



Montblanc Haus: Hamburg's newest landmark opens its doors

Maggie Gyllenhaal, Oscar Isaac, Peggy Gou, Daniel Brühl and VIP guests joined the luxury Maison for the launch of a new destination that retraces Montblanc's story and celebrates the extraordinary power of writing

Hamburg, May 10, 2022 - Montblanc celebrated the official opening of Montblanc Haus, a destination built to inspire writing and celebrate the role Montblanc has played in shaping the culture of writing, with a special event attended by VIP guests from around the world. Guests got a first look inside the impressive new building located at the very heart of Montblanc in Hamburg, right next to its headquarters and the manufacture where its writing instruments including the iconic Meisterstück are still crafted today.

Guests including **Maggie Gyllenhaal, Oscar Isaac, Peggy Gou, Daniel Brühl, Emilia Schüle, Feng Tang, Waris Ahluwalia, Reggie Yates, Dree Hemingway and Isaac Hernandez** explored the immersive brand experience that tells the story of Montblanc from its founding days to the present, its writing instruments and those who craft them. Like every visitor to Montblanc Haus, they were invited to discover or rediscover the incredible power of handwriting and the creativity, imagination and emotion it unlocks in everyone.

To mark the occasion, Michelin-starred organic chef Heinz O. Wehmann served a special menu by moonlight inside a clear structure erected in the gardens overlooking Montblanc Haus' main façade. Entertainment included German singer-songwriter Joy Denalane, followed by a set by a set by acclaimed English jazz-pop artist and writer Jamie Cullum after dinner.

True to Montblanc Haus's mission to get visitors to experience the wonder of writing by hand in a very personal way and express their own creativity, VIP guests not only viewed the exhibits but enjoyed a writing experience, Montblanc ink bar, photobooth and a calligraphy station with Leonardo Fiori.

Under the banner of Montblanc's brand purpose *Inspire Writing*, the permanent exhibition at Montblanc Haus explores different themes including Montblanc's Legacy and Vision, a look at the richness and diversity of Handwriting from around the World, Craftsmanship and Innovation, Montblanc Collections, and Mark Making.

Additionally, "30 Years of the Patron of Arts" is Montblanc Haus' first temporary exhibition, celebrating the Patron of Art limited edition over the past 30 year and promoting the idea of "collecting". The exhibition will be open to visitors until October 2022.

Montblanc Haus is open to the public from May 16th, 2022 in Hamburg. For more information visit www.montblanc.com

About Montblanc

Synonymous with excellence in craftsmanship and design, Montblanc has been pushing the boundaries of innovation ever since the Maison first revolutionized the culture of writing in 1906. Ingenuity and imagination continue to be driving forces for the Maison today as it advances its expression of fine craftsmanship across product categories: writing instruments, watches, leather goods, new technologies and accessories. Reflecting upon its ongoing mission to create fine lifetime companions born from bold ideas and expertly crafted through the skills of the Maison's artisans, the iconic Montblanc Emblem has



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become the ultimate seal of performance, quality and an expression of sophisticated style. As part of its on-going commitment to elevating and support those who strive to leave their mark, Montblanc continues to assert its encouragement of education programs around the world and initiatives that inspire people to express their full potential.

Information for Press:

All Information and images are available to download on the Montblanc Press Lounge:
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