



Aurora **Official Supplier at Expo 2005**

Aurora, a legendary company in Turin which specializes in the manufacturing of writing instruments and luxury articles, is participating in the World Expo held in Japan from March 25th to September 25th 2005 as a sponsor and Official Supplier.

The **2005 World Exposition** is located in Aichi prefecture, near Nagoya - the third largest industrial zone in Japan following Tokyo and Osaka, and will conclude at the end of September. It guarantees six months of performances, events and shows which will come together to form a mosaic of various cultures. More than 130 countries are taking part in the manifestation which is expected to attract 15 million visitors.

The event is inspired by the "Art of Life" theme, in all its forms, and re-launches the most difficult challenge facing the third millennium: the harmonious coexistence of different cultures in a global society. Aurora-designed writing instruments, unmistakable for their style and elegance, have been chosen because they have been synonymous with the finest **Made in Italy** image in the world for almost a century.

During the manifestation, the manufacturer's new creation will be presented. Specifically dedicated to the Asian continent, the new **Asia** pen is a tribute to the Oriental culture and to its enchanting symbology.

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.