

TRAVELER'S COMPANY™ CARAVAN in MADRID**Featuring TRAVELER'S FACTORY popup section, stamp tour and Madrid map**
November 26, 2018 (Mon.) – January 6, 2019 (Sun.)**Works by artists and TRAVELER'S notebook exhibition**
November 26 (Mon.) – December 2 (Sun.), 2018**Venue**
6 stores that sell TRAVELER'S notebook in Madrid, Spain

Designphil Inc. (headquarters: Shibuya-ku, Tokyo, president: Ichiro Aida) will hold TRAVELER'S COMPANY™ CARAVAN in MADRID, an official event for users of products from its TRAVELER'S COMPANY brand, from November 26, 2018 (Mon.) to January 6, 2019 (Sun.). A new direction has been taken for this event, with a network created between six stores that sell TRAVELER'S notebook™ in the hope that visitors will explore the streets of Madrid with their TRAVELER'S notebooks.

This event will be held at six stores in Madrid that carry TRAVELER'S notebook: Do Design, a specialty store that has carried TRAVELER'S notebook since 2011; EL MODERNO, a store selling stylish knick-knacks carefully chosen by the couple who own it; LA FABRICA, a store that carries photobooks, art books and design products; LA CENTRAL, one of Madrid's biggest bookstores which holds events such as readings from time to time; ISOLEE, a design store with a range that includes clothing, cosmetics, glasses and books; and PAPELERIA DEBOD, Madrid's specialist stationery store with products ranging from luxury writing instruments to paper products. A TRAVELER'S FACTORY™ popup section will appear at these six stores from November 26, 2018 (Mon.) to January 6, 2019 (Sun.), and some stores will also hold a workshop or gathering.

Along with popular items from TRAVELER'S FACTORY, the popup sections will sell items commemorating the event. Spanish artists who use TRAVELER'S notebook themselves have contributed Madrid-themed art, which has been printed on the covers of special-edition refills. Other commemorative items include refills and stickers with motifs of things you can see in Madrid.

Fun TRAVELER'S notebook events and exhibitions will also be held. Events include a stamp tour in which users who visit three of the six stores will receive a free gift of original stickers, and a TRAVELER'S COMPANY Madrid Map with recommended spots to visit with your TRAVELER'S notebook. The exhibitions, meanwhile, will feature art that the Spanish artists have drawn in their TRAVELER'S notebooks and TRAVELER'S notebooks that users have submitted to exhibit in the stores.



The event will feature limited-edition items designed with motifs of things you can see in Madrid, including traffic lights, gondolas and the Bear and the Strawberry Tree statue!

TRAVELER'S COMPANY looks forward to seeing fans with their TRAVELER'S notebooks as Madrid begins decorating for Christmas.

In Japan, Madrid event items are also planned to be sold at "TRAVELER'S FACTORY NAKAMEGURO", "TRAVELER'S FACTORY AIRPORT", "TRAVELER'S FACTORY STATION" and "TRAVELER'S FACTORY ONLINE SHOP" on January 10, 2019

See the official TRAVELER'S COMPANY website (www.travelers-company.com) for details on the event and TRAVELER'S COMPANY's official Twitter (twitter.com/travelers_note), Facebook (www.facebook.com/travelersnotebook) and Instagram (www.instagram.com/travelers_company) for updates during the event.

Summary of Event

TRAVELER'S COMPANY CARAVAN in MADRID

Features and event period

TRAVELER'S FACTORY Popup Section

Period: November 26, 2018 (Mon.) – January 6, 2019 (Sun.)

Venues:

Do Design

Calle Fernando VI, 13. 28004 Madrid

<http://dodesign.es>

LA CENTRAL

Calle Postigo de San Martín 8, 28013 Madrid

<https://www.lacentral.com>

EL MODERNO

Corredera Baja de San Pablo 19, 28004 Madrid

<https://elmoderno.es>

ISOLEE

Calle de Claudio Coello, 55, 28001 Madrid

<http://isolee.com>

LA FABRICA

Calle de la Alameda, 9, 28014 Madrid

<http://www.lafabrica.com>

PAPELERIA DEBOD

Calle Ferraz, 24, 28008 Madrid

<http://www.papeleriadebod.es>

*While the full range of products varies from store to store, all of the stores will sell the commemorative items for the Spain event.

TRAVELER'S COMPANY Stamp Tour

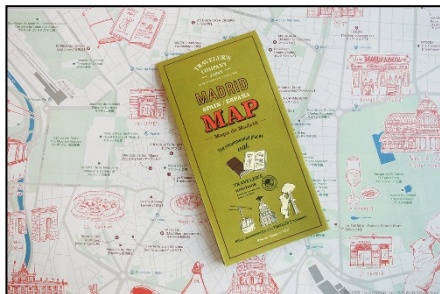
November 26, 2018 (Mon.) – January 6, 2019 (Sun.) (tickets available from November 26 (Mon.) to December 31 (Mon.))

Stamp boards and stamps available at the 6 participating stores (details above). You'll receive a stamp for each store where you purchase items. Receive stamps for three stores and you'll receive a free gift of original stickers.

Free TRAVELER'S COMPANY Madrid Map

From November 26, 2018 (Mon.)

Along with the details of the six participating stores, you'll receive a map showing recommended spots to visit with your TRAVELER'S notebook. (Available while supplies last – numbers are limited!)



Artists' works and TRAVELER'S notebook exhibition

November 26 (Mon.) – December 2 (Sun.), 2018

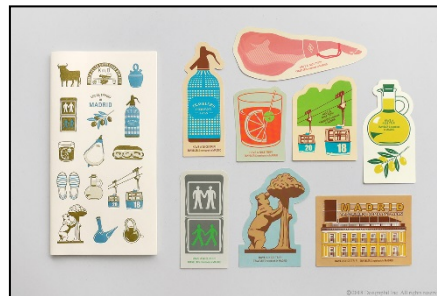
1. MARTA BOTAS's Works and TRAVELER'S notebooks...Do Design
2. ZETA's Works and TRAVELER'S notebooks...ISOLEE
3. BARBARA SALAS's TRAVELER'S notebooks...LA FABRICA
4. AITOR SARAIBA's Works and TRAVELER'S notebooks...LA CENTRAL
5. Exhibition 1-10-100 (JAVIER ZABALA+10 Artists+100 TN USERS) ...EL MODERNO

*For this exhibition, the participating stores plan to display 100 TRAVELER'S notebooks submitted by the Spanish artists and users on the wall.

<Limited-edition Event Items>

TRAVELER'S notebook Refill and Sticker-set

The limited-edition event items are designed with motifs of things you can see in Madrid, including traffic lights, gondolas and the Bear and the Strawberry Tree statue. Letterpress printing is used for the cover of the refill, providing a unique and tasteful texture.



Artist Collaboration: TRAVELER'S notebook Refills

ZETA, Aitor Saraiba, Marta Botas, Javier Zabala

The participating stores have arranged for four Madrid-based artists who are closely affiliated with the stores to create art that has been printed on the covers of special TRAVELER'S notebook refills. The special covers feature art by ZETA, a prominent graffiti artist who has worked for many companies around the world; Aitor Saraiba, who has garnered many fans for the unique worldview expressed in his illustrations and objets d'art; Marta Botas, a graphic designer who also teaches at the European Institute of Design; and Javier Zabala, who has published over 80 picture books and has won many awards around the world.



From left: Refills by Javier Zabala, Marta Botas, Aitor Saraiba and ZETA

<Artists Information>

Marta Botas

Marta Botas was born in Asturias. She lives in Madrid where her studio is based. She works on graphic design and illustration projects while she teaches at IED.

"I Believe in Food" is a project/platform about Food. It explores different regions, realms and spaces; people who work in gastronomy and those who enjoy it. It's not an orthodox trip. There are no recipes without people, there are no people without places and no places without life and no life without food.

Instagram: <https://www.instagram.com/marta.botas/> @marta.botas

Introduced by Do Design

Aitor Saraiba

Born in Spain in 1983. He has lived in Madrid for several years. A city that adopted him and saw the evolution of this artist. In this city several of his books were gestated, the street action "healing drawings" and several of his most important exhibitions. Saraiba has portrayed his favorite city in the world, Madrid, from the personal passing through some of the most legendary icons of the city.

www.aitorsaraiba.com

Instagram: <https://www.instagram.com/aitorsaraiba/> @aitorsaraiba

Introduced by La Central

ZETA (Pablo Herrero)

Born in Zamora, Spain in 1970. He is trained in art schools from a very young age, in the mid 80's he knows the Graffiti and makes his first artworks in the street, which he uses as the environment to develop artistically; at the beginning of his career he uses a more "heterodox" plastic language characteristic of the Graffiti of that time, but his artistic restlessness makes him learn and evolve from multiple and diverse classical and modern pictorial currents, which serve as a catalyst in the evolution of its plastic language, constantly reinventing itself for more than three decades. He has made hundreds of commissions for the main international multinational companies and traveled much of the world with his art.

www.zeta1970.com

Instagram: <https://www.instagram.com/zeta1970/> @zeta1970

Introduced by ISOLEE

Javier Zabala

Born in León, Spain in 1962. Many of his more than 80 illustrated books have been awarded around the world. It's said that if you are born in Madrid you are called "Gato" (Cat). So, Madrid is "The city of cats". I drew cats in my cover because of the "Human-cats" but also because of the animal cats that can be seen, specially at night. I also painted the houses and their iron balconies, not in the detailed style I used in my book "Madrid for Children" (Bohem Press, 2001) but in a way more related to my nowadays, more abstract and colourful paintings.

www.javierzabala.com/

Instagram: <https://www.instagram.com/zabalailustra/> @zabalailustra

Introduced by EL MODERNO

<Workshops and Gatherings>

1. TRAVELER'S notebook Users' Gathering at Do Design

Lucia, the store owner; Marta Botas, a graphic designer who created art for one of the commemorative refill covers; and MUY, our Spanish distributor, will talk about great ways to use the TRAVELER'S notebook. TRAVELER'S staff will also participate.

Date and time: 6:30-8:30pm November 29, 2018 (Thu.)/Venue: Do Design

Event and admission details: <http://dodesign.es/travelerscompanymadrid>

2. TRAVELER'S notebook Workshop with Bárbara Salas at LA FABRICA

Bárbara Salas, a Barcelona-based TRAVELER'S notebook user, will teach you how to have even more fun with your TRAVELER'S notebook. You'll be able to try out scrapbooking techniques with materials such as ink stamps, cards, stickers, postage stamps, dried flowers and the pages of books.

Date and time: 6:30-8:30pm November 30, 2018 (Fri.)/Venue: LA FABRICA

Event and admission details: <http://www.lafabrica.com/es/evento/travelerscompanymadrid>

3. TRAVELER'S notebook Workshop with Aitor Saraiba at LA CENTRAL

A workshop by Aitor Saraiba, who provided an illustration for one of the commemorative refill covers. True to its name, TRAVELER'S notebook is a way to document your journeys while you're on the road. Aitor Saraiba will talk about how to express your moods and dreams in your TRAVELER'S notebook through techniques such as collages and illustrations, while providing opportunities for you to try them out.

Date and time: 11:30am-1:30pm December 1 (Sat.), 2018/Venue: LA CENTRAL

Event and admission details: <https://lacentral.com/agenda/madrid/presentaciones-y-encuentros>

4. TRAVELER'S notebook Workshop with Javier Zabala at EL MODERNO

A workshop by Javier Zabala, who provided an illustration for one of our commemorative refill covers. Javier will take you for a walk from the event venue at EL MODERNO to his office. Take your TRAVELER'S notebook with you and learn some of Javier's own art and expression methods while you admire a variety of scenery.

Date and time: 11:00am-2:00pm December 2, 2018 (Sun.)/Venue: EL MODERNO

Event details: <https://elmoderno.es/travelerscompanymadrid>

Admission details: <https://workshopandexhibition.elmoderno.es/en>

About TRAVELER'S notebook™

TRAVELER'S notebook™ was released in March 2006 with the central theme of "traveling through one's daily life." The simple design and texture makes customizing easy, and the more one uses this notebook, the more it acquires taste. This reflects the characteristics of each of the notebook users, and this is one of those aspects that have gained support. There is a flagship store in Nakameguro, Tokyo called TRAVELER'S FACTORY™, and in July 2014, the third store opened in Tokyo Station.

TRAVELER'S FACTORY™ NAKAMEGURO/AIRPORT/STATION : www.travelers-factory.com

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