Montegrappa

**MEDIA RELEASE** 

For publication from January 2019

## MONTEGRAPPA CELEBRATES THE VENUS DE MILO

To celebrate the 200<sup>th</sup> anniversary of the discovery of the Venus de Milo, an Italian luxury pen maker has used actual marble to bring one of the world's great artistic treasures to life.

In her room at the legendary Louvre Museum, the Venus de Milo stands an imposing 202 cm (6'8") tall. But a new range of limited-edition writing instruments from Montegrappa recreates one of the world's best-loved sculptures at a size of only 140 mm. For the prestige Italian maker, it was clear from the beginning that doing justice to a 2,100 year-old goddess would be an exercise in authenticity. After all, her reputation as the epitome of beauty depends as much on her flaws as her artistic perfection.

The creative process began with marble. Using a method developed for the Antonio Canova – a landmark pen released in 2017 – 3D modelling helps Montegrappa create specialmoulds that capture every nuance in high-resolution detail. These are then filled with a clay made from ultra-fine marble 'flour'. After drying and hardening, it takes only an instant to realise the difference of a pen made from stone. Its silky touch and showcase looks are underscored with filigree metal hardware – customers can choose between museum-grade bronze or 18K yellow gold.



Elmo & Montegrappa S.p.A. Via Ca' Erizzo 43/45 - 36061 Bassano del Grappa (VI) ITALY Tel. +39 0424 522232 - MONTEGRAPPA.COM The company led by C.E.O. Giuseppe Aquila has a deep relationship with history. Montegrappa itself has operated out of the same factory for more than a century, and its back-catalogue of limited editions is well known for recognising artistic and cultural excellence. "We wanted to get back to the classical beauty that so many collectors know us for," Aquila explains. The bicentenary of the Venus de Milo's discovery offered a wonderful pedestal. "Her fusion of beauty and intrigue is something that resonates deeply with our sensibility."

In recognition of the anniversary, two hundred fountain pens and two hundred rollerballs have been created from marble and bronze, with a solid gold trimmed option available. After showing the first production pieces to privileged clients, Aquila is delighted with the results: "Our artisans work very hard to achieve things with pens that no-one would dream of."

## ENDS

About Montegrappa:

Montegrappa has been manufacturing Italy's finest pens in the same artisanal factory for more than a century. Combining luxurious materials, high craftsmanship and unrivalled writing pleasure, the independent maker's quality and individualist flair make it a firm favourite of leaders, visionaries and connoisseurs.



Elmo & Montegrappa S.p.A. Via Ca' Erizzo 43/45 - 36061 Bassano del Grappa (VI) ITALY Tel. +39 0424 522232 - MONTEGRAPPA.COM