



BEHIND THE

WORDS

PICTURED TOP:
limited-edition blue
and green fountain
pens from the Dalí
collection

RIGHT:
The Dragon

THE CHOICE OF DIPLOMATS AND DALÍ AFICIONADOS ALIKE, VISCONTI PENS HAVE EARNED AN ICONIC STATUS

BY CHRISTINA BEISCHL



“I WANTED TO MANUFACTURE collectable pens that were different to anything else out there,” says Dante Del Vecchio of the company he founded 25 years ago. Little did the young pen-shop owner know in 1988 that his exquisite writing implements would become part of history on many occasions. How could he have imagined that in 2002, a Visconti fountain pen would be used to sign the joint declaration between Nato and Russia, further cementing close relations between the powers?

The art world has taken notice of the brand, too. Earlier this year The Dalí Universe exhibition opened its doors at the Palazzo Medici Riccardi in Florence, Visconti’s home town. Alongside the works of the great surrealist, the local manufacturer showcased its latest artistic brainchild, the Surrealist Pen Collection, a limited edition inspired by Dalí’s most famous works. “We met Beniamino Levi, [curator of the show and a friend of the late artist], just a few months before the exhibition. He told us how impressed he is with our designs and asked us if we could create a surrealistic pen,” Del Vecchio explains of Visconti’s involvement.

With these unusual, detail-orientated pieces of craftsmanship Visconti again proves its ability to tie together present and past in the simple form of a pen. And because we live in a day and age where writing by hand has become rather outdated, a beautifully crafted pen is now more a symbol of luxury than necessity. “No one needs a pen to write, but people can tell a story by simply gifting our pens,” says Del Vecchio, who, with every collectable, evokes the brand’s values: passion, art and technology.

The concept works. The trend has even caught on across the pond where the company has attained a high profile with fans in Hollywood and further sightings on the political stage. It is not surprising, then, that Visconti, with nearly 700,000 pens sold, is one of the most successful high-end pen manufacturers. And the company is not slowing down – 2013 is yet another year full of new projects and launches. “At Baselworld, we will be introducing a pen made in co-operation with the world’s most important car designer. I leave it to you to guess,” reveals Del Vecchio, teasingly. visconti.it ●