

MOLESKINE CAFÉ

Milan, Italy

Design: Interbrand
Opening date: July 2016
Store size: 200 sq m

Photography: Michele Morosi

Italian luxury notebook brand Moleskine has entered a new chapter with the opening of its very own café. A contemporary reinterpretation of the idea of the *café littéraire*, the new format mixes elements of a café, art gallery, store and library.

Created in collaboration with Interbrand, the 200 sq m café in the Brera Design District of Milan is designed to boost creativity as well as enable deep thinking and relaxation.

The original idea behind the concept and development is 'My Daily Fix of Inspiration', which comes to life within the space and in its experiential elements.

Split across two levels, the ground floor incorporates a coffee bar, communal table and exhibition space while the mezzanine





features a sofa area for reading, working and quiet conversations.

'The café design reflects Moleskine's style: simple, essential lines, and a colour range based on neutral shades, which creates a relaxing environment that encourages exploration and dialogue, just like the ivory-coloured pages of their notebooks,' says a spokesperson for Interbrand. 'Large full-height windows illuminate the interior and create continuity with the terrace and city streets.'

The exhibition space on the ground floor will focus on the early stages of the creative process, with sketches, notes and doodles by established and emerging architects, designers, illustrators, business innovators and film directors the starting point for a series of on-site presentations. In addition, an interactive sharing wall provides opportunities for customers to connect with and draw inspiration from artists, designers and creative professionals from around the world.

For the new café, Moleskine has

partnered with Milan-based coffee roaster Sevengrams to offer two espresso blends and a selection of brewed coffee. The coffee beans are available for purchase in Moleskine-branded bags, which feature illustrations by a range of different authors.

The Moleskine Café is a new journey into food and beverage retailing for the company, which has already gone beyond paper, stretching its reach into travel accessories, publishing, software development and consumer electronics.

'This is an important new step in our journey to realise the full potential of Moleskine as the lifestyle brand of the creative class,' says Arrigo Berni, CEO of

Moleskine. 'Our vision for the Moleskine Café is exciting and unique. We will provide our guests with an innovative retail experience, bringing the socialising dimensions of food, creativity and shopping to a single space designed to reflect the distinctive, clean aesthetics of Moleskine. I believe this vision fully reflects the growing interest people show for retail formats that go beyond the sheer act of shopping and I look forward to validating this concept for global expansion.'

The Milan opening follows the success of the pilot Moleskine Café in Geneva Airport, with more sites expected to open in cities worldwide. **Rf**

