

Pelikan 

Passion

THE MAGAZINE FOR
HANDWRITING CULTURE
EDITION 05



FLASH!
me!

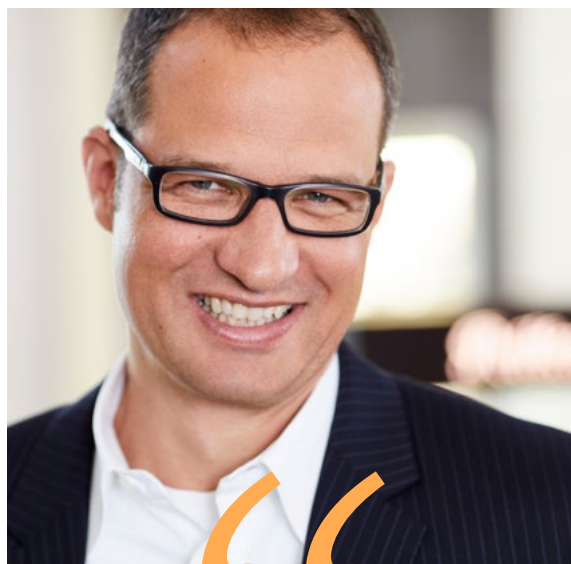
WWW.PELIKAN-PASSION.COM

series 200



**CLASSIC 200 COLOR
COLLECTION –
PASTEL BLUE**

The slightly transparent barrel in light blue marble attracts 100% enthusiasm among young and experienced handwriting fans. For you, too?



“ I’m a 100% Fan!”

HOW WOULD YOU DESCRIBE ENTHUSIASM?

We think that enthusiasm is highly vivid, extremely desirable, and exciting. If someone has a 100% passion for something, that makes them a true fan. We’re going to present to you interesting people who have found a subject that matters to them. Inspiring projects that might even encourage you to take action yourself – surprise yourself!

Our fans captivate us all around the world, and the international Pelikan Hub event finally returned to real life in 2022. Its popularity was greater than ever before! Our Pelikan Hub Masters at the Hubs ensure that the eagerly anticipated event runs perfectly. One of our talented organizers from Canada lets us have a look at his diary and shows us the milestones of being a Hub Master.

We are pushing our “young” product range: The 200 series is the ideal entry to the world of fine writing instruments. With it, we are arousing the enthusiasm of long-standing Pelikan fans and welcoming a new generation. You’re bound to fall in love with the design.

We invite you to share our enthusiasm and enjoy it with us.

Feel the FLASH ME feeling.

A handwritten signature in brown ink that reads "Jens Meyer". The signature is fluid and cursive, with the first letters of "Jens" and "Meyer" being capitalized and prominent.

Jens Meyer

Global Marketing Manager Fine Writing

IN

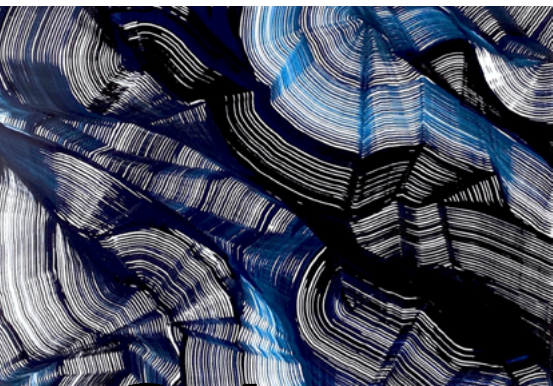


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PASSION

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WITH PROFESSIONAL HANDWRITING COACHES

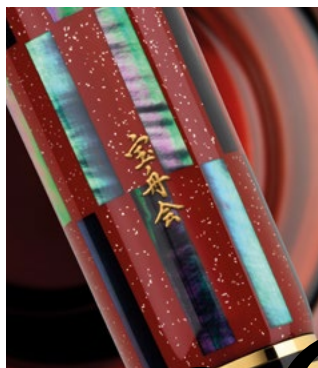
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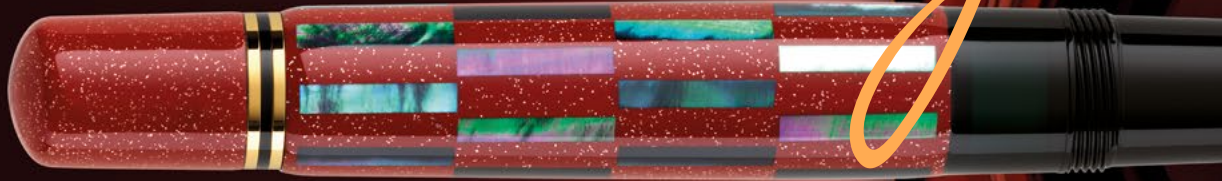
OUR LIMITED EDITION ICONS: HANDMADE BY
MASTERS, UNIQUE INK FORMULA

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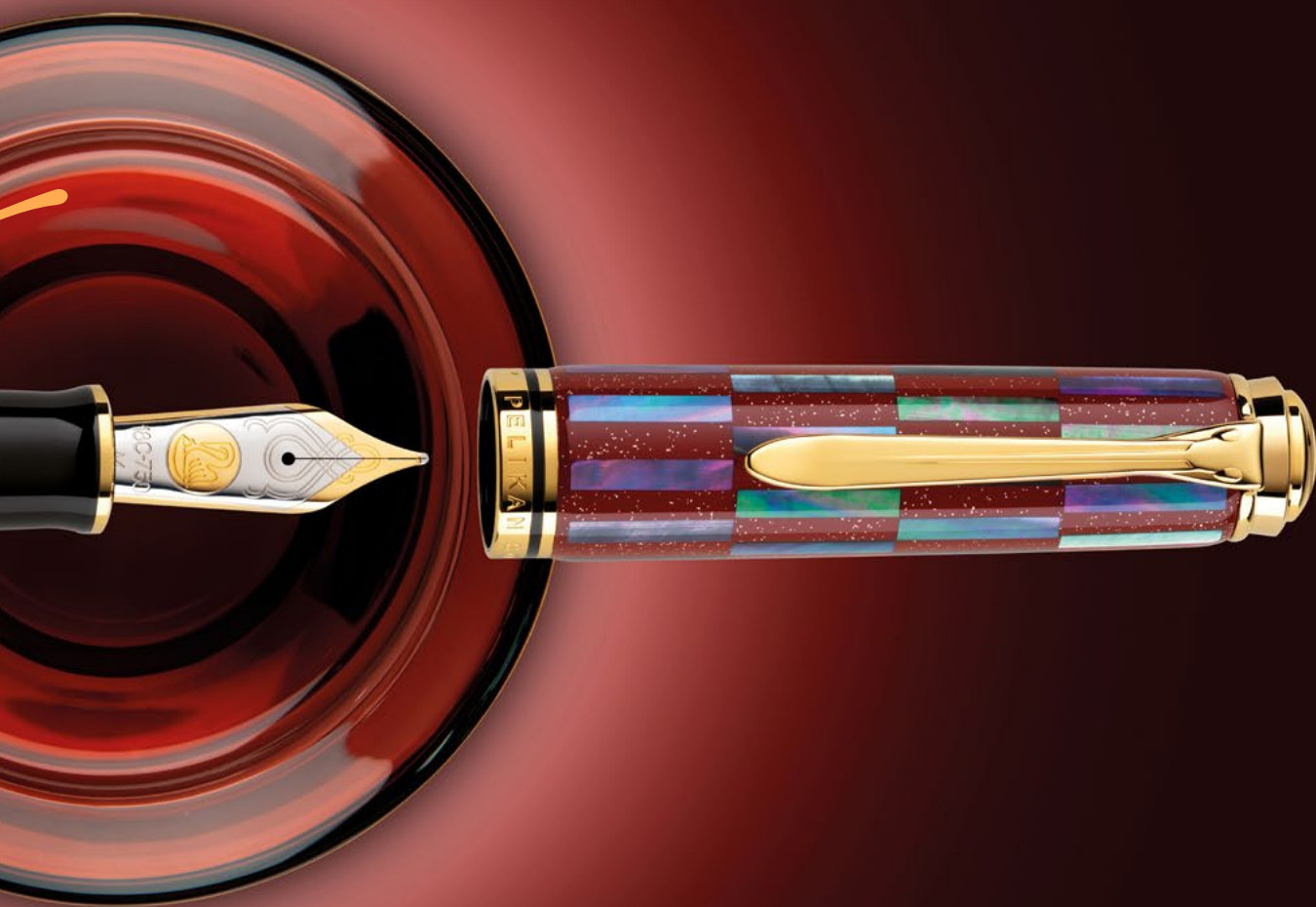
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RADEN RED

infinity



SHINING, FANTASY-FILLED MOMENTS:
RADEN RED INFINITY, OUR LATEST
LIMITED EDITION, IS FINISHED WITH
FINE SILVER POWDER – MAKING IT
DAZZLE WHEN ILLUMINATED. THE
DESIGN HAS NO START AND NO END;
IT REPRESENTS CONTINUITY AND
SHEER HAPPINESS. JAPANESE URUSHI
LACQUER WITH A HINT OF RED AND
GENUINE MOTHER OF PEARL FROM
THE ABALONE SHELL ADORN THIS
UNIQUE HARBINGER OF PROSPERITY.
LIMITED TO 400 PIECES WORLDWIDE,
IT IS A PRECIOUS SOUVERÄN® OF
FASCINATING, ENDLESS BEAUTY.






This exceptional work of art is made using the Japanese raden technique, a traditional, artistic handicraft performed by masters of the trade. Each individual writing instrument is a unique, masterly piece. The artist signs and numbers his work using the maki-e technique.

THE NEON OF THE NIGHT



A glowing aura: Malaysian company **Mossery** has released a very special sketchbook in collaboration with well-known Chinese American sketchbook artist Artchiu. Inspired by glowing colors in a starlit evening sky, the book makes the neon of the night come to life. Get started scribbling, sketching, writing, or painting, because there are 35 blank pages waiting for your creative ideas! Express individuality by embossing your name or star sign on the cover.

mossery.co |   

le

WORDY DECOR




From the hand to the wall: Using the fine, self-adhesive acrylic letters from **wall-art**, you can make your own, very personal statement. The individual numbers and letters are available in black or white and in different sizes. They interconnect seamlessly like beautiful cursive handwriting. Your message will feel like it is written large even if the letters are small. A surefire delight!

wall-art.de |    



ILLUMINATED MEMORY

Some moments in life shine brighter than others – when viewed under light and at night, too. Drawing inspiration from this motto, the gift professionals at **Radbag** have come up with something exceptional: The complete text on these lovingly designed acrylic LED lights can be personalized. Whether a wedding day, a birth, or a new rank at the sports club, this is how your memories take pride of place. Under the spotlight of life.

radbag.de |   



Milestones of a

HUB master





Michael Halliwell

Hub Master 2022 in Edmonton | Canada

AFTER A TWO-YEAR PAUSE BROUGHT ON BY THE PANDEMIC, OUR INTERNATIONAL PELIKAN HUB TOOK PLACE AGAIN IN 2022. THERE WERE MORE ATTENDEES THAN EVER BEFORE – 6,138 WORLDWIDE – SHOWING THAT FANS OF HANDWRITING WANT TO MEET EACH OTHER AND TALK IN PERSON. THIS EXCEPTIONAL EVENT IS A SUCCESS STORY THAT WAS LONG AWAITED AND CELEBRATED MERRILY. MICHAEL HALLIWELL FROM CANADA WAS THE HUB MASTER IN EDMONTON. HE GAVE US A LOOK INTO HIS PERSONAL HUB DIARY ...

MONDAY | AUGUST 8

Saw on the Pelikan Hubs Facebook page that the 2022 Hubs are being held in person again and that registration is open. I signed up quickly and recommended Edmonton to be a Hub city. I also said that I was willing to be the Hub master. It was daunting as well as fun when I did it the first time ... though if I were to be chosen this time, I'd have a better idea of everything I'd do as Hub master.

SECOND ENTRY

Just received my registration confirmation e-mail for 2022.

FRIDAY | AUGUST 26

I just found out in an e-mail that I'm the Hub master for the local Hub in Edmonton this year! I know this means many hours of organizing, e-mailing, and looking for a venue, but experience tells me that it doesn't have to take up a huge amount of time.

“
Finally,
we can
meet each
other in
person
again. I'm
proud that
I can get
on board
as a Hub
master
once more!”

We have a city-wide fountain pen community, so I'll get in touch with one of the local art supply and stationery stores that have a central studio space for art courses ...

They were fantastic for us fans during a Hub in the past and have a central, easy-to-access location. Let's see ... If these stores can't make it happen, it'll be a bigger challenge to find another central location offering enough space, light, and maybe something to eat – all while not expecting any fees or major food and beverage orders in return for organizing the event. Nonetheless, it's a big stroke of luck that we have a range of options.

TUESDAY | AUGUST 30

Took a look at the local art supply and stationery store. Spoke with the owner as well – she's willing to host the Hub again this year! She asked if one of this year's attendees >

was my wife ... apparently someone who was “interested” had come by the same day and chatted about the Hub. That means they had sent out feelers to see if the store would be willing to host us again. Our local fountain pen community has a lot of great people with the same great ideas.

FRIDAY | SEPTEMBER 2

Just got the list of attendees. Huge potential. It might even be the largest Hub Edmonton has ever seen! Making an e-mail list and writing to all attendees soon.

SUNDAY | SEPTEMBER 11

The initial e-mail to the attendees has been sent out ... I outlined the venue and the amenities of the neighborhood, mentioned the latest COVID precautions, and asked for feedback if anyone had any concerns.

It's a Pelikan event, but I still reminded the fans that they can bring along anything from their collections that they want to show. There'll be many Pelikans, though also a few other fountain pens that are unique, rare, or downright breathtaking! Our Hub in Edmonton is one of the few occasions there are to meet up and see these gems. I've suggested an ink swap and a joint writing session, and asked if anyone can contribute some material for this part of the Hub, like jars, pipettes, paper, and so on.

MONDAY | SEPTEMBER 12

One of the local fountain pen enthusiasts (dare I say a fanatic) sent a message saying that he'll donate a bit to our ink swap. He has his own online store for ink samples, accessories, and unique pens. I'll bring recycled sugarcane paper, which the ink shimmers very nicely on. Not sure what Pelikan will supply; they gave us notepads in the past. I think we'll have plenty of supplies.

“

“The 2022 Hub was the most emotional yet; our fountain pen community needs this exchange! You can feel this great connection even in a cold northern city like Edmonton in Canada. I can barely wait for the next meetup!”



Impressions of Pelikan Hubs
from Germany and Spain:
Hanover (top and bottom),
Barcelona (group with 2022 Hub flag).



SEPTEMBER | FURTHER POSTS

A lot of positive feedback! The attendees are happy with the choice of venue; they're exchanging ideas about how to make this Hub even better. A few additional guests are coming, too!

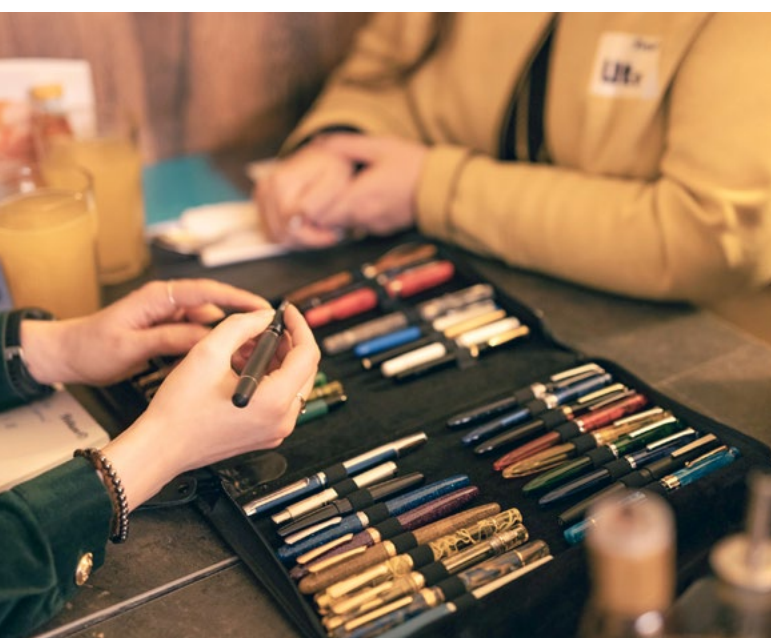
MONDAY | OCTOBER 17

I've just learned that the Pelikan Hub box has been sent out. Some of the other Hub masters are saying in the group chat that there are no free jars of the Ink of the Year and no Edelstein sampler set this time. There are still notepads, name tags, waterproof pens, and the flag for the Pelikan Hub, though.

Sent an e-mail update to the attendees and told them about the lack of ink and how I'll provide the leftovers of an Edelstein sampler set from an earlier Hub since I've been a Hub master before. This will let the attendees sample the inks. Overall, we're pretty well prepared.

TUESDAY | NOVEMBER 15

I'm still communicating with the attendees and finding out at the last minute who can come and who has to cancel. Our local fountain pen superfan has asked about the final numbers ... apparently he wants to split up a jar of Apatite Edelstein into small samples for all attendees. Did I mention already that we truly have a great, local fountain pen community? I'll get a few snacks, drinks, and plastic tablecloths to decorate our meeting – and protect surfaces against “uncontrolled” releases of ink. ►



FRIDAY | NOVEMBER 18

Today was Hub day! I arrived at our room about an hour before the event to prepare everything. The owner was extremely nice and showed me where everything was and what I needed to watch out for.

Pelikan HUB day

I put the tables together to make islands of two tables so we had lots of space for writing and for the accessories. I also wanted to ensure some distance for anyone who was still cautious about COVID. I covered the tables with white plastic tablecloths. Because the room was a large art space, we didn't have to worry much (spilled ink would just add to the color), however I still wanted to leave as few "marks" as possible.

I put a sign-in table at the entrance, the Edelstein ink samples at the front as well, and the snacks to the side. The fans were able to come in, sign in, sign the flag (while getting a name tag), and hang up their coats. They got a copy of the



Save the date:

SEP. 22ND, 2023

*Pelikan***HUB**
pelikan-hubs.com

Pelikan customer magazine "Passion," their Pelikan notepad, and a sample of the Apatite ink. The people were able to choose their own seats for the evening. Unfortunately, we didn't have a projector, so I brought along multiple printed copies of the Pelikan presentation for the attendees to read through at their leisure.

When most people had arrived, I took a few minutes to welcome everyone to the Edmonton Hub. I paid tribute to Pelikan and the efforts made to hold Hubs in person again during the pandemic. After that, I informed the attendees about the setup of the space, praised the owner of the venue, and announced that she was going to serve us a few treats a bit later. I especially thanked our superfan, who had sacrificed a jar of Apatite so that we could all get a sample. I also emphasized the international flair of the global event and that we could boast about being the most northern Hub in North America to participate.

Afterward, I let everyone go so that they could do what they were all here for ... enjoy the company of other fountain pen devotees, chat about pens, nibs, inks, and paper; swap, and pour out their hearts to each other.

Participants from
Pelikan 2022 Hubs
in Canada and Hungary:
Edmonton (left),
Budapest (below).



Yes, it took a few hours of work, including setting up and packing up the venue, but like I said, we truly have a great community here. A few fans came earlier and stayed longer to help out. Others donated material and ink, and we got to see some astounding fountain pens!

It's nice that Pelikan is helping us to meet up locally and internationally as a community of fountain pen enthusiasts. It gives us an opportunity to talk together about our passion. I know for sure that we have strengthened our local community and supported a local business. I think I even tempted someone with a new fountain pen to draw him even further into our "rabbit hole" of pens and ink. I can barely wait for next year! •

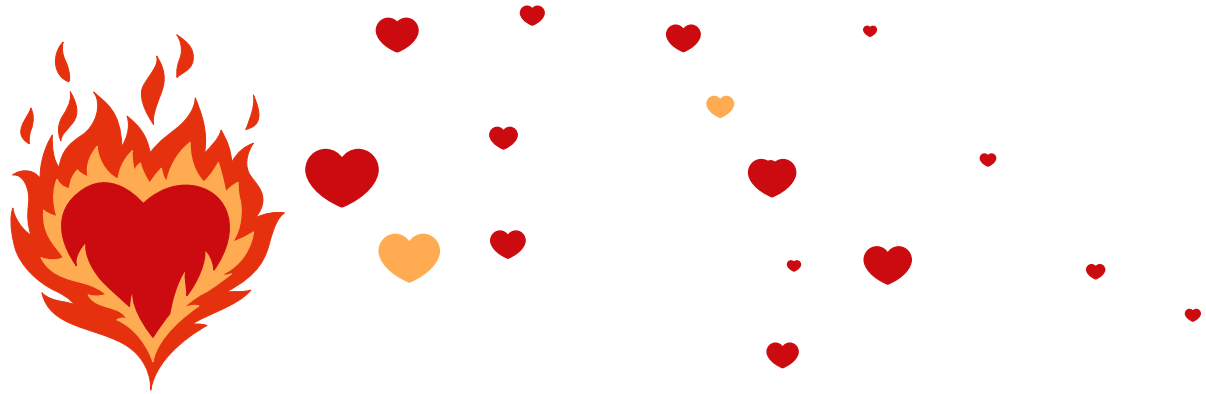
pelikan-hubs.com



PERSONAL favorite

MY NAME IS GERARDO MONTES, I'M 39, AN INDUSTRIAL DESIGNER IN THE LOGISTICS SECTOR, AND LIVE IN URUAPAN, MEXICO. WHY AM I A 100 PERCENT PELIKAN FAN? Even as a child, I was interested in the fountain pens in my father's antiques drawer. My grandmother always wrote in an old notebook, using beautiful ink. She taught me the Palmer Method, a form of the Latin script and an instructional method for learning handwriting. I discovered the immense variety of Pelikan a few years ago and fell in love with the Classic M 205 Star Ruby. Its design, the incredibly smooth writing experience, and its striking performance amazed me. When it catches the sun, a ruby-hued crystal bursts in my hand and the color red flashes brilliantly; I become completely hypnotized by this glow. The Edelstein inks and their astounding color experience are fantastic – Star Ruby gives me a magical feeling when I write. I enter another world, a peaceful one where I can relax.

I'm crazy about Pelikan writing instruments, especially the 200 series. It's the perfect balance of price, fantastic design, materials, and breathtaking colors. My collection at the moment: M 205 Star Ruby, M 200 Golden Beryl, M 205 Green-Marbled, M 205 DUO Yellow, and M 205 Apatite. I'm passionate about using them; I feel as if they invite me to keep on writing. I celebrate handwriting, especially in our modern, technical world.



ENTHUSIASM

An engine behind our passion

Where does enthusiasm really come from? Is it something we're born with or can it be learned? It's good to know that just our view of the world can set a lot in motion and even ignite our passion. This is a thought that enthuses us to no end – and makes us joyously excited!

WHERE DOES ENTHUSIASM COME FROM?

Anything that spreads joy is certain to feel good. We enjoy the feeling of experiencing something great or solving exciting tasks. It fills us with energy, as if we could tear trees from their roots. However, this feeling of happiness and thirst for action come from another place than you might imagine, as it is not external factors that put us in high spirits. Rather, the ability to be enthused always comes from within ourselves and has an intrinsic motivation behind it.¹ The things that personally interest us, give us purpose, and are fun to us are factors that drive and motivate us.

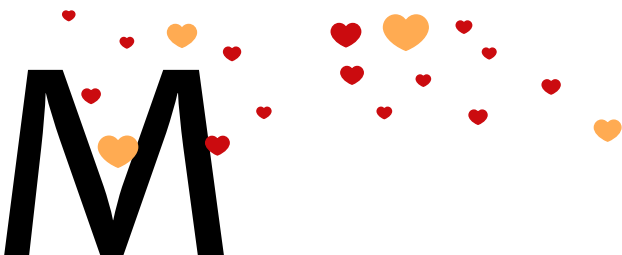
CAN ENTHUSIASM BE LEARNED?

Yes, we can learn to feel more fun and joy.² The most basic requirement for this is our inner attitude: A lot of things become easier when we concentrate on the positive in life. It even becomes easier to take on some of the more “unloved” activities. This does not mean having to sugar-coat the world and everything in it, but instead focusing on the good parts. It is an approach that parents can pass on to their children at an early age and sow the seeds of inner enthusiasm.

Our thoughts are the basis of all our actions, which is in turn reflected in our well-being. Is the glass half empty or half full? A question of personal perspective.

OXFORD DICTIONARY DEFINITION

ENTHUSIASM: INTENSE AND EAGER ENJOYMENT, INTEREST, OR APPROVAL.
SYNONYMS: EAGERNESS, KEENNESS, ARDOR, FERVOR, WARMTH.

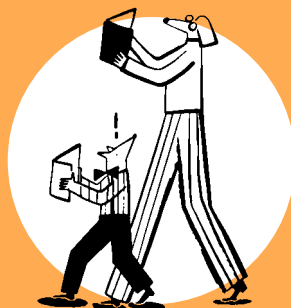


CAN WE EXPERIENCE THE SAME LEVELS OF ENTHUSIASM?

Every person carries enthusiasm within themselves, and every person differs in their ability to be enthusiastic. It is the result of the upbringing and experience that we gain over the course of life.³ However, people with an all-round positive countenance can sweep others away with their spirit and happiness; their ability to be enthusiastic can therefore have a motivating effect on us.⁴ This too, though, depends on if and how we allow ourselves to feel such feelings.

¹ karrierebibel.de/begeisterung
² greater.com/begeisterung
³ wiki.yoga-vidya.d/begeisterung
⁴ medlexi.de/begeisterung

PROFESSIONAL WRITING ACADEMY



Awakening the Slumbering Talent

THERE ARE MANY REASONS TO WRITE. The largest motivation is usually an enthusiasm for writing itself – and for a subject that fascinates us. Some people fulfill a major dream of theirs by writing a novel themselves. Others dream of writing just the first word and still do not dare take on the task.

The Professional Writing Academy sums it up nicely: Be your creative best! It builds on an inspiring group experience to support written work. You don't need to be a high-profile writer for it, as long as you like writing and want to exchange with others. The academy develops and refines your creativity and is supported by best-selling authors and the most important team member: you and your desire to express yourself.

How does it work? With small groups in online courses where the participants swap their ideas and texts in a highly approachable way. In the "Toolkit" course, for instance, you learn what an author needs – from ideas to research as well as good sentences. Develop your story in the "Novel" workshop. Moreover, there are scriptwriting courses, writing for well-being, and much more. Everyone is welcome, from beginners to experts.



Sketches

CONNECT *the world*

THEY ARE MESSENGERS OF THE PLACES THEY LIVE IN AND VISIT. THEY ARE ALSO PART OF A GLOBAL ART MOVEMENT WHERE THE WORKS ARE ONLY EVER CREATED AT THE EPICENTER OF ACTIVITY. THE URBAN SKETCHERS SKETCH STREETS WITH TIGHTLY PACKED HOUSES, OLD TOWN SQUARES, BUILDING FACADES, CAFÉ SCENES, MOMENTS IN PARKS, PEDESTRIAN ZONES, AND CELEBRATIONS. USING FOUNTAIN PENS, WATERCOLOR PAINTS, AND A WIDE VARIETY OF TOOLS, THE ARTISTS PORTRAY THE SCENES IN THEIR SKETCHBOOKS AT FIRST – BEFORE REVEALING THEM TO THE WORLD ONLINE. ANYONE ENTHUSIASTIC ABOUT SKETCHING CAN JOIN IN AND EXPLORE THEIR CREATIVITY STROKE BY STROKE. ►

Liberal amounts of watercolor
and fine fountain pen lines
reveal the architecture of
the historic Pelikan district.
Sketch: Kathrin Lippel







The story behind urban sketching is a story of connections. It is a meeting of the analog and the digital, of profession and hobby, of tools and stylized forms, and of meeting and sharing. Above all, though, it is a story that connects people all over the globe through art.

At the beginning, illustrator and journalist Gabriel Campanario would definitely never have imagined how many people his idea would turn into Urban Sketchers over the next one and a half decades. A short trip back in time: The year is 2007. A year when micro-blogs enabled access to global publications and social media was gaining relevance. Gabriel Campanario started an online forum. It was aimed at “All sketchers out there who love sketching the cities they live in and visit, from their home’s window, from a café, from a park, standing on a street corner ... always at the location and not from a photo or memory.” In 2008, just one year later, the Urban Sketchers blog was born. It showed sketches and stories from a group of invited artists, later becoming the foundation for the global movement. Today it has more than 120,000 members in over 60 countries and 394 cities.

From Seattle to around the world.



More than
120,000
members



in over 60
countries

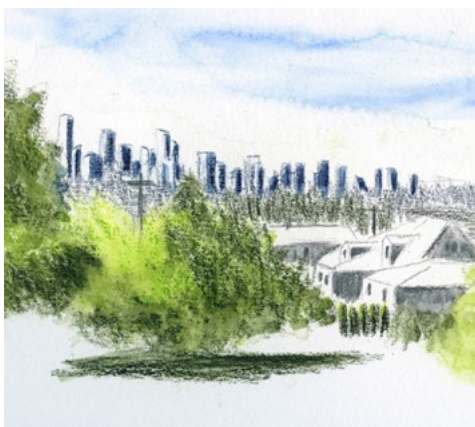


and 394
cities

THE FEELING OF THE MOMENT

Urban sketching is more than sketching technique, strokes of ink, and color. It is a form of documentation, a translation of an individual observation – when a personal experience of a moment is captured using your own hands and a variety of instruments such as a fountain pen, ink, and pad, or a pen and tablet, and becomes a story: the flow that is created when sketching takes on its own dynamic based on the moment. The process becomes an end point in itself, and the sketch an unmistakable memory just a short while later.

During the sketching process, there are a few guidelines to help the global community and they can be found written in the manifesto, a code that sets out a vision and values. For instance, it says that sketchers draw on location, indoors or out, capturing what they see from direct observation. It also says, “We use any kind of media and cherish our individual styles.” This all contributes to one goal: Urban Sketchers, as a community, helps to raise artistic, storytelling, and educational value.



Seattle Skyline from a Distance.
Sketch: Tina Koyama (left)

Old Building in Hong Kong.
Sketch: Eva Sze (right)

Woman from Brokpa Ethnic Group in Ladakh, India.
Sketch: Priya Krishnan (center)

Urban Sketchers Chapter from Hanover, Germany (below)

HEAD OUT. SKETCH. SHOW.

Seeing the world, one sketch after another. In the endless sketchbook on the internet, works are made visible with hashtags such as #urbansketchers and #usk. Gigantic metropolis skylines make a big impression, as do the architectural building styles and impressions of nature that are sketched on paper with great attention to detail. The focus is not so much on the materials that are used or on there being a certain level of talent. It is about letting everyone be creative.



“OUR DRAWINGS TELL THE STORY OF OUR SURROUNDINGS, THE PLACES WE LIVE, AND WHERE WE TRAVEL.”

From the vision and values of Urban Sketchers

Sketching brings people together at an unimaginable variety of locations locally and globally. There is a regular, global symposium as well as individual chapters organized by volunteers. At them, the Urban Sketchers share their sketching knowledge, meet for sketching walks, and show off their sketches. There are currently 15 chapters in Germany, with most being active in large cities.

It is also possible to be part of the movement without joining a local chapter. What does it take? Not much. Simply launch into it and start with the Urban Sketchers criteria. There is no age limit. Beginners, hobby artists, and professionals, all are welcome and anyone is allowed to sketch and share their own way. A tip: Take some photos of the work while still on site and publish them later.



Are you curious now or have you already got out your sketchbook, even just mentally? Then get an idea yourself of this moving community – you might just be part of it soon and showing the world as you see it. •

urbansketchers.org

“IF YOU
CAN *write* YOUR
NAME, YOU CAN
sketch, too!”



ANYONE CAN

join!

www.sketchbook.hamburg

Just order an empty book
and get started!

SOMETIMES, A LITTLE CLICK IS ALL YOU NEED TO OPEN A GATEWAY TO THE WORLD. FLORIAN ZIETZ, A HAMBURG-BASED GRAPHIC DESIGNER, HAD AN INSPIRING MOMENT LIKE THIS AMID THE PANDEMIC. HE FOUND OUT ABOUT THE “SKETCHBOOK PROJECT” AT THE BROOKLYN ART LIBRARY IN NEW YORK, WHICH EXHIBITED THOUSANDS OF SKETCHBOOKS FROM KNOWN AND UNKNOWN ARTISTS. IT CAPTIVATED THE 56-YEAR-OLD SO MUCH THAT HE IMMEDIATELY LAUNCHED HIS OWN PERSONAL PROJECT: **SKETCHBOOK.HAMBURG**

THE BEGINNINGS

The time was shortly before Christmas 2020 and the second COVID-19 lockdown had brought life outside home to a standstill. Florian Zietz was a senior art director at an agency in Hamburg, where he still develops packaging designs to this day. On Instagram, he learned about the major project by New York's Brooklyn Art Library – and the friend who sent this link to the sketching fan did not have any idea what she had set in motion. Zietz was so fascinated that he launched sketchbook.hamburg within just a few weeks. His side art project is participatory by nature and has been devoted to writing, sketching, gluing, collaging, and the personal stories behind this since the start.

ALL HANDMADE

The passionate designer created the company logo and logo stamp, folded A3 sheets for the sketchbooks, cut the paper to postcard size so it could be taken everywhere, and stitched together ten copies using his wife's sewing machine. He gave away the first few sketchbooks to friends and neighbors, who filled the blank pages with ink, paint, glued-on paper, and other materials and agreed to have their diverse and moving pictures, texts, and stories published.

In early 2021, the first filled-in sketchbooks went online and there are now about 150 copies that can be marveled at online. The proud founder presents the originals at on-site exhibitions, for which he punches a hole on



the top edge of the 32-page books so they can be hung up and leafed through. The personal interactions and direct communication with visitors and artists are very important to Florian Zietz.

Each individual sketchbook is still handmade today. Anyone wishing to fill in one themselves can order an empty copy for 25 euros, let their fantasy run wild, and send it back to Florian Zietz, who shares the impressive works with many people around the world.

COLORING A PAGE CLEARS THE OBSTACLE OF AN EMPTY, WHITE PAGE.

A SKETCHBOOK FOR EVERYONE

"If you can write your name, you can sketch, too. Every person is an artist," Zietz emphasizes. His tip for the undecided: Nobody should have inhibitions, they should just get into it. The results of the filled-in sketchbooks are impressive. All manner of people have immortalized themselves in them, from toddlers to octogenarians. Anyone can join in, even you!

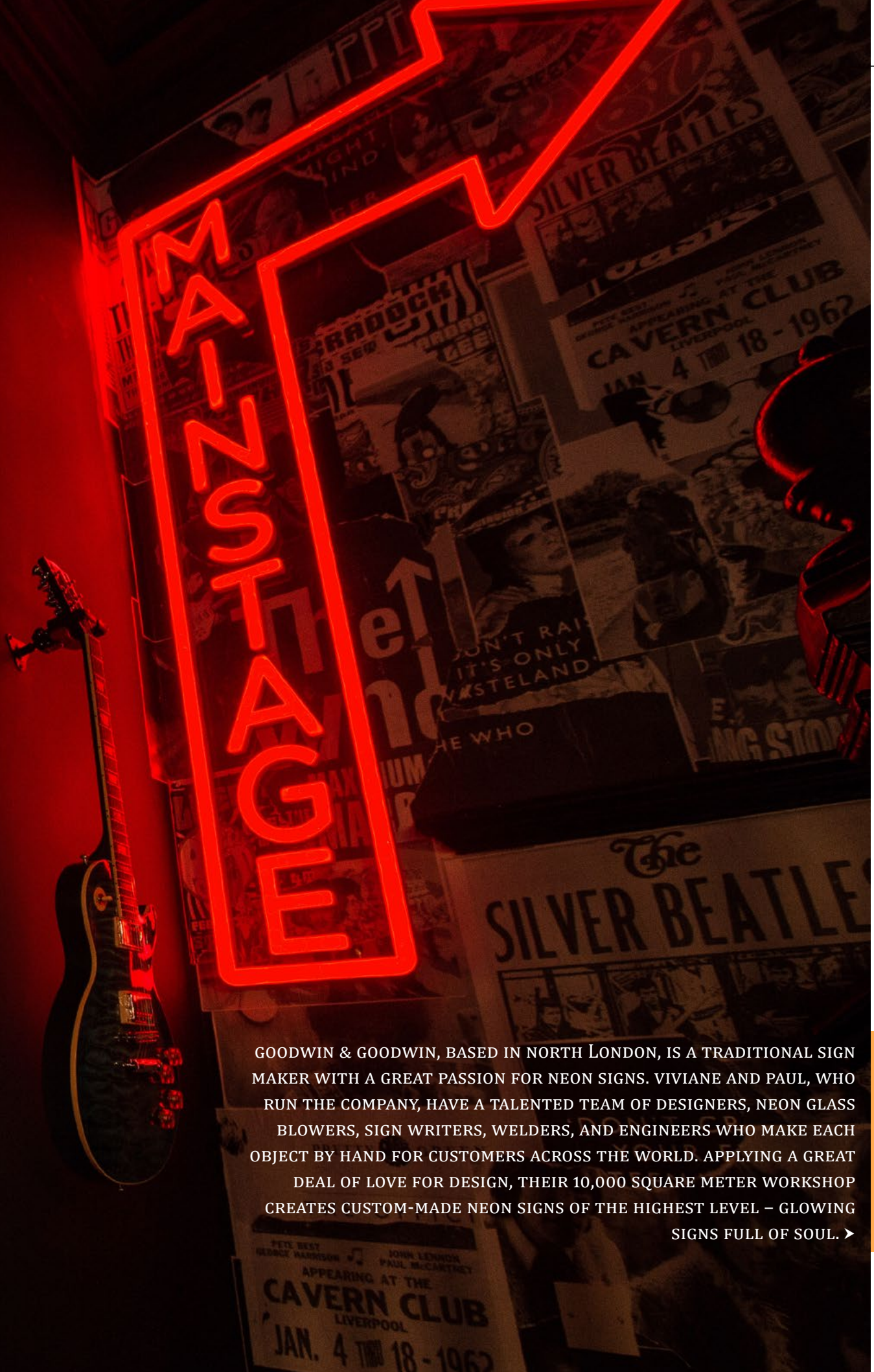
📷 @sketchbook.hamburg



SIGNS *with* SOUL

FROM
NEON SIGNS
TO INTERIOR
DESIGN





GOODWIN & GOODWIN, BASED IN NORTH LONDON, IS A TRADITIONAL SIGN MAKER WITH A GREAT PASSION FOR NEON SIGNS. VIVIANE AND PAUL, WHO RUN THE COMPANY, HAVE A TALENTED TEAM OF DESIGNERS, NEON GLASS BLOWERS, SIGN WRITERS, WELDERS, AND ENGINEERS WHO MAKE EACH OBJECT BY HAND FOR CUSTOMERS ACROSS THE WORLD. APPLYING A GREAT DEAL OF LOVE FOR DESIGN, THEIR 10,000 SQUARE METER WORKSHOP CREATES CUSTOM-MADE NEON SIGNS OF THE HIGHEST LEVEL – GLOWING SIGNS FULL OF SOUL. >

Working with glass, one of humanity's oldest and most fascinating materials, is a true calling for the experts at neon sign maker Goodwin & Goodwin. Viviane & Paul Goodwin are the CEOs of the company, which has existed since 2009. Their neon maker Paul Charlton applies his 30 years of experience in this traditional craft, and together they inspire their customers. They employ about 20 talented craftspeople with decades of experience and, by putting in a lot of time, patience, and extraordinary ability, they produce signs out of tubular glass with an impressive glow.

NEON HAS DEVELOPED IN THE DIRECTION OF ART AND INTERIOR DESIGN. EVEN SO, NEON IS OFTEN THE MEDIUM OF CHOICE FOR ADVERTISING SIGNS, ESPECIALLY IN BOUTIQUES AND PREMIUM BUSINESSES.

Having the best materials and highest standards is fundamental to what they do. This is deeply appreciated by their clients, who include international corporate clients as well as highly regarded artists in other industries, such as musicians Rita Ora and Ed Sheeran. Close collaboration with the clients during the production process provides the foundation for bringing the client's idea to life. The neon glass benders always combine their craft with an artistic aspect – and, adding their deep passion for the vocation, they ultimately create prime examples of craftsmanship.

The glass bending process requires not only patience, but also five years of practice until the craftsman or craftswoman can make even the simplest of shapes. The tubular glass is heated and bent during production until it meets the requirements. Electrodes are applied and the sealed points heated under vacuum. Lastly, the tubes are filled with noble gas – known colloquially as neon – and sealed up permanently. It is a complicated production process that demands lots of expertise.

While the London-based sign makers cannot produce all colors, they most certainly have a great selection on offer for their glass tubes. With neon lettering, it is the design above all else that determines what tones look good

together or not. The craftspeople also realize complicated orders that other companies refuse to do because of their difficulty. Their motto is to “go the extra mile and ensure that our clients' expectations are exceeded.”

The company, which is among the last 30 of its kind remaining in the UK, has outstanding works of art that enjoy global fame. Moreover, it also receives many orders from the local region as neon lettering is a sensitive product for short delivery distances. Goodwin & Goodwin has received numerous design and handwork awards over the years. They serve as a testament to the dedication that they apply to their work.

The long-lasting light-up signs are available from a price of 500 euros, depending on size and complexity. If they are larger and have more detail, a piece may even cost more than 10,000 euros. The installation method and location are further factors in the pricing and must be finalized when the order is given.

The traditional craft of neon glass bending started in 1910 when French engineer Georges Claude invented the neon light. The first neon advertisement was sold to a Parisian hairdresser two years later. Since then, colorful advertising materials have brightened up towns and cities across the world. Attractions such as New York's Times Square achieved significantly larger renown through them. It is uncertain how long the handmade neon advertising from north London will continue to exist. Glass bending is an occupation that is dying off and has been listed as a heritage craft.

Meanwhile, modern technology is also threatening glass bending, with LED advertisements being a major competitor in the market. Nonetheless, neon continues to be a trend and has never been out of fashion, the company's directors say. Its usage, however, has changed. Background lighting in the signs is less prominent and in return they are being used more frequently in boutiques, artistic spaces, and living areas. Lettering made of neon

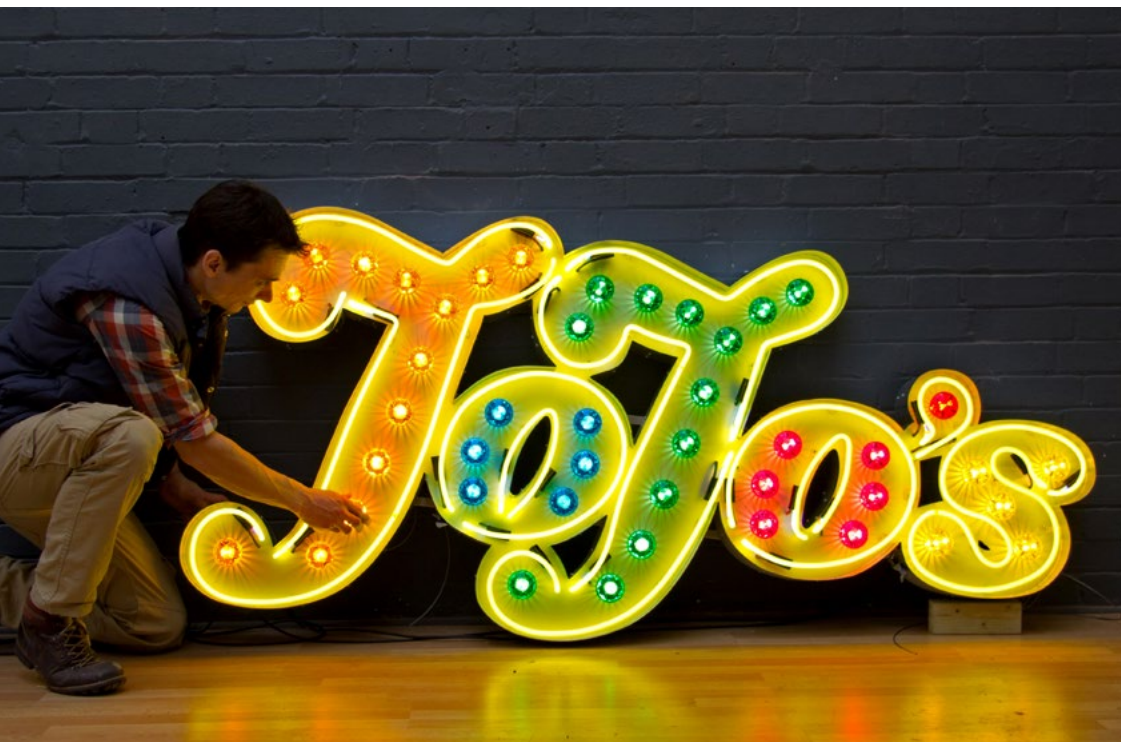
“

“We rarely refuse complicated orders and take on those that other glass benders don’t trust themselves to do.”

glass is used when this lettering is intended to be exquisite and particularly prestigious. In the eyes of Viviane and Paul, there will never be a perfect replacement for neon. They agree that “the unique 360-degree lighting and the traditional craftsmanship inspire us. We breathe soul into our signs, which makes our designs unique.” •



Neon signs: They specialize in custom-made art and signs. Almost all customer requests are realized.



Viviane and Paul Goodwin attach particularly great value to the artistic aspect of their neon creations. They also design a garden at the world’s most famous garden exhibition, the annual Chelsea Flower Show in London.

Edelstein®
INK OF THE YEAR

Rose Quartz

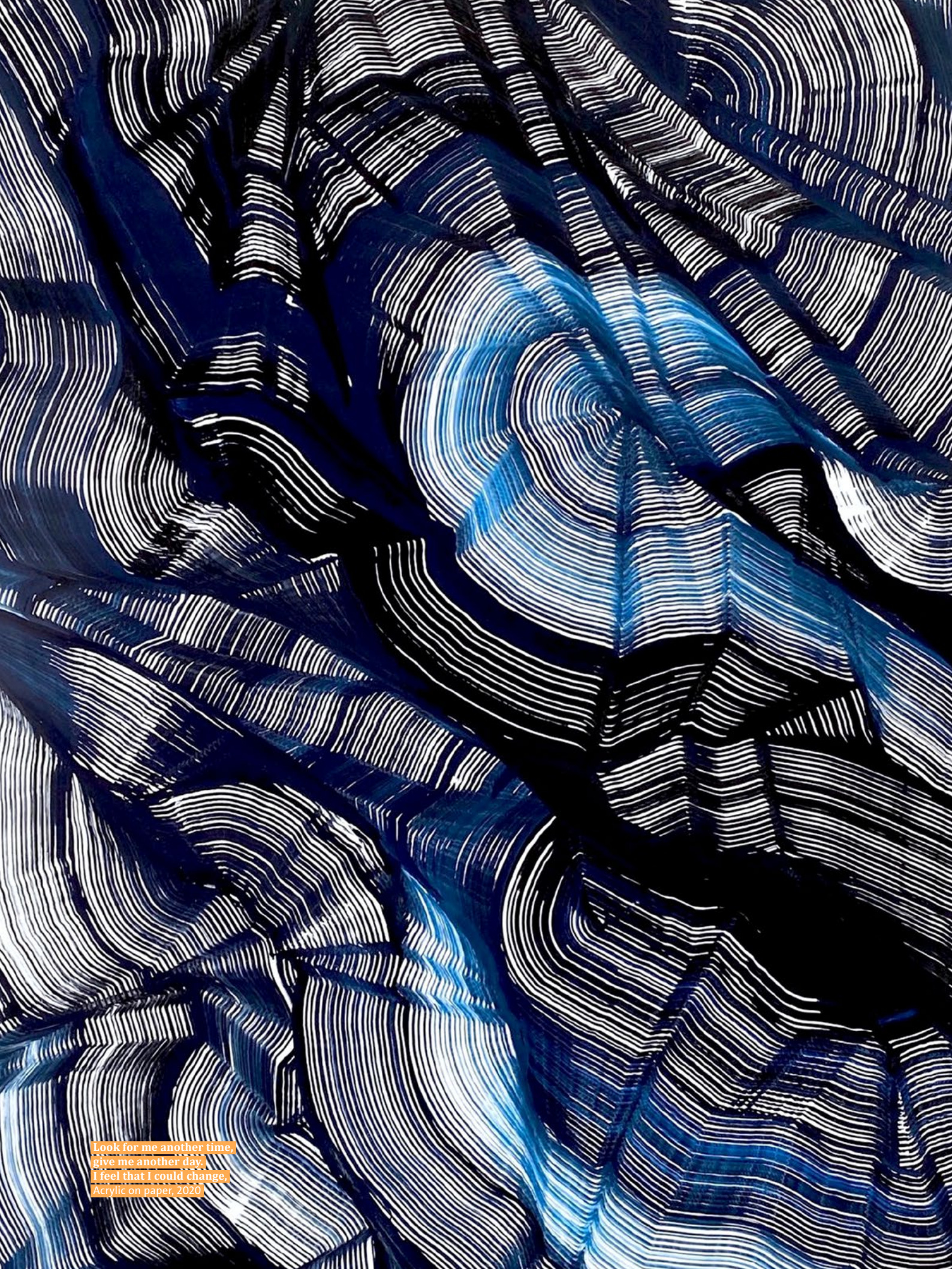
A SOFT PINK HAS A VERY SPECIAL EFFECT AND CAN TRANSFORM ANY HANDWRITING INTO A ROMANTIC MESSAGE. THE BEGUILING ROSE QUARTZ COLOR TONE STOOD AT THE VERY TOP OF THE SHORTLIST FOR THE 2023 INK OF THE YEAR AND WE ARE EAGER TO CELEBRATE IT! ITS HARMONIOUS, NUANCED SHADE MATCHES THE COLOR OF THE ROSE QUARTZ GEM OF THE SAME NAME. IN NATURE, THE LATTER COMES IN A FASCINATING RANGE OF COLORS FROM BABY PINK TO AN INTENSE ROSE. THE PINK FOUNTAIN PEN THAT IS AVAILABLE IN A SET WITH THIS EXTRAORDINARY INK COLOR IS THEREFORE VERY FITTING. TOGETHER, THEY LET MATTERS OF THE HEART FLOW ONTO THE PAPER, WORD BY WORD.



“

“The rose quartz crystal is a symbol of friendship and love intended to awaken yearning and desire. An effect that you would wish for with any written word.”

Jana Jegella, Global Product Manager
Fine Writing Instruments



Look for me another time,
give me another day,
I feel that I could change,
Acrylic on paper, 2020

INT

LINES THAT BECOME
UNIQUE ARTWORKS.

WITH ARTIST MANUEL SKIRL

INTERVIEW

Manuel Skirl, aged 33 and from Vienna, is a self-taught artist who gained renown with his multi-line technique. He is a trained metal engraver and used to express himself graphically through graffiti, even as an adolescent. An arm injury sustained while tagging a few years ago put him on a new path – a multilined one.



WHAT CAPTIVATES AND INSPIRES YOU? IS IT NATURE OR ARCHITECTURE? OR DO YOUR LINES SIMPLY FLOW FROM WITHIN YOU?

I draw enthusiasm most of all from natural structures, particularly tree bark. Organic structures and plants, whether in nature itself or in a room, always inspire me. A fascination for letters and a desire for design and expression have also been recurring themes throughout my life. I illustrate the things that surround me and occupy me, the things that flow naturally from my hand. However, I'm also a person of my times, so the present day inspires my work, too, and in my pictures I draw what is coursing through me and entering my flow at the time.

YOU USED TO BE A GRAFFITI ARTIST AND NOW YOUR WORK IS MAINLY MONOCHROME. DID THAT DEVELOP BY ITSELF OR DID YOU DECIDE THAT?

I had an injury, so I changed from tagging graffiti to painting – which was not a conscious decision, but more of a natural development. At the same time, I focused a lot on design and color theory. I looked closely at the effects of complementary colors and colors in general. Colors can stimulate our hormones and the knowledge out there on color theory is highly interesting. As a result, I reduced my use of color and ended up using gray, blue, black, and white. The form should speak for itself.

THIS SERIOUS-SEEMING AUSTRIAN MAN WAS ABLE TO FULFILL HIS LOVE OF LETTERS THROUGH HIS JOB. IN HIS FREE TIME, TOO, THE DEDICATED ARTIST FULLY EXERCISED HIS FASCINATION FOR THE ALPHABET AS A GRAFFITI ARTIST SPRAYING NUMEROUS INTERPRETATIONS OF NAME TAGS. HOWEVER, THE VIENNA-BASED ARTIST ALSO TRIED SOMETHING NEW: HE MADE HIS SUBSTANTIAL ARTISTIC SIDE PROJECT HIS FULL-TIME JOB AND DEVELOPED A PERSONAL PAINTING STYLE USING HIS SELF-MADE MULTILINE TOOLS – AND DID SO VERY SUCCESSFULLY.



Self-Timer
Donaukanal Vienna, 2016

“

“I won’t go digital and draw my art on a tablet computer. I’m more interested in handiwork than computer techniques.”

HOW DID YOU DEVELOP THIS UNIQUE STRIPE TECHNIQUE?

The multiline technique has been applied in Japanese zen gardens for ages; it has a calming effect. You draw the lines in the morning and then feel good the rest of the day. These structures stand out for me in tree bark especially. I researched and found out that they can be illustrated particularly well using the multiline tools.

DOES THE NUMBER OF STRIPES MEAN ANYTHING FOR YOUR MULTILINE TOOLS?

No, the number does not mean anything, though I have noticed that my detail is becoming more intricate. I used to end up with 15 lines in the wide tips of my marker pens, whereas now I end up with 25.

THE TECHNIQUE YOU USE IS UNFORGIVING. EACH STROKE NEEDS TO BE PERFECT, ALTHOUGH THEY SEEM CALMING WHEN PUT TOGETHER. ARE LOOKS DECEIVING?

As a person, I’m generally quite antsy and impatient. When I work, the lines flow from within me and provide a moment of respite. Smaller paintings can be more forgiving if I make a mistake, purely because I start a new painting if I am not satisfied. On large areas, I need to concentrate and collect myself before

I can get started. I never liked having to fix up pictures or apply a layer of paint on top of another. Sticking rigidly to a specific design is not my approach.

WHAT COLORS DO YOU USE?

It depends on the surface, though there are only four colors that I ever use. I use ordinary products from the store, often acrylic paint or ink, from different companies and with high-grade pigmentation and long color retention. I condition the drawing tools, and every roll and tip is made individually by me.

IS A “LARGE OPEN SPACE” A CHALLENGE?

It’s not an issue for me! I’m a professional artist and have trained myself to be able to paint even in the rather rare moments that I can’t feel my flow. In those moments, I deliberately tune out, shut off my conscious thinking, and switch to autopilot. Viewed from the outside, the end result doesn’t look any different from my other works. While internally I might not be satisfied, it will still be a very good picture and observers won’t notice a thing. As a professional artist, it doesn’t stress me out any more than it did before, either. I’ll paint a new picture if I don’t like the current one; this is very normal.

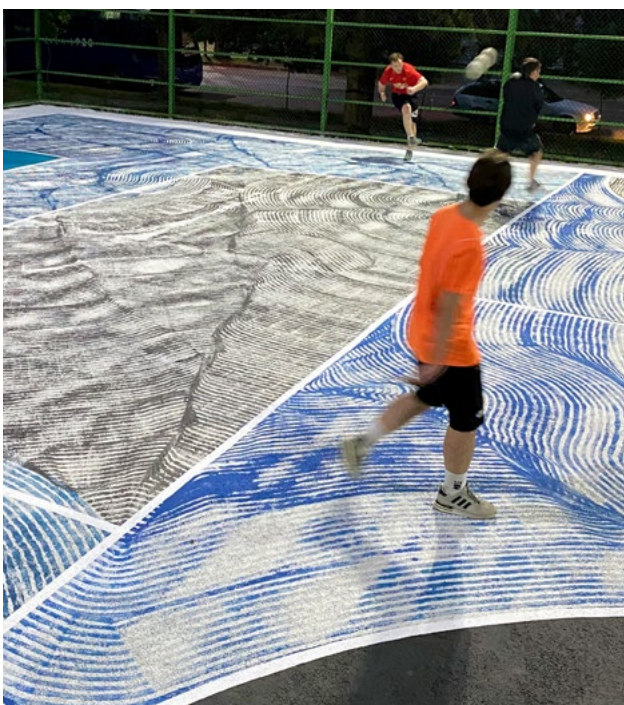




What Touches My Gaze ...
(Franz Lehar), wall design
created for the Bad Ischl art
festival, Austria, 2018

Floor of Facts,
Basketball court design for
Niko Street Art Movement,
Kutaissi, Georgia, 2021

Radix Malorum,
Private commission, 2018



WHAT'S DIFFERENT ABOUT THE DRAWING FLOW WHEN YOU ARE BEING PHYSICALLY HOISTED ACROSS A PICTURE INSTEAD OF LOOKING AT IT ON AN EASEL?

It's completely different. Beforehand, I'll think up a concept that needs to work in every situation. It also takes significantly longer if I can't reach every part by myself and instead have to be hoisted in front of the wall. I can finish an A3 size painting in five to seven minutes. Painting a wall area of 100 square meters takes two to three days.

WOULD YOU LIKE TO DO SCULPTING YOURSELF AND CREATE THE BODY OR SURFACE FOR YOUR DRAWINGS?

Yes, and I'm very interested in the Sgraffito technique for

that! It's a method of scratching through a surface that has its origins in antiquity. Multiple layers of colored plaster and paints are applied to a moistened surface and ornamental or geometric patterns scratched in using scrapers, nails, and carving tools. These days, the technique is used on house surfaces, for example. I definitely think I'll develop toward 3D, it interests me a lot!

WHETHER ON PAPER, T-SHIRTS, HOUSE GABLES, OR A STREETBALL COURT: YOU ELEVATE THE EVERYDAY INTO A WORK OF ART.

Artists do a lot of thinking and I don't like that art often doesn't have a benefit of its own. I like the idea of using art to

beautify the unsightly things we're surrounded by from day to day, such as architecture or objects of daily use, and bringing art to everyday life.

DO STAMP-SIZED PICTURES STAND A CHANCE WITH YOU? COULD YOU MAKE A BRUSH OR COMB TO SUIT THEM?

That's a nice idea, it's certainly possible! I don't have any demands regarding the size of a picture. Maybe you could stick together balls from ballpoint pens ... No, that would be too big. This question brings out the engraver in me, which is a delicate job, too. I'd definitely think of something, in any case!

YOUR STYLE IS CONSIDERED VERY INFLUENTIAL. WOULD YOU LIKE TO DO SOME INCOGNITO WORK AND EXPLORE NEW DIRECTIONS?

No. We street artists, and all artists, are exhibitionists. We're always happy when people notice our work. I'll still definitely keep developing.

WHERE CAN PEOPLE SEE YOUR ART?

It's very nice when people contact me directly and ask where they can currently see pictures of mine in public spaces. I take part in street art festivals during summer, after which my contributions are painted over or cleared away. They can't be seen again after this. Art in public spaces is transitory. Even exhibitions are temporary. I have an Instagram profile where I show current pictures and shots of my work. A building owner in Vienna, on Siebensterngasse in District 7, has made his façade an open space for artists. My work can be seen on it until the next person paints over it. ●

Instagram @sskirl



STORIES from the *TintenTurm*

POSTER COMPETITION 1898/99 The symbiosis of art and commerce was a masterstroke by Fritz Beindorff. The then owner of the Pelikan company organized the first competition to design advertising posters 125 years ago. The passionate art collector was one of the first industrialists who sought to collaborate with artists. As the years passed, he continued initiating poster competitions. Highly regarded artists of the 1920s avant-garde influenced the Pelikan advertising graphics, with work by El Lissitzky and Kurt Schwitters being part of the illustrious collection.

In 2017, the art received a new forum within the Pelikan world at "re:pelikan." With this design-oriented exhibition, we celebrated the opening of the TintenTurm ("ink tower"), for which students from Hanover University of Applied Sciences and Arts reinterpreted historic Pelikan advertising posters. Poster competitions still take place often. The rotating exhibitions at the TintenTurm are very popular among people interested in art.

GOOD TO
know!

Find the latest exhibition dates
on Facebook:
Pelikan TintenTurm

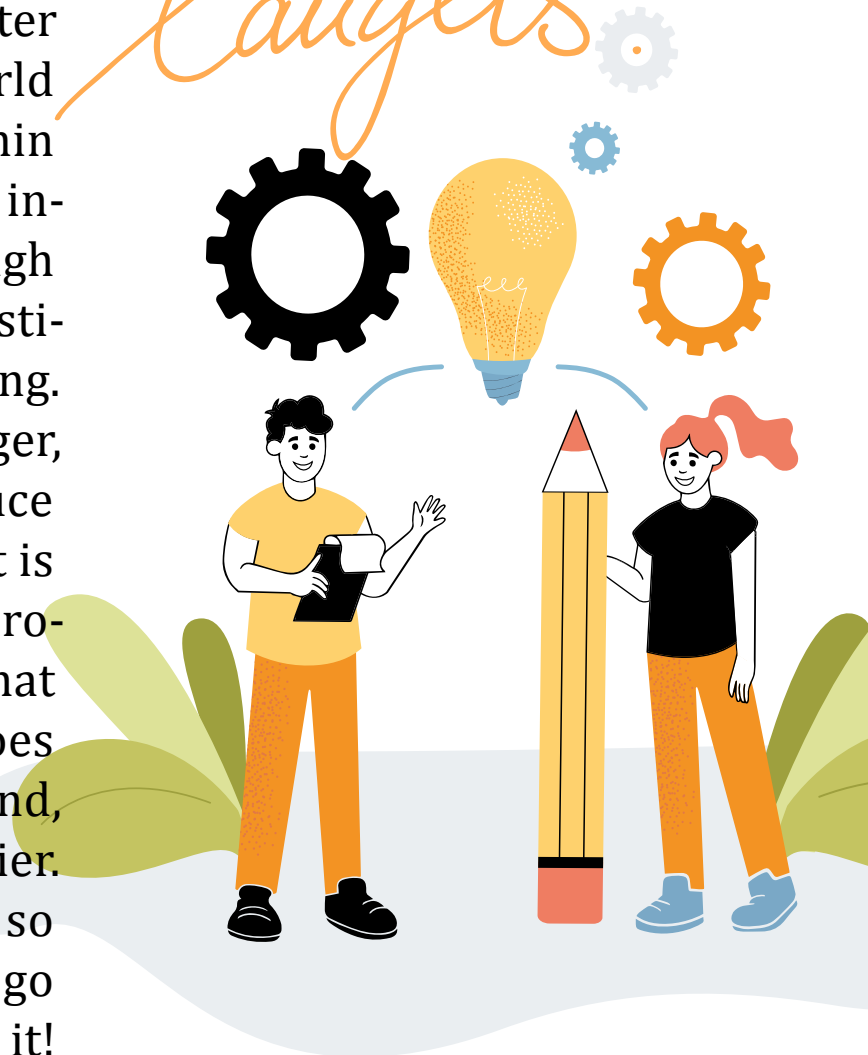
A quick Google search shows if handwriting truly makes you smart or not. All the same, we live with a keyboard on our desks and phone in our hand, both of which bring us to our desired sources very cleverly. We press a letter on a key and the world gets explained to us within seconds. Yet obtaining information rapidly through the keyboard is no substitute for handwriting. Though it may take longer, it is what lets us produce information, and that is because numerous neuroscience studies show that handwriting really does make you smarter – and, most importantly, happier. It even leaves a trail, so let's team together and go on the hunt after it!

THE BRAIN

THE

HEART

writes.
Laughs



WHY IS HANDWRITING SO IMPORTANT FOR LEARNING?

Writing on paper with a writing instrument trains the mind. When we write, our brain's synapses communicate, connect nerve cells, and transfer information. It is a demanding activity for our internal CPU, especially as a connection is made between the left and right sides of the brain – meaning that analytical thinking has to mingle with the emotional side. Our mind benefits from this interaction. We learn more and for longer, and handwriting even helps us to improve our speech and stay mentally active.

Have you ever watched a child practice handwriting? Handwriting activates 12 parts of the brain, over 30 muscles, and roughly 17 joints. This complex operation demands a great deal of concentration and also hones motor skills and memory. When we write a word on paper, it leaves a trail in our memory that we can still access even years later. We can recall not only the word, but also the situation in which we wrote it as well as feelings, moods, and experiences. Handwriting is an engine for thinking and processing; for understanding, abstracting, and learning; and for speaking.

IS HANDWRITING MORE THAN JUST WORDS?

DOES HAND- WRITING HELP WITH MENTAL CHAOS?

Often, there are so many thoughts circling in our head that we are left unable to think and act in a structured way. Jotting down thoughts, writing out what's on our mind, or writing up a prioritized to-do list creates clarity and structure. Writing not only coaxes our thoughts out of a humming mind, but also helps us to relax and solve problems more successfully. People who have cursive handwriting have been found to be more successful at learning.¹ Finding freedom through writing and adding order to chaos also enables us to absorb new things. It seems that we could learn a lot from our handwriting.

The fun comes from all our enthusiasm for writing directly on paper! We can hold space for our feelings, let our creativity flow, let our mind run free, sketch out a wild idea, concentrate all our energy in one direction, and get to know new people. We can discover how we create something special and personal with every word and sentence. Writing has a positive effect on us. It is something highly personal and we can take it into our own hands to make something out of it. You can be sure it will touch the heart, too – in the best way possible!

AND HOW IS IT FUN?

¹Source: schreibmotorik-institut.com/images/Pressemitteilungen/PM_stirbt-handschrift-aus_Priboschek.pdf

COLUM



*Let your flow
Keep Flowing!*

N

There is creativity in each of us.
Everyone has their own language.



START IT!

I am captivated by the fantastic creativity and thirst for action that people interpret in their individual way. I turn my gaze towards social media, too, and continually find fantasy-filled image creations. Sometimes they are in color, other times monochrome black and white, and occasionally with a natural charm. People become active, highlight things, make designs with paper and ink, and show new perspectives. They share with others, which is a huge gift. Do you feel the spark of enthusiasm? Wonderful! Get started and share your creations, for example with **#pelikanpassion**. Or send them with a personal touch to: **passion@pelikan.com**

I'm very enthusiastic! As we thought about the main theme for this edition of Passion magazine, "Flash Me!", about complete enthusiasm for a topic, an activity, or a particular event, we were taken hold of by exactly that. We were absolutely captivated by the topics that we wanted to make readers enthusiastic about. Fascinating stories from people who simply get to it and find the flow that makes them feel good, all while designing great creations and products.

True enthusiasm makes you forget the everyday humdrum and makes time and space blend together, providing space for pure passion. What a glorious feeling! It deserves to be shared and put a smile on other people's faces. Does that sound a bit exaggerated or soppy? Find your personal subject that captivates you, get behind your newly discovered enthusiasm – and then you will understand us.

Jana Jegella

Jana Jegella, Global Product Manager Fine Writing Instruments

Style icons

OUR
RADIANT WORLDS
OF PRODUCTS

40_INSPIRE ME

42_FLASH ME

44_JOIN ME

46_SURPRISE ME

48_THRILL ME

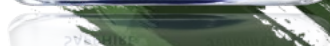
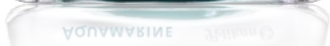




INSPI RE me

With colors that stimulate fantasy,
that guide your thoughts with silky
smoothness across the paper. That
unlock new spaces. That are filled
with fantasy. To be melted into
a brilliant idea.

Edelstein Ink Collection.
Each written word gains a particular
radiance. The unique formula for
the brilliant inks cares for your pen
from within at the same time.



flash^{me}

This unique highlighter emphasizes the radiance of your genius. Writing and highlighting simultaneously is a smart idea that captivates more than just neon fans. Genuine enlightenment!



This marker pen ink was developed especially for the writing instrument and carefully adapted to its technical components. A jar of highlighter ink in neon yellow and the transparent Classic M 205 fountain pen with an extra-wide steel nib are available together in a stylish gift box.



Workshops
»NEON BENDING«

Experience the art of
bending glass in
small groups!

*buchstaben*MUSEUM*berlin*



*360°
Tour*

DIVE INTO A WORLD OF GLOWING GAS AND FIRE! Whether “Ornamental Fish,” “Beate Uhse,” or “Market Hall,” the Buchstabenmuseum Berlin has an enormous collection of original neon glass signs from former department stores and corporations. A number of typographical icons can be bought in the “FINAL SALE,” and letters can be leased for events. At this museum, you learn the exciting backgrounds behind the exhibits, which are exceptional tidbits about the history of Berlin.

You can also take an active role yourself – literally – with neon bending workshops at the museum workshop that turn the creation of neon advertising and the production of neon letters into a fun experience. Take part and **feel the magic glow!**

Anyone looking to find out more about argon, neon, or krypton can book a tour of the collection and workshop, or a special neon-technology-themed tour, as well as action-filled neon bending workshops. Register by e-mailing: neon@buchstabenmuseum.de

People around the world are connected by the exchange around and shared enthusiasm for handwriting culture. We'll give you that in black and white. Join in!

join

The classic of our Classic series. The M 215 Black-Silver fountain pen has fine rings on its barrel, making it an intrinsically stylish statement piece. It feels wonderful to hold and is ideal for your fluid writing flow!

A CLEAR STATEMENT.

BRIGHT CHEER IS APPROACHING: OUR CLASSIC M 205 WHITE FOUNTAIN PEN CAPTIVATES WITH ITS TIMELESS DESIGN. YOUNG WRITING ENTHUSIASTS WILL ALSO APPRECIATE THE SUBTLE STYLE – WRITING YOUR FIRST WORD CAN LIGHT UP YOUR FACE SO MUCH!





me

A brilliant idea for those on the go: You can change Edelstein Ink cartridges in no time. Most importantly, you can change the color you're writing in, too!

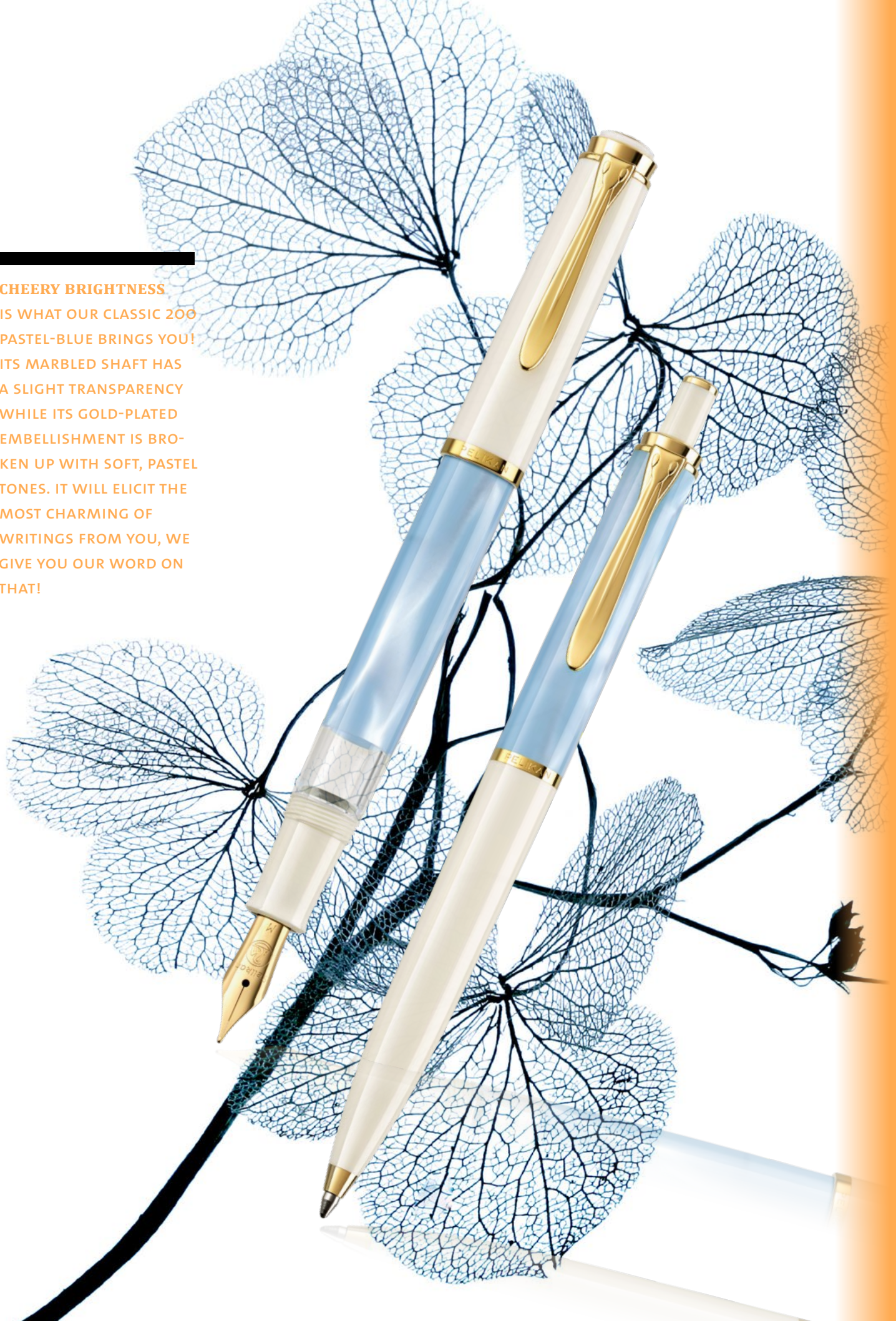
Classic with a touch of class: The slim K 205 ballpoint pen and stylish P 205 cartridge fountain pen complement the Classic series and make it a smart set. Which is your favorite writing instrument to write with?

Bucket List - 101 Things I Want to Do in My One Wild and Precious Life! Featuring 128 ruled pages for your favorite memories. Handy lists for restaurants, attractions, museums, and adventures.



BOOK
tip

CHEERY BRIGHTNESS
IS WHAT OUR CLASSIC 200
PASTEL-BLUE BRINGS YOU!
ITS MARBLED SHAFT HAS
A SLIGHT TRANSPARENCY
WHILE ITS GOLD-PLATED
EMBELLISHMENT IS BRO-
KEN UP WITH SOFT, PASTEL
TONES. IT WILL ELICIT THE
MOST CHARMING OF
WRITINGS FROM YOU, WE
GIVE YOU OUR WORD ON
THAT!



There is a glimmer of creativity in each of us, just waiting to be stimulated. You'd be surprised how you find your own flow, word by word, line by line.

Sur. prise me



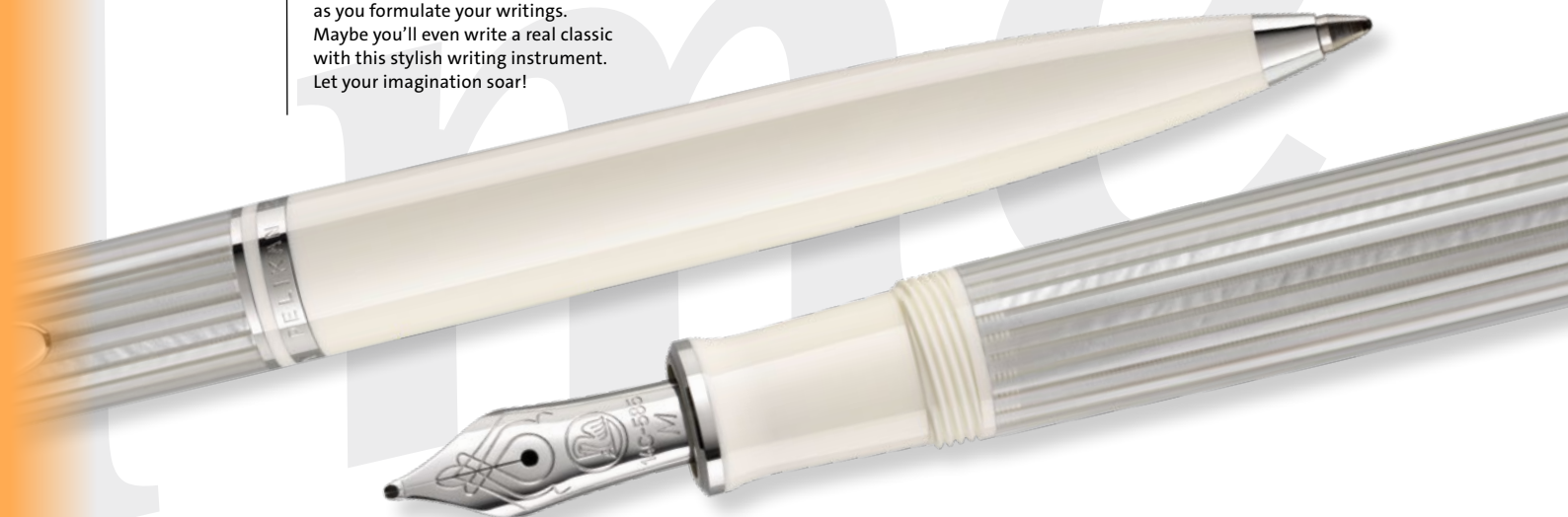
One ink color matches our light-blue writing instruments particularly well: Edelstein Ink Collection Topaz! The brilliant blue is reminiscent of the waves of the Atlantic ...

What are you most passionate about?
Poetry? Detective novels? Diaries?
Write down the things that matter to you.
Skip the tales that aren't your thing.
Simply do. Feel the enthusiasm!

The barrel of the Souverän 400 Tortoiseshell-White comes with radiant refinement. If you hold it against the light and rotate it, it will shimmer a soft golden glow. These individual effects make each writing instrument a unique piece and might even inspire you to write exciting stories!



Words are never cheap: With the Souverän M 405 Silver-White, you'll experience no end of bright moments as you formulate your writings. Maybe you'll even write a real classic with this stylish writing instrument. Let your imagination soar!



Time



Do you want your stream of words to glow? With exclusive Pelikan inks, no sentence is too long! Edelstein Ink Collection Moonstone and Apatite will guide you to various worlds of color as you journey through your thoughts.

LAST BUT NOT LEAST



Pelikan 

185 YEARS OF
Passion

185 Years of Pelikan

From a pot of ink to a global brand – our company’s history is marked by ingenuity and visionaries. We have always had high quality standards and great passion, accompanied by thousands of fans around the world. We wish to honor this from the bottom of our hearts. Thank you to all of you for your trust!



Moments of Happiness

The last page of this magazine could well be the start of a new chapter: your personal takeoff! With the abundance of inspiration in this edition of Passion, have you found a topic that you want to delve into further? Then we have achieved our goal. Our goal of captivating people and encouraging them to be creative themselves. It is never too late to start. Why not today? In keeping with that great adage, “last but not least,” we wish you many moments of happiness!



DAY OF Handwriting

John Hancock, in 1776, was the first person to sign the United States Declaration of Independence. He was born on January 23, 1737. In his honor, the powerful expression enabled by handwriting is celebrated internationally on this day.



30TH MARCH

DAY OF Enthusiasm

A very special holiday that we should definitely draw inspiration from. Enthusiasm is infectious and healthy; it makes people feel good. What an exciting occasion for sharing genuine joy!

IMPRINT

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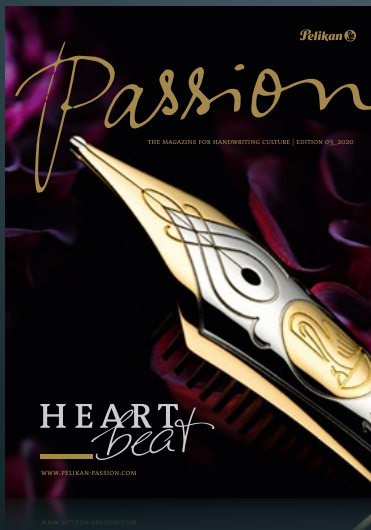
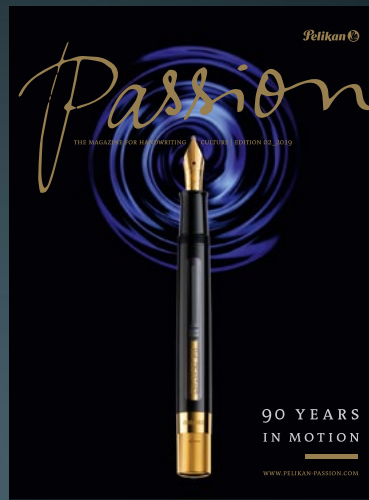
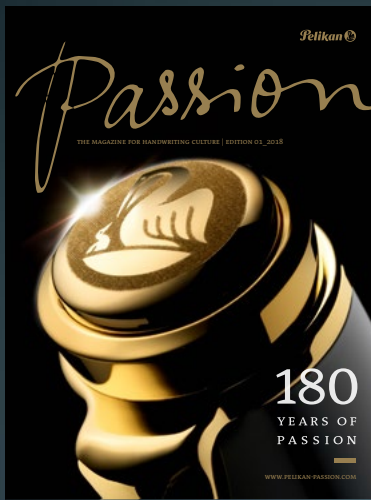
Anyscha Stiller, Roman Eichel

5th issue, 2023

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Pelikan MAGAZINE



OUR MAGAZINE FOR HANDWRITING CULTURE IS AN EXPRESSION OF OUR ENORMOUS ENTHUSIASM FOR TOPICS RELATED TO WRITING AND PREMIUM WRITING INSTRUMENTS. IN EACH EDITION, WE CAST OUR EYES TOWARD A NEW TOPIC THAT MATTERS TO US AND AWAKENS PASSION. THE MAGAZINE IS AVAILABLE AT OUR RETAILERS WORLDWIDE WHILE STOCKS LAST.





Art Collection

Our unique special edition Pelikan Art Collection is a homage to the Pelikan poster art of fantastic artists of the avant-garde. This icon, named after the painter Glauco Cambon, brings a piece of Pelikan's history to life right here, right now. The piece itself is a work of art.

Background: Pelikan poster design, 1909,
Glauco Cambon