

# MOLESKINE

Fuorisalone 2015

April 14-19, 2015

## Documenting design innovation at Ventura Lambrate #IdeasNoted

**Moleskine** joins forces with Ventura Lambrate to set up a **Documentation Centre** for design innovation at what has become one of the most prominent and innovative design districts at Milan Design Week. With the **Moleskine smart notebook, Creative Cloud connected** in hand, a group of young **design reporters** roam the once-industrial warehouses and streets to sketch and document its design objects, materials and technological solutions as well as its installations, crowd and spaces.

Little page markers in the corners of each page are recognized by a companion app, which optimizes and digitizes the hand-drawn images with a simple capture. The design reporters then upload their sketches to the **Creative Cloud** as fully workable vector files, which are finally elaborated by a designer live from the Documentation Centre at Via Ventura 14. Projected onto a screen is this part of the creative process, with original sketches and printed works exhibited alongside, completing the circle of creativity.

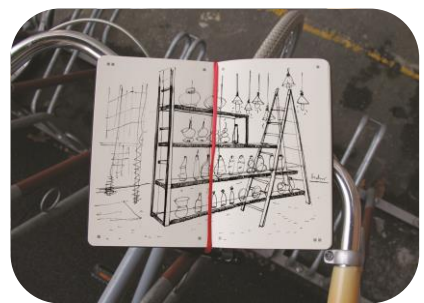
Designed by Milan and Florence-based studio CICLICA.CC, the Documentation Centre resembles a sort of *wunderkammer* or Cabinet of Curiosities within the former industrial space. Just like in a library, visitors can browse the materials encased in the metal structure and take their own notes while observing the creative process in action.

### Making paper evolve.

#### **Moleskine smart notebook, Creative Cloud connected.**

How does it work? Drawings made on the **Moleskine smart notebook, Creative Cloud connected** and captured using the companion app (free, iPhone only) are uploaded to the Creative Cloud as fully workable vector files.

The page markers in the corners of the notebook assist the pre-processing and optimization of the image, which is cropped and flattened (to correct the angle). The image is synced to the Creative Cloud in two different file formats (jpg and svg) and can be opened and edited in Adobe Photoshop® CC or Adobe Illustrator® CC for the final stages of the process. Sketches will also be available online **#IdeasNoted #venturalambrate**.



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**Partners:** Adobe™, Officine Tamborrino  
**Project Design:** CICLICA.CC

**April 14 to 19, 2015**  
**Via Ventura 14, Zona Ventura**  
**Milano**  
**M2 Lambrate**

**Private view: Saturday, April 18**  
**20.00 - 22.00**

**Download full media kit [here](#).**

**For updates and further assistance contact:**  
Silvia Trenta | [silvia.trenta@moleskine.com](mailto:silvia.trenta@moleskine.com)  
T +39 0200680530

## Moleskine

Moleskine® is a brand that encompasses a family of tools for creativity and productivity: notebooks, diaries, device covers, journals, digital apps, bags, writing instruments and reading accessories. They are the essential objects that we keep close as we navigate our physical lives and engage with our digital communities. They are the objects that identify us wherever we are in the world and invite us to imagine what will become the cultural heritage of tomorrow.

[moleskine.com](http://moleskine.com)

