



Design. Made in Germany.

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Simply modern: The new LAMY aion – designed by Jasper Morrison

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With the LAMY aion, Lamy is expanding its portfolio with a new writing instrument series in an innovative design. Technically structured and consistently functional, the model epitomises LAMY design – yet also surprises with progressive details. The new series has been designed by one of the most prestigious designers of the present day: Jasper Morrison.

A sleek, perfectly-proportioned body, a straight clip, a stainless-steel spring. The new LAMY aion is this minimalist. Designed by the British industrial designer, Jasper Morrison, this is absolutely in harmony with his conviction that good design is maximally simple – yet, at the same time, maximally functional. An attitude absolutely compatible with the design principles of the LAMY brand – principles it has used as a basis for the development of its writing instruments for over 50 years.

At the same time, the LAMY aion reveals an uncompromising modernity, which is especially visible in the details. For the first time, a Lamy fountain pen has been equipped with a series-exclusive, newly-formed nib. Jasper Morrison gave it an unconventionally-proportioned outline, thus giving the writing instrument an avant-garde character. A distinguishing feature of the LAMY aion, and a real innovation in the production of writing instruments, is the 'cast in one piece' manufacture, whereby the body and cap are each designed as closed, seamless components and have an innovative surface structure. The grip zone is matted and thus finely accented. Its puristic, externally-sprung stainless steel clip completes the formal overall concept.

As little plastic as possible is used in the LAMY aion and it is manufactured from all-metal. In order to realise the seamless design and the innovative surface finish of the LAMY aion, Lamy has developed new manufacturing processes. In a sophisticated multi-stage process, the aluminium housing elements are formed by deep-drawing. The surface structuring is computer-controlled by robot-supported grinding. For its unique finish, the components of the LAMY aion are first brushed, stained, polished and, in the case of the grip, blasted and then finally anodised.



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The LAMY aion will be available in black and olivesilver from autumn 2017. The family of writing instruments includes fountain pens, ballpoint pens and rollerball pens.

About Jasper Morrison

Jasper Morrison, born in 1959 in London, is considered to be one of the leading designers of the present day. He first studied design at the Kingston Polytechnic Design School in London and then completed his Master's degree at the Royal College of Art. In 1984, he spent a year on a scholarship at the Hochschule der Künste Berlin. In 1986, he opened his own design studio in London and soon made a name for himself with two installations: in 1987, he designed the Reuters News Centre for the documenta 8 in Kassel and, in 1988, he exhibited 'Some New Items for the Home' at the DAAD Gallery. His first well-known customers were Aram and SCP, Neotu, FSB, Cappellini and the furniture brand, Vitra, for whom he still designs today. In the 1990s and 2000s, works for Alessi, Flos, Magis, Rosenthal, Muji, Samsung, Ideal Standard and Established & Sons followed.

In 2006, together with the Japanese designer, Naoto Fukasawa, he organised an exhibition entitled 'Super Normal', which was accompanied by a book of the same name. After its premiere in Tokyo, the exhibition was also shown in London, Milan, and New York and did, in fact, inspire Jasper Morrison to open his own store in London in 2009. His company, Jasper Morrison Ltd, currently has offices in London, Tokyo and Paris.

Jasper Morrison's works have already been displayed in numerous exhibitions, including the Axis Gallery and the Musée des Arts Décoratifs Bordeaux. In 2015, the first retrospective of his work entitled 'Thingness', opened in Grand-Hornu in Belgium, and this was accompanied by the monograph, 'A Book of Things'. In 2016, the exhibition was presented at the Museum für Gestaltung – Schaudapot in Zurich. Other books by Jasper Morrison include 'A World Without Words' and 'The Good Life', published by Lars Müller.

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LAMY aion



LAMY aion black – Fountain pen
LAMY aion black – Rollerball pen
LAMY aion black – Ballpoint pen

LAMY aion olivesilver – Fountain pen
LAMY aion olivesilver – Rollerball pen
LAMY aion olivesilver – Ballpoint pen

About Lamy

The LAMY brand stands for high-quality designer writing instruments defined by their timeless modern aesthetics and perfect functionality. Its success story began over 50 years ago with the LAMY 2000: in 1966, the model established the clear and unmistakable design which still defines the style of all the brand's products today – the Lamy design. As an independent family business, Lamy has been associated with Heidelberg since it was first founded in 1930 and therefore guarantees consistent high quality, "Made in Germany". With an annual production of over 8 million writing instruments and turnover of more than 110 million euros in 2016, Lamy today is not only the market leader in Germany but has developed to become an internationally sought-after brand.

The company continues to set trends, not just through its annual special editions and has inspired writing enthusiasts around the world with its innovative colours and surface finishes. In this way, Lamy continues to reinvent itself and proves that a writing instrument is more than just an everyday object: it is a genuine lifestyle accessory which expresses the pleasures of writing by hand and highlights the individuality of the owner.

To read more about Lamy, go to www.lamy.com