

MOLESKINE®

Leather Diaries Special Edition
Artist Cover Diaries - Marti Guixé



Artist Cover diaries: a window into creativity

Culture, creativity, imagination – Moleskine has always had a deep bond with the world of art and culture, especially through Detour, the travelling creativity project that features artistic notebooks created by internationally recognised figures.

Starting 2010, Moleskine takes it a step further to strengthen its alignment with lovers of art and culture by launching the new Artist Cover collection. Each year, an artist/designer will be invited to design a unique cover for a leather-bound, limited-edition diary.

The inaugural 2010 edition is designed by Spanish designer Marti Guixé, who participated in the Detour project.

Marti Guixé, a revolutionary designer?

Marti Guixé (1964-) is a Catalan designer living in Barcelona and Berlin. He graduated in interior design from Elisava in Barcelona in 1985 and enrolled in an industrial design study in Scuola Polytecnica di Design di Milano in 1986.

In 2001, as a statement against the limited scope of the traditional designer and to open new possibilities for the industry Guixé started an **ex-designer** movement, defining himself by the same name. (www.ex-designer.com)

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Marti Guixé's work

Guixé is very outspoken in his dislike of traditional design. Rather than reshaping existing products, Guixé's work claims to change ways of seeing and thinking. His critical approach is reflected in the frequent use of disposable or cheap materials and the quick and ephemeral character of much of his work.

Guixé views design as a platform for questioning, visualising and influencing contemporary human behaviour. This is best demonstrated in his risky project for CAMPER paper bags and poster campaigns with the message "Don't buy it if you don't need it"



Guixé became an important innovator in food design. He understood food design as a way to modify and improve the relationship between food, the industry and the consumer. Guixé "reinvented" food without any reference to cooking, tradition and gastronomy but just as "products designed to be eaten".



The Plant-me Pet, with vegetable plant seeds for eyes, is useless until you make it disappear, burying it so that it might grow into an edible food plant. It is a pet that forces you to decide between emotion and function.

In spite of his critical attitude, Guixé has collaborated with some of the most famous design brands. But to use his words, **Guixé designs products because he needs them.** Among his clients are: Alessi, Camper, Danese, Droog Design, Magis, Vitra, and now Moleskine.

Danese



Droog Design



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Magis



Corraini Edizioni



Guixé's work already early in his career aroused the interest of the art field. His designs, installations and performances have been shown in many international group shows as well as solo projects. Among them MOMA, Centre Georges Pompidou, Design Museum London, Centre d'Art Contemporain Genève, National Art Center Tokyo, Museum für angewandte Kunst.



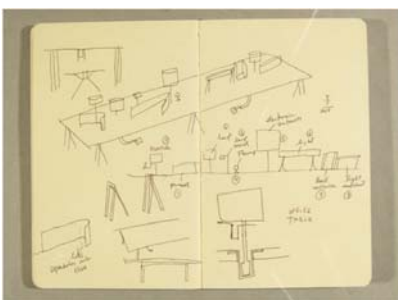
Mirrors installed in the entrance of the cities. A car is not anymore a tool, but an extension of your personality.
Location: 5 mirrors installed in the city of Hasselt, Belgium.



A solid rock with attached hammer and a chisel (several times) allowing people to sculpt the stone.
Location: Front of the Lloyd Hotel, Amsterdam, the Netherlands.

Marti Guixé and Moleskine

Marti Guixé took part in the Moleskine Detours exhibition in 2008 and following this event, he started collaborating with Moleskine on the first Artist Cover diaries.



Marti Guixé's submission in Moleskine Detour Exhibition

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Marti Guixé – Limited Edition 12-month planners for Moleskine



The Marti Guixé Limited Edition is a series of weekly and daily planners for 2010 in both large and pocket sizes. The notebooks' playful, hand-drawn graphic is carried over from the front to the back of each notebook, bringing the designer's distinctive aesthetic to the iconic Moleskine notebook.

To match the cheerful touch of the Limited Edition, Marti Guixé has also designed a series of playful stickers to be used with the diary.



Each planner features a leather cover and is available in either basic black or vibrant red.

