



## **MEDIA RELEASE**

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### **PEN OR TIMEPIECE? MONTEGRAPPA BLURS THE LINES**

**A new, multi-functional pen has been created with one of the world's leading neurologists to underscore how writing and happiness affect the way we perceive time.**

Dr. Richard Restak has invested more energy than most into thinking about the human experience of time, but his findings resonate with something Italy's leading luxury pen makers have long observed in their own customers: "As long as our attention is focused on what we are doing at the present moment, we tend to be unaware of time."

The Professor of Neurology at George Washington University has collaborated with Montegrappa on a writing instrument that challenges the conventions of pen design. Among many visual references to the time measurement, the limited-edition Time & Brain carries an actual working timepiece at each end. An analogue quartz clock features on the cap, while the miniature, 3-second hourglass built into the pen's base is one of the most intricate pieces of working componentry ever made for a luxury pen. Other symbols include an Art Deco pendulum pocket clip alongside other engraved representations of sundials, watch faces and circadian clocks.



While it's a piece sure to pique the imagination of clock and watch collectors, Montegrappa C.E.O. Giuseppe Aquila insists that the pen's true purpose is to empower writers to maximise their enjoyment of the present. "Time & Brain aims to highlight the fact that time is overwhelmingly controlled within our minds." This explains why representations of the brain and cerebral cortex are also engraved into its precious metal casing. "Pens not only help us to bring order to time, but to lose ourselves in the moment of writing," Aquila adds.

Time & Brain arrives in a case resembling an antique 24-hour clock, and contains an exclusive 104-page essay in which Dr. Restak demonstrates the correlation between how we perceive time, and our activity or mood. This is the third occasion that the author of more than twenty books has worked with Montegrappa. Previous collaborations *Brain* (2013) and *Memory* (2016) proved particularly popular with academics and technology professionals by highlight deeply cerebral concepts with Italian flair and flawless craftsmanship.

In its quest to bring exquisitely handmade pens to new audiences, the century-old manufacturer often finds itself oscillating between science and the humanities. A limited-edition dedicated to the mechanical inventions of Leonardo da Vinci released earlier this year highlights how greatness often results from fusion and cross-pollination. As Aquila points out, "Regardless of background or occupation, most of our customers find a certain catharsis from holding a beautifully engineered pen with its own story to tell."

Time & Brain by Montegrappa and Richard Restak exists in limited editions of Sterling Silver and 18k Gold and can be viewed at leading pen dealers as well as Montegrappa's own physical and online boutiques.



## **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.



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