

MULTICHANNEL

## Montblanc touts corporate responsibility with educational philanthropy

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By KAITLYN BONNEVILLE

Luxury goods brand Montblanc is donating a year-long subscription of Lapham's Quarterly to 300 New York public high schools and libraries in support of art and education.

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Montblanc chose Lapham's Quarterly because of its art and history content. The donation builds on the brand's support of artistic and cultural development and its goal of ensuring quality education for future generations.

"Montblanc has always been committed to supporting education and arts programs worldwide to ensure that these beneficial activities are readily available and accessible by all of our youth," said Jan-Patrick Schmitz, CEO of Montblanc North America, Murray Hill, NJ.

"We are committed even more today to establishing mentorship and skill-building programs for students in an effort to assist them with the pursuit of their creative dreams," he said.

"Supporting students in their quest to achieve their goals remains at the very core of our

brand mission and, as a result, we strongly believe that funding arts and education initiatives is a must."

**Montblanc** produces luxury writing instruments, timepieces, jewelry and leather.

**Lapham's Quarterly** is published under the American Agora Foundation four times per year. Its content includes topics such as war, financial issues and religion.

Enhancing education

Montblanc chose Lapham's Quarterly to complement students' current curriculum and to remind them of the importance of reading and writing during a digitally-focused era. By donating the journal to libraries, it can share this philosophy with a wider audience.

"Montblanc has always been known as the culture brand and, as a result, we believe that our commitment to support causes specifically related to arts, culture and education allows the brand to be viewed in a very positive light, not only because of the organizations and charities with whom we partner, but also because of the programs we have developed over the years in support of these very initiatives," Mr. Schmitz said.

However, supporting New York classrooms is not the brand's only educational endeavor.

Montblanc has established international awards and programs in support of talented students in the fields of music, arts and film in an effort to provide them with greater visibility and opportunities to hone their skills.

These programs include Montblanc de la Culture Arts Patronage Award, the Young Director's Project, the Young Artists World Patronage Project and Philharmonia of the Nations.

Montblanc also supports the New York-based arts organization Urban Arts Partnership. It has recently developed Montblanc Master Classes in writing for high school students and the Second Annual Montblanc Writer's Project for the 24 Hour Plays on Broadway.

On the bus

Montblanc announced in September its collaboration with the John Lennon Educational Tour Bus, a nonprofit organization providing young people with the means to learn how to compose, play, perform, record and produce songs and music videos.

Here is a video the John Lennon Education Tour bus created with group of students at the Fernando Pullum School of Performing Arts, Los Angeles.

The brand will join the bus as it travels across the country to schools, bringing students on board to learn about all aspects of music production.

“So far we’ve already visited middle and high schools in Las Vegas, Los Angeles, Houston and will visit Miami in early December,” Mr. Schmitz said.

“This collaboration allows Montblanc to ensure that John Lennon’s legend lives on in his verse, his music and his artistic legacy, and continues to positively influence the lives of aspiring young artists,” he said.

Final Take

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