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www.theundiscoveredletter.com

ADC Young Guns and Moleskine® create THE UNDISCOVERED LETTER

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The Art Directors Club and Moleskine® announce **The Undiscovered Letter**, a creative challenge to benefit **lettera27**, a nonprofit literacy organization dedicated to encouraging the right to education and access to knowledge around the world.

The Undiscovered Letter is open exclusively to past winners of **ADC Young Guns**, a biennial competition established in 1996 that recognizes the most exciting young talent in advertising, design, video, interactive and other forms of media and visual communications. All five classes of inductees are eligible to participate. The challenge itself has an intentionally broad scope; participants are asked to submit their interpretation of the 27th letter of the alphabet.

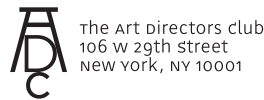
"The Undiscovered Letter is **an opportunity to find the intersection between analog and digital** and determine how oral and written communication work in the future," said Ami Brophy, executive director of the Art Directors Club. "**Pushing boundaries through creativity, vision and ideas** in tandem with technology represents the profile of individuals who make up the five classes of ADC Young Guns."

This joint venture between Moleskine, the little black notebook long used by artists and thinkers, and the Art Directors Club has been developed to promote the best and most creative solutions to literacy and communication issues. **A jury of international designers, artists, writers and architects** will determine the final 27 submissions, which will then be displayed in a virtual, public exhibition. They will also select a

number of entries to appear in a **limited edition moleskine notebook**, published in september to commemorate the sixth class of ADC young guns and with proceeds going to lettera27.

“Both moleskine and lettera27 believe that by working with ADC young guns we can push **unique literacy solutions to the forefront** and motivate new activist networks,” said marco beghin, president of moleskine’s us office. “The ADC young guns represent a highly creative collective of forward-thinking individuals — the kind of thinkers who can push ideas forward through concepts and communication tools that ultimately activate resources.”

participating ADC young guns will receive moleskine notebooks in which to develop their ideas for the undiscovered letter on february 1. they will have until march 3 to digitally submit their entries, and finalists will be announced on april 1, 2008 — the same date that the art directors club begins accepting entries for the sixth class of ADC young guns.



About the Art directors club

Founded in new york in 1920 as the first creative collective of its kind, the art directors club is a not-for-profit organization with an international membership in advertising, design and visual communications. ADC’s core program - the international Annual Awards, exhibition and art directors Annual - now in its 87th year - remains an unrivaled educational and industry resource. ADC’s signature initiatives include ADC young guns biennial showcase of promising professionals age 30 and under; the ADC hall of fame; saturday career workshops for talented city high school juniors; designism, connecting designers to social causes; scholarships, exhibitions, speaker events, and original publications.

www.adcglobal.org

MOLESKINE®

About moleskine®

moleskine® is the legendary notebook used by great artists and thinkers for the past two centuries. this silent and discreet keeper of an extraordinary tradition was re-invented in 1998. with its various page styles, it accompanies the creative professions and has become a symbol of contemporary nomadism. moleskine is a family of notebooks and diaries suitable for different functions, all fitting with a free style of mind, both basic and emotional.

www.moleskine.com

lettera 27

About lettera 27

lettera 27 is a non-profit foundation. its mission is to defend the right to literacy, to education, and access to knowledge and information, all over the world and especially in the more deprived areas. the foundation raises funds to support hands-on projects devoted to education at all levels, and to the creation of areas for research.

www.lettera27.org