

Stylus

**CELEBRATING 170 YEARS
PELIKAN MAKES ITS MARK**

**MEMORABLE VISIT
A TRIP TO AURORA**

**IT MAKES CENTS
COLLECTING ON A BUDGET**

HOLIDAY GIFT GUIDE!



LOIMINCHAY

Entices and inspires

(table of contents)

DECEMBER/JANUARY 2009 • NUMBER 32

28



32



Features

28 | **Coming Soon...**
Loiminchay inspires and entices

32 | **A Mark of Distinction**
Pelikan celebrates 170 years

38 | **Art by the Lake**
The creativity of Diane and Mark Weisbeck

46 | **Quality and Craftsmanship in Torino**
My visit to the Aurora pen factory

(table of contents)

DECEMBER/JANUARY 2009 • NUMBER 32

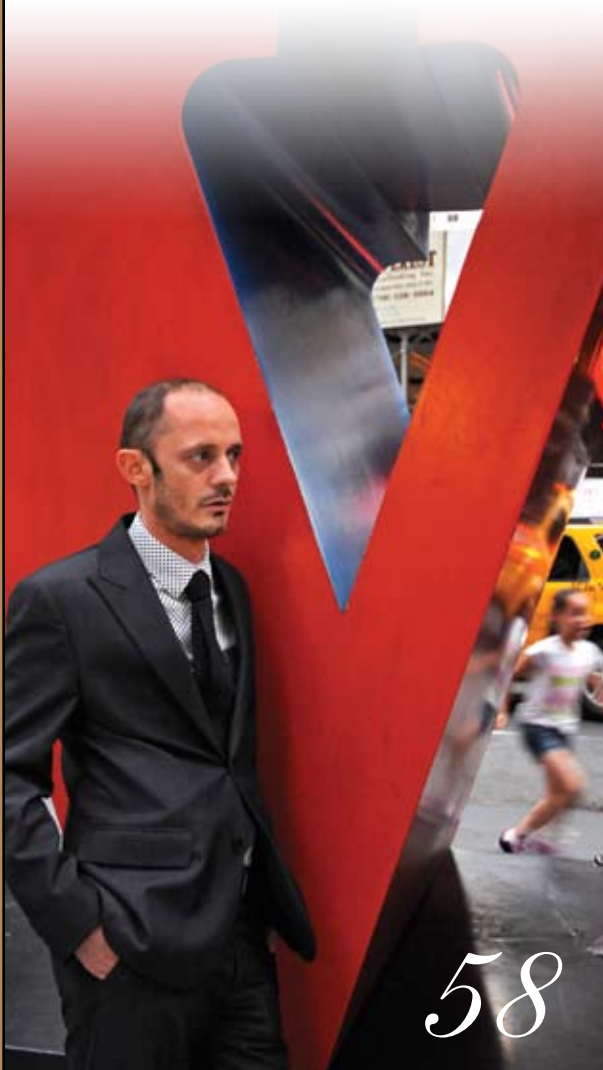
Short Features

- 58** | **A Cut Above**
In America, we have barbers. Martial Vivot is a "Coiffeur pour Homme."
- 84** | **Holiday Gift Guide**
Unique and distinctive products for those on your list



departments

- 3 Editor's Note
- 4 Technical Editor's Note
- 10 News
- 14 Market
- 52 Travel
- 68 Road Test
- 72 Collecting
- 76 Pen in Hand
- 80 To the Point
- 90 Classifieds
- 93 Crossword Puzzle
- 96 Freehanding



Coming Soon...



BY NANCY OLSON

LOIMINCHAY

inspires and entices



Pen connoisseurs and artists alike have come to expect unique and creative products from Loiminchay, the New York-based pen company famous for its Asian-themed writing instruments. They will not be disappointed with this season's offerings, slated for introduction in early 2009. These include a new interpretation of the company's Calligraphy series, and Jazz—which is as virtuosic as its name suggests.

Coashu

Calligraphy III, Coashu, follows Oracle Calligraphy, introduced in 2006, and Xingshu, introduced in 2007. Like its predecessors, it is a tribute to calligraphy, which celebrates thousands of years as an Asian art form. Coashu calligraphy is also known as “grass

script” or “swift style.” It expresses a freehand style of writing, wherein the calligrapher emphasizes self-expression and emotion, rather than his practiced expertise within narrowly defined parameters. The correct stroke order, balance and rhythm of the characters are nonetheless essential, with thick and thin lines adding variation. This free-form style of writing also influenced other Chinese art over the years, such as painting and sculpture.

There are two variations of Calligraphy III, each revealing this free-form style. One features gold characters on a black lacquer cap, and the other features black calligraphy on a matte gold cap. The barrel of each illustrates the story of Luo Shen in “The Tale of the Luo River Goddess,” written



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A Mark of **D**ISTINCTION Pelikan celebrates **170** years

BY NANCY OLSON

Limited Edition Gold Majesty anniversary pen

It's rare to find a business that has been in operation for more than 25 years—not to mention 100. Once you get to the 170-year mark, like Pelikan, it's time to ask some questions. So I interviewed Steven W. Roth, president of Chartpak, North American distributor of Pelikan products. I asked about the company's decades of service to the fine writing instrument industry and what the future holds for this revered German brand.

•What sets Pelikan apart from other current pen manufacturers?

We believe that Pelikan has been able to distinguish itself by offering unique and distinctive pens that cater to pen enthusiasts, aficionados and pen collectors. Our product offering continues to evolve and grow with the introduction of exciting new theme-oriented limited and special editions, innovative limited productions, and newly redesigned best sellers, some of which are a nostalgic throwback to earlier times. Historically, Pelikan has been able to set itself apart from other manufacturers with their “technologically advanced” fountain pen with differential piston mechanism first introduced in 1929.

Pelikan manufactures some of the finest writing instruments in the world. Precision engineering and manufacturing, combined with its superior fluid delivery system, specially crafted nibs and high-quality ink technology, has given them the competitive advantage in pen design and functionality. The company's dedication to providing a comprehensive pen assortment has further helped





Limited Edition Calculation of Times fountain pen

position it as a preferred brand for those who appreciate the very best in fine writing instruments.

Pelikan celebrates its one-hundred-seventieth anniversary this year commemorating the company founding on April 28, 1838, in Hanover, Germany. Actually Carl Hornemann, a chemist who manufactured his own inks and colors, marks this date based on his first price list. Pelikan enjoys a long and successful history that has evolved into the company being an important global marketer and supplier of premium branded fine writing art, office and school products that we market and sell in North America through Chartpak.

•How does Pelikan draw on its history to produce current models?

Pelikan has been able to reach a broad range of consumers with eclectic tastes through new designs, colors, patterns and artistic integration of high-quality materials. It has continued to successfully build upon its previous pen achievements, offering several new and original writing instruments to the market each year. The limited production 910 yellow Toledo is a recent example that combines a classic look with an exciting new and vibrant color

to reach new customers with a fresh appearance.

Maki-e and Chinkin pens created in the Old World style of master crafters have been introduced over the years and mark the ultimate in fountain pens produced by Pelikan. These beautiful writing instruments have been offered individually and in sets to our more discerning pen enthusiasts and collectors. They represent the best of the best in culturally crafted instruments, and I believe they are a natural complement to our current high-end pen offerings.

•What are some of the major changes that have occurred at Pelikan during the past few years, and how have they impacted the product?

“Evolution” probably better sums up the change that we have seen over the years within the Pelikan brand. Our response to current consumer tastes in pens has triggered the addition of new products. While the majority of our dedicated fountain pen buyers prefer our patented filling system, Pelikan has responded to the growing need for convenience with a new upscale series using its proven ink cartridge system. The new Ductus series represents the perfect solution for pen enthusiasts looking for a



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Ductus Series in black and gold

high-quality and attractive fountain pen that provides the simplicity of ink cartridge refills.

Pelikan has also recently introduced several new pen series to complement and round out its pen offerings. The current pen lineup is quite comprehensive and offers our customers the ability to find the right pen at the right price point. A successful new series launched this past year is Majesty. The Majesty series is available in sterling with a choice of gold or black detail. An innovative barrel sleeve, when removed, showcases our differential piston mechanism.

•In how many countries is the brand distributed, and what share does North America represent?

The Pelikan trademark is registered in approximately 175 countries, with important fine writing market share and volume in Germany, North America and Japan. Chartpak has been a strong sales producer and is particularly successful in the marketing and distribution of limited editions and limited production and special editions. Our

market strength also includes sales of mid-priced pens, allowing more buyers to be able to enjoy the quality and uniqueness of Pelkan pens at an affordable price.

•What changes have you seen in the pen market in the past few years?

High-end fountain pen enthusiasts and aficionados continue to look for distinctive collectables, but they have become a bit more price conscious. A truly inspired design or quality themed pen at the right price will, however, always seem to make its way into a collector's hands. New and unique special or limited productions have also been a means to spike end-user interest. We have also seen a flood of new fashion-colored pens to meet those interested in a fun fashion accessory or pen for gift giving.

•How will the upcoming anniversary be celebrated?

Pelikan is announcing a new limited edition Majesty all-gold pen series to commemorate the

ART BY THE LAKE

The Creativity of Diane and Mark Weisbeck

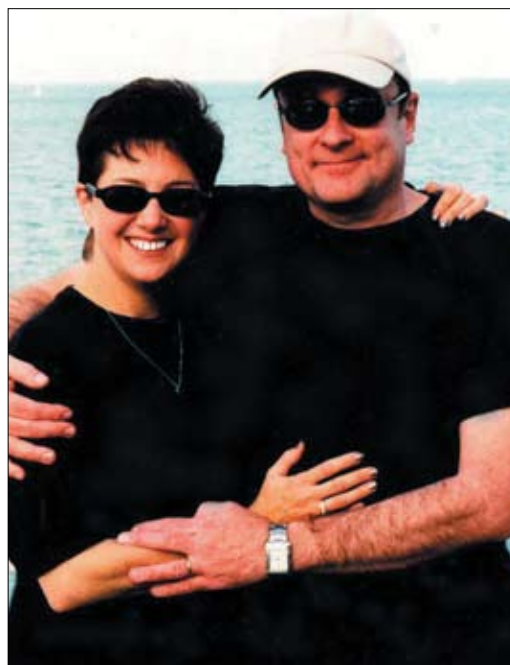
BY STEPHEN P. HERMAN, M.D.

A majestic American Bald Eagle flies overhead. Blue herons land on Honeoye Lake—one of the smallest of the Finger Lakes—located about 28 miles south of Rochester, New York. In this pastoral setting, Diane and Mark design and create, in my opinion, some of the most unique and beautiful art in the world. From award-winning outdoor sculptures, to desk accessories, the Weisbecks seem to have endless creative energy. I recently caught up with Diane, who used her artistic and considerable verbal talents to paint a picture of their life on the lake. Diane does the talking for both of them, she says, because Mark “is not a normal artist; he’s very modest.”

Mark started as an industrial designer in 1980, after studying architecture and anthropology at the University of Buffalo. And worldwide acclaim arrived quickly: One of his early pieces, a magnifying glass, was displayed in the New York Museum of Modern Art. Made of brushed stainless steel, it sold in the thousands,

according to Diane. Mark’s desk accessories and sculpture are “very architectural, with very simple lines” Diane explains. “Even in his desk pad, one can see his feelings toward modern architecture.” At that time, the couple lived in New York City, where one would be hard pressed to see a bald eagle fly over an apartment house.

When the couple moved to Buffalo, New York, Mark was making high-end pen trays and furniture, but he had not yet begun to design and create sculpture. He actually began this phase of his art because of a poignant request from a man in Buffalo. The gentleman had just lost his daughter and wanted to commission a memorial sculpture. He had searched around the world for the right person



to construct the right memorial, and after visiting the Weisbeck’s studio, he chose Mark. Diane says, “This gentleman had the vision to see that somebody who could design a small, elegant piece for a desk could design a large sculpture....The family was very happy and we were very honored...” →



Water Spirits



Rocket Sculpture

Honeoye Lake and Environs

Honeoye Lake in upstate New York is tenth in size of the eleven Finger Lakes, created by the advance and later melting of continental glaciers. The Hamlet of Honeoye sits on the lake's northern end, and it probably was settled by Point Pleasant Indians more than 10,000 Years ago. The Senecas came next, but their village was destroyed in 1779 as part of a campaign during the American Revolution to eliminate all threats from the Iroquois. It remained a farming area until it was "discovered" by the wealthy from nearby Rochester. "Honeoye" is Iroquois for, "here the finger lies."

Lake Honeoye lies close to Rochester, which is New York State's third largest city. Located close to the Erie Canal and railroads, it became a bustling town by the nineteenth century and a major source of flour production. In 1847, Frederick Douglass, a former slave, founded the abolitionist newspaper, the *North Star*, and lived on Honeoye Lake.

Rochester is the home to many top corporations, from Eastman Kodak to Bausch & Lomb. The City is the home to many institutions of higher learning, including the renowned Rochester Institute of Technology. Cultural and recreational opportunities abound, with numerous points of historical interest.

—Stephen P. Herman, M.D.