

Because the Pen is Mightier

PEN Craft

JUNE 2008 - NOV 2008

HISTORIC REFERENCES

FABER-CASTELL
PEN OF THE YEAR 2008

KRONE
GALILEO GALILEI

MONTBLANC
FRANCOIS I

NIBNOBBING WITH:

TAN FONG KUM
• **Aesthetic Bay**

CANDI KUM
• **Aquila Brands
Singapore**

LOO HOOI KEAT
• **Pelikan International**

OF MYTHS & MAGIC

CARAN D'ACHE
TRIBAL MASQUE

**CONWAY
STEWART**
KARYOUBINGA

DANITRIO
KAGUYA-HIME

NAKAYA THE
SHOKI CHASES
THE DEMON

**TIBALDI DRAGON
& PHOENIX**

VISCONTI THE
WORLD & LOVERS



AP LIMITED EDITIONS

The Puppet

— A RELATIONSHIP STORY —



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Dark Continent Mysteries

Drum beats, animal howls, insect cacophonies and roaring waters all evoke a sense of the unknown and the unfathomable. Caran d'Ache, too, provides these feelings with its newest writing instruments: the Tribal African Masks Limited Edition.

By ALBERT THOMAS

*M*appers in the 19th century did not have access to satellite technology; there were no Google maps. Since little was known about Africa's interior geography, particularly Sub-Saharan Africa, cartographers of the day would often leave this region dark, hence the term the 'Dark Continent'. It was a bit spooky then and, to the uninitiated, it perhaps still is.

Other mysteries about Africa abound: cultures, religions, ethnicities and customs to name just a few. Yet despite a reputation of being deep, dark and mysterious, many commonalities or universals can be found between Africa and other regions of the world. One of these is the use of masks. Diverse cultures from around the globe have used masks in their societies for centuries. Ancient Greek actors used them for special theatrical representations. Europeans have used them as a means of costume for masked balls and the Japanese and Chinese still use them today in theatrical productions and traditional dances.





**The Caran d'Ache
Tribal African Masks
Limited Edition is a
sculptural masterpiece**



African cultures use masks for many different purposes ranging from harvest dances to rights of passage for young men, complex religious beliefs and funeral ceremonies. Masks are also made and used for moral lessons because most African societies have no extensive written history, so mask dances serve to teach people right from wrong. Popular among many tribes are war masks as well as masks used as representations of the group's ideal of feminine beauty. Moreover, there is an abundance of masks depicting animals — these serve as a connection between people and the spirit world that traditional African beliefs say inhabit the open savannas and forests.

In tribute to these ancient African cultures, beliefs and art, Caran d'Ache has recently released the latest model in its Artiste Collection: Tribal African Masks. A limited edition of 128 fountain pens and 64 rollerball pens, whose cases are made of .800 silver with gilded detailing and a special sombre finish; they are sculpted entirely by hand with different African tribal masks on the body and on the cap. In addition to mask decorations, the African elephant has been chosen as the animal

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The sumptuous presentation of the Caran d'Ache Tribal Masks Limited Edition pen which is crafted of .800 silver with gilded detailing

representation. The largest land animal alive today, the elephant is symbolic of strength, wisdom and majesty.

Another eye-catching asset to the Tribal African Masks pens is the cabochon-cut tiger's-eye that is set in the tip of the cap. These semi-precious gems are from South Africa and possess a high degree of chatoyancy, or optical reflectance (they change lustre depending on the angle of the light). The name of these stones comes from the luminous yellow streak on the stone's surface that suggests the eye of the big cat and they possess their own bit of magic and mystery: the stones are said to have protective powers that repel negative energy.

The ring carries the Caran d'Ache logo, the edition number, the master craftsman's mark and the individually-engraved signature of the artist, Edouard Jud. The fountain pen can be used with cartridges or with an ink pump. The rhodium-plated 18K gold nib is available in M width and can be ordered in F or B widths. The rollerball is fitted with a fine black cartridge. Each pen comes with a lifetime guarantee. Any way that you look at them, these pens from Caran d'Ache possess their own image of strength, beauty and mystery and will keep you from disappearing into the dark. ♣



Celebrating Colours

By FEROUZ JEREMIAH RAFIQUE

Caran d'Ache releases a multi-colour collection that happily combines the hues of the great Swiss lake: Les Couleurs du Léman.



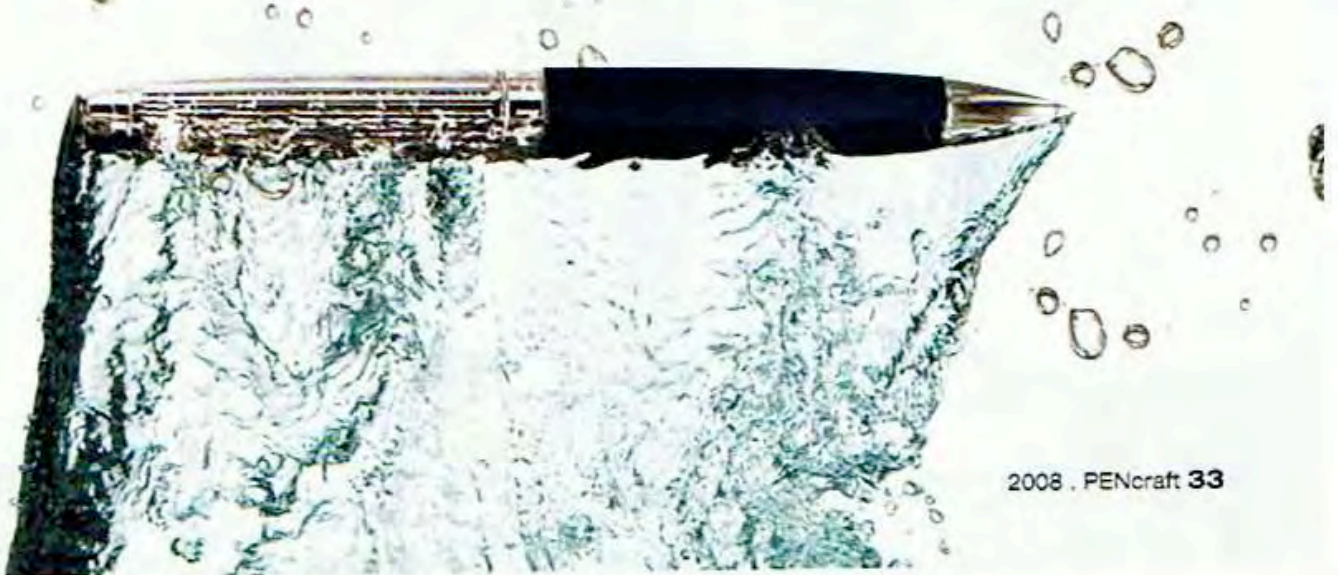
Lake Léman, the croissant-shaped and bluest of all the Swiss lakes, is one of the largest in all Europe. The surrounding hills and the lakeshore are all wine country, with plenty of quaint vineyards visible along roadsides. It is also ringed with villages, castles and gorgeous walks that demand attention. Over the years, the lake has attracted the world's wealthiest people and recharged the batteries of many frazzled urbanites.

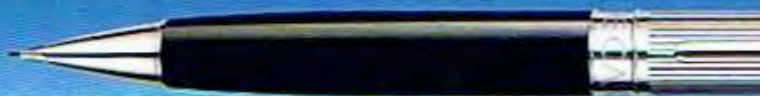
Once evening arrives and the sun sinks into the depths of Lake Léman, something magical happens that causes an explosion of colours on the lake. The magic moment when the light becomes full of wonderful hues has

inspired Caran d'Ache to create its multi-colour collection, Les Couleurs du Léman.

Available in four different writing types, fountain pen, rollerball, ballpoint pen and mechanical pencil, the Léman collection of writing instruments provides their owners with tools that truly meet their preferred usage while showcasing their personality or mood. Red, pink, saffron, midnight blue and black adorn each instrument with a brilliant lacquer finish beautifully set off by the shine of silvered and rhodium-coated fittings to reveal the depth and sparkle of the Léman collection.

With its legacy of expertise in keeping the art of writing alive and well, writing instruments bearing the Caran d'Ache brand





are recognised the world over for their excellence and for their daring combination of technology and aesthetics. The shades of the pens in the Léman collection are based on the harmonies of pigments and have been carefully considered, compared and chosen from all the variations possible for their unique qualities and the feelings they evoke. Each also artfully suggests the softly rounded outlines of the lake.

SAFFRON DAY BREAK

The first colour to be chosen for the collection, it evokes images of the spice that gave it its name. A deeply symbolic colour, it represents life and expresses spirituality.

ROSE DAWN

A colour that is the perfect mixture of white and deep purple, rose symbolises the spirit of the awakening dawn. A colour that is infused with gentleness, rose dawn is akin to the sky gently powdering its face in the mirror of the lake.





RED EVENING

The colour red speaks of passion, warmth and intensity of feelings. The red chosen by Caran d'Ache designers is hot, flamboyant, generous and deep, drawing its energy from the moment when the sun sets fire to the waters of the lake.

BLUE NIGHT MIDNIGHT

A unique and precious shade of blue that combines both brilliance and depth that has been inspired when the last rays of sunlight reflect on the lake creating an infinite variety of blues offering an intense and fascinating palette.

BLACK ABSOLUTE

Black is mysterious, mystical and elegant. Watching the moonlight at its brightest causing twinkling little reflections from the lake, Caran d'Ache is inspired by the moon's sparkle to light up the body of the writing instrument by adding finely-lined silver, coated in rhodium, to create a touch of light against the intensity of absolute black. ✎



6. CROSS

Cufflinks

Crosslinks, the range of cufflinks from Cross, complement the styling of several Cross pens ranging from the Apogee to the Townsend.

7. DE GRISOGONO

Ring

An eye-catching creation of renowned jeweller Faenza Grisogoni, each precious ring can be used either alone or combined.

8. BREGUET

Cufflinks

Add a touch of class to your next event with a set of horology-inspired 18K white gold cufflinks from Breguet. The oscillating weight in the centre will be a pure conversation starter among cognoscenti.

9. CARAN D'ACHE

Type 55 Key Holder

A very distinctive texture is found on the key holder from Caran d'Ache, which is based upon the design of the unique air intakes of the famous Mustang sports car.