



Aurora opens in New York

Aurora, the Turin-based firm specialised in the creation of writing instruments and luxury goods, will inaugurate its **new shop-in-shop in New York in April**.

The Aurora corner will be located inside the Big Apple's most important and prestigious pen shop, the **Fountain Pen Hospital**, in Warren Street on the island of Manhattan.

The New York shop follows the one in **Washington**, c/o Bertram's Inkwell, the main point of reference for lovers and collectors of writing instruments in Baltimore and Washington.

For the great inauguration, much of the space at the point of sale will be dedicated to Aurora's most prestigious creations, especially its new *Asia* collection, produced as a limited and numbered edition. Following its successful Africa series, this second series dedicated to a continent pays tribute to oriental culture and its fascinating symbology.

Lovers of writing who attend the presentation or buy an Aurora pen during the same week will be able to win one of the 7,500 numbered editions of the fountain pen.

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.