



Cesare Verona presents Aurora to students at the Creative Academy

Aurora's chief executive, Cesare Verona, presented the company to students at the **Creative Academy** in Milan. As a firm that is deeply committed to research and development in the creative sector, Mr. Verona expressed the company's interest in working with students from the Creative Academy. The Academy was founded by the Richemont Group, the Swiss holding company that encompasses several of the most prestigious names in the luxury goods sector, such as Cartier, Van Cleef & Arpels, Piaget, Baume & Mercier and IWC.

The objective of the **Master of Arts for Design**, promoted in association with POLI.DESIGN, the design research centre of the Polytechnic of Milan and sponsored by the "Fondazione delle Arti e dei Mestieri" (Arts and Crafts Foundation), is to equip talented young people from all over the world with a knowledge of industrial production processes in the luxury goods sector. The Academy currently has around twenty students, who come from every corner of the globe, including Canada, Israel, India, etc. The lively atmosphere is bursting with strength and a multicultural energy. It is a melting - pot of new ideas, generated by a lively exchange. Aurora has always worked in collaboration with leading designers and architects to create pens that win the heart of every collector, and is dedicated to training new talent. In that connection, it will offer one young student from the Creative Academy a place on an **in-company training course**, to work on some new and interesting projects.

Aurora is a leading company in the production and sale of quality writing instruments and fine leather goods. Founded in Turin in 1919, Aurora has become part of the history of writing instruments, thanks to its ability to combine leading edge design and the best Italian craftsmanship. A rich cultural legacy and a long tradition of success have made Aurora's writing instruments and leather goods true masterpieces of Italian craftwork, recognised and esteemed the world over.