

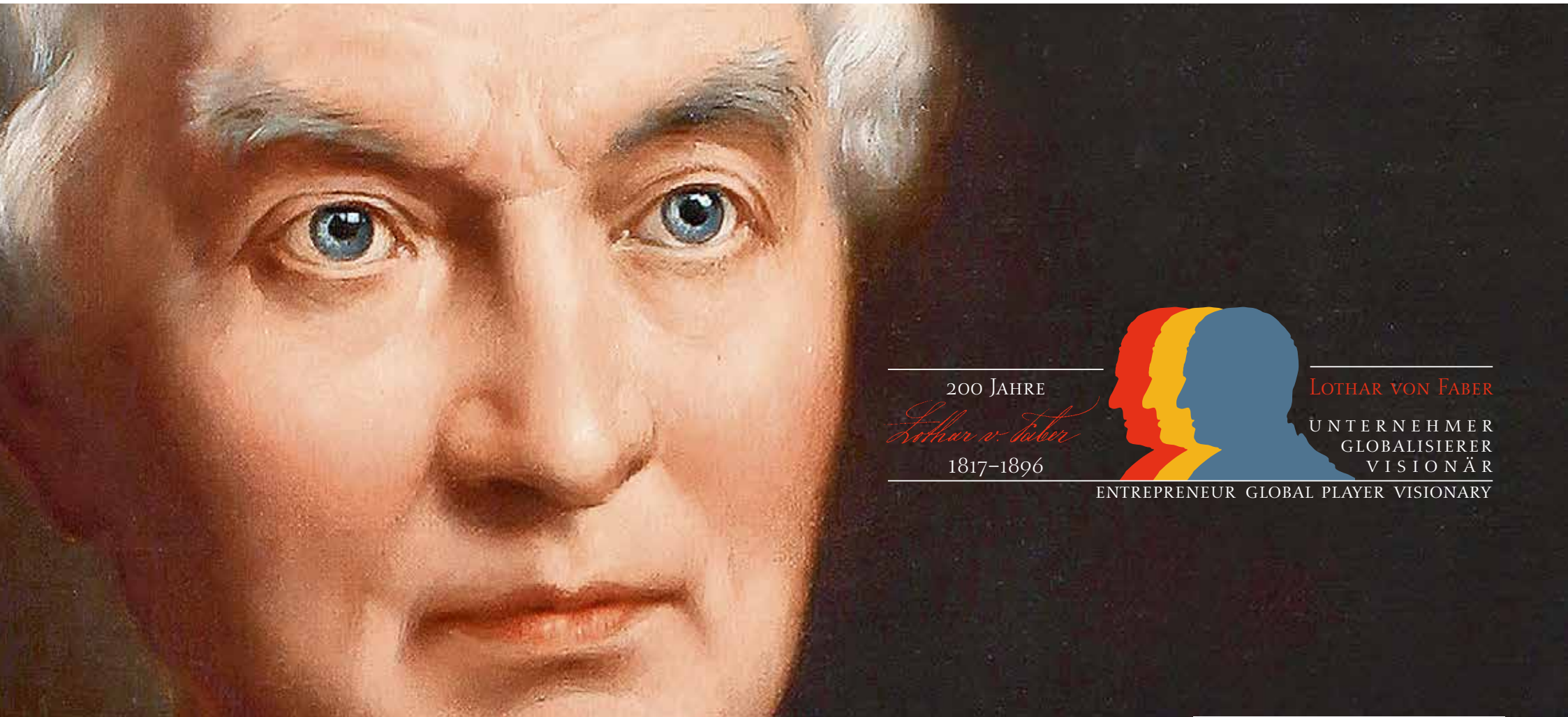


2017

FABER-CASTELL

since 1761

OUR COMPANY – GLOBAL · REGIONAL · LOCAL TOPICS



200 JAHRE

Lothar von Faber

1817–1896



LOTHAR VON FABER

UNTERNEHMER
GLOBALISIERER
VISIONÄR

ENTREPRENEUR GLOBAL PLAYER VISIONARY

THANK YOU, LOTHAR VON FABER!

He was ahead of his time. He was an entrepreneur, a global player and a visionary. The following five generations of the family and employees have a lot to thank him for: Vision. Values. And a global brand.

Lothar von Faber's quote is ubiquitous, at least among insiders: "From the start, I was determined to raise myself to the first rank by making the best that can be made in the whole world." Making the best in the world? This comes across as nigh on presumptuous, or at the very least impossibly ambitious. And yet it was an incentive and motivation for all subsequent heads of the company and their staff to follow suit: never lay back, never be satisfied, always improve! The motto of the eighth generation under Count Anton-Wolfgang von Faber-Castell was very similar: "Doing ordinary things extraordinarily well". It was a call to everyone to raise everyday items to the level of premium products and assimilate quality as the top priority.

Many iconic branded products have been created since Lothar first came up with his motto: The first Polygrades branded pencil in several degrees of hardness (1837). The dark-green Castell 9000 (1905). The Perfect Pencil with extender and integrated sharpener (1995). The award-winning Grip pencil (2001).

However, a corporate culture of mutual respect, loyalty and a sense of responsibility has also emerged in a little under 200 years. At the same time, the appreciation of tradition and longstanding expertise is now seen as axiomatic.

Ultimately, then, it is in fact thanks to Lothar von Faber that the core brand values of competence & tradition, highest quality, innovation & creativity and

social & environmental responsibility have remained valid over the long term. They are the quintessence of his entrepreneurial activities and the pillars on which Faber-Castell's success is founded. To mark the 200th anniversary of the brand pioneer, this edition aims to provide insights into Lothar von Faber's ideal legacy and give readers more details about this remarkable personality. *Continued on page 8.*

CAPTAIN ON BOARD

Daniel Rogger heads the global company since June 2017

May we present him? Daniel Rogger, 49 years old, married, two children. He took over as CEO of Faber-Castell AG in June 2017.

Read the in-depth interview on page 3.



*In this edition:
Still valid today –
quotes of the visionary
entrepreneur
Lothar von Faber.*

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TRANSPARENT CLIMATE PROTECTION

Faber-Castell presents its
latest sustainability balance sheet

Environmental and social responsibility is one of Faber-Castell's core values. The sustainability balance sheet for the previous financial year is published once a year as a fact sheet on the website. One area of focus in the latest report of 2017 is the dialogue between the company and its stakeholders. Faber-Castell asked employees in Germany and abroad, customers, suppliers, environmental associations and many others about the importance of individual sustainability aspects for the company. The 137 stakeholders questioned advocated high product quality, an environmentally friendly range, careful use of natural resources and the respect for human rights. The findings now feed into the development of Faber-Castell's sustainability strategy and are taken into account in areas such as the ongoing development of sustainable products and technologies.

The latest fact sheet also reveals the environmental performance indicators for the last three financial years. The pleasing outcome: Continuous improvement programmes have helped to significantly reduce waste water consumption and waste volumes within the Faber-Castell Group, while the use of renewable energies has increased by more than 25%. Further information on this topic and on the GRI reporting standards used can be found at:

<http://www.faber-castell.com/company/our-global-commitment>



"The local factory [...] covers the entire business area, for many years also agriculture and forestry."

Lothar von Faber
1888



CREATIVE APP WINS IN CANNES

Gold Lion for Faber-Castell Brazil

It's no secret that Faber-Castell operates sustainable forestry management. Our colleagues in Brazil have now developed the creative "Never-Ending Forest" app. It aims at helping to bring the young target audience closer to the Faber-Castell brand and its core values by playfully raising awareness of the importance of sustainable forestry management as a means of maintaining flora and fauna and the forest's natural resources. Twelve different animals living in the Brazilian rainforest are brought to life virtually in the app with the aid of Faber-Castell pencils, accompanied by a wealth of interesting information about them. The app has already been downloaded 600,000 times, with thousands of photos, films and tutorials shared on social networks. Is it any wonder, then, that our Brazilian colleagues won a Gold Lion in the Mobile category at the Cannes Lions Festival held in June 2017?

Congratulations!



NEW HONORARY POST



In June 2017 Count Charles von Faber-Castell was appointed Honorary Consul of Brazil. He is thus following in the footsteps of his father, Anton-Wolfgang, who had held this honorary post since 1994. While

consular duties generally also include preparing visas, passports or certifications, the honorary consulate in Stein has only ever undertaken representative duties aimed at furthering German-Brazilian relations, such as promoting business and cultural projects in the two countries. Count

*Count Charles von Faber-Castell is
Honorary Consul of Brazil.*

Charles von Faber-Castell thus made his debut as Honorary Consul of Brazil in Nuremberg on 23 September 2017 at the opening of the "Territories" art exhibition, a cooperation staged by 12 Brazilian and German artists. In his

welcome address, the freshly minted diplomat emphasised the power of creativity, which not only stimulates political and societal thought processes but can also forge friendships among artists across borders and cultures.

When it comes to quality products, he truly knows his business: Experienced Financial and Sales Manager Daniel Rogger has been involved in the development of brands such as Lange & Söhne, Jaeger-LeCoultre and Tissot, and has most recently been working as CEO of international eyewear manufacturer Silhouette, a globally operating family company from Austria. Since 1 June 2017, he has been heading up Faber-Castell AG as CEO. Born in Switzerland, Rogger has a rather understated approach, preferring to firstly listen and absorb before making any conclusions. His down-to-earth and hands-on nature has already been seen by his workforce, such as when he decided to spend two shifts working on the machines. So who exactly is this man who is steering global company Faber-Castell into uncharted waters on a mission to open up a new chapter in the life's work of the late Count Anton-Wolfgang von Faber-Castell? *FC Topics* finds out in this introductory conversation.



“INNOVATION IS A QUESTION OF ATTITUDE”

Interview with Daniel Rogger, new CEO of Faber-Castell AG

As an outsider, what perception did you have of the company?

I knew that Faber-Castell is an international company with great, high-quality products, that the company's success is also down to its fascinating tradition and family history, and that it has continually reinvented itself on the basis of its innovative and entrepreneurial spirit.

What was your outlook when taking on your new position?

I started this role aiming to take time to really get to know the company philosophy and its organisation and products, and to proceed through the company with an open-minded attitude and the patience to listen to people.

Were you somewhat daunted to be walking in the footsteps of the Count?

Of course! They're very big footsteps that cannot be filled by one person alone. My aim isn't to emulate the Count, but to take his personality and vision as an inspiration to allow me to successfully develop the business together with the family, the Supervisory Board and the employees.

You're coming to us from the watchmaking sector, are inspired by quality and therefore have a lot of experience dealing with premium products. Where are the parallels to the stationary industry, and where are the differences?

You need to have the same basic approach in both industries: A company with high-end products needs to create an unparalleled brand experience that provides the end consumer with added value and creates a sense of joy. This is the only way in which a premium brand can justify its higher price positioning compared to its competitors. Otherwise, it becomes interchangeable.

How would you describe your management style?

I'd say that I have a target-oriented, cooperative management style. It's important to me to work together with employees to set clear targets that they can then take personal responsibility for meeting. I believe in the delegation of responsibility and skills, and am always on hand to help if my employees have any questions or if there's anything they're unsure of. For me, regular communication and honest feedback are indispensable for effective personnel development.

Which company values are particularly appealing to you?

All of them! Competence, tradition, quality, innovation, creativity and sustainable and responsible economic activities are all characteristics that I have consciously looked for in all of my former roles, and are qualities that are very important to me.

How can Faber-Castell build on its innovative power?

Innovation is a question of attitude! A person can only be innovative if they constantly question why they are doing something and are willing to explore new approaches. As a company, we need to create the framework conditions that allow for innovation to flourish. This involves not only promoting a culture of openness, courage and curiosity, but actively demanding one, both from individual employees but



also from the company as a whole. The best ideas aren't born in isolation, but as part of a dialogue.

You put yourself right on the shop floor, and spent two shifts helping out with the production work. What was your motivation?

It was really important to me to get to know the company's origins and its fundamental cornerstone, which is the production of wood-cased pencils in Germany. I wanted to get a detailed experience and understanding of this core competence for myself. I came to the conclusion that I would only

be able to get an authentic experience of this if I could stand at the machines with the people on the front line, and work with them as best I could. It was a unique experience!

What did you learn from this experience?

It was fascinating to see the number of well-tuned production steps it takes to make a pencil, and how important it is to carry out each individual step perfectly so that the next step can run smoothly. Just like in a relay race. Success is only possible with coordinated teamwork and a perfect handover. This is something we should all take on board!

Where do you see the company in 10 years? And in 50?

I see us as a benchmark and a market leader, although it's impossible to know for sure which business areas this will be in. Our core competence of writing and drawing will always play an important role, as will the cosmetics sector, which is already seeing very good levels of growth. I'm convinced that the Graf von Faber Castell Collection will continue to do very well among the up-and-coming.

How do you like to relax after a hard day's work?

I find that keeping active provides a great balance to day-to-day work, and I try to exercise two to three times a week, which I unfortunately don't always manage to do at the moment. The most important thing though is of course spending time with my family, and we always enjoy doing things together in our spare time.

What is your personal motto?

That's a very difficult question, and is hard to answer as it's so multi-faceted. Put simply, I'd say: "Walk the talk". This is very important to me, both for myself and for the people I interact with. Not just talking, but actually doing, and above all making sure to do what has been agreed – simply being reliable.

You lived in Asia for many years and got to experience Asian culture first-hand. What do you think we can learn from this culture?

Patience and devotion to the family. Asian cultures tend to think in terms of generations, and will happily make sacrifices today if this will benefit the next generation. In difficult times, one depends not on the state but primarily on the solidarity of the family. I think that's a lovely virtue.

Mr Rogger, thank you very much for this conversation.



RUNNING SMOOTHLY

Lean Management at Faber-Castell

Faber-Castell AG is implementing Lean Management strategies in its production facilities worldwide, with great success. The meaning of this term in this context refers to reducing profuseness in production and working processes. They are optimised, and all processes are made to run more smoothly, for example by avoiding any unnecessary intermediate steps. The employees are directly involved in the analysis of the optimisation potential: On work boards in the various departments, problems are illustrated using key



performance indicators, and solutions are developed directly on site. These so-called shopfloor methods are used at Faber-Castell both in production and also in administrative fields. At the production site in Stein, Lean Management methods were used to significantly reduce the set-up times, for example. In international Faber-Castell "Global Technical Meetings", expertise on the improvements is shared so that all sites can benefit from the different on-site experiences.



GOODBYE ANDY!

"Children don't just want to draw. They want to be inspired and excited!" This is the motto of Count Andreas von Faber-Castell, and it was in this spirit that he enhanced the concept for the Playing & Learning field of competence. "Count Andy", the brother of Count Anton-Wolfgang von Faber-Castell, has been heading up the Faber-Castell subsidiary in Australia since 1993, and is well-known and popular for his passion, warmth and sense of humour.

With his team "down under", he launched the Connector Pen in 1993 – fibre-tip pens for children with caps that can be connected to create three-dimensional figures. He developed these drawing tools into worldwide top-sellers; in Australia alone, over a billion items have been sold to date.

After almost 25 years responsibility in the Asia/Pacific region, Count Andreas von Faber-Castell is stepping down from active day-to-day business life. "I've always enjoyed working for Faber-Castell, but I'm now looking forward to this new chapter of my life, and to making the most of my retirement to finally spend more time with my wife Virginia, my three children and five grandchildren", he says.

Dear Count Andy: The international team wishes you a relaxing retirement!

Count Andreas von Faber-Castell is retiring from the business.



Group photo with Lothar von Faber: Countess Mary von Faber-Castell with daughters Katharina, Sarah and Victoria (from right to left). To learn more about the family company, all three daughters worked in various departments in the summer of 2017.

HAPPY BIRTHDAY!

A summer festival at Faber-Castell Castle marks Lothar von Faber’s 200th anniversary

Everyone was there – just as you would expect at the bicentennial of the birth of their great-great-great-(great-)grandfather: siblings Charles, Katharina, Victoria and Sarah, all members of the ninth generation of the count’s family, as well as Countess Mary von Faber-Castell and Countess Felicitas von Faber-Castell. The latter had even lived in the castle as a child.

More than 150 guests came to the summer open-air event on the castle’s terrace in June 2017 to congratulate, including Stein Mayor Kurt Krömer and Dr Günther Beckstein, former Prime Minister of Bavaria and a personal friend of the family. In his eulogy, Count Charles von Faber-Castell called his ancestor Lothar “an excellent entrepreneur with a pronounced social conscience,” who had founded not only the Nürnberger Versicherung insurance company but also one of Germany’s first company health insurance funds. Countess Mary praised her deceased husband, Count Anton-Wolfgang von Faber-Castell, as a visionary who had internalised Lothar von Faber’s values and continued to lead the company successfully as his forefather would have done.

The guests then enjoyed Castell “Fraenzi” and cool white wine as well as bundt cake baked to the original 1830 recipe “which Faber likes,” as a hand-written note on the sheet states. Happy birthday, Lothar!



From left: Matthias Dießl (Administrator of the County of Fuerth), Kurt Krömer (Mayor of the City of Stein) and the owner family Countess Mary, Count Charles and sisters Sarah, Victoria and Katharina



The siblings cut the “Faber cake”.



Countess Victoria and Count Charles in front of exhibits at the castle exhibition



Guest speaker and friend of the family: Dr Günther Beckstein, former Prime Minister of Bavaria

Bottom: More than 150 guests attended the summer event on the castle terrace.



Countess Felicitas von Faber-Castell, the sister of Count Anton-Wolfgang von Faber-Castell





"WHAT
AMUSES ME
WHILE
DRAWING
IS THE FACT
TO DRAW.

Karl Lagerfeld

THE KARLBOX CONQUERS THE WORLD



KOREA: 130 VIP guests and journalists were inspired by an impressive presentation of the limited-edition KARLBOX at a festive dinner at the Grand Hyatt Hotel in Seoul.

In autumn 2016, KARL LAGERFELD and Faber-Castell unveiled the fruit of their exclusive collaboration to the world: the KARLBOX, a collection of top-quality drawing tools and artist supplies in a limited-edition box.

Lagerfeld, who over the course of his career has created countless sketches and works of art using Faber-Castell products, designed the artists' edition himself and selected the pencils and crayons to be included. The launch of the KARLBOX was celebrated with a host of customer events all over the world. We take a look back at the highlights!

For more information about the KARLBOX visit www.colours-in-black.com



UK: A veritable "who's who" of London's art and blogging world gathered at the Karl Lagerfeld store in the Mayfair district of the capital to celebrate the KARLBOX and share it online with their more than 1.5 million followers.



ARGENTINA: Object of desire in Buenos Aires: The guests at the event at the Proa Foundation were so enthralled by the KARLBOX that no fewer than ten of them were sold over the course of the evening.



GERMANY: The KaDeWe premium department store in Berlin dedicated an entire shop window to the KARLBOX as well as a huge façade banner and an eye-catching display in the apartment area on the 4th floor.



AUSTRIA: In Vienna, the KARLBOX was presented in festive style at the Museum Moderner Kunst Stiftung Ludwig. Pictured: Countess Mary von Faber-Castell (centre) with designers Nikola Fechter (left) and Eva Poleschinski (right).



ITALY: The KARLBOX made a grand entrance at the exclusive Milanese Rinascente department store on Piazza Duomo, where the limited edition got an enthusiastic welcome from architects, fashion designers, customers, journalists and influencers.



BRAZIL: The exclusive Alwahch jewellery store in São Paulo opened its doors to celebrate the premiere of the KARLBOX. Eye-catching decoration and personal give away: black-and-white portraits of the guests with hand-painted passe-partouts.



PERU: The MATE Museum Mario Testino was the venue of a major KARLBOX party in Peru, to which Fernando Cabrera (General Manager Faber-Castell Peru) welcomed fashion designers, bloggers and customers. The highlight at the buffet: Lagerfeld-look miniature cakes.



AUSTRALIA: Faber-Castell Australia celebrated the KARLBOX at Sydney's Australian Technology Park together with invited guests from the press and the worlds of art, fashion and design. Pictured: Faber-Castell Australia Managing Director Count Andreas von Faber-Castell.



SINGAPORE: The renowned TANGS department store on Orchard Road dedicated 11 metres of its shop windows to the KARLBOX. Pictured, from left: Joel Frommann (Area Manager Faber-Castell Asia/Pacific), Yandramin Halim (Managing Director Faber-Castell Indonesia & Singapore), Rolf Schifferens (Faber-Castell Board Member).



HONG KONG: Artists and art lovers alike got an opportunity to discover the KARLBOX as part of lively creative workshops held during a VIP event at the Macau GALAXY.



JAPAN: Fashionistas and art fans had a double Karl Lagerfeld experience at the trendy SOGO/SEIBU department stores in Tokyo. 300 guests celebrated both the new Karl Lagerfeld fashion collection and the launch of the KARLBOX in Japan.



CHINA: More than 200 guests attended the unveiling of the KARLBOX at PARC Central in Guangzhou. From left: Toh Yan Peng (Managing Director Faber-Castell Asia/Pacific), Rolf Schifferens (Faber-Castell Board Member) and Toh Chee Hong (Managing Director Faber-Castell China).



CANADA: An unveiling in a creative atmosphere: Michael Pons (President of Faber-Castell partner LSF Group of Companies) held a press breakfast at DeSerres in Montreal, the leading store for art supplies in Canada.



CHILE: Roberto Gellona (Managing Director Faber-Castell Chile, left) and presenter Catalina Edwards launched the KARLBOX over cocktails and classical music at the Color Animal, the most important specialist art supplies shop in Chile.



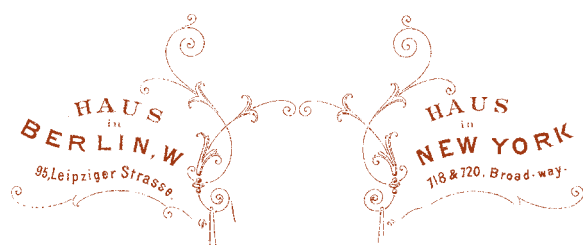
INDONESIA: Fashion designer Mel Ahyar used artists' pencils to draw miniature artworks at the launch held at the long-established Debenhams department store in Jakarta.



IRAN: Faber-Castell sales partner Damonfar gave a reception at the exclusive Pardis Mellat Cinema. Silke Bachmann (Product Manager Art & Graphic, 2nd from left) and Jürgen Braun (Area Manager Middle East/Africa, 2nd from right) came to the event from Faber-Castell in Stein.



FABRIQUE FONDÉE EN 1761.

A.W. Faber

Lothar v. Faber

PENCILS FOR THE WORLD

Anniversary year honours entrepreneur and pioneer Lothar von Faber

Whether for small notes or great art, classical literature or amateur artists: pencils are just as important in the digital age as they were in the past.

That people worldwide have this access is especially down to one man:

Lothar von Faber, who was born exactly 200 years ago.

Schoolchildren write their first letters in pencil. Pencils are used to design houses and cars, jot down shopping lists and pen world literature. Since it was first developed in the 16th century, this utensil has inspired the great and famous, from Johann Wolfgang von Goethe and Vincent van Gogh to Pablo Picasso, Günter Grass and Karl Lagerfeld.

That the pencil – as a basic and predecessor model of all writing and drawing instruments used today – already conquered the world in the last century is above all owing to the pioneering spirit of one German entrepreneur: Lothar von Faber (1817–1896), who developed the family-run business in the Franconian town of Stein into a global brand. He took over the company management in 1839, making him the fourth generation of the family to run it. He made decisive improvements in terms of quality, opened up international production and distribution channels and built up a brand with an excellent reputation. The young entrepreneur, who was knowledgeable in both economics and design, desired nothing less than to “... raise myself to the first rank by making the best that can be made in the whole world.”

As a result, Lothar von Faber optimised the pencil leads, making it possible to manufacture different hardness grades for the first time. Being a global player, as it were, the Franconian visionary also modernised his factory’s production lines, seeking out and securing supply of the world’s best sources of raw materials at the time.

By combining graphite from Siberia with cedar wood from Florida, he was able to perfect the legendary Polygrades indelible pencils (*see also p. 9*). Shortly

thereafter, he presented his hexagonal writing instruments, whose revolutionary shape provided the prototype for the pencils that can be found on almost every desk today, adorning them with the golden imprint “A.W. Faber” and thus creating the very first branded writing implements. Von Faber set up a distribution network with offices in New York, London, Paris, Vienna and St. Petersburg. Eventually, it even stretched as far as the Middle East and China. He was just as thorough in expanding his product portfolio, supplementing his pencils with writing utensils, artist’s supplies and all kinds of “office” equipment.

Von Faber also shaped history with his leadership style, offering his workers social security long before this was enshrined in law. He founded a company health insurance scheme, the Lebensversicherungs-Bank, set up educational and sports facilities and lobbied for a unified Europe. In this era of Brexit and isolation efforts from west to east, his words from 1879 are still surprisingly relevant: “Let us hope that the people of the ... great European powers can unite under one modus, which will ensure a permanent and secure legal situation for all nations. A European or international parliament ... would probably be deemed the most suitable ... A political European equilibrium would thereby be established and the economic order would soon follow of its own accord.”

It is these values that Faber-Castell, the world’s leading manufacturer of graphite and colour pencils, espouses to this very day. Just how much von Faber shaped the company’s DNA can be seen in the festivities marking the bicentenary of his birth (*see also pages 5 and 14*).



Lothar von Faber (front row, 3rd from left) with his son Baron Wilhelm von Faber (3rd from right), surrounded by leading employees from the head office in Stein (1876).



“POLYGRADES” ANNIVERSARY EDITION

Limited edition “Polygrades” to mark Lothar von Faber’s 200th birthday

Conquer the world market – that was the young Lothar Faber’s mission. But the pencils from his parents’ business A.W. Faber in Stein were very unknown and products from England and France were far more popular. So what can one do in the face of such stiff competition? Lothar knew the answer: “The best solution is always the brand quality of course”. As a 20-year-old, he got to know the latest production methods in Paris, saw the most elegant packaging and acquired a taste for the Frenchstyle “chic”. And so he had a high-end pencil range produced, which he marketed from Paris: the “Polygrades” pencils with leads in different hardness grades. The new, high quality was to be reflected in the elaborate appearance: “I gave the finest

pencils, the “Polygrades”, the prettiest outer attire so as to match their inner value. I had the pencils polished in black and decorated in gold.” He was proud of his idea to present several grades in one encasing: “no other producer has ever sold several grades in one encasing before”. The tops of the boxes were decorated with sketches of the medals won at various international exhibitions, which was certainly effective advertising. And the elegant appearance definitely had the „desired effect on the buyers, who had never before seen pencils in such attractive packaging“. The unrivalled top-notch “Polygrades”, were sold by A.W. Faber

for many decades until they were replaced by the green Castell pencil range. The edition shown is as close as possible to the historic original: The silky, shiny pencils lie neatly in their packaging and the golden stamp with the company’s logo appears flush left. They are unsharpened because back then, they were cut to the correct shape by the user with a knife. The graphite leads were originally square-shaped but here they are round – a small compromise that had to be made for manufacturing reasons.



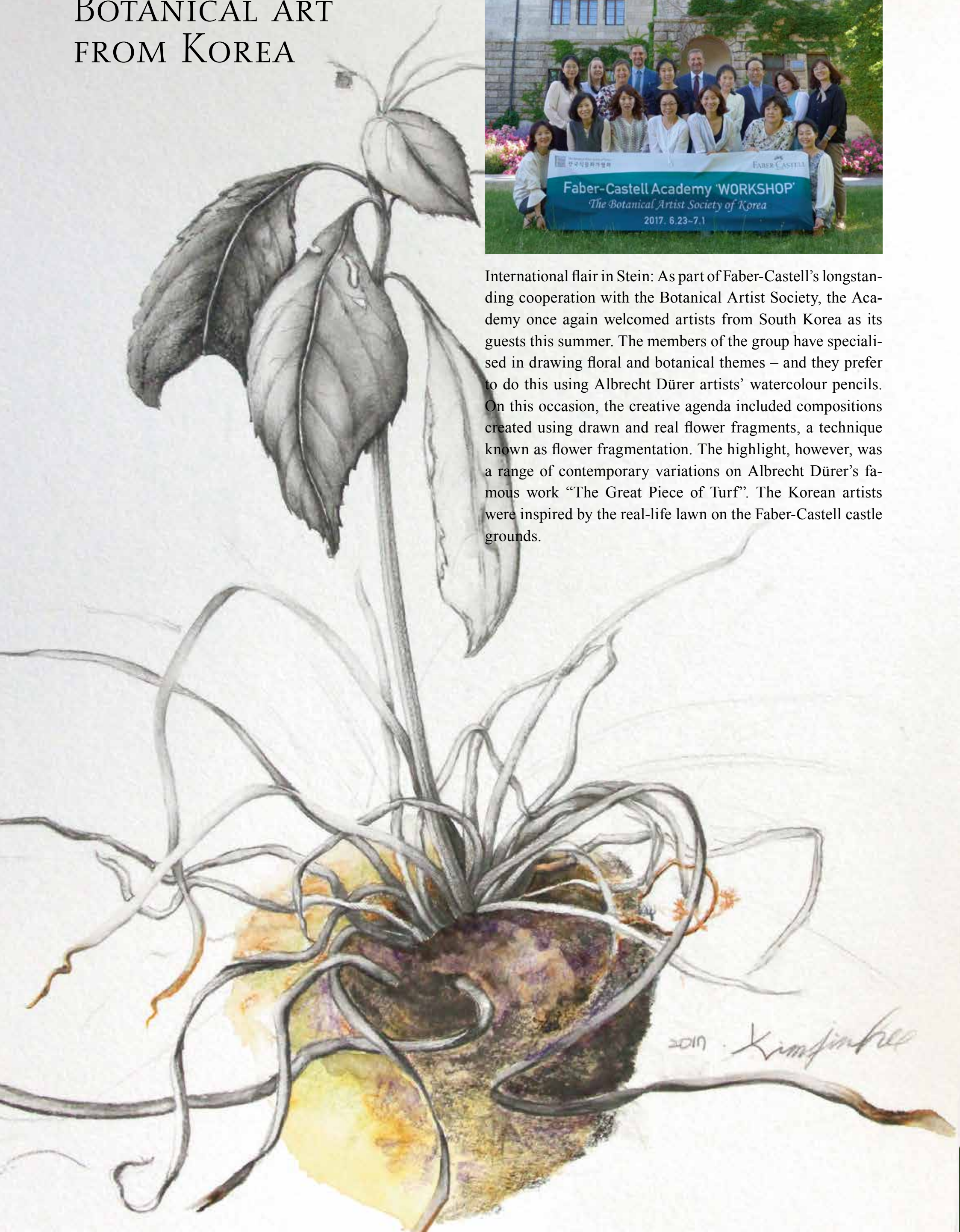
In the future, something along those lines could well be heard issuing from the garden of the proud parents whenever big brother Leo playfully invites his sister Carla to dance with him. In this anniversary year, the birth of Countess Carla Victoria Adelaida Otilie von Faber-Castell, daughter of Count Charles von Faber-Castell and his wife Melissa, is a further reason for celebration. The little sister of Count Leonhard Alexander was born on 7 June 2017, the same birthday as her grandfather Count Anton-Wolfgang von Faber-Castell. We would like to congratulate them on their new arrival and are delighted to welcome a new family member to the Faber-Castell success story!



BOTANICAL ART FROM KOREA



International flair in Stein: As part of Faber-Castell's longstanding cooperation with the Botanical Artist Society, the Academy once again welcomed artists from South Korea as its guests this summer. The members of the group have specialised in drawing floral and botanical themes – and they prefer to do this using Albrecht Dürer artists' watercolour pencils. On this occasion, the creative agenda included compositions created using drawn and real flower fragments, a technique known as flower fragmentation. The highlight, however, was a range of contemporary variations on Albrecht Dürer's famous work "The Great Piece of Turf". The Korean artists were inspired by the real-life lawn on the Faber-Castell castle grounds.





THE TEHRAN TALENT FACTORY

Every two years, Faber-Castell's Iranian partner Damonfar organises the country's biggest arts festival. More than 1,300 artists under the age of 25 took part in the various competition categories at this year's event, presenting their works to the expert jury in January 2017. The best were later featured in the exhibition at the renowned Pardid Mellat Gallery in the capital Tehran.

The festival was accompanied by a range of cultural events, workshops and press conferences and cast its spell over more than 1,000 visitors. This year's winner was Javad Bahrami. He is delighted about the main prize: a trip to Germany including a visit to Faber-Castell's artists' pencils factory in Stein. Congratulations from all of us!

Left: Picture of the winning artist Javad Bahrami



Creative mind: Matteo Thun

A CREATIVE'S TOOL KIT

Artist Matteo Thun presents his workplace

In the elegant ambience of Milan's Casa degli Atellani, Matteo Thun, Italian architect and internationally renowned designer, reconstructed his workplace – the space where he develops ideas, commits sketches to paper and creates works of art. To hand, Albrecht Dürer watercolour pencils from Faber-Castell, which Matteo Thun particularly values because they are completely water-soluble and produce unique colour and vibrancy as well as unsurpassed light-fastness to ensure that the full strength of the image that has been created is preserved for a long time.

Thun's installation, entitled "Colori e Decorì", formed part of an exhibition staged during Milan Design Week in April 2017 in cooperation with the Italian interior design magazine "Cabana".

FAN FAVOURITE

Patricia Sierhuis van Roij wins Facebook competition

Under the motto "Urban Colours", Faber-Castell encouraged its fans in January 2017 to develop a design for a new Polychromos pencil cup. It received more than 500 proposals from all over the world, and the winning design was that of Patricia Sierhuis van Roij from the Netherlands.

She depicted the cuboid cup as a brick wall on which a gecko is looped against the plaster around the corner. The design was also the most popular among the Facebook community, who ultimately crowned the passionate 50-year-old artist as the victor. The lucky winner did not miss out on the opportunity to make a special visit to Stein in July to collect her first personalised cup.

Congratulations Patricia!



*Fan edition:
68 Polychromos Artists' Colour Pencils*



WRITING CULTURE IN THE CASTLE

Count Charles von Faber-Castell hosts a dealer event in Stein



The unique ambience in the castle in Stein, Germany, provided the perfect location for this year's exclusive presentation of the latest writing tools and accessories from the Graf von Faber-Castell Collection. As part of the two-day dealer event, more than 200 guests from Germany, Austria, Switzerland and other international markets accepted the invitation from Count Charles von Faber-Castell and used the opportunity to talk in person with the host and the sales and marketing team.

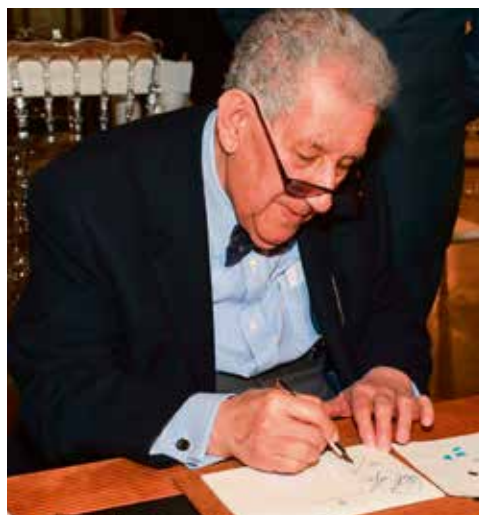
The stylishly decorated rooms were a perfect match for the weekend's theme of writing culture: Calligrapher Petra Wöhrmann introduced the customers to the ancient art of calligraphy. Fashion illustrator Kera Till was also at the event once again. She used the latest pens and ink



colours from the Graf von Faber-Castell Collection to create greetings cards that the guests could fill in and send to a loved one using the provided stamps and post-boxes.



PREMIUM EXHIBITION IN ISTANBUL



Doğan Hızlan, Turkish author and passionate writing implement collector

In May 2017, lovers of top-end writing culture came together at the historical Pera Palas Hotel in Istanbul, to see the latest range of exclusive writing implements and accessories in the Graf von Faber-Castell Collection.

Evrin Hizaler, General Manager of Turkish Faber-Castell partner Adel Kalemcilik, greeted the guests from the fields of economy and culture, including Doğan Hızlan, famous author with a passion for fine pens. This is of course something he shares with the second host of the evening, Count Charles von Faber-Castell. In his speech, he highlighted how well-known the brand is within the country.

He therefore sees a lot of development potential for the premium segment in particular in Turkey, which is the most important sales market for Faber-Castell in Europe.



Evrin Hizaler (General Manager of Adel Kalemcilik, left) with Count Charles von Faber-Castell

GETTING TO THE (BULLET) POINT

New creative trend “Bullet Journal” is taking the scheduling world by storm

No more chaotic piles of memos, and no more annoying reminder apps: The latest trend in scheduling is known as “Bullet Journaling”. It uses pen and paper, which is presumably precisely the reason behind its astonishing success.

The system, which was “invented” by New York graphic designer Ryder Carroll, is based on a notebook with blank (or lined/checked) pages that can be arranged to create a customised calendar: Using a table of contents and a yearly overview, users divide up their to-do lists into monthly, weekly and daily plans, and can add extra pages for personal projects or interests.

Tasks are marked using bullet points, arrows or “X” symbols, allowing users to see at a glance which tasks have already been completed, and which “uncompleted” tasks need to be moved to the following page.

As simple as it is efficient, the technique already has hundreds of thousands of fans, who exchange information and tips relating to their Bullet-Journal experiences on blogs and on Instagram. Due to their high motivation potential, there is already a specialist term for these types of tools: psychologists refer to them as “Schedules of Reinforcement”.

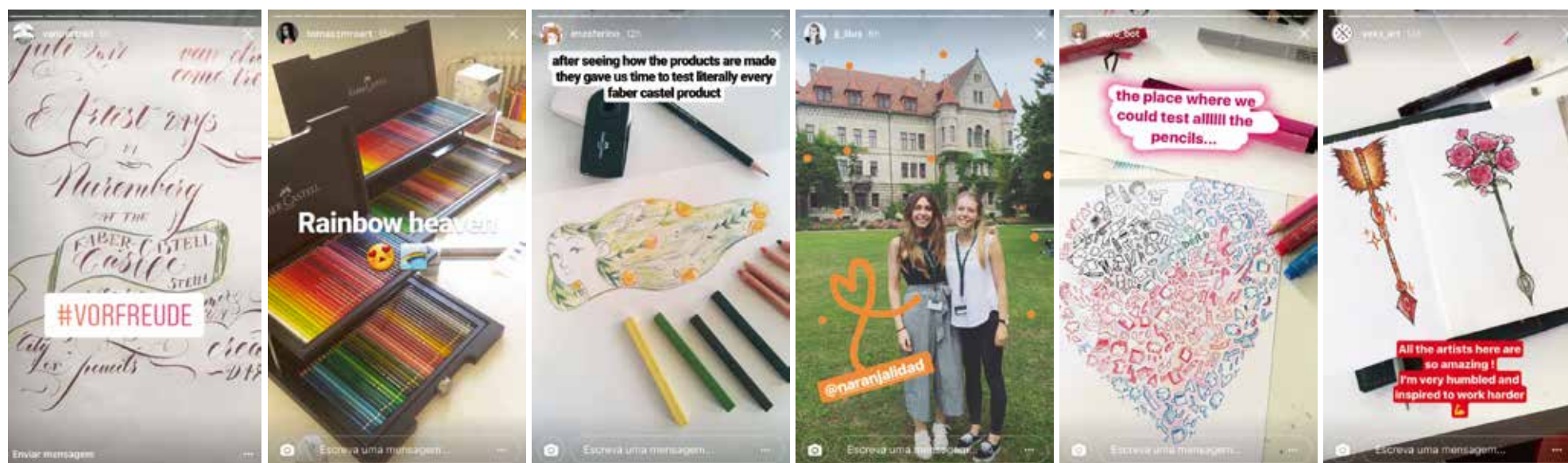


STARS IN STEIN

In July 2017, an event for illustrators and drawers was held for the third time at Faber-Castell in Stein, Germany. The meeting was attended by eleven artists from seven countries, whose work reaches a total of more than three million fans via social network sites. During the two-day event, the participants got a behind-the-scenes insight into the production processes, and an in-depth experience of the history of the company. They were given the opportunity to try out the latest artist products in a series of workshops, to talk to the Product Managers and to let their fans take part in the proceedings live via the various social network channels. Countess Mary von Faber-Castell also paid a flying visit to the event, and had a surprise in store for the bloggers: She revealed the identity of the two interns who had been accompanying the event: her daughters Sarah and Victoria!



The artists put their skills to the test in the Urban Sketching Workshop.



ENTREPRENEUR, GLOBAL PLAYER, VISIONARY

Castle exhibition on the 200th birthday of Lothar von Faber



Lothar von Faber was born in 1817. The father of the current global brand Faber-Castell was honoured with an exhibition in the Faber-Castell castle to mark his 200th birthday. With the motto “Entrepreneur, Global Player, Visionary”, the exhibition aims to present the brand pioneer in all of his different facets, and features some surprising details: Not only did Lothar have a modern outlook in an industrial and political sense, he was also extremely progressive in his opinions on pedagogy and agriculture.

Exhibits from the company archives, tableaux and audio stations provide visitors with graphic insight into Lothar von Faber, a clever businessman, a global player and a visionary. Individual aspects are expanded upon in a number of lectures.

Opening times:
every 3rd Sunday, 11:00-17:00,
regular price: EUR 7.
For more information, call:
+49 (0) 911 88199108.



ABOVE THE ROOFS OF PARIS



This year's Premium Showroom was held from 11 to 13 June 2017 in the heart of Paris. New colour worlds from the Graf von Faber-Castell Collection, the Playing & Learning products and the colourful Art & Graphic sets were all presented against an elegant, stylish backdrop.

The event was attended by the most important dealers, who enjoyed a night of fine dining and live music. Selected lifestyle journalists and bloggers got the chance to test out the products and had the honour of receiving a personally designed illustration by artist Kera Till. This was the fifth time the event has taken place, and it was once again a resounding success.



“[...] because everyone in the world of commerce visits Paris, and so it no doubt offers the best opportunities for meeting them and making their personal acquaintance.”

*Lothar von Faber
1866*





Passengers on the historic tram were greeted with a special Faber-Castell logo.

MEETING IN A HISTORICAL SETTING

The eighth European Assortment Meeting took place in Krakow in May 2017. The location was of particular relevance this year: The Wawel was the former residence of Polish kings in Krakow, and is a UNESCO World Heritage Centre. Thanks to a cooperation between Faber-Castell, the Polish distribution partner Amex and the administration of the historical site, the conference was allowed to be held at the site, which is not normally available for company events. The two-day meeting involved a definition of the key products for the European range and was rounded off by a tour of the historic tramway system and a visit to the salt mine near to Krakow.



SUMMER, SUN, ACCESSORIES!

Creative blogger event in Vienna

In keeping with the motto “Design your summer accessories with Posca markers”, the blogger event hosted by Faber-Castell Austria in May 2017 was bathed in brilliant sunshine.

Numerous DIY, lifestyle and art bloggers came to the workshop at the Faber-Castell courtyard in Vienna, which had been transformed into a cosy creative space for the participants. In cooperation with the illustrator Janina Kepczynski, who was on site to offer advice and tips, the guests used the Posca markers to decorate day-to-day objects, and they were of course allowed to take their favourite pieces home with them.

The markers proved to be real all-rounders for use on all surfaces: Whether on fabric bags, lanterns or vases – the Posca markers won over the guests thanks to their intense colours, the wide variety of colours and their excellent coverage. The results were impressive and were confirmed by the feedback, the reviews and the reach of the participant’s social media coverage.



TOUGH GUYS

“Hats off to the production workers!” was Daniel Rogger’s conclusion after a strenuous early shift in the lead production, where he helped the workers and even scrubbed the mixing vessel. “The next day, I was shattered. Our employees do that every day!” So why did the CEO swap his suit for overalls? Find out more in the interview on page 3.

“The soul of each pencil is the lead.
If we do not have the best leads,
even the simplest,
most practical and beautiful case
will be of no use to us.”

Lothar von Faber
1889



Daniel Rogger (centre) with his “shiftmates” Serafeim Zacharoplastis, Mammüt Güler, Vincenzo Gennaro and Lutz Reichelt (f.l.t.r.).

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Award ceremony in front of the “Longest Banner of Human Figure Sketches”: Ong Eng Huat (President of the Singapore Book of Records, right) with Yandramin Halim (General Manager Faber-Castell Indonesia and Singapore, left).

ELDORADO FOR ART LOVERS

The Faber-Castell Singapore Art Festival

The 15,000 visitors of the Singapore Art Festival, held at the Marina Square Shopping Mall in Singapore from 27 May to 4 June 2017, were able to immerse themselves in the rich diversity of Faber-Castell’s world of writing, colour and creativity. The nine-day festival gave art lovers and writing fans of all ages the opportunity to gain hands-on experience of the range and applications of Faber-Castell’s products for artists and children in 35 creative workshops and cultivate their own artistic talents. Hand lettering, fashion illustrations and bullet journaling were just some of the topics covered in the workshops,

which were enthusiastically received by the visitors. Drawing competitions and numerous painting, craft and creative workshops ensured that the festival was a wonderful experience for even the youngest artists.

Two other highlights were also officially recognised by the Singapore Book of Records: the 5m x 1.5m Connector sculpture created by the Indonesian artist Taufiq Maulidin was named “Largest Sculpture Made of Colour Markers”, while the drawing of historical scenes created by Singaporean artists during the festival was named “Longest Banner of Human Figure Sketches”.



DRAWING RECORD IN BRAZIL



Congratulations! Faber-Castell Brazil was awarded the Guinness World Records title for “Longest drawing in the world”. The first strokes of the huge work of art were made on 1 December 2016 in São Paulo at the “Comic Con Experience”, the world’s largest trade fair for popular culture. Visitors to the Faber-Castell trade fair booth could help with the record attempt using the provided Pitt Artist pens, wax crayons and markers. Over the four days of the fair, artists worked away diligently on the “Epic Drawing”, with the ultimate aim being to break the existing record of 9528 metres for the world’s longest drawing. This was finally achieved at the end of May 2017: The finished work of art measures 11,595 metres, and was completed by Faber-Castell employees and the citizens of São Carlos. A large 2000m² hall was needed to exhibit the work so that Guinness could carry out the measurements and confirm: The world record is ours!