



## **Aurora in collaboration with the IED – Istituto Europeo di Design - in search of new talent**

Mr. Cesare Verona, chief executive of Aurora, has held a series of lessons at the **IED – Istituto Europeo di Design (European Institute of Design)**.

The purpose of the initiative is to obtain the collaboration of **talented young designers** of the future, by giving them the opportunity to take part in a competition sponsored by the Turin-based company.

The students were given a detailed brief and invited to submit a project and a prototype for a new pen. The paper copies of the projects are now being held at the Aurora offices, where they will be examined carefully and then judged.

The company was delighted by the large number of participants and the enthusiasm shown by the young students from the IED in response to this proposal. Who knows, perhaps we are about to discover a talented new designer who will sign one of Aurora's next works!

**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.