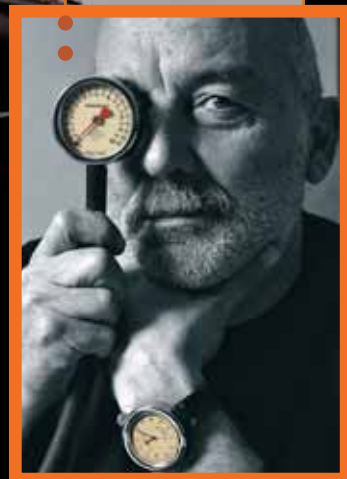


writing tools

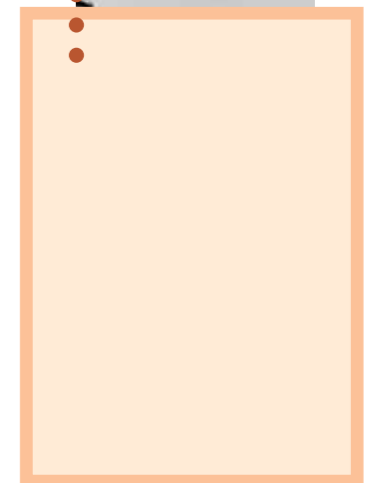
GIULIANO MAZZUOLI



writing tools

GIULIANO MAZZUOLI

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some

history

Yes, it's him. The person on the cover is Giuliano Mazzuoli, founder of 365 and the one who designed the Manometro watches and then the Alfa Romeo Contagiri (available in 2008), the popular watches that today are on the wrists of many celebrities.

Perhaps not everyone knows that Giuliano Mazzuoli is also the designer of the "writing tools" that are presented in the pages of this catalogue. These are distinct and unique objects with ergonomic forms that are clean and original (a clear example is the Moka). All of the objects are conscientiously and proudly made and assembled in Italy by 365 right in the heart of Tuscany (Chianti area).

We recognize that today we can not compete with the prices of objects manufactured in countries with low wages and for this reason Giuliano has always preferred the distinctness of his design, a meticulous attention to handcrafted production, and the high quality of Italian workmanship that is surely appreciated all over the world.

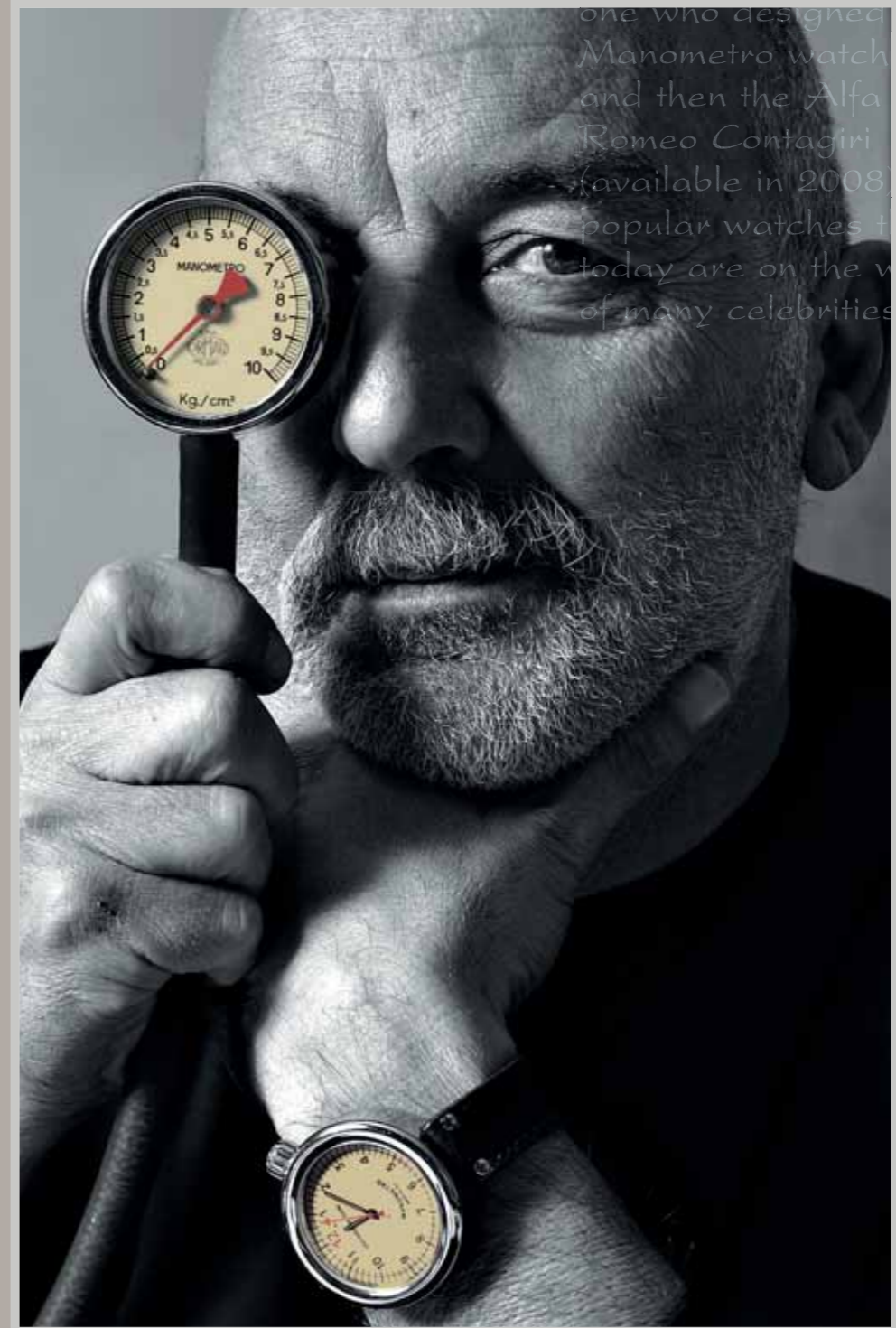
The Giuliano Mazzuoli Writing Tools by 365 are available at only the finest retailers.



some

history

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Giuliano Mazzuoli's passion for racing when he raced in the 1970s with the glorious Alfa Romeo GTA in competition meets today's passion for time instruments. The powerful emotion driven memories of those days is the primary inspiration in the creation of the Contagiri watch ("contagiri" in Italian means tachometer).

The Contagiri watch will be produced in two series:

- one series is dedicated to Alfa Romeo and produced in 1050 pieces (as many pieces as GTA automobiles produced by Alfa Romeo)
- one series is dedicated to the 8C Competizione, and is reserved only for the 500 owners of the new jewel created by Alfa Romeo. The watch will be produced in 500 + 1 pieces.

Giuliano Mazzuoli will give the five hundred and first piece to Paul Newman, who besides being an actor of international fame is still today a racecar driver and to whom the tachometer has certainly given his share of powerful emotions. A special series of 25 Contagiri watches (25 because P. Newman was born in 1925) will be donated to Paul Newman who will put them up for auction. The proceeds of the auction will go to his "Hole in the Wall Gang" foundation, which provides children with cancer and other serious illnesses and conditions a camping experience of the highest quality, while extending year-round support to their families and health care providers.



Punti Vendita Giuliano Mazzuoli in Italia:
 Abate, Salerno - Fagnola, Torino - Coppo, Alessandria - Orologeria Pisa, Milano, Brescia, Pavia - Cappellotti, Carpi - Serafino Corradi, Grumello del Monte (BG) - Takatzen, Venezia - Barbori, Roccione, Milano Marittima, Pesaro - Barducci, Firenze - Morini, Forte dei Marmi - Tommasi Francis, Spoleto (PG) - Hausmann & Co., Roma - Monetti, Napoli - Fiorentino, Palermo.
 Firenze, Italia - tel. +39 055 8070175 - www.giulianomazzuoli.com

Advertising campaign for Giuliano Mazzuoli's Manometro.
 - Foto: Oliviero Toscani



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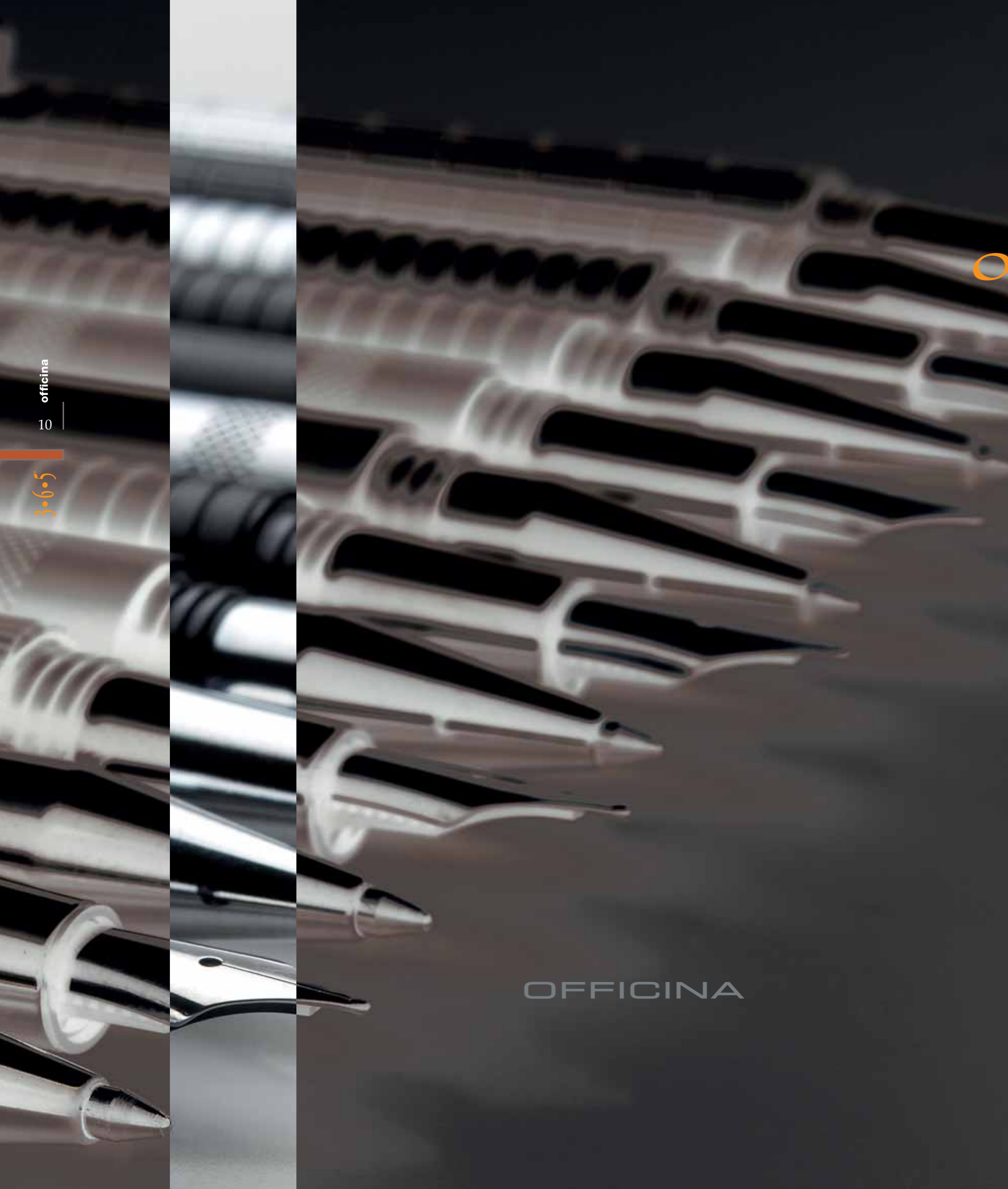
special edition

moka fiat



Giuliano's friendship with Lapo Elkann led him to create a line of agenda books and writing instruments that were sold successfully in 2006. Today the line is no longer available.





OFFICINA

line
officina



What do bicycles have to do with pens? Nothing. There is only a memory that makes me feel a particular bond with the Officina line ("officina" in Italian means mechanical workshop).

The picture is from 1923 and the little girl in the picture is my mother. My grandfather Renato had a mechanical workshop with lathes and cutters with which he built handcrafted bicycles.

At the beginning of the 1950s, with the advent of motorcycles in a hilly terrain like ours, the activity became obsolete and ended. A few years later, when I was about ten years old, I found and kept an old wooden box with metal objects that had a strange form. For some years afterwards it was a treasure that I tried keeping secret.

In November 1999 I found myself in a modern mechanical workshop and while I was looking around I saw the same objects. Forty years later they still fascinated me with their beautiful shapes and I wanted to let others appreciate them not as mechanical tools and so "Officina, Writing Instruments" were born.



Micrometer



End mill



Thread



Colour | brushed chrome

Every model is available in

- ballpoint
- 5.5 mm graphite pencil
- fountain pen
- 4 tempi



officina

4 tempi



Convertible to four different functions.

The 4 tempi model is the only pen easily convertible into four different functions:

- ballpoint, roller ball, 5.5 mm graphite pencil, or fountain pen.
In the box are five 5.5 mm leads (graphite-blue-red-yellow-green).

The photograph on the right demonstrates how this model comes in the gift box and the pens that can be assembled with the parts that are in the box.



line

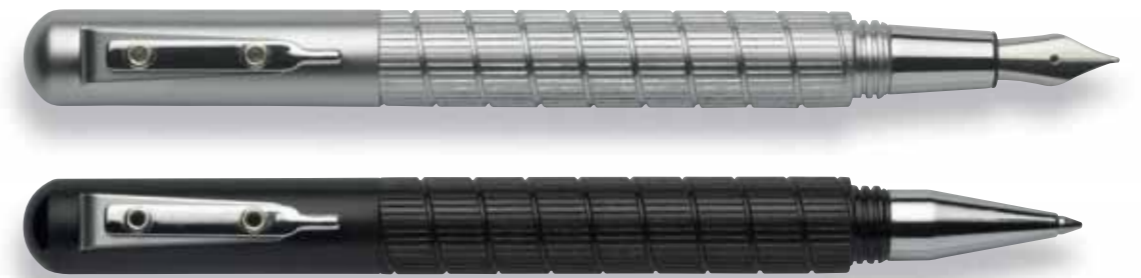
miniofficina



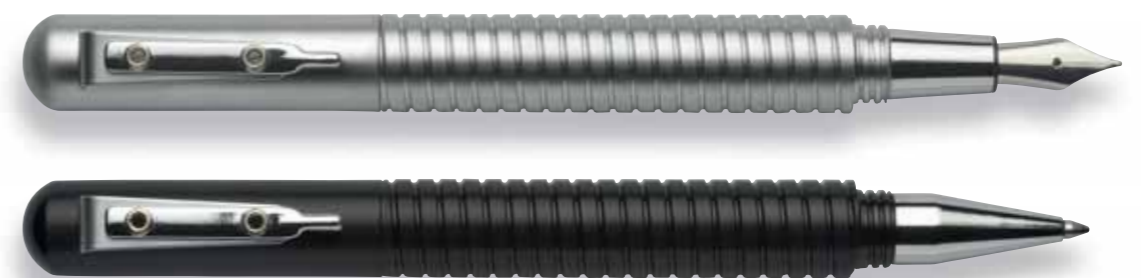
Micrometer



End mill



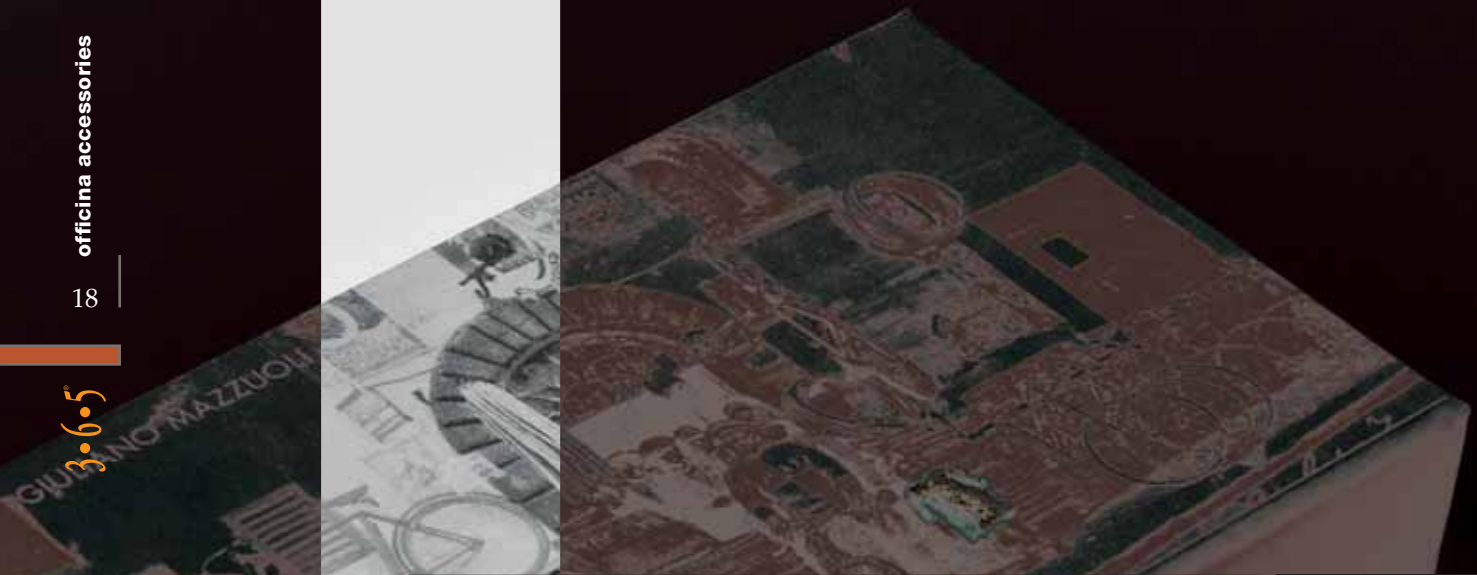
Thread



Colour | chrome - matte black

Every model comes in
- ballpoint
- fountain pen





officina
accessories

The Officina line, extends its range by introducing three gift accessories by coherently following and maintaining its creative line.

- Key chain
- Nut & bolt cufflinks
- Hinge money clip



manipolo

line

manipolo

The dictionary defines the word "art" as "whatever form of activity engaged by man that brings out his inventive talent and his expressive capabilities." This is one of the ways to define art and perhaps it's the one that makes the most sense for people like us, who have seen the birth of Manipolo.

It's not out of place to affirm that those who observe Giuliano Mazzuoli working, in their respective proportions, are able to feel the same sensations that Lorenzo De' Medici felt when he watched Michelangelo work.

The crude aluminum bar slowly mutates and takes form. It is pierced and shaped to the point where the finishing touches transform it into a pen. It's as if the pen was always in that piece of aluminum but it just needed someone to pull it out of there.

To try and communicate to those who will end up using this pen the feeling that it offers, we wanted to personally witness its birth and this has allowed us to understand that what Giuliano Mazzuoli really creates is an object of art with technical characteristics based on research and experience that are able to combine design and function.



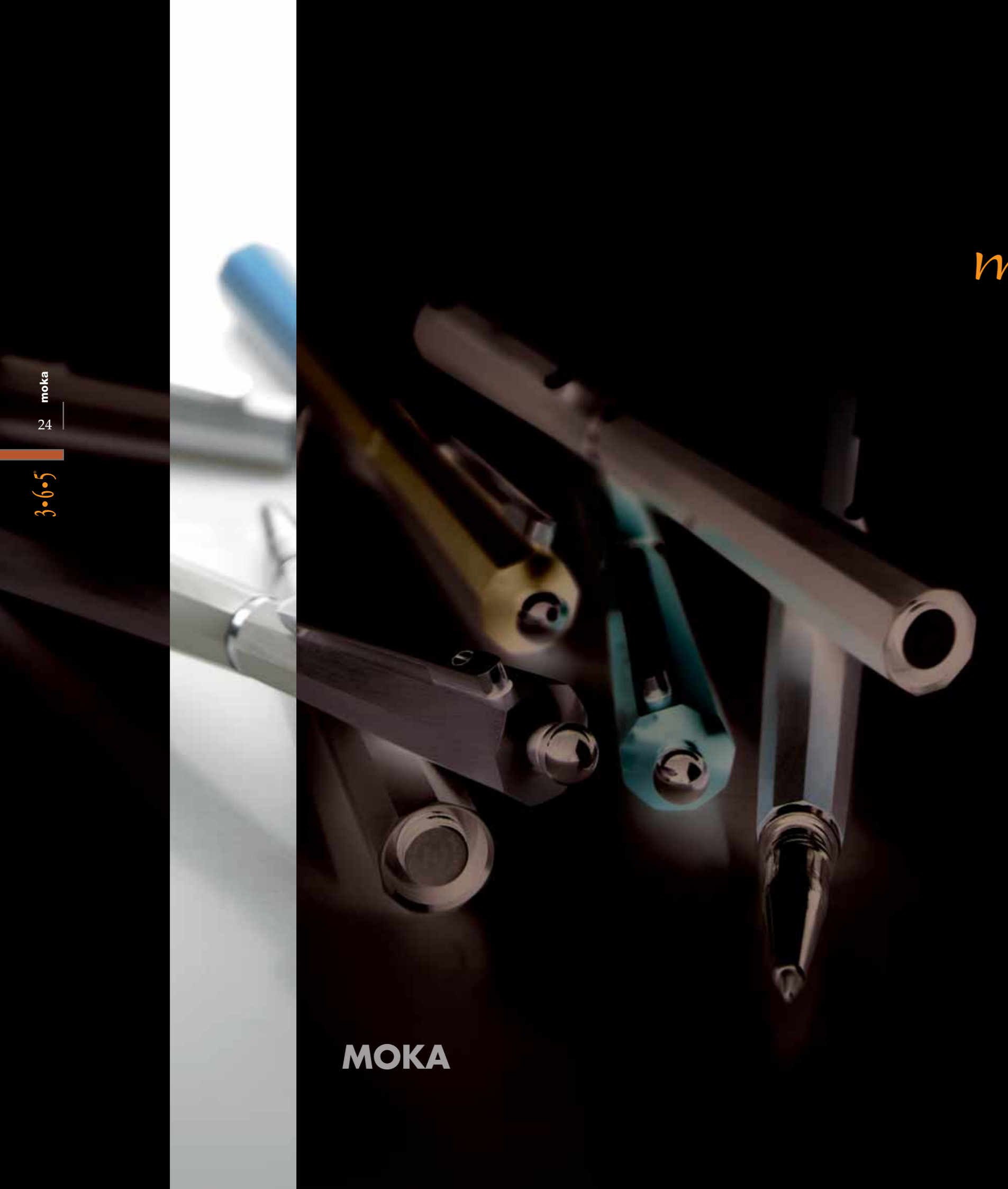
M



Colour | anthracite - blue - pink - bronze - pearl - natural aluminum

Every model is available in
- ballpoint
- 0.9 mm pencil





MOKA

line
moka

With the Officina line of pens I attracted the attention of the most important people in the world of pens. Part of the success of those pens is also due to the country I come from. It is because I am Italian and I am part of the most important design culture in the world that I had to present a new pen. I thought it was impossible but it all happened during a telephone call.

I was doodling with my pencil when I interrupted my telephone call and said, "sorry but I have to go ... I designed my new pen." I only realized it was the coffee-maker only after I had drawn it. The inspiration came at the right time because even in this pen there is a memory from my youth.

The so-called "American kitchens" hadn't become popular yet in Italy. In my grandmother's huge but minimally decorated kitchen there were four or five different size espresso-makers hanging on a wall above a shelf. They were the only decorative objects in the kitchen and I had never seen my grandmother make coffee with them. She polished them everyday. This was in the 1950s, the time in which the Moka, designed and produced by Alfonso Bialetti in 1930, started to become well known all over the world. It reached places in the world where uses and customs regarding beverages were completely different from ours and it was used as a decorative accessory just like my grandmother had done. I too see in this everyday object made up of two containers that screw into each other a masterpiece of design. Nothing is more difficult to design than simplicity and I wanted to commemorate this more than seventy year-old jewel in a writing instrument.



- | | |
|---------------------|--|
| <i>Colour</i> | - natural aluminum and
- limited edition "senza titolo" |
| <i>Available in</i> | - aluminum ballpoint
- and Limited Edition Senza Titolo |



line

mokina



Colour | anthracite - bronze - pink - pearl - blue - natural aluminum

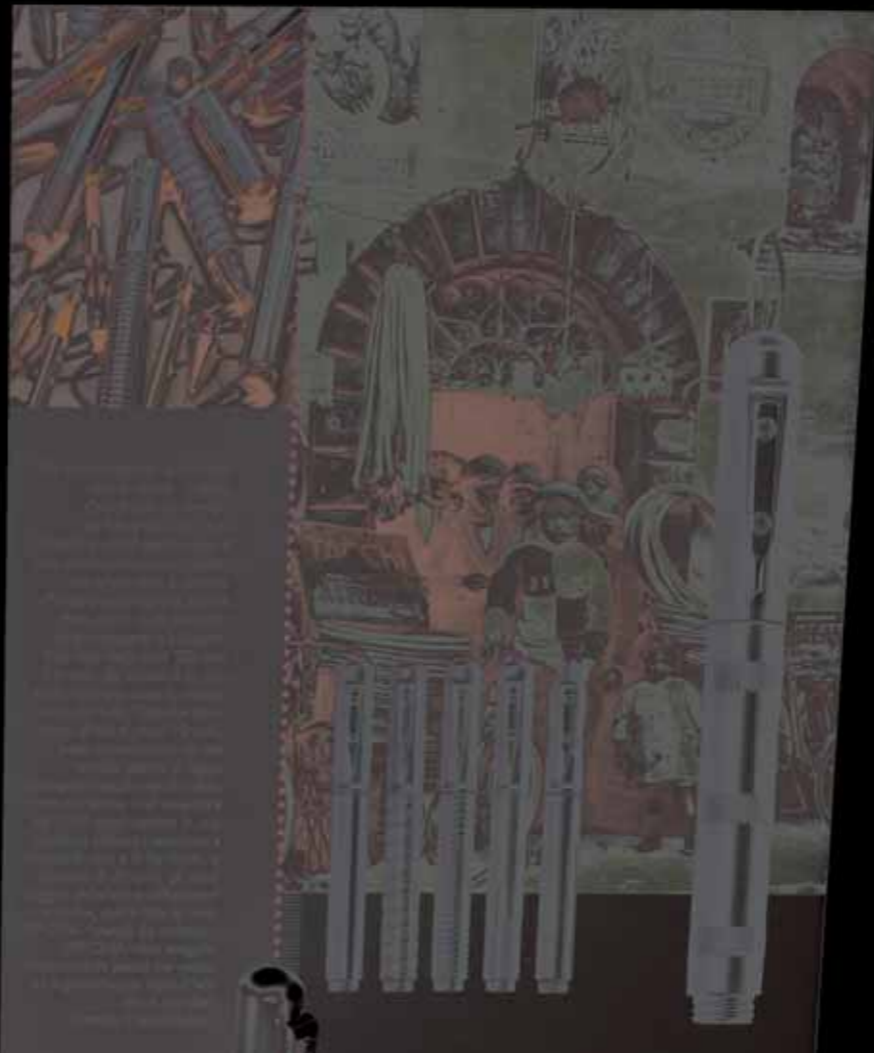
Every colour is available in
- ballpoint
- fountain pen





Every Mokina comes with a leather lanyard that is easily attachable to the top of the pen so that it can be worn around the neck and always at hand's reach. This accessory makes Mokina a very fashionable object.





window
displays



made in
italy

Why Made in Italy?

Today we live in a globalized world where people and goods move extremely easy and very fast. This is evident in the fact that today many of the products we wear and use everyday come from foreign markets, and increasingly from countries where labour costs are low and the attention to laws that regulate trade are questionable.

I believe differently. I live and work in Florence, a city known all over the world for its handcrafted workmanship, its creativity, the high quality of its workmanship and its design.

I am proud to say that our products are designed, produced, and finished entirely in Italy by expert hands that passionately work respecting the tradition and the high quality that still today characterizes products MADE IN ITALY.



Giuliano Mazzuoli
Giuliano Mazzuoli

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