



MEDIA RELEASE

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ONE PEN TO RULE THEM ALL: MONTEGRAPPA MEETS MIDDLE-EARTH

As legions of Lord of the Rings fans eagerly await news of a lavish new production based on Tolkien's universe, Italy's leading name in luxury pens has made one of its own.

A blockbuster movie franchise based on one of history's best-selling book series is a logical place for obsessives and collectors to congregate. J.R.R. Tolkien's epic Lord of the Rings trilogy is estimated to have sold more than 150 million copies since its publication in 1954-55, while Sir Peter Jackson's movie trilogy (2001-03) grossed \$3 billion at the box office before finding its way into more than 100 million homes. The extent of its influence is evident in the continuing popularity of fantasy titles nearly two decades later, including secretive ongoing efforts to create a serialised television prequel.

While the notion of dedicating luxury pens and watches made to famous artistic works is not new, the level of engagement and immersion fans have with their favourite works demands that tribute products offer something richer and deeper than traditional merchandise. It's a point the man at the helm of Italy's oldest writing instrument-maker understands well: "Modern consumers demand much more than a vintage vibe and a token signature etched into the side."



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Giuseppe Aquila is CEO and Creative Director of Montegrappa, a brand with a proud record of making pens beyond conventional expectations – and budgets. “Our customers see pens as something magical: an object to admire as well as a tool to inspire and fuel their own creativity.” A solid gold limited-edition tribute to The Lord of the Rings is his company’s latest extravagance. It’s a design that uses every molecule of precious metal to memorialise the cinematic vision of Tolkien’s world.

The result will resonate particularly well with those who discovered Tolkien through the movie trilogy, with more than two dozen individual elements recreated in the style of Peter Jackson’s Middle-earth. “Well over a year of development has gone into this pen, working closely with New Line Cinema representatives to ensure a level of detail to enchant the most demanding fan.”

From the hand-enamelled Eye of Sauron hovering ominously within its cap, down to detailed reproductions of Fellowship regalia around its barrel, aficionados of Middle-earth will find much in this limited edition to tempt them. Most precious of all is a replica of the One Ring, provided in place of a conventional capband, which can be left on the pen, or removed to be worn or carried.

Montegrappa and its followers are no strangers to the fantasy genre. The brand has recently completed an extraordinarily successful collaboration with HBO for Game of Thrones. Already back in 1995, Aquila was a fresh-faced university graduate when he developed “The Dragon Pen” – a move which practically kickstarted the movement towards collecting contemporary pens.

“Our expertise in ancient jewellers’ techniques like lost-wax casting lends itself particularly well to fantasy’s elaborate, other-worldly ideas,” he explains. Pens are an interesting proposition that collectors and super-fans often overlook: “We work in a scale between traditional jewellery and collector models. The difference between our products and other high-end collectibles is that pens are made to be used as well as admired.”



Only twenty pieces of the 18k Gold version fountain pen exist worldwide – a nod to the twenty Rings of Power created under Sauron’s command. Meanwhile 379 pieces of Montegrappa’s The Lord of the Rings Limited Edition also exist in Sterling Silver and can be found in leading writing boutiques, and at montegrappa.com.

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.

About The Lord of the Rings:

In 2001, New Line Cinema and Peter Jackson introduced The Lord of the Rings to a whole new generation of fans with the blockbuster movie The Lord of the Rings: Fellowship of the Ring. The franchise success continued with Lord of the Rings: The Two Towers (2002) and The Lord of the Rings: Return of the King (2003). The trilogy continues to be one of the top grossing franchises of all times and represents a monumental achievement in filmmaking with \$3 billion in box office receipts, a line of licensed merchandise spanning books, collectibles, games, collectible toys, and a legacy that persists today.

