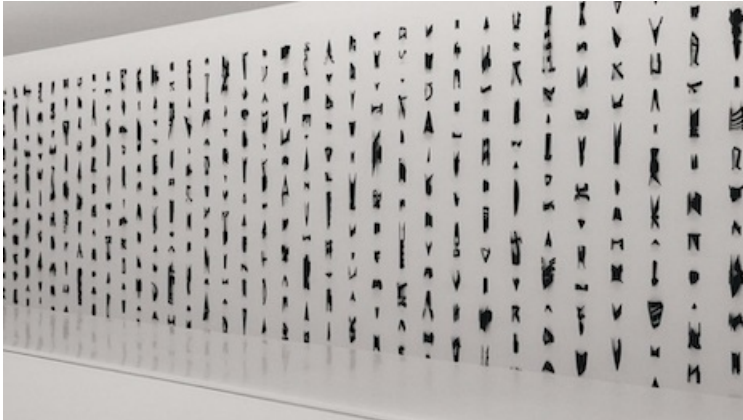


ARTS AND ENTERTAINMENT

Montblanc explores the art of handwriting with 'Haus' activation

May 10, 2023



German luxury goods maker Montblanc is inviting guests to explore both its own craftsmanship and that of local talent in new programming. Image credit: Montblanc and Andre Sfeir-Semler

By EMILY IRIS DEGN

German luxury goods maker **Montblanc** is ringing in one year of an interactive art space in Hamburg with a new exhibition.

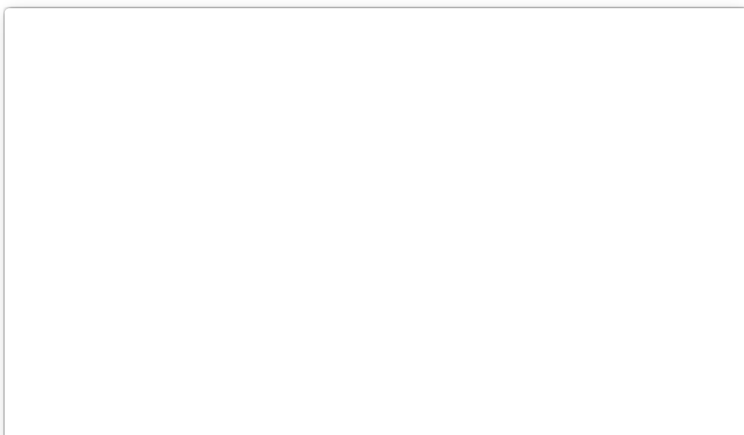
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's latest offering is the first of two programming events that will be hosted during 2023. Celebrating the anniversary of its "Haus" initiative, which honors the art of handwriting, Montblanc is showing support for its home country's creative minds and the people who collect their work.

Make it write

The debut "Montblanc Haus" activation opened in May 2022, inviting fans of the brand to Hamburg for a deep dive into company history and craftsmanship ([see story](#)).

The building itself, designed by Nieto Sobejanos Arquitectos, is situated in front of the Montblanc headquarters and factory in the city. At night, the mountainous carvings on the facade glow, the exhibition housing thousands of handcrafted writing instruments within.



[View this post on Instagram](#)

A post shared by Montblanc (@montblanc)

Year-round, Montblanc Haus offers guests a look at its heritage and the value of writing in the luxury realm and beyond.

Visitors can explore hands-on displays about penmanship, writing utensil manufacturing history lessons and calligraphy workshops. A set of rotating exhibitions enhance the lineup, as the luxury goods company now teams up with a German nonprofit dedicated to supporting local up-and-coming artists for "Montblanc Haus x Salondergegenwart."

[#MontblancHaus](#) || Celebrating one year anniversary with a new temporary exhibition through Salondergegenwart, a nonprofit Hamburg organisation that supports newcomers to the German art world.

Come discover the temporary exhibition find out more at <https://t.co/XzFdgCpO93>
[pic.twitter.com/u8CtW56QOs](https://t.co/XzFdgCpO93)

Montblanc (@montblanc_world) [May 4, 2023](#)

For this programming, the artists' work was placed beside the world of long-established artists in the Montblanc Haus space.

For example, "The Order of Everything," an object-studded installation was donated by local art dealer, Andre Sfeir-Semler. The piece was done by Timo Nasser, an established German artist, made up of geometric objects arranged in a pattern used in World War I.

"Red Rhythm," a musically involved artwork done by large-scale German artist Jorinde Voigt, was another big piece displayed.

The seasoned artists' work was placed alongside the work of those supported by the nonprofit, an opportunity, facilitated by Montblanc, that is rare in the global art world.

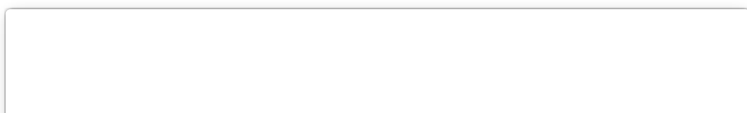
The arts are woven into the brand's ethos, a central point in the space even outside of the current exhibit.

Limited-edition pens and other writing utensils spanning three decades call Montblanc Haus home, made by artists of all kinds at the Artisan Atelier, goldsmiths, jewelers and woodworkers among them.

This temporary exhibit not only celebrates their work and the newcomer German artists backed by Salondergegenwart, but is specifically dedicated to patrons of art including Alexander von Humboldt, Queen Victoria & Prince Albert or Henry E. Steinway, according to the company.

Past and future

While Montblanc is well-known for odes to the past ([see story](#)), the historic brand stays ahead of the curve.



[View this post on Instagram](#)

A post shared by Montblanc (@montblanc)

In August 2022, Montblanc showed off the capabilities of augmented paper ([see story](#)). As technology's advancement is largely considered a threat to physical writing many people turning to their laptops over pen and paper the move offered a glimpse of what modernity and something as old as handwriting can look like.

As some of the most popular luxury brands lean on their strong sense of self and prestigious roots to retain their status, Montblanc's choice to keep integrating its heritage craft into scientific progression speaks to both the youth's focus on the future ([see story](#)) and the more established spenders' value of the past.

As younger consumers increasingly take on the luxury market, including forward-facing narratives in historic activations is an especially valuable move.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.