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# AUTO Aficionado

*Celebrating the Automobile Culture and its Enthusiasts*



Porsche would tell you that they view their brand as a lifestyle, and that lifestyle transcends many different areas of an enthusiast's life. The writing instrument is something that an enthusiast can have at his side that says something about him and evokes inspiration or emotion when it is being used."

George Kartsotis, the founder of Retro 1951, a company producing a range of gifts and accessories, rides a Vespa to work each day. He agrees with Gallagher that a pen with the right design has the ability to transport its user. He refers specifically to the officially licensed pens Retro 1951 manufactures for Harley-Davidson. "The Full Throttle model is crafted with a cap that looks and feels like a Harley throttle. We actually took a Harley-Davidson handgrip and replicated it on the cap. Say a guy is sitting behind his desk and he's just got chewed out by his boss. He reaches into his pocket

and touches the pen and all of a sudden he's got that handgrip in his hand and his hair is rolling back in the wind."

"In this case, the utility of the pen as a writing instrument is secondary," says Kartsotis. "It becomes an object of design that inspires emotion and enthusiasm." The same is true for the other pens in Retro 1951's Harley-Davidson collection and for its charming Woody Station Wagon-inspired Beach Cruiser collection. Featuring paneling with two stains of wood on its upper barrel, a bottom barrel lacquered with the high gloss pastel colors of the 1950s and a barrel top which houses a '51 hubcap, these pens are as much fun to look at as they are to write with. "We're trying to bring an image to mind," Kartsotis observes. "We make the pen an accessory for enthusiasts, in this case automotive enthusiasts. Design any object right and you project a culture or image that captures the imagination."



The top two instruments at left and immediately below are Ducati 750 Writing Machines, inspired by the Ducati Scrambler motorcycles of the late 1960s - early 1970s. The pens feature caps in the shape of the Scrambler's fuel tank and aluminum-paneled Ducati logo. Prices range from \$135 to \$145.



Center left, in black and silver, are three officially-licensed Harley-Davidson pens from Retro 51. The compact Road Writer sits above rollerball and ballpoint versions of the Harley throttle-inspired Full Throttle. At bottom left and immediately below are the Beach Cruiser ballpoints, inspired by classic 1950s woody station wagons. These pens range in price from \$25 to \$100

