

LIFE

ELMO & MONTEGRAPPA SPA - PRINCE ALBERT II OF MONACO FOUNDATION



A Symbol of Hope and Commitment to the Planet

At a time when the climate crisis is becoming increasingly pressing, the LIFE pen emerges as a powerful communication tool capable of conveying a meaningful message. It is not just a luxury accessory, but rather a symbol of hope and responsibility, designed to tackle one of the most urgent challenges of our time: climate change.

The LIFE pen was conceived with the goal of drawing attention to the importance of effective intervention to mitigate climate change. It invites reflection on the risks threatening our planet and the responsibilities each individual holds towards future generations. With its thoughtful design, the LIFE pen stimulates dialogue on an issue that concerns all of us, encouraging greater awareness and commitment to a sustainable future.

One of the most evocative elements of this pen is the polar bear, a powerful symbol of the struggle for survival in an increasingly hostile environment. On the cap of the pen, a family of polar bears emerges from the body, drawing attention to the fragility of Arctic ice and the urgent need to protect this ecosystem. The choice to depict a mother bear with her two cubs is intentional; it represents the future of the next generations and underscores the need for collective and immediate action. The sight of these animals struggling to thrive in their natural habitat reminds us of the crucial importance of preserving Earth's balance.

"Only together we can protect Planet Earth and ensure healthy, sustainable, and livable World for future generations. Let's act now!"

PRINCE ALBERT II OF MONACO
FOUNDATION

The pen's cap, entirely white, symbolizes the Arctic Circle and the delicate environment in which these extraordinary animals live. As climate change progresses, the sea ice is melting, taking with it the hopes for an entire ecosystem. The LIFE pen invites us to reflect on these transformations and the urgency of adopting concrete measures to protect our planet.



Another significant feature is the pen's clip, inspired by the shape of a thermometer. This design emblematic of the importance of monitoring global temperatures, which is rapidly becoming a crucial issue for the health of our environment.

The clip reminds us that keeping global warming in check is a shared responsibility and that every action counts.

But that's not all: embedded in the clip is a white topaz, symbolizing the North Star. This detail is not merely decorative; it serves as a constant reminder to keep alive our mission of environmental stewardship. In a sense, the North Star becomes a guiding light towards a more sustainable future, illuminating the path toward more conscious and responsible choices. In ancient times, topaz was regarded as a symbol of courage and wisdom.



The barrel of the pen is designed to stand upright, resembling an arrow pointing towards the North Star. This design symbolizes the direction we all should follow to safeguard our planet. Inscribed on the barrel is the motto of the Principality of Monaco, "Deo Juvante," while the grip features three-dimensional graphic elements that evoke the Principality's logo.



Inside the cap, we also find the logo of the ****Fondation Prince Albert II de Monaco****, which signifies a tangible and enduring commitment to fighting climate change. The foundation is actively engaged in conservation and sustainability projects, working to raise awareness within the international community about ecological issues. The colors of the Principality of Monaco, home to the foundation, further emphasize unity and collaboration among countries and individuals for environmental protection.

Each LIFE pen is part of a limited production run of just 300 units, underscoring the project's exclusivity. Each piece bears a unique number, and at the base of the barrel, you'll find symbols that reflect sustainable development, making each pen a true messenger of change.

Finally, inside the packaging, you will discover an elegant pen holder that represents an ice island drifting in the ocean. This refined accessory not only holds the LIFE pen but also includes a thermometer, provided as part of the package, which reminds us daily of the importance of monitoring temperature.

In conclusion, the LIFE pen represents much more than a simple writing instrument; it is a declaration of intent and a call to action. Each time it is used, it reminds us of the importance of actively committing to the safeguarding of our planet and the future of generations to come. With its evocative design and profound message, the LIFE pen marks a significant step towards greater environmental awareness and responsibility.

The proceeds from the sale of the pens will support the projects of the Foundation.



Designer Statement:

"With the LIFE pen, I aim to convey a message of hope and responsibility. In a world where climate change poses a concrete and immediate threat, I wanted to create a tool that is not only functional but also thought-provoking. Every detail, from the polar bear symbolizing the struggle for survival to the shape of the barrel pointing towards the North Star, is designed to inspire commitment and action.

This pen serves as an invitation to acknowledge our responsibilities towards the planet. Each time a person uses it, I hope they remember the importance of preserving our Earth, not just for ourselves, but for future generations as well. The LIFE pen is a messenger of change, a symbol that we can and must all follow to ensure a more sustainable future.

Its elegance and uniqueness call for collaboration, bringing together our efforts to protect the environment. Ultimately, with the LIFE pen, we do not just want to write; we intend to write a new chapter for our planet."

Marco Colasanti
Designer

