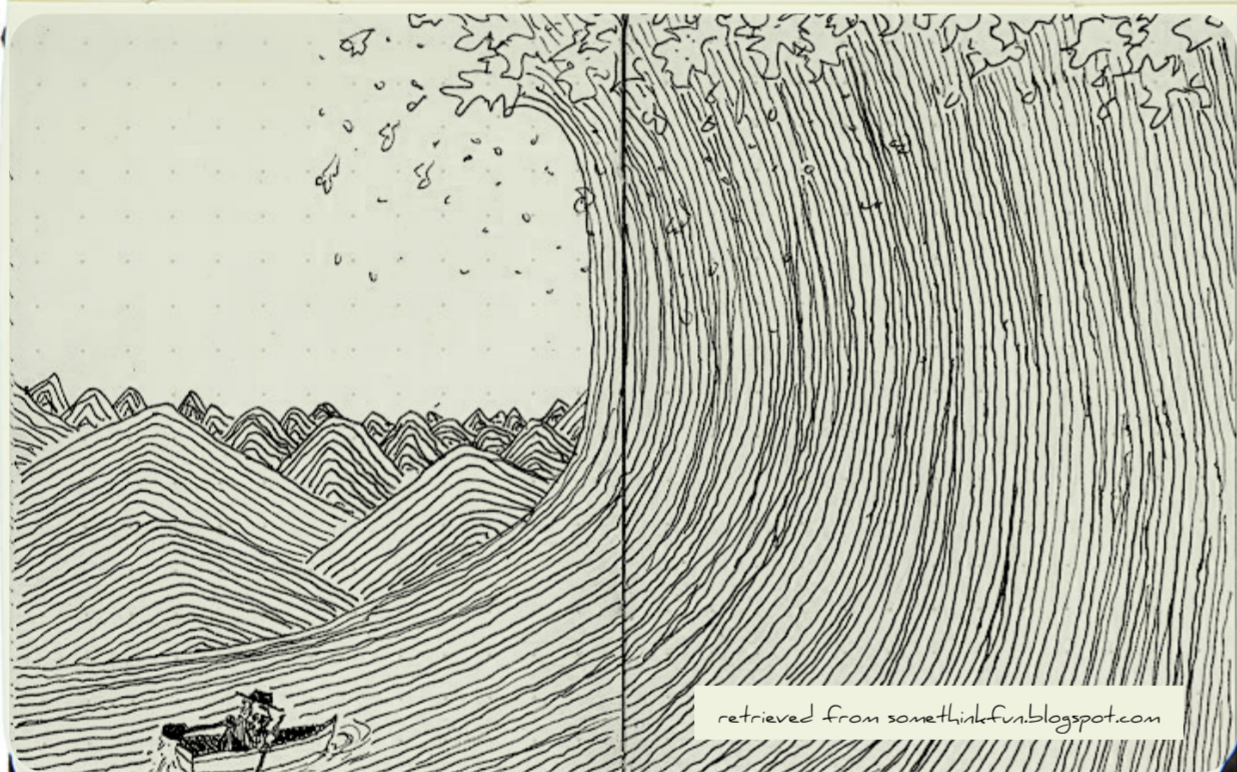


# Investigating the Revenge of Paper by Moleskine

by Julia Rochlin

Narrative based on David Sax's *Revenge of Analog*



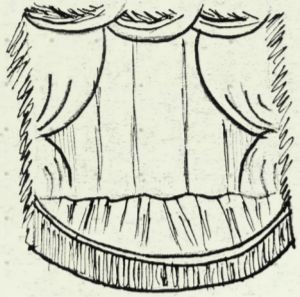
retrieved from [somethingfun.blogspot.com](http://somethingfun.blogspot.com)



'path in the forest' by Oleandra Pinchuk  
retrieved from dreamstime.com

Moleskine was a key driver of the Revenge of Paper history in a digital era. Take a closer look to unveil the pathway of this journey.

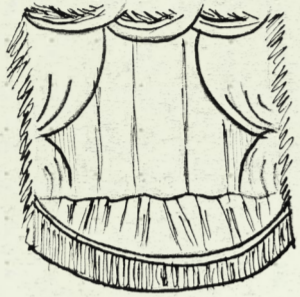
# Setting the stage



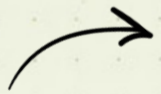
Here's an overview  
of Moleskine's saga.



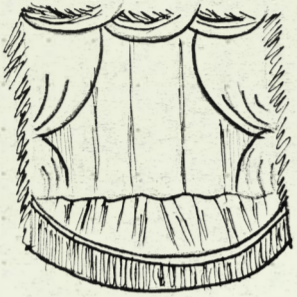
# Setting the stage



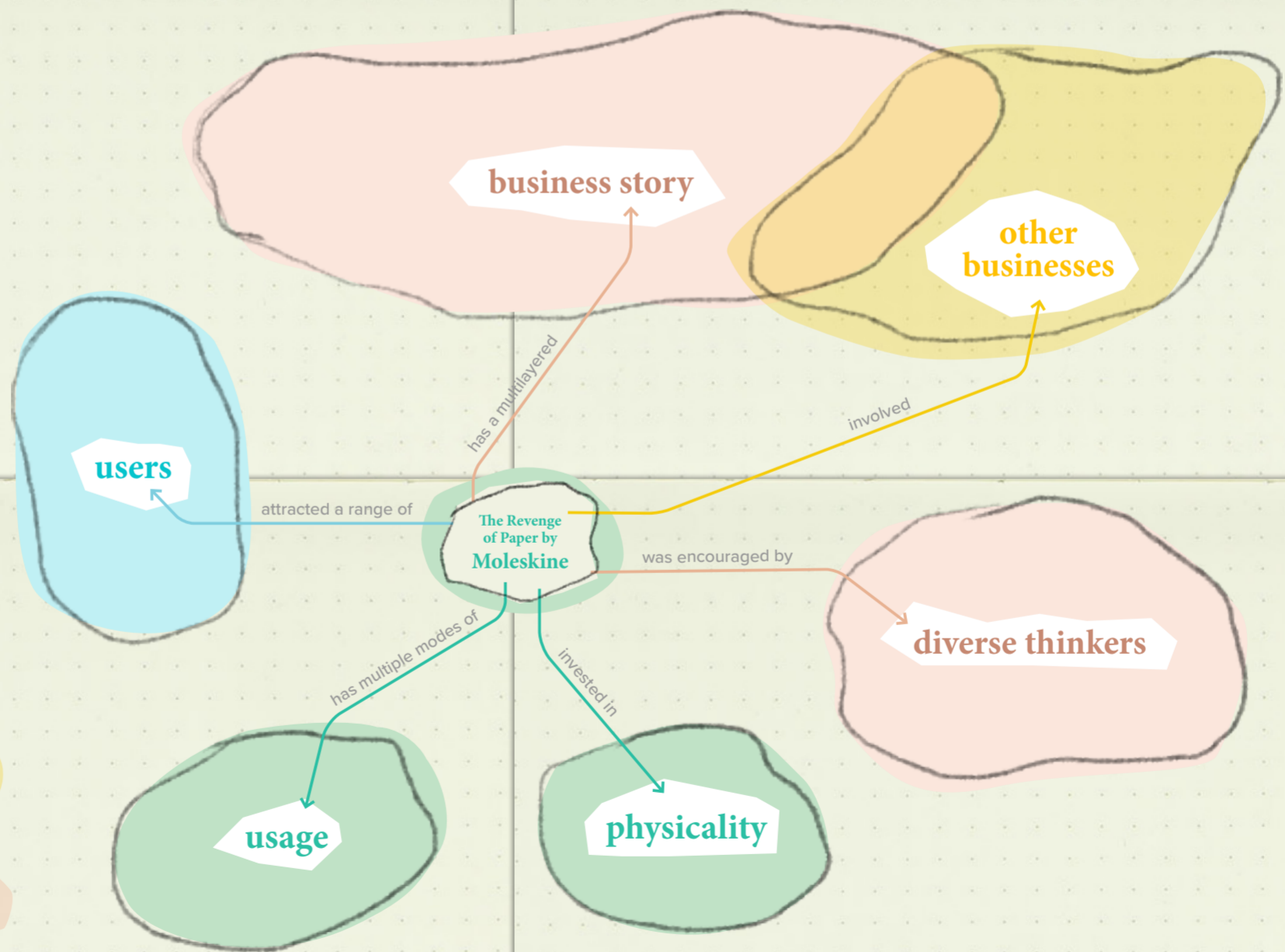
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# Setting the stage



Here's an overview of Moleskine's saga.



The shade of clusters reflects the color code of the actors who were **mainly responsible for the impact in that grouping.**



# The main actors of the story



Moleskine's power has flourished and disseminated across industries, people and markets.

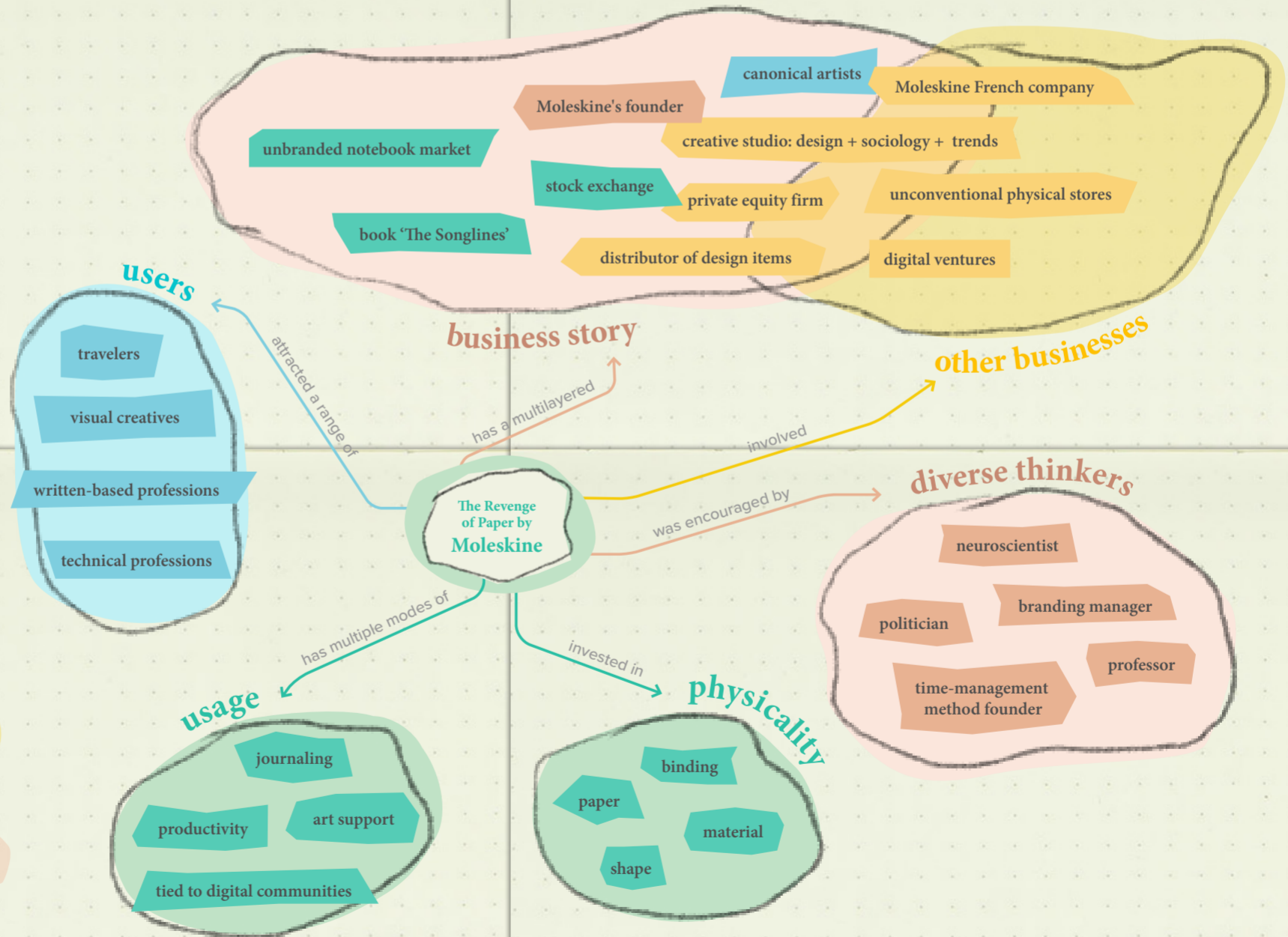
actors

collective humans

individual human

non-human

organizations

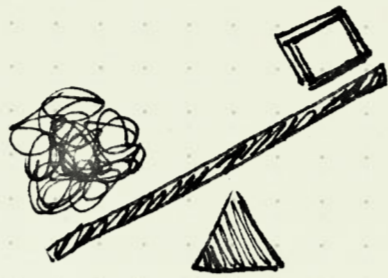


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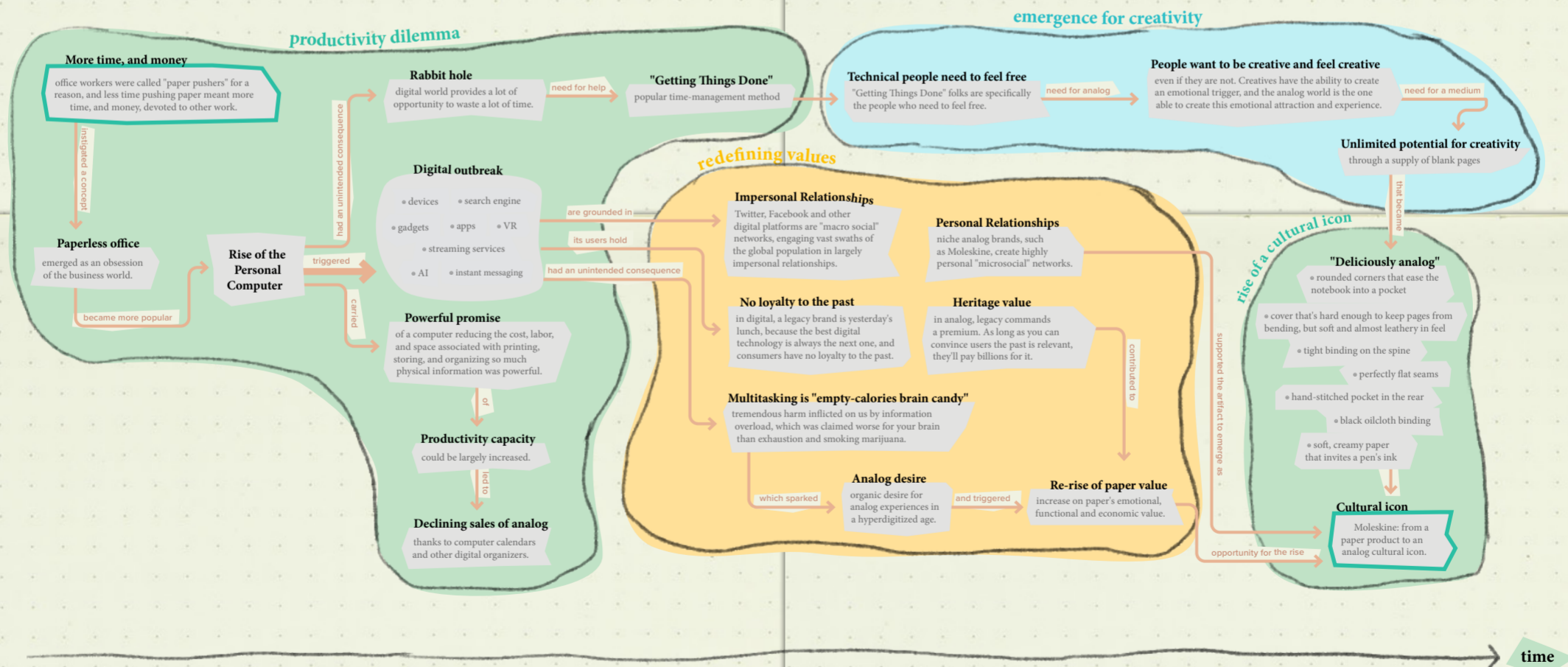
# The need for balance

The rise of personal computers provoked unintended consequences to human beings, setting off a conflict between productivity and creativity.



After a while, society expressed desire for analog mediums in order to channel productivity and creativity since digital seemed to be messing up with these foundational human capabilities.

As a result, there was an opportunity window in the market which facilitated the rise of an analog cultural icon.





# The Love & Hate relationship between Analog & Digital

The productivity pressure versus the emergence for creativity conflict was a cyclical quality of Paper in Analog & Digital lives.



actors

collective humans

individual human

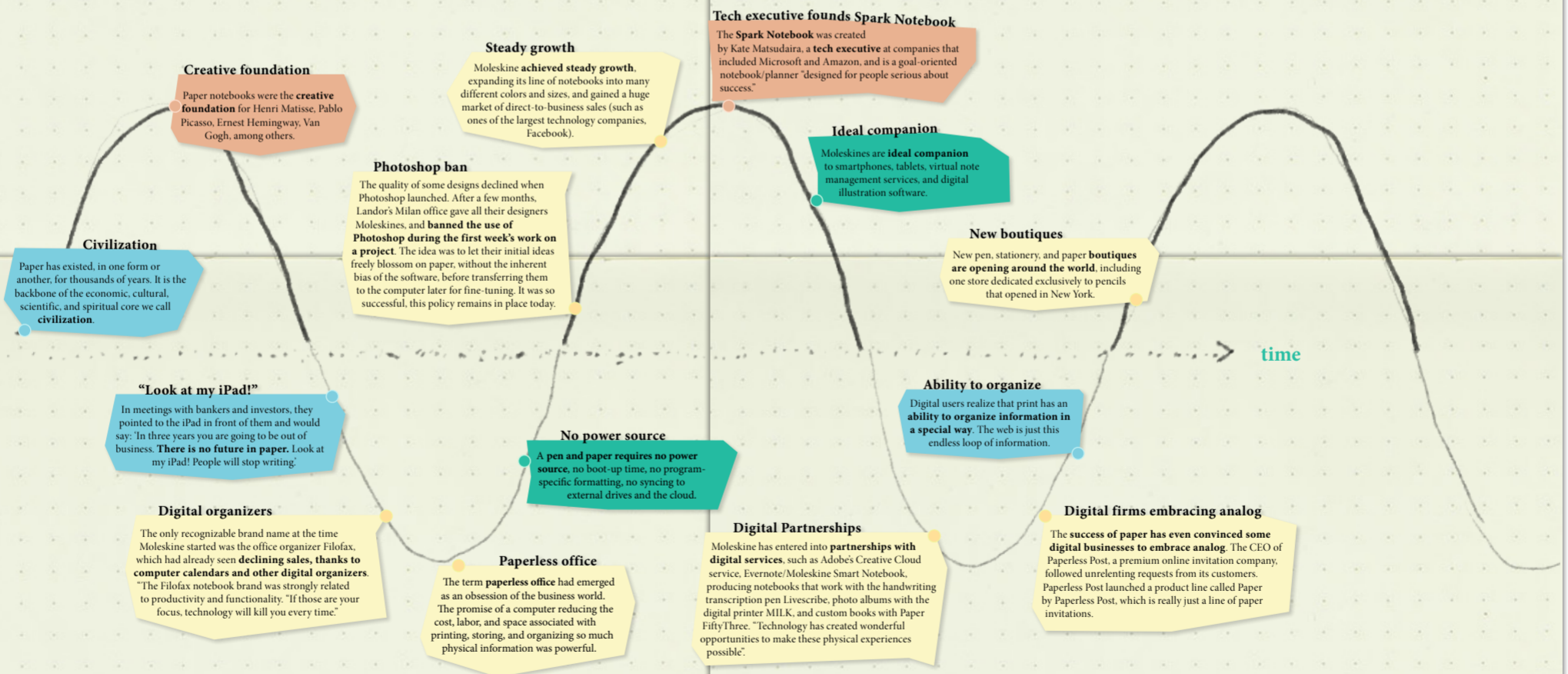
non-human

organizations / market

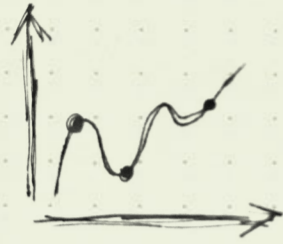
The shade of events reflects the color code of the actors who were mainly responsible for the impact of that occurrence.

analog

digital

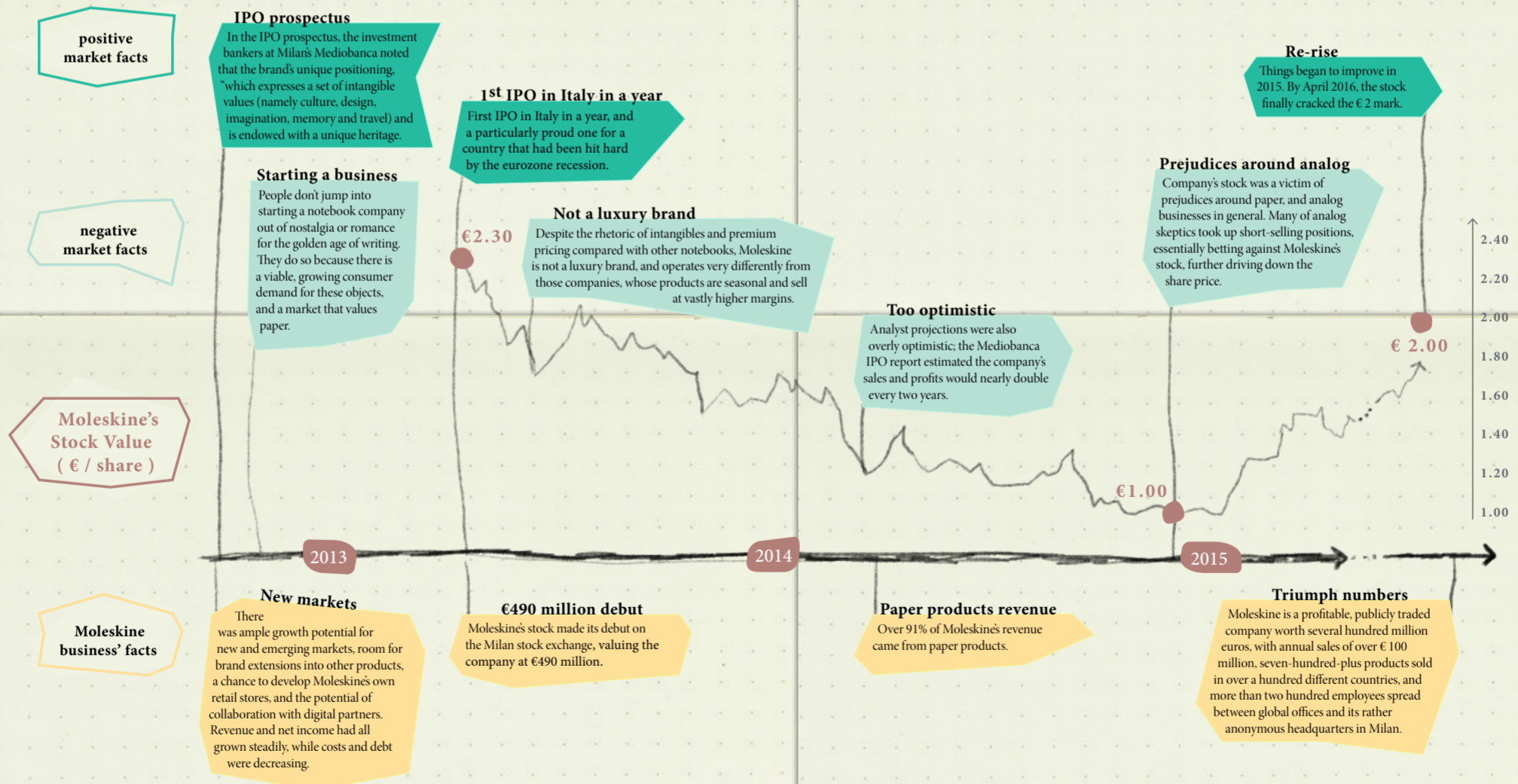


# Moleskine's Market Value



In 2007,  
Moleskine was acquired by  
a private equity firm,  
Syntegra Capital,  
for € 62 million.

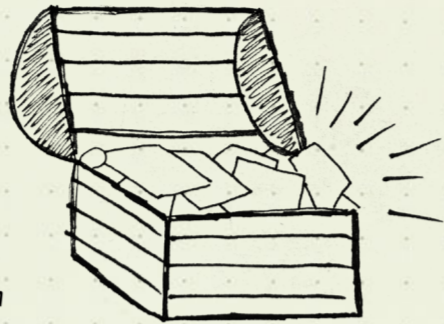
It achieved steady growth for six years, expanding its line of notebooks into many different colors and sizes, and enticed direct-to-business sales. On April 3, 2013, Moleskine's stock made its debut on the Milan stock exchange. This diagram shows Moleskine's price per share overtime along with business and market's facts.



stock value curve retrieved from: <https://seekingalpha.com/article/3178586-moleskine-italian-luxury-growth-stock>

# The new value of paper

By losing its job as the dominant form of communication, paper has been elevated to an exalted place, where it can play off its intangible analog advantages.



## actors

collective humans

individual human

non-human

organizations / market

### Paper cuts through the noise

We get thousands of e-mails a day, and deletes most of them unseen, but there is a latent need of opening every single envelope that arrives on our desk.

### Tactile and permanent record

Paper provides people with a vessel for wrestling down the ideas banging around their heads into a tactile, permanent record.

### Paper stands out

Google and Facebook distributed elaborate printed publications to political and business leaders, because they stand out. A beautiful paper object has a far greater chance getting past the gatekeepers of assistants and into the hands of such people as Michelle Obama and Bill Gates than does a quickly deleted attachment.

### No learning curve

The downside of digital technology is that it is constantly changing. As soon as you understand and figure out how to do something, the next version of hardware or software comes along, and the learning process starts fresh. With Moleskine, you pick it up and know how it works.

### Nature of human restlessness

*"I felt, before the malaise of settlement crept over me, that I should reopen those notebooks. I should set down on paper a resume of the ideas, quotations and encounters which had amused and obsessed me; and which I hoped would shed light on what is, for me, the question of questions: the nature of human restlessness." —David Sax*

### Lasting impressions

Business card is an anachronistic tool for storing contact data. It impels a crucial first impression a lasting one, and leads to future impressions every time you lay eyes, or fingers, on that card.

### Stories, talent, and exploration

*"Dozens of notebooks held every interview and note I had taken as a journalist over the previous thirteen years. These notes were at the core of the books I had written, notes behind hundreds of magazine and newspaper articles, countless random observations, sketches, and conversations from all over the world. They stood there on those shelves as permanent testaments to my own stories, talent, and exploration." —David Sax*