

Passion

THE MAGAZINE FOR HANDWRITING CULTURE | EDITION 01_2018



180

YEARS OF
PASSION

The glowing "Fire" is part of the elegant limited edition series "Achievements of Civilization". We of course burn with passion for high-quality writing instruments.



Pelikan Passion



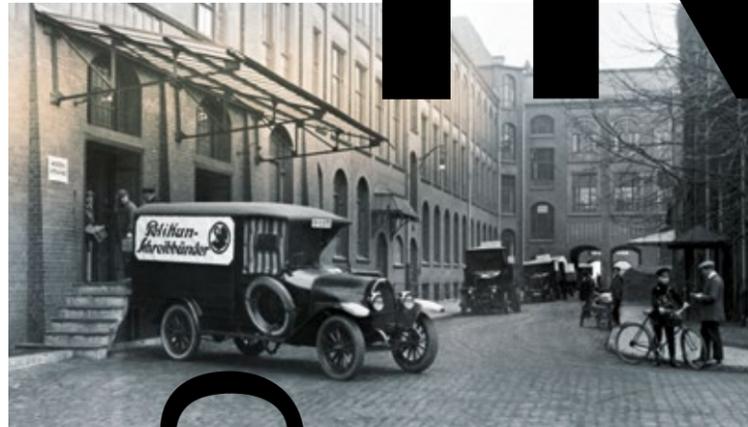
180 years of Pelikan, 180 years of passion. The Pelikan anniversary year is here to spread a very special message: Passion worldwide! We owe this moment to our founder, Carl Hornemann, who was a pioneer and laid the foundation for his successors, Günther Wagner and Fritz Beindorff. Together, they showed courage and an inventive spirit, and established our company in the international market. A great success that we maintain conscientiously today. After all, passion is a way of life for Pelikan.

What is it that motivates us today? We want to reach the hearts of our customers and inspire them with the outstanding Pelikan quality, represented by the "Made in Germany" epithet. Again and again. Accordingly, this year we are celebrating both an anniversary as well as a premiere, since this is the debut edition of our new customer magazine "Passion" with which Pelikan is starting a new chapter in communication for aficionados of fine writing. Our wealth of experience and expertise will be on display throughout, joined by exciting topics and stories in which you are bound to find exciting forays into the worlds of art, culture, and inspiration. We combine fascinating writing instruments with modern lifestyle, and are delighted to present ourselves to you in a new light. How is ink actually made? How individually do people write in other cultural settings? And what does the "art of the nib" mean? We would like to invite you warmly to become familiar with our unmistakable handwriting – share our passion and discover our world of handwriting culture.

Jens Meyer

Jens Meyer, Global Marketing Manager, Fine Writing

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THE *Spirit* OF 1838

OUR ANNIVERSARY
ICON IS A GLEAMING
RARITY WITH A UNIQUE
SPIRIT: EXACTLY 180
PIECES HAVE BEEN
MANUFACTURED TO
SHINE FOR THEIR LUCKY
OWNERS WORLD-
WIDE. IT IS AN HOMAGE
TO OUR CLASSIC WRITING
INSTRUMENT: THE
LEGENDARY SOUVERÄN
— OUR INTERNATIONAL
BRAND AMBASSADOR.



FAUST



The New York-based artist Faust combines graffiti style with calligraphy technique in a way that is awe-inspiring. As is typical for graffiti, his works mostly decorate the facades of urban buildings. At the same time, Faust concentrates his full focus on the presentation of his words – occasionally sweeping and intricate, other times angular and harsh. As a result, he has received multiple awards, including in the Young Guns category by the Art Directors Club. Name-brand businesses and institutions from New York to Berlin have lent him their facades to let his creativity run free – the Urban Nation Museum of Urban Contemporary Art, for instance.

faustnewyork.com |



QLOCKTWO®

A new way to read the time – literally. Designed by Marco Biegert and Andreas Funk, this watch that does away with digits has received awards across the world. Its availability in over 20 languages has no doubt helped. Every five minutes, the corresponding word clusters light up to tell the time. The Qlocktwo can be purchased in sizes from large (90x90 cm) to wristwatch, or even as a special edition. qlocktwo.com |

LUMIO BOOK LAMP

This isn't a book you can read. The pages are white, and they light up! That's precisely what makes Lumio stand out: It's a dynamic and multifunctional lamp in the shape of a hardcover book, and has also won the Red Dot Design Award. It can be opened by up to 360° to make a very special, harmonious feature light. Such gracefulness is bound to make the hearts of more than just designers beat faster. So, although you can't read it, we would venture to say you can't – or wouldn't want to – read without it.

hellolumio.com |



WRITING style

ROOBY LANE

Genuine classics reappearing in new garb: Alice in Wonderland, Hamlet, and many other stories have now been turned into clothing thanks to this fashion designer. Rooby Lane, from England, made her love of books and fashion her livelihood. She even produces one-off items of clothing for her customers – a unique opportunity for anyone wanting to transform the written word into their new favorite outfit. The designer's motto? Wear your personality!

roobyane.co.uk |



NEON MUSEUM



The old Las Vegas lives on. The Neon Museum gathers the neon signs of long-closed hotels and restaurants of yesteryear and presents them to curious visitors. Over 260 signs show uniquely how writing and advertising change and merge with each other over time. If you look closely, you'll see in these signs traces of today's Las Vegas – a city that only fully comes to life at night.

neonmuseum.org |



FROM *a pot of ink* TO A GLOBAL BRAND

1906

Pelikan takes over 13,000 m² of office and factory space in Hanover. This historic neighborhood impresses its visitors to this day.

OUR COMPANY'S STORY BEGINS WITH A SMALL FARMHOUSE BEFORE THE CITY GATES OF HANOVER. IN THIS HOUSE, 180 YEARS AGO, CHEMIST CARL HORNEMANN (1811 - 1896) PREPARED COLORFUL INK AND EXTRACTED BRILLIANT RED CARMINE.

His extravagant creativity knew no bounds. Thus, he founded a paint and ink factory that grew to become an internationally successful company. The date on which his first price list was published, April 28, 1838, is considered the company's official founding date. Despite the significant economic and social hurdles at the time, Pelikan expanded to eventually become a global brand. Hornemann had two significant traits that characterized his undertakings and marked him out as a visionary: Scientific expertise and a great deal of passion. Together, these made for a powerful gift that successfully wrote history. >

T

Take a trip through
Pelikan history and you'll
find a lot to discover ...



THE SHAPE OF THE 4001® INK BOTTLE MAKES IT EASY TO REFILL YOUR FOUNTAIN PEN AT ANY TIME: SHOULD THE INK BE REACHING ITS END, YOU CAN ABSORB THE LAST DROPS LEFT BY TURNING THE BOTTLE ON ITS SIDE.

HEALTHY GROWTH

From Carl Hornemann to Günther Wagner and Fritz Beindorff. Three successful businessmen with foresight and character. In the first 60 years of Pelikan alone, they lay the foundations for an aspiration that is still maintained today: A varied range, the highest quality, and healthy growth. In the 'Pelikan District' of Hanover, the factory's machines worked double shifts. They were ready to move onto the international market.

At the end of the 19th century, Pelikan was already able to launch its first production facility abroad, in Austria. Shortly after the turn of the century, the company opened a branch office in Paris, followed by the first dispatch facility in Munich. Then, in 1911, there finally came a move across the Atlantic – to New York. When the company celebrated its 100th anniversary, it had factories in Vienna, Gdansk, Milan, Barcelona, Sofia, Warsaw, Budapest, Zagreb, Buenos Aires, Rio de Janeiro, and Santiago de Chile.

Over the following decades, Pelikan secured its position in the international market and, for 180 years now, has offered a range of products featuring the highest level of quality. The company's success is no coincidence – Pelikan made sure of it, down to the finest detail.

WORLD-FAMOUS INK

The product that started it all is still today one of the premier features of the company's offer. It is sold worldwide and enjoys genuine renown. The ink, as we like to put it, is the DNA of the Pelikan brand. Good ink is characterized by constant development so as to reach perfection. Consequently, supreme quality and intense brilliance are simply in the genes of the extraordinarily popular Pelikan ink.

Our 4001 inks have already proved themselves over many decades. First mentioned in a document from 1897, they are still an indispensable product for any friend of the Pelikan brand today. Thanks to the formula which has been perfected down to the finest detail, the proven, high quality of this legendary classic is consistently assured. The 4001 guarantees an even flow of ink, powerful written expression, and vibrant color. A true jack of all trades. "If the ink is fine, isn't everything fine?" It's somewhat more complicated than that. Our Edelstein ink is the jewel of all inks. New design, a unique formula, fascinating color accents, and a writing experience as smooth as silk. Every year, Pelikan presents a new Edelstein ink color limited to just that calendar year – our Ink of the Year. The collection is for a limited time only, yet the demand for it is endless.

Souverän M 805 | Stresemann



A DEBUT FIT FOR A KING

In 1929, Pelikan was the first company in the world to patent a piston filling mechanism, a development courtesy of Hungarian engineer Theodor Kovacs. This technology uses two different screw threads on the inside of the fountain pen to ensure that the spindle inside moves more quickly than the end piece of the barrel. As a result, refilling the pen is extremely quick, easy, and clean. The technological advances as compared to the "safety" pen that dominated the market at the time were self-evident, and led to the enormous success of the Pelikan fountain pen. The design and technology of this fountain pen have continually been further developed over the decades, leading it to be produced in many different variations. However, the basic functioning of the underlying mechanism remains the same as ever.

OUR BRAND AMBASSADOR

1950 was the year of birth of our Model 400. This classic with a black-and-green pinstripe sleeve is still considered a symbol of the Pelikan brand worldwide. It is our brand ambassador and Pelikan's flagship product. A creation that is utterly stylish and has piqued boundless desire for decades. In the 1980s, the series was given the name "Souverän", meaning sovereign in German. However, people

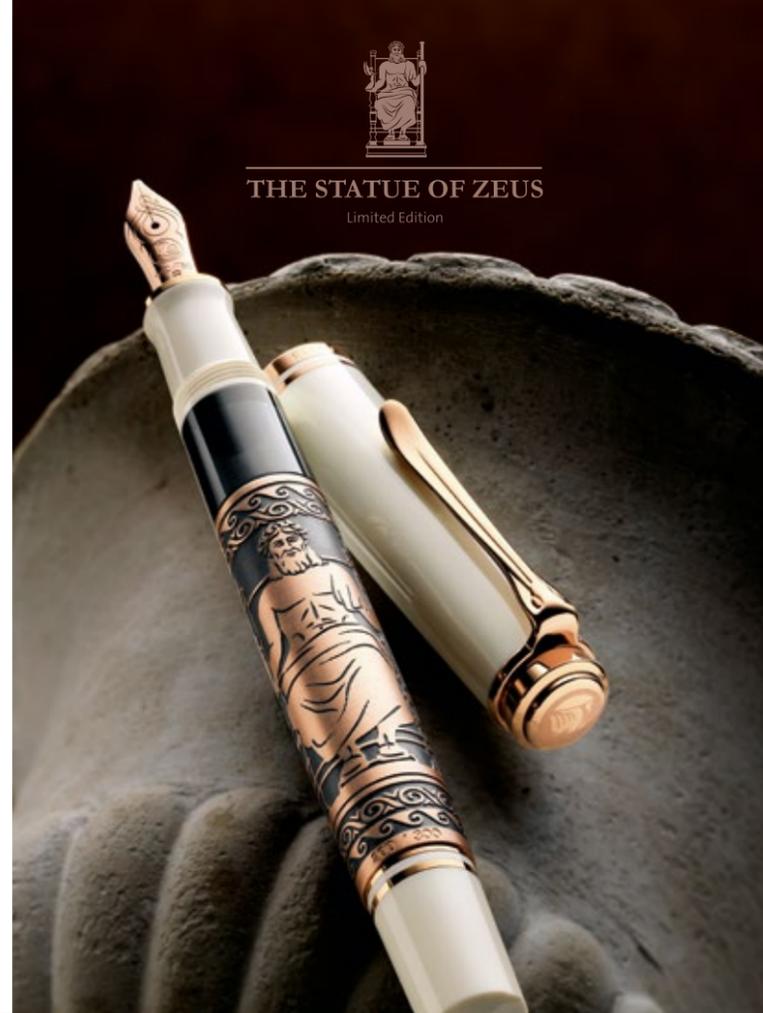
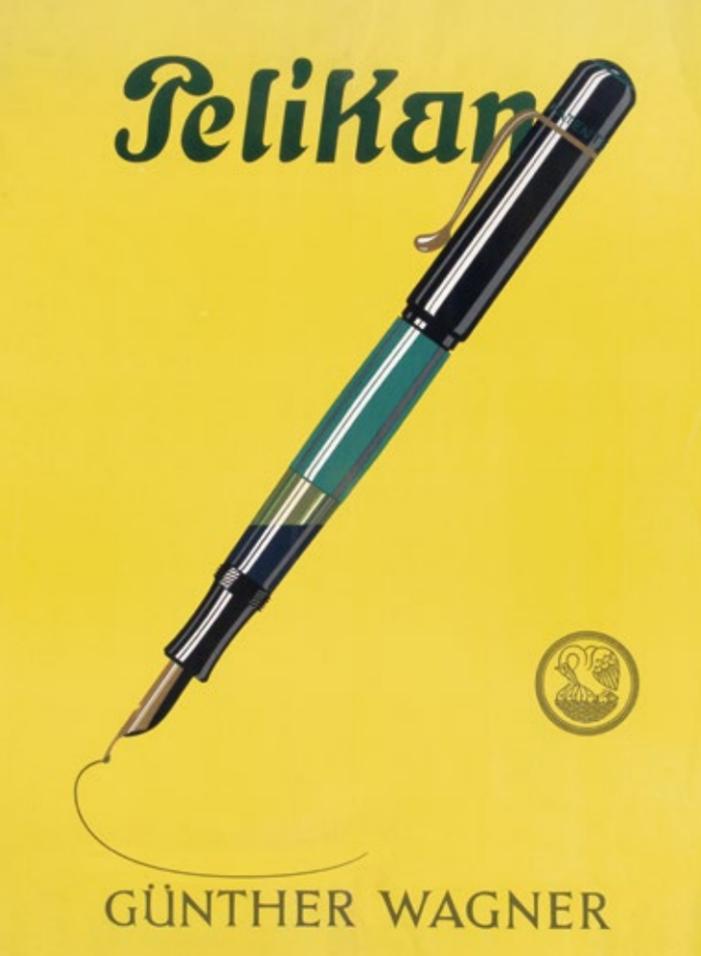
often refer to it by its colloquial name "Stresemann", which pays tribute to the striped suits worn by the German Foreign Minister of the same name in the 1920s. Gustav Stresemann (1878–1929) would wear a subtle, pinstriped suit, no matter what occasion, and created a legend around himself in the process. And so his name wrote history, with both those suits and the pinstriped Souverän fountain pen bearing it today. To honor the legend surrounding the rise of this name almost one hundred years later, Pelikan has now officially given the elegant Souverän pen with anthracite stripes the name "Stresemann".

HAND-SELECTED, UNIQUE PIECES

The design of the Souverän is unique, and every fine, connected pinstripe on the material possesses a constant high quality level and persuades its owner of a unique design beyond comparison – made to measure by the masters. The entire surface of the Souverän models is sanded to become exceptionally smooth using a natural diamond, giving it additional luster. Our black models are made of high-grade resin, considered the "platinum" of all plastic materials, and are self-polishing. They are characterized by an extremely rich sheen and their solid, durable surfaces. ►



**"STRESEMANN"
THE LEGENDARY
PINSTRIPE SUITS OF
GERMANY'S FOREIGN
MINISTER DURING
THE 1920s INSPIRED
THE NAME OF OUR
CLASSIC.**



1929

GÜNTHER WAGNER
POSTER: PELIKAN
 DEBUTS THE FIRST
 PISTON FOUNTAIN PEN
 AND REVOLUTIONIZES
 THE MARKET WITH ITS
 PATENTED MECHANISM.



DIVERSE RANGE

ELEGANCE The Elegance collection represents your entry into the world of high-quality writing instruments. Classic elements such as the typical Pelikan beak-like clip and ornamental rings on every writing instrument make a clear statement about the Pelikan brand.

LIMITED EDITIONS We burn with passion for precision, extraordinary design, and exclusive, unique pieces. This passion is reflected in our assortment of limited editions. With a great love of detail, we translate design concepts into fountain pens. The rare beauties found in our “Seven Wonders of the World” series enrapture collectors across the globe.

SPECIAL EDITIONS You’ll find that there’s a great degree of passion in our special editions. They represent something special, and are a stark contrast to all things standard when it comes to overall appearance. We only reveal the design of our latest editions shortly before putting them on the market, where they are always awaited with anticipation. No model is similar to the other – our trove is filled abundantly with creative treasures.

The Pelikan range ensures that your every desire is fulfilled. Our unmistakable offering of writing instruments runs the gamut from classic to extraordinary and exclusive, with models suitable for any demand.

PREMIUM The search for the perfect symbiosis of classic elegance and sophisticated quality will lead you to our Premium collection. Fine nibs made of 14 or 18-karat gold crown each fountain pen. Gold and silver ornamentation ensure the unique Pelikan design is completely perfect. In these pens you can witness the combination of expertise and craftsmanship in one fascinatingly smooth writing experience.

ACCESSORIES Our selection of Original Pelikan accessories is just as large. They are that extra something that tops off our range. A soft leather pouch provides optimal protection for your writing instrument. Our first-class ink has such brilliant pigment that it will make your handwriting radiate, whether you use our classic 4001 or our Edelstein ink with particularly smooth writing quality. All our accessories exist in beautiful harmony with each other. ●



FROM
1878

Pelican

SYMBOLOLOGY



1878



1898



1910



1922



1932



pre-1937



1937



from 2003

THE BIRTH OF ONE OF GERMANY'S OLDEST BRANDS: 1878

It was Günther Wagner (1842–1930) who registered the “Pelikan” as the company’s trademark – seven years after taking over from Carl Hornemann (1811–1896) as Head of Production. Wagner took the pelican in his family’s coat of arms and made it the company’s symbol and logo. That being so, Wagner’s family history is also embedded in the logo with the nesting chicks symbolizing his four children. Later on, the number of chicks represented was narrowed down to one so as to increase the logo’s recognizability.

Günther Wagner was one of the first industrialists who saw the benefits of a trademark. It stood for a quality guarantee and protected against counterfeits and imitations. Fritz Beindorff (1860–1944) was appointed international sales representative in 1895 and was also the son-in-law of Wagner, the company’s sole proprietor. Beindorff oversaw the company’s continued successful expansion and played a key role in Pelikan’s growth into a globally renowned brand.

UNTIL
TODAY

THE LEGEND LIVES ON

The pelican symbol is a recurring motif in numerous medieval works of art. In the 20th century too the pelican could be found on church windows, alters, and gravestones as a symbol of hope and consolation. But why the pelican? Well, the pelican is an ancient symbol of sacrifice. As legend has it, it feeds its chicks blood to avoid starvation. This legend has been passed down for centuries and stands for the stories of selfless actions recounted in Christian mythology.

Do we want to debunk this myth? Not at all! However, we would like to explain its potential origin. Pelicans were observed as far back as antiquity to devour their food only to then regurgitate it again so that their young could fish it out of the depths of the parent’s throat pouch. Moreover, there may be another explanation: There is a species of pelican with a throat pouch that actually does turn red when it feeds its young.



Henry Ford
Dearborn Mich.

4. Okt. 1935 N
September
20th
1935

Mr. Günther Wagner
Hanover
Germany

Dear Mr. Wagner:

I wish to acknowledge receipt and
thank you for the Pelican Pen engraved with my
name which you have so kindly forwarded to me.
Assuring you of my appreciation, I am

Very truly yours
Henry Ford

HP:M

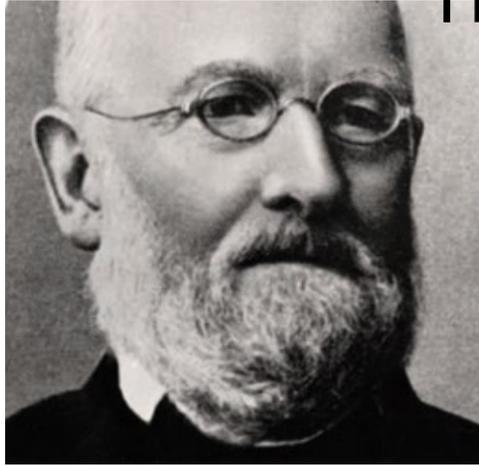
Curious...

In our Pelikan Archives, which have found their permanent home in the former company building in the historic Pelikan Quarter of Hanover, aspiring historians can find many historic documents. A letter by Henry Ford, founder of the Ford Motor Company, is just one of the significant items archived for future generations.

On September 20, 1935, Henry Ford sent a letter of thanks to Günther Wagner for a Pelikan fountain pen engraved with his name. It didn’t strike anyone as unusual back then that the letter only arrived at its destination two weeks after it was sent. In those days,

Dear Mr. Wagner:
I wish to acknowledge receipt and thank you for the Pelikan Pen engraved with my name which you have so kindly forwarded to me. Assuring you of my appreciation, I am very truly yours
Henry Ford

it would probably have been sent from the USA to Europe on a transatlantic ocean liner. What is curious about this story, however, is that Günther Wagner had already died in 1930. It’s entirely possible that the news of Wagner’s passing hadn’t been communicated to the wider world. Additionally, Fritz Beindorff, who was sole proprietor of Günther Wagner’s company after 1895, maintained his father-in-law’s company registration and throughout his life signed his business correspondence with Wagner’s name Ford’s letter therefore reached Wagner posthumously – as is typical for a story that writes history.



INVENTIVE SPIRIT

The chemist Carl Hornemann (1811–1896) founded his paint and ink factory near Hanover far back in 1832. However, it is the date on which his first price list was published, April 28, 1838, that is considered the official founding date. So began Mr. Hornemann's business and the story of 180 years of passion.

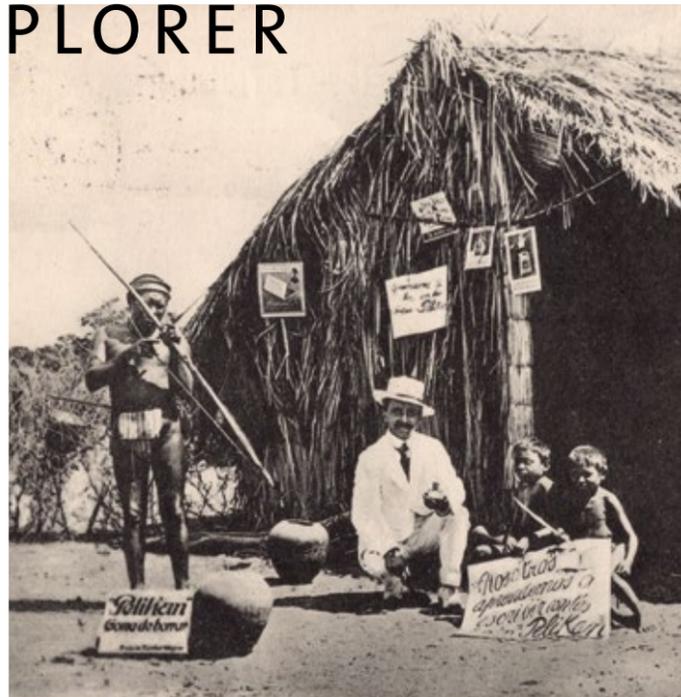
1838

180

Pelikan took the world by storm. A branch opened in Paris in 1903, with a distribution warehouse following in Munich in 1909 before the brand finally made its move across the Atlantic in 1911: To New York. A postcard from 1913 shows a sales representative advertising Pelikan office items and ink in South America.

GLOBAL EXPLORER

1903



1926



ART AFICIONADOS

In the 1920s and 1930s, famous artists came up with ingenious ideas for the Pelikan brand after expending lots of effort exercising their typographical skills. These artists included El Lissitzky, Kurt Schwitters, Wilhelm Wagenfeld, and Julius Klinger.

2016



YEARS OF PASSION

DAZZLING RADIANCE

Pelikan presented the first fountain pen with the patented piston filling system in 1929, revolutionizing the market with an even flow of ink, no blotting, and a larger and more manageable supply of ink. The famous, classic Souverän is considered worldwide to be a symbol of the Pelikan brand.



PREMIERE

1929

When US President Barack Obama visited Hanover, a state capital in Germany, to open that city's trade fair in 2016, he signed the city's Golden Book for honored guests. He left his autograph using the prestigious gift given to him: A Souverän Roller R800 in black/blue. Made specially for left-handed writers and featuring a personal dedication from our engraving specialists. Images of this event traveled the entire world.

I am pleased to participate in this outstanding event, representing the strong bonds between American and German businessmen and our people.



Practical yet Melodic
In "Letter Art", Prof. Pott worked with a quote by Wassily Kandinsky. Ruling pen, broad nib, India ink, gouache, watercolor laid paper, 1999, 50 x 35 cm

INT DIFFERENT SCRIPTS, SAME RHYTHM INTERVIEW

WITH CALLIGRAPHER PROF.
GOTTFRIED POTT

After a series of happy coincidences, calligraphy icon Prof. Gottfried Pott learned painting and music alongside his graphic design studies. This had a unique effect on his calligraphy. In our interview, he explains how letters can be musical and how scripts found in different cultures can affect each other.

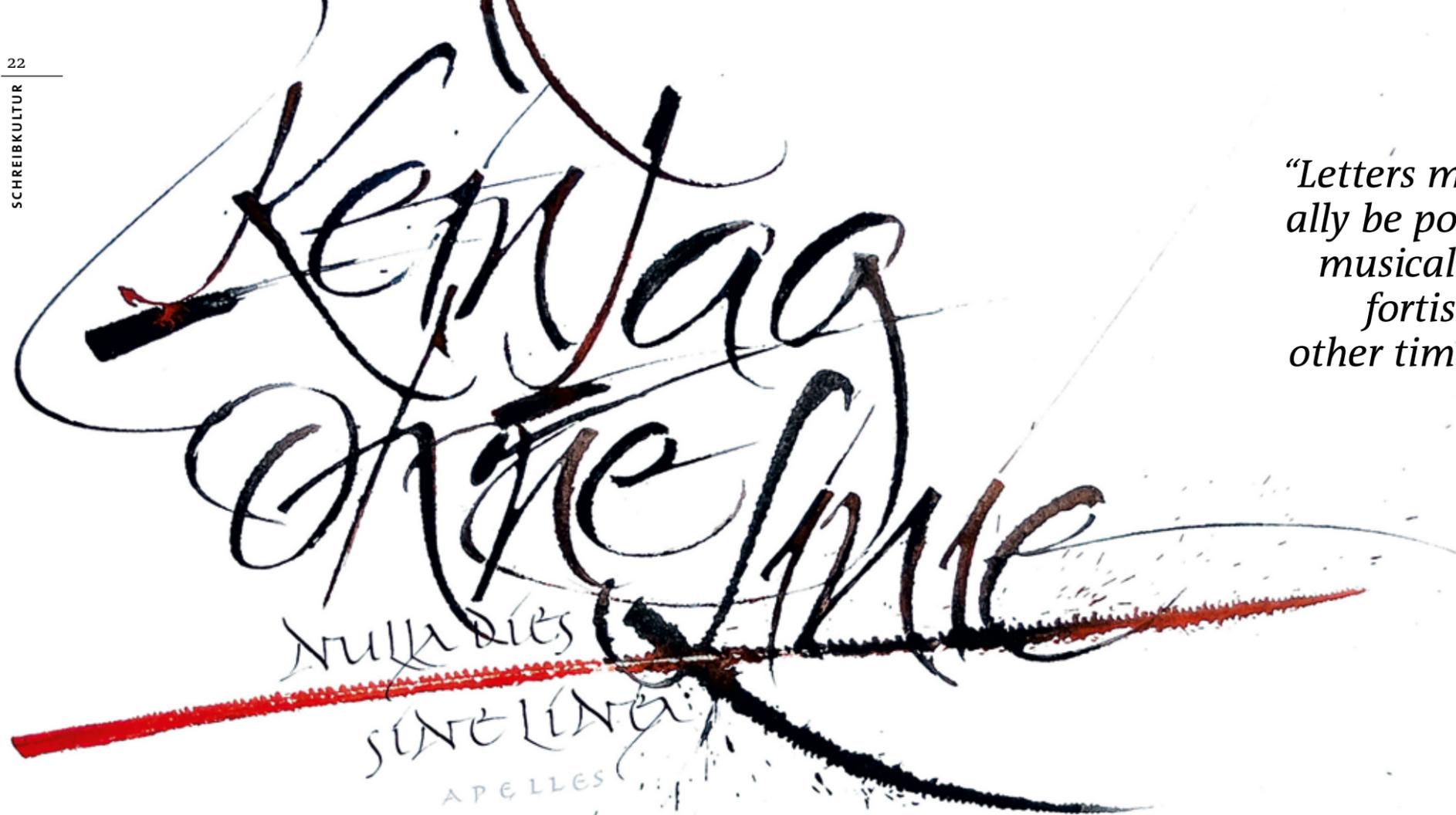


FOR SOME MUSICIANS, MUSIC SOUNDS LIKE COLORS. DO YOU FEEL THAT LETTERS ARE LIKE MUSIC FOR YOU?

Just as colors undoubtedly have connotations with emotions, letters make their own sound inside you through the thickness and modulation of the stroke and their composition on paper. They may occasionally be powerful like a musical note played fortissimo, and at other times soft like a pianissimo. Even a crescendo or diminuendo can be expressed through letters of increasing or decreasing size. A sheet of laid paper can be compared to a concert hall. In the same vein, the effect made by a passage of writing through its size, color, and composition is of crucial importance.

HOW IS IT THAT COMPOSITION IS SO IMPORTANT?

If you're an extremely good writer yet your work isn't composed well, it will be worthless. You have to bear in mind that we only begin to read a passage after looking at it. That in turn means that if its composition isn't appealing enough, you're increasing the chances that your text isn't read. There's a quote by an 18th-century Arabic calligrapher from Isfahan that's particularly relevant here: "Write as if you were watching a dance and listening to the fiddle in the curves of the letters and interplay of the words." I worked with this beautiful quote in a piece of calligraphy just recently. ▶



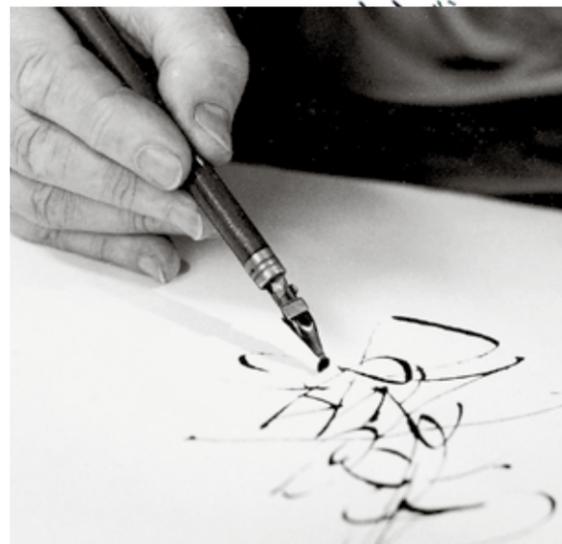
”

“Letters may occasionally be powerful like a musical note played fortissimo, and at other times soft like a pianissimo.”

Prof. Gottfried Pott

Not a Single Day without a Line
This Apelles quote, more than 2,500 years old, is Prof. Pott's motto. Ruling pen, broad nib, India ink, gouache, Ingres paper, 2014, 40 x 54 cm

Where Geometry Stops
Prof. Pott finds it most important to reflect text content in his calligraphy. Paul Standard, broad nibs, India ink, gouache, Hahnemühle artist's paper, 1999, 100 x 70 cm



Stroke of Genius
Prof. Gottfried Pott has manipulated the normally round red nib into something different: By sharpening and flipping it over, he can, unlike with normal nibs, also work against his stroke.

IT WOULD BE SAFE TO ASSUME THAT YOU ARE HEAVILY INFLUENCED IN THIS RESPECT BY HAVING WORKED WITH A PAINTER AND A MUSICIAN SIMULTANEOUSLY. HOW DID THAT HAPPEN?

In the summer of 1960 I took part in a conference on modern art in the church. It was there I met Peter Kempin, who was a church musician in the German town of Bad Ems. I'd only just got back to Wiesbaden when I heard that Peter Kempin had accepted a position in the same city. I continued taking piano and organ lessons from him alongside my graphic design studies at the school of applied arts. On top of that, I took two semesters with Vincent Weber, who led the painting department at the school. It was under him that I learned composition in a graphical sense. When I look back on it, it's actually a very fortunate coincidence. The melodiousness of color, the composition, and Weber's teaching of color contrasts were the perfect complement to my graphic design classes.

WIKIPEDIA DESCRIBES CALLIGRAPHY AS “THE ART OF ‘BEAUTIFUL HANDWRITING’ WITH THE USE OF A QUILL, BRUSH, FELT PEN, OR OTHER WRITING TOOLS”. THERE’S SOMETHING MORE TO IT FOR YOU, ISN’T THERE?

Unfortunately the idea of writing beautifully is all that remains in the public consciousness. However, calligraphy must also be skillful in terms of content. Here's an example: Imagine you had to compose a text on the topic of war. The idea of writing this text in a way that's “beautiful” is simply ridiculous. Yet you could still write this text masterfully by way of calligraphy. The job of the text – and the handwriting behind it – is to get beneath the reader's skin. Writing elegantly is, and remains, just one requirement for this.

HOW WOULD SOMEONE ACQUIRE THE SKILL OF WRITING BEAUTIFULLY?

Through constant practice. A pianist doesn't take the stage without intensive practice beforehand. The painter Apelles had a very nice motto 2,500 years ago: “Not a single day without a line”, meaning “practice every day so you don't lose your progress”. That's because when you start again after giving up for a while, you don't pick up from where you left off.

THESE DAYS THERE ARE ALSO DIGITAL CALLIGRAPHY SCRIPTS. WHAT DO YOU SEE AS DIFFERENT?

I emphasize it time and again: Calligraphy is an original, artistic, graphic technique. It is distinguished by the tactile way the ink expresses itself, the way that laid paper feels, and the letters, formed by hand, which despite not being perfect, always show vivacity and a coherence peculiar to themselves.

I'm actually even proud that I can't repeat a letter I may have written before. What I feel in one moment may be completely different the next. All of that makes each letter an original, unique object that can't be repeated – much like a musical concert.

YOU'VE HELD MULTIPLE WORKSHOPS IN THE USA, EUROPE, HONG KONG, AND JAPAN. WHAT IS SPECIAL ABOUT ASIAN CALLIGRAPHY?

I've been fascinated by Asian scripts for decades, and inspired by the rhythm and style of their brush movements. Asian calligraphy is characterized by the control of the writer ▶

GEOMETRIE
KANN LESBARE
BUCHSTABEN
HERVORBRINGEN/
ABER EINZIG DIE KUNST
VERLEIHT IHNEN
SCHONZEIT.
DIE KUNST BEGINNT/
WO DIE GEOMETRIE AUFHÖRT
UND VERLEIHT
DEN BUCHSTABEN
EINEN CHARAKTER/
DER NICHT MEHR
MESSBAR IST.
PAUL STANDARD

and the spontaneity of the brush, which both have their origins in the complete flexibility of the brush as a tool. Western calligraphy, on the other hand, is all about nibs, which means that the difference between the two is phenomenal. What's more, we can express everything we need using just 26 letters – whereas in China you need thousands of words.

NEVERTHELESS, DO WESTERN AND EASTERN CALLIGRAPHY STILL HAVE THINGS IN COMMON?

In expressive calligraphy, there are ways the two intersect if text legibility takes second priority. I have such great respect for Eastern calligraphy that I've never tried to imitate it. However, there are unintended commonalities that I find wonderful. For example, in Japan, someone said to me: "Oh can you write Japanese now?" This was after I'd used symbols in some nonverbal calligraphy which the Japanese readers had understood as words. I was completely taken aback. The things that nearly all writing systems have in common generally relate to the rhythm of handwriting. ●

PUBLICATIONS & exhibitions



Intensive Calligraphy Training

Publication expected in second half of 2018

This publication by Prof. Pott and more are available from publisher Verlag Hermann Schmidt.

Find current exhibitions on pott-design.de



Calligraphy - First Aid

Published 2005

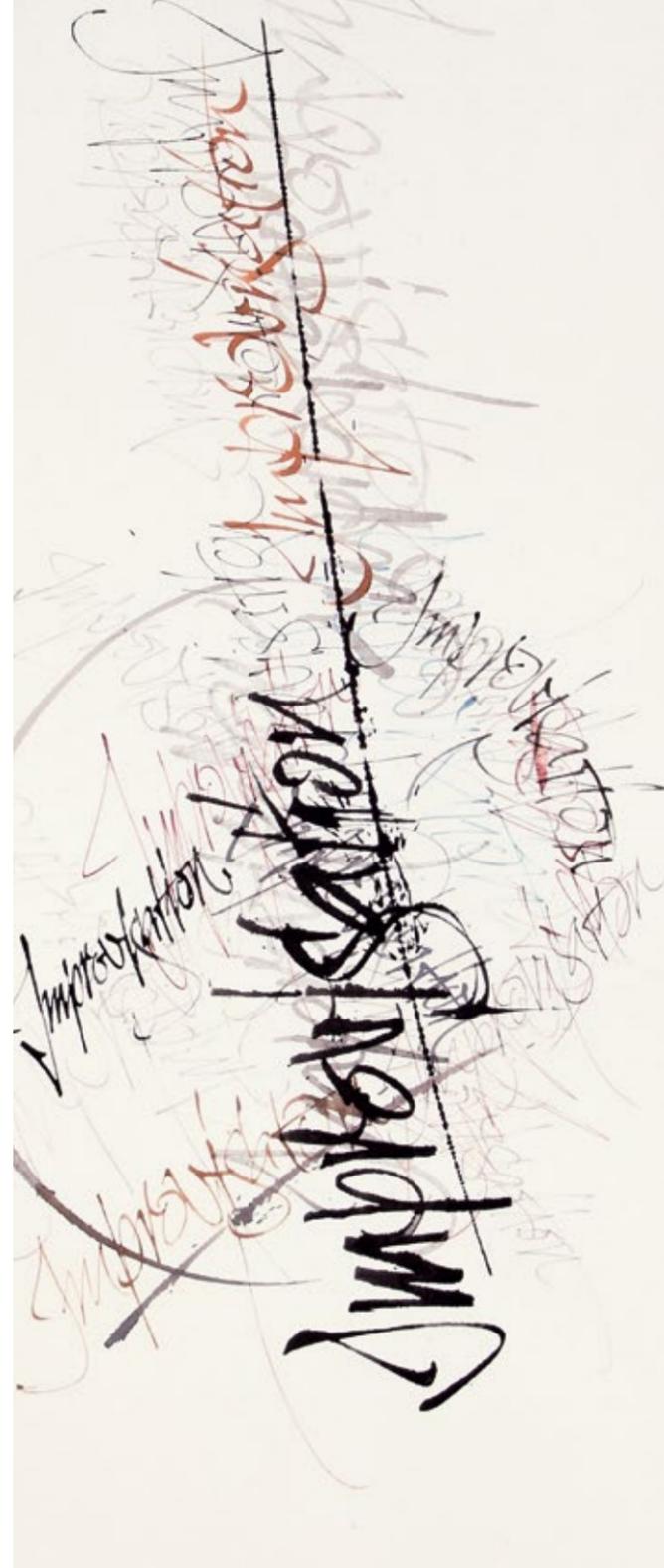


Calligraphic Symphonies

Published 2010

Improvised

This piece of calligraphy, "Improvisation", comes across as spontaneous and creative. Automatic pen, various broad nibs, ink, gouache, Hahnemühle artist's paper, 1997, 70 x 40 cm



INK: A BLESSING FOR HUMANITY

The word *ink* has its roots in the Old French word *enche*, which can be traced back to Ancient Greek *énkaustos* meaning "burned in". Fortunately, today's high-quality inks have progressed beyond using fire to burn paint. Real precious stones even act as models for the high-end color of modern, high-quality inks – making for an excellent writing experience as smooth as silk. Yet where does ink really come from?

ALMOST AS OLD AS HUMANITY ITSELF: THE HISTORY OF INK STRETCHES BACK INTO ANTIQUITY, WITH A LARGE GAP BETWEEN THE SOOT AND TAR OF ANCIENT TIMES AND THE INDUSTRIALLY PRODUCED ROYAL BLUE OF TODAY. THIS DEVELOPMENT IS SIGNIFICANT THOUGH, BECAUSE BY GIVING HUMANITY THE ABILITY TO DOCUMENT HISTORY, INK HAS MADE AN INCOMPARABLE CONTRIBUTION TO THE DEVELOPMENT OF SOCIETY.

IT ALL BEGAN WITH CAVE PAINTINGS ...

Humans have always been communicative creatures. Even if you study back to the beginning of the species, you'll find that no less than 3,000 languages were being spoken. Today, however, we can only guess what was on the minds of our ancestors as the only records we have from that era of civilization are painted on cave walls, carved into stone, or scratched on trees.

Whether it's rocks and stones, bricks and pottery, wooden and wax tablets, or leaves and bark – all these tools from different eras and cultures each had their own flaw: Not only was it extremely laborious and tiring to chisel, cut, burn, and carve such materials, the result often only lasted a limited time too.

PENMANSHIP AS A MEANS OF PRESERVING MEMORIES

As humans began to develop increasingly complex chains of thought and record them in the form of writing, thoughts were suddenly made tangible. Comprehensive cultural development was all of a sudden possible. Learned material could now be passed on and, at the same time, continually improved. The foundation for the development of advanced civilization was thus laid. Ink had a significant role in this since it helped stop thoughts from evaporating.

SOOT AND GUM

The first signs of ink usage were found in the ancient civilizations of Egypt and China. Inks colored mostly black or red appeared in Ancient Egypt around 3,000 years BCE. They were made from soot or earth with iron oxide content, water, and a rubber-like binding agent (acacia gum), and even after several thousands of years they still gleam with an intense black hue. Iron gall ink slowly came to replace soot ink over time. This ink is created by boiling oak galls with iron sulphate and adding gum water. Iron gall ink is considered particularly durable and is still used as document proof ink today. ●

"Farewell, Ink!" – A Quirky German Invention "Ink Death" was the name of the first ever chemical ink eradicator, which Pelikan put on the market in 1930. In German elementary schools today, you'll find that everyone still knows it. You could use one side to eradicate the ink and then the other to write over the now-erased word.

How is it possible to "eradicate" ink? Ink is an organic dye. Light stimulates free electrons to reflect the blue color. Chemicals in the ink eraser disrupt this process so that the color molecules stop reflecting and make the color disappear. So, in effect, the ink isn't actually eradicated but rather rendered invisible. That sounds a lot more peaceful, doesn't it?



SHU BOR

BIO

I came into the world 24 years ago in Taipei, Taiwan, however I grew up in sunny Sydney, Australia. I still live there and work as a software developer. I enjoy coming up with quotes and love writing my friends cards.

WRITING INSTRUMENT

Pelikan M 405 blue
Edelstein Ink Tanzanite
Nib size F

HOME

Sydney, Australia

Writing connects people with each other across the globe. What's more personal than a handwritten message to a friend? Friendship means something different to everyone. Everyone has their own language for it too ...

Friendship means to me:

Support,
Acceptance,
and always remembering
to share the love
and good food!

Friendship means to me:
Support, acceptance, and always remembering to share the love and good food!

TWO TOGETHER

Two writers from different cultures show us what writing culture can mean to different people. A letter or card is an artifact that preserves culture with every line – over decades.

Friendship means to me: The unique bond that transcends distance as one intuitively senses your mood in subtle ways, nurtured by the reassuring and enduring caress of a well-written note.

Friendship means to me:

THE UNIQUE BOND
THAT TRANSCENDS DISTANCE
AS ONE INTUITIVELY SENSES
YOUR MOOD IN SUBTLE WAYS,
NURTURED BY THE REASSURING
AND ENDURING CARESS OF
A WELL-WRITTEN NOTE.

Frank Tingle



FRANK TINGLE

BIO

I am 65 years old and come from Montreal, Quebec, and have been living in Toronto since 1977. I'm married with two sons. For many years I was head of marketing communication and production at the largest bank in Canada, and today I teach marketing and graphics at a high school. I use my fountain pen every day to write notes or short stories for relaxation.

WRITING INSTRUMENT

Pelikan Concerto
Edelstein Ink Topaz
Nib size F

HOME

Toronto, Canada



UNIQUE WORKS OF ART *by*

The masters

Maiko in Kyoto



In Japan, there is a word “maki-e”. Translated, it means “sprinkled picture”. What that refers to is a culturally significant, long-standing Japanese handicraft passed down for generations from great maki-e artists to their talented successors.

time-consuming. This is also the reason why an artist only completes a small number of 10 – 15 Pelikan Maki-e fountain pens every month. Painstakingly detailed motifs unique for their kind are created with breathtaking passion.

NATURAL LUXURY

The basis of the fountain pen consists of a specially prepared urushi lacquer developed from the sap of the East Asian lacquer tree. The urushi technique itself can be traced back approximately 6,000 years. This luxury lacquer was primarily reserved for royal houses and noble families in centuries gone by. These days things have changed somewhat, however: The Pelikan Maki-e Unique Collection is pure luxury, a worldwide limited edition, and highly coveted. ●

It takes many years until the artist becomes a master of the maki-e craft and its countless techniques. Intensive tutelage and a fantastic degree of skill are required to create a sprinkled picture as dictated by tradition, whereby fine dust made of gold, silver, and ground precious stones are repeatedly sprinkled on an object. Our range of Pelikan fountain pens is subject to exactly the same process. As a result, the creation of these intricate patterns is highly



Let yourself be astounded by
maki-e artists:
www.pelikan-passion.com/movie



Life-long Quality

The features of the Maki-e edition materials are unique. Despite its solid consistency, the set lacquer retains elasticity, which permanently protects it against the development of cracks. The richness of detail will continue to amaze even after many years. All Pelikan Maki-e fountain pens are handmade, unique pieces created to last.

Maki-e



THE NIB FORMS
THE CORE OF EVERY
FOUNTAIN PEN.

FINEST GOLDSTÜCKE WITH STRONG CHARACTER

The demands placed on high-quality writing instruments are high. And justifiably so. If you invest in luxury, you expect the best quality. We heed this expectation with unparalleled passion for design and sophisticated craftsmanship.

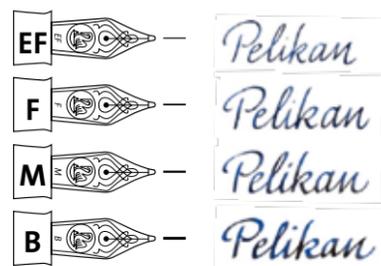
THE CHARACTERISTIC REFLECTED IN EVERY SINGLE ONE OF OUR NIBS? Perfection that penetrates down to every detail. The product of people who know and are passionate about their work. Highly-qualified employees with immense experience and a genuine instinct for their craft. All of the above is combined to turn pieces of fine gold into the core of every fountain pen – making the nib an art form.

There are a multitude of steps necessary in order to complete the nib, and prestigious materials ensure a particularly smooth writing experience. Thanks to the optimal combination of craftsmanship and state-of-the-art technology, our employees consistently achieve the best results, and have done so for many decades now. ▶



Goldstücke

CRAFTSMANSHIP IS AN
ART IN ITSELF



The Right Nib for Everyone

Fine nibs EF and F: Ideal for short notes and people who have precise handwriting.

Medium and broad nibs M and B: For occasional writers, signatures, and spirited handwriting.



MADE IN GERMANY
EACH UNIQUE PELIKAN
PIECE REFLECTS OUR
PASSION AND SKILL –
WE MAKE QUALITY AN
EXPERIENCE. THIS IS
HOW WE HAVE WORKED
FOR 180 YEARS, AND
THIS PHILOSOPHY
CONTINUES TO GUIDE
US EVERY DAY.

D

Depending on the model, gold nibs are made from 14 or 18-karat gold and are occasionally also rhodium-plated in order to gain a prestigious, silver appearance. The ornamentation on the nib is typical of every model and, in the case of limited-edition pens, is tailored to the theme of the respective pen. Extreme attention to detail in every stage of the production process is of particular importance to us. For instance, every nib is tested on paper by hand once it is complete. Our employees use the senses of hearing and touch to see whether the nib is properly ground.

A certain special touch is required for this; a touch that cannot be replaced by a machine.

In order for the fountain pens' core to continue working relentlessly, that is, so that the ink continues to flow instead of drying out during longer pauses in writing, all Pelikan fountain pens possess an insert on the inside of their cap so as to ensure an airtight seal. An ink feeder developed over the course of many decades helps make sure that ink flows flawlessly as it should. It is located beneath the nib and uses capillary action. It is crucial that the width of the individual channels on the feeder is precise and accurate. ●



”

“Penmanship is my passion. With my custom nib, it feels even more spectacular.”

Sandra P., Pelikan customer



MAKE A WISH Nib



Once a month, our factory in Vöhrum, near Hanover, opens its gates to the public. A popular date for customers with a passion for writing, for beginners, and for collectors of high-quality writing instruments. For everyone who wants to have a 'Make a Wish Nib' made for them. The extremely cheerful atmosphere is appreciated greatly by all guests. "The level of skill that the specialists have when it comes to nibs is awe-inspiring. Even the noise made by the nib when writing is factored in when they make the personal nibs," reports one highly impressed customer. Detlev Köhn, who looks after our division for engineering fine writing instruments, receives high praise for this individual service. A perfect mix of utmost precision and individuality.

All Pelikan nibs share one thing in common: The pleasant feeling when you write with them. Your unmistakable, individual handwriting is an additional aspect that plays a role in the "Make a Wish Nib", and it is exactly this that our nib specialists pay heed to when carefully making it. During the consultation and your writing of a sample passage of text, they consider the following details: The speed and frequency with which you write, how much pressure you exert when writing, the angle at which you hold the nib, the hand with which you write, the paper used, and the desired flow of ink. A nib could hardly be more individual. It emphasizes an individual's handwriting. Every person writes differently. Every nib too. ●

PERSONAL NIBS MADE IN OUR MANUFAKTUR

OUR NIB SPECIALISTS WILL FULFILL YOUR WISHES

Only two-tone, gold Souverän nibs are cut as part of this campaign.

We have various nib sizes on offer.

The production of each nib reflects the desired area of usage and personal writing traits.

We offer this service once per month and, if desired, with a tour of our factory included.

CONTACT

Simply register online: pelikan-passion.com/feder



Engraved "S" for Special

21
09
18

WORLD-WIDE NETWORKS

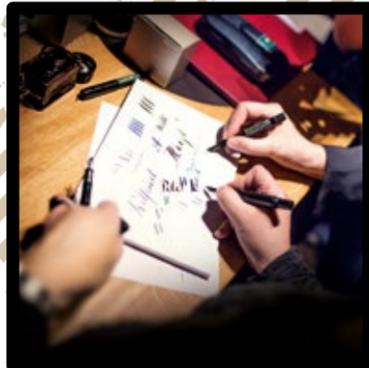
THE ENGLISH TERM "HUB" WAS CHOSEN SO AS TO REPRESENT A FOCAL POINT WHERE LOVERS OF THE PELIKAN BRAND MEET, EXCHANGE, AND NETWORK BEYOND NATIONAL BORDERS ALL AT THE SAME TIME. THE EVENTS ARE HELD LOCALLY BY FANS, FOR FANS, AND CONTINUE TO INCREASE IN POPULARITY EVERY YEAR.

PELIKAN HUBS

Thousands of fans, different cities and countries, all fascinated by the one theme – Pelikan writing instruments. Since 2014, Pelikan has helped coordinate annual "Pelikan Hubs" across the world. What began as a trial project has quickly established itself in the hearts and minds of the people taking part. Last year, 3,600 collectors and fans met to share their knowledge and passion for Pelikan fountain pens – a passion that connects and continues to enchant new fans.

Our fifth international Pelikan Hub is taking place in our anniversary year. If you would like to experience the spirit of one of these exceptional events live, you should mark September 21, 2018 in your diary.

CANADA "Edmonton's Hub went really well – it seemed like there was lots of conversations and lots of sharing. We even managed to indoctrinate someone who was just stopping by to pick up pastry. Thank you so much Pelikan!" **Sherry Dawson, Edmonton, Canada**



HANOVER "The hub in Hanover hosted a large number of guests and, as usual, was highly stimulating and informative. Special thanks must be given for the organization and small gifts. The trip to Hanover is worth it every time." **Meinauda, Penexchange**



NEW YORK CITY "(...) we have the second highest number of registrants for the Pelikan Hub in the US (...) there are some nice goodies coming from Pelikan, and we will have a full set of Edelstein Inks to play with." **Joshua Lax, New York City, USA**

TAIWAN "We really thank Pelikan for organizing such a great event around the world! And also, I feel grateful to be the Hub Master!" **Gigi Lee, Taichung, Taiwan**

INDIA "It was a great meet... thanks to Pelikan... A delightful evening has been spent with some delightful fountain pen enthusiasts." **Avishek Dey, Kolkata, India**





BLOG

catharinemisook

1,820 posts | 27.1k followers | 490 following

Catharine Mi-Sook memoirs of a wanderess, artist & mama bird | visual arts | content creator | designer | writer | traveler | living in washington d.c. | contact: cmisookstudio@gmail.com
bulletjournal.com/the-love-of-journaling



Writing is my sacred space. It helps me slow down, reflect, and think about the finer moments in day-to-day life. I love watching how the thoughts from my heart combine with the movement of the pen in my hand. There are things that come from people, the world, and myself that can only be seen when my pen is moving and taking me along on its journey. I'm convinced that some mysteries in life can only be revealed with a journal and good pen.

In our hectic, daily lives, it's so easy to lose sight of the things that make our lives so exceptional. However, in my daily practice of journaling, I've learned to appreciate positivity and take pleasure in the beauty of all things. One day, I'll probably pass down these notes to my son, and hopefully he'll read them and, given the things we share in common, feel better understood as he learns life's lessons, grows with them, and develops as part of his very own story. ●

IT

I have a weakness for stationery, and am always searching for the wonder in the day-to-day and on travels to foreign places. One of the most beautiful things about writing is its simplicity. There's always something magical when I have my favorite pen in my hand, ink is flowing onto paper, and the words are coming to life on the page before me. I find this harmony inspiring, and writing itself is pure poetry for me.

Pelikan

Style icons



OUR FASCINATING WORLD OF PRODUCTS

40_MARITIME

42_TAILOR-MADE

44_URBAN STYLE

46_HAUTE COUTURE

48_LOVE IS ALL AROUND ME

MA ARITIME

SOMETHING OUT
OF THE BLUE.
THE INKY BLUE.

Do you already have your sights set on your next vacation? Make sure you have a writing instrument fit for a king at the top of your packing list – perfect for your travel diary and postcards to your nearest and dearest.

Elegant, striped appearance; sophisticated technology, a coveted piece. Our Souverän in black/blue is a favorite in any collection.



Our Edelstein ink collection is certain to catch your eye. The exceptional design of the bottle has already become a collector's item. The collection consists of 8 striking inks in the colors of precious stones, each with a special formula that is guaranteed to bestow an exceptional writing experience on the holder. Also available in cartridges.



Timeless and exquisite – our Classic M 205 Blue-Marbled from our Elegance series. These writing instruments are the epitome of classical writing culture. A piston fountain pen with a polished stainless steel nib. The quintessential shape of the cap is known across the world.

Packed nicely. Each one of our writing instruments is well-catered for in our sophisticated, soft leather pouches made of cowhide.



PRESTIGIOUS AND ELEGANT. THE SOUVERÄN M 805 IS THE PERFECT SYMBIOSIS OF CLASSIC ELEGANCE AND SOPHISTICATED QUALITY. FINE, GOLD NIBS AND SILVER ORNAMENTATION CROWN EACH PEN IN OUR PREMIUM COLLECTION.

YOU CAN GET SUITS IN DIFFERENT SIZES.
WHY NOT FOUNTAIN PENS TOO?

Souverän M **1000** | 14.7 cm | Ø 14.1 mm | 32.6 g | 1.35 ml | **XL**



Souverän M **800** | 14.2 cm | Ø 13.1 mm | 28.2 g | 1.35 ml | **L**



Souverän M **600** | 13.4 cm | Ø 12.4 mm | 16.4 g | 1.3 ml | **M**



Souverän M **400** | 12.7 cm | Ø 11.7 mm | 14.9 g | 1.3 ml | **S**



Souverän M **300** | 11.0 cm | Ø 9.9 mm | 10.7 g | 0.7 ml | **XS**



Souverän pen sizes compared
Full-size images | Length based on closed pen with cap on

Tailor- MADE

UNLIKE PLATO, WE BELIEVE THE FOUNTAIN PEN IS
THE MEASURE OF ALL THINGS, AND WE'VE TAILORED
IT TO YOUR NEEDS. DIFFERENT SIZES, ONE LARGE
PERSONALITY.



Ink of the Year 2018 – Olivine.
A feature of our exclusive collection
of precious stone colors in a stylish
bottle. Olivine was created by the
Pelikan fans themselves, standing
out from among more than 1,200
suggested colors. Edelstein ink
is a completely newly developed
ink which helps the nib glide extra
smoothly across paper.

URBAN STYLE



A CLEAR STATEMENT. SIMPLE. STRAIGHT-LINED. PURE. WHEN YOU BEHOLD THE PURA, IT IS CLEAR THAT THE UNMISTAKABLE, HIGHLY SOPHISTICATED DESIGN PERVADES IT, FROM THE CAP THROUGH TO THE BARREL. IT HAS A LANGUAGE ENTIRELY OF ITS OWN, YET ONE THAT YOU CAN UNDERSTAND IMMEDIATELY.



PURA K 40 and R 40 – The balanced combination of matte silver and glossy surfaces adds an air of nobility to this aluminum writing instrument, giving it a subtle, elegant silhouette. The series is further complemented with ballpoint pens so as to accommodate all writing preferences.

Does someone have something they'd like to say? Maybe you'd like to send your flashes of genius around the globe? You don't have to do that online. Rollerball and ballpoint pens with a cool metallic appearance leave a strong impression.



P 205 – THE CLASSIC IN BLACK AND SILVER. FOR ANY LOVER OF FOUNTAIN PENS WHO APPRECIATES AN ELEGANT WRITING INSTRUMENT AND WANTS TO SAVE A BIT OF TIME WHEN REFILLING IT. YOU CAN REFILL YOUR FOUNTAIN PEN OR CHANGE ITS WRITING COLOR BY SWAPPING THE CARTRIDGE.

Edelstein ink cartridges for cartridge fountain pens. With the ink cartridges from the Edelstein ink collection, you can add a touch of brilliance to your words.



Purist is one way of describing this black leather pouch made of cowhide, suitable for a single writing instrument. A statement could hardly be any clearer.



Show your colors – with our classic 4001 ink in trendy violet and brilliant red. Let yourself be noticed, no matter what you're writing on. Our continually refined ink formula guarantees vibrant color, an even flow of ink, and powerful written expression.

haute COUTURE



On-trend – these leather pouches made of cowhide are stunning thanks to a patent finish and will make a feature of your writing instruments.

Souverän® 400 Tortoiseshell White. This exceptional Souverän is produced in the model's classic shape, with bright color nuances giving it a fresh appearance. The transparent, pinstriped material has a soft, golden shimmer. This decorative piece has ensured many enlightening moments right from the start, and is a wonderful alternative to black.



SPECIAL
Edition

THE GREAT SUCCESS OF OUR TORTOISESHELL WHITE EDITION ACTS AS CONFIRMATION OF OUR MODUS OPERANDI, LETTING CLASSICS STAND OUT FROM THE MASSES AND DARING TO TRY NEW THINGS. WITH OUR SOUVERÄN M 600 AND K 600 SPECIAL EDITIONS IN TURQUOISE, WE ARE AGAIN DOING JUST THIS.

The design is unmistakable. The material luxurious. The colors gorgeous. You'll find our popular tortoiseshell models very stylish, so let them take center stage on a sheet of satined paper!

LOV

IS ALL AROUND ME

/E

Is there a more romantic reason to open a bottle of ink than love? A handwritten message is sure to make someone's heart beat faster. We give you our word on that!



A piece of jewelry.
A showstopper. It goes without saying that every desk needs a bottle like this. Edelstein Ink Garnet makes every word glow in a garnet red.

Souverän M 600 | Fountain pen with piston mechanism | 24k gold-plated | Gold nib with rhodium plating



Souverän R 600 | Rollerball | Individual striped sleeve | Refillable ink



Also available as ballpoint pens or mechanical pencils.



A matter of the heart. Be it for Valentine's Day, a birthday, or another romantic occasion – you'll make everyone's heart beat faster with this elegant gift box.

LOOKING AHEAD

PELIKAN HUB 2018

ON SEPTEMBER 21ST IT'LL BE HAPPENING AGAIN. THOUSANDS OF FANS WILL MEET IN DIFFERENT CITIES AND COUNTRIES BECAUSE OF ONE SHARED FASCINATION – PELIKAN WRITING INSTRUMENTS.



FOUNTAIN PEN DAYS

MAY 2018

Chicago, IL USA (TBA)

JUNE 1 – 3, 2018

Cary, NC USA

JUNE 29 – JULY 1, 2018

St. Louis, MO USA

JULY 13 – 15, 2018

Miami, FL USA

AUGUST 24 – 26, 2018

DC Super Show, USA (TBA)

San Francisco, CA USA

Find more dates at

[fountainpendays.com/
showdates/](http://fountainpendays.com/showdates/)

Fountain Pen Day was first celebrated in 2012 to promote the use of fountain pens in daily life – in homage to handwriting. The day is now held every year on the first Friday of November.



EUROPEAN PEN SHOWS

MAY 12, 2018

Nuremberg Pen Show
(Germany)

MAY 19 – 20, 2018

Florence Pen Show (Italy)

JUNE 9, 2018

Turin Pen Show (Italy)

JUNE 24, 2018

Midland Pen Show (England)

SEPTEMBER 2, 2018

Newcastle Pen Show (England)

Find more dates at

freewebs.com/euroshows/



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Pelikan



Pelikan – The Brand Our book on the history of the Pelikan brand features rich, graphical content and contains many large-sized facsimiles of Pelikan posters and advertising banners. It shows the growth of the Pelikan brand up to today and bears the subtitle “How the baby bird got into the nest, and how many, and when”. ISBN 978-3-923976-90-4



Classic

Classic M200 Brown-Marbled
A beautiful and harmonious piece from our Classic series with many impressive features: Classic design, individual color options, long-lasting piston mechanism, and a steel nib that writes with precision for years. A loyal companion.



Pelikan

STRESEMANN®

Premium M805 Black with Anthracite Stripes

Our Souverän Classic presented in a strikingly elegant design. An homage to Germany's foreign minister during the 1930s, Gustav Stresemann, who had a penchant for suits with a subtle pinstriped pattern. A writing instrument-fit for a king.

WWW.PELIKAN-PASSION.COM