

# MOLESKINE'S LIBRARY

MOLESKINE®



## CHALLENGE

Moleskine is a notebook of creative people, full of inspirational sketches and observations. To throw away such notebook – is madness. Even when it's finished.

## IDEA

Create the library of written Moleskines. To do this, we set branded cabinets in cafes, in which people can leave their Moleskines. Visitors may be inspired by the contents of "library" of notebooks, and vote for the best, leaving the "like"-sticker on the notebook. The brand encourages authors of the best notebooks by unique collections of Moleskines and presents their works in exhibitions around the world.