



Aurora opens its doors to tourists and enthusiasts

Aurora is taking part in the “**Turismo Industriale**” (Industrial Tourism) project, which will give tourists and enthusiasts a chance to visit some of Turin’s most important industries, including Fiat, Giugiaro and Pininfarina, the authors of an indissoluble bond between design and production.

The initiative, organised by Turismo Torino (the Turin Metropolitan Area Tourist Promotion Board www.turismotorino.org), consists of a series of theme visits as a means of discovering the Piedmontese city, also through some of its **most representative industries**.

Aurora has been chosen, as a symbol of Piedmontese excellence, to give people an insight into the writing instrument production chain. Visitors will step inside the company, accompanied by professional guides, and experience each stage in the birth of a unique object, painstakingly crafted down to the smallest detail. The appointment is for **5 May, 2005**.

The original Aurora factory, in via della Basilica 9, in the heart of Turin, was destroyed in the bombing raids of 1943. After the war Aurora moved to a new factory in the **Abbadia di Stura** district, to the north of the city. The site covers an area of approximately 10,000 square metres and currently employs about 130 people.

For almost one hundred years the name of Aurora has been synonymous with high quality, good taste and fine Italian craftsmanship and, in spite of the inevitable technological developments that have taken place over the years, the spirit of the company is still based on **workmanship**.



In a skilful combination of tradition, passion and fine materials with leading edge production techniques, Aurora can boast **the only pen manufactured entirely in Italy** and is the only factory that still manufactures its own nibs, which are the result of a 17-stage production process.

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.