



Aurora at the Cartoshow in Genoa: the history of the pen in Italy

Aurora, the Turin-based company with a long-standing tradition in the production of writing instruments and luxury goods, will be present at the **Cartoshow 2004** trade fair in Genoa from 21-24 May. The event addresses leading manufacturers and suppliers in the stationery sector and this year's edition also features a special section dedicated to the history of the pen and writing in Italy. A history in which Aurora has played an important role, with a number of extraordinary works of art, including the world-famous *Hastil*, the first pen to be exhibited at the MOMA in New York.

Many other jewels will also be on show in this area of the fair: a pen made of ebonite, a material first obtained by Charles Goodyear last century; a pen in coloured celluloid material; an '88 dating back to the Fifties, a product of the creative genius of Marcello Nizzoli in 1947, with more than a million pieces sold and still being sold today; finally a pen from the Sixties. All of these works of art are **from the private collection of Cesare Verona, chief executive of Aurora.**

Visitors will also be able to admire the *Thesi* ballpoint pen, a combination of beauty, quality and precision, designed by leading architect, Marco Zanuso. The **Cristoforo Colombo** will be present, in the fountain pen, ballpoint pen and rolling ball pen versions, in honour of the great explorer who set off from Genoa 500 years ago to discover America. Finally, some reproductions of old Aurora **advertisements** will also be on show, bearing witness to the various stages along the road to success – a success that continues to grow.

<p>Aurora, a leading company in the production and sale of quality writing instruments and fine leather goods, has extended its range to include a new line of paper products. This collection further enhances Aurora's broad product range, true masterpieces of Italian craftwork, recognised and esteemed the world over, born of a rich cultural heritage and a long tradition of success.</p>
--