini sketches**.

Each pen is distributed in the modern black case with beige leatherette interior.



For those who are even more demanding, **99 exclusive sets** have been designed consisting of **4 pieces** with a precious **moonstone** set on the head of the cap and they are packed in a prestigious silver-coloured case with black interior.

Available at all Aurora authorized resellers from € 200

Following is a technical datasheet for further information on models and numbered quantities.

Information for the public: www.aurorapen.it

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TECHNICAL DATASHEET

Name of producer	Aurora Penne.
Model	Luna Aurea Minima.
Versions	Fountain pen, rollerball, ball-point, mini sketch pen.
Materials, finishes, and colours	White marbled resin. Chrome finishes. A lunar symbol engraved on the clip.
Packaging	Leatherette case with beige interior.
Available from...	June 2009
Number of items and price	750 fountain pens in white marbled resin, chrome finishes, 18 kt. Solid gold nib. – 400€ 550 rollerballs in white marbled resin, chrome finishes – 285€ 999 ball points in white marbled resin, chrome finishes – 225€ 250 mini sketch pens in white marbled resin, chrome finishes – 200€ 99 sets with fountain pen + rollerball + ball-point + mini sketch with a moonstone set on the head of the cap. Packed in a prestigious silver-coloured case with black interior – 1.450€
Pen-nib	18 Kt. solid gold