

PIGRA GAZETTE

Travel Special:
Insider's tips
on the Ligurian
coast



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What's Pigra?
Good question!

Page 3



FANTASTICO!

We want to make your life easier and more beautiful. Just like when you're on holiday with us. More Dolce Vita for our customers! That's our goal.



0.0 CHF - 0.0 € - 0.0 \$ - 0.0 £ - 0.0 ¥

**SLEEP-TOO!
TIME TO GET
SOME SLEEP**

Page 16

**GDP: GROSS
DOMESTIC
PIGRIZIA**

Page 4



**DREAM JOB:
CHIEF PIGRIZIA
OFFICER**

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WHAT'S PIGRA?

YOU'RE PIGRA!

WHAT DOES PIGRA WANT?

A beautiful word in the Italian language – albeit with many consonants.

What does it mean? It's a state of deep relaxation, also commonly called laziness. Laziness? But what's laziness anyway? Pure, persistent laziness doesn't exist: it would be a contradiction in terms. The real value of laziness is in taking a break from work. Because if work drags on, it gets stale. A small, beautiful moment in between the work. That's Pigra.

Not that you don't have to do anything with us. You just have less to do.

That's Pigra. A little more Dolce Vita for in between.

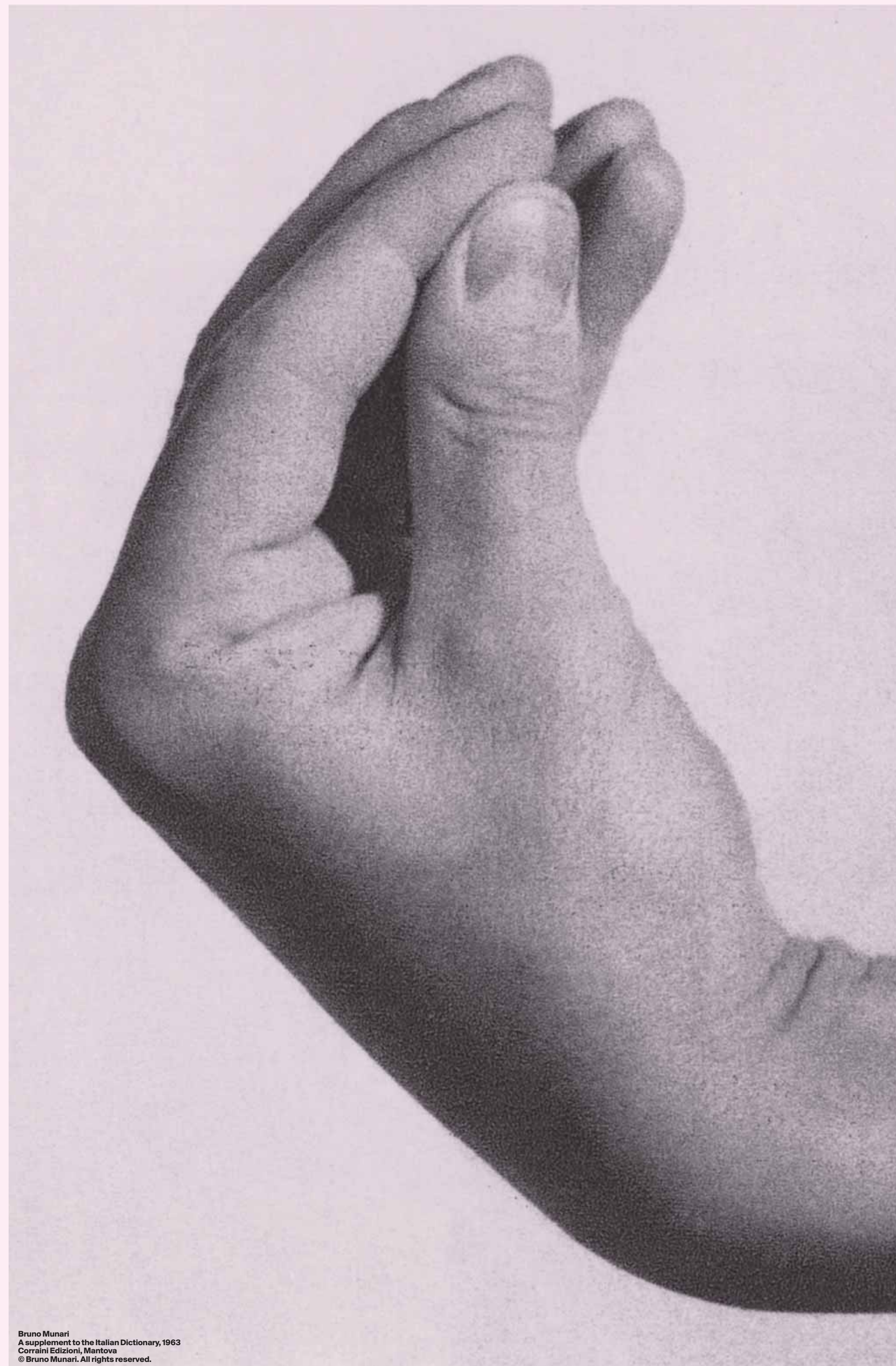
Pigra is a promise: We work like world champions – efficiently, reliably and in three shifts – so that everything becomes a little simpler, faster and more relaxed for you when it comes to personalized writing instruments with your logo.

Take us at our word. Be Pigra! A bit of Bella Italia, even if you're not on holiday.

34% of employees say they experience stress "frequently" or "very frequently" at work. That doesn't have to be the case. Pigra wants you to be well and in a good mood. Not always and everywhere, but always and everywhere where we can organize it. Even when reading a catalogue like this.

Un bel momento!
Made by Italians.
That's Pigra.

Pigra is a brand of the Paganini Pens Group. The writing instruments for communication are manufactured with passion and skill by women and men in Lombardy, Piedmont and Ticino.



Bruno Munari
A supplement to the Italian Dictionary, 1963
Corraini Edizioni, Mantova
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GDP: GROSS DOMESTIC PIGRIZIA



Do our perceptions match the global reality?

This week the Pigra Gazette reviewed a report on Gross Domestic Pigrizia (GDP) worldwide we found on the internet somewhere. Can you guess what it revealed? We'd bet no, based on a survey we conducted* to find out differences between perception and reality. Don't want to read to the end? Spoiler: whatever you think you're totally wrong.

Turkey
The home of the hookah, divan, and living like a pasha is also the industrialized nation that puts in the most work hours.
Perceived 73%
Real 10%

Italy
The French filter and American drip produce possibly the world's laziest cups, but it was up to the Italians to build the hardest working machine in the coffee business: it takes nine times the atmospheric pressure at sea level to make the perfect espresso, the ultimate brew.
Perceived 76%
Real 23%

Costa Rica
Despite being a holiday destination for many, it's practically the only country in the world that's just too busy to assemble an army.
Perceived 81%
Real 18%

Japan
Spend only 6.5 hours/day in school, far less than competitors China, Kenya, South Korea and France. And while the Japanese do have to move their walls at home, they're specially engineered to weigh almost nothing.
Perceived 30%
Real 70%

Germany
You say efficiency, we say pigrizia. Nothing says shortcut like a more efficient way of doing things. Invented the VW Bus to cut hotel check-in out of the equation.
Perceived 7%
Real 87%

USA
Inventors of the hotdog, the hamburger and Netflix. Binge watching means you don't have to change the channel.
Perceived 18%
Real 77%

Portugal
Principal cities built on the hilliest terrain in Europe. Built a global trading empire and had to fight the Dutch from port to port to do it.
Perceived 64%
Real 30%

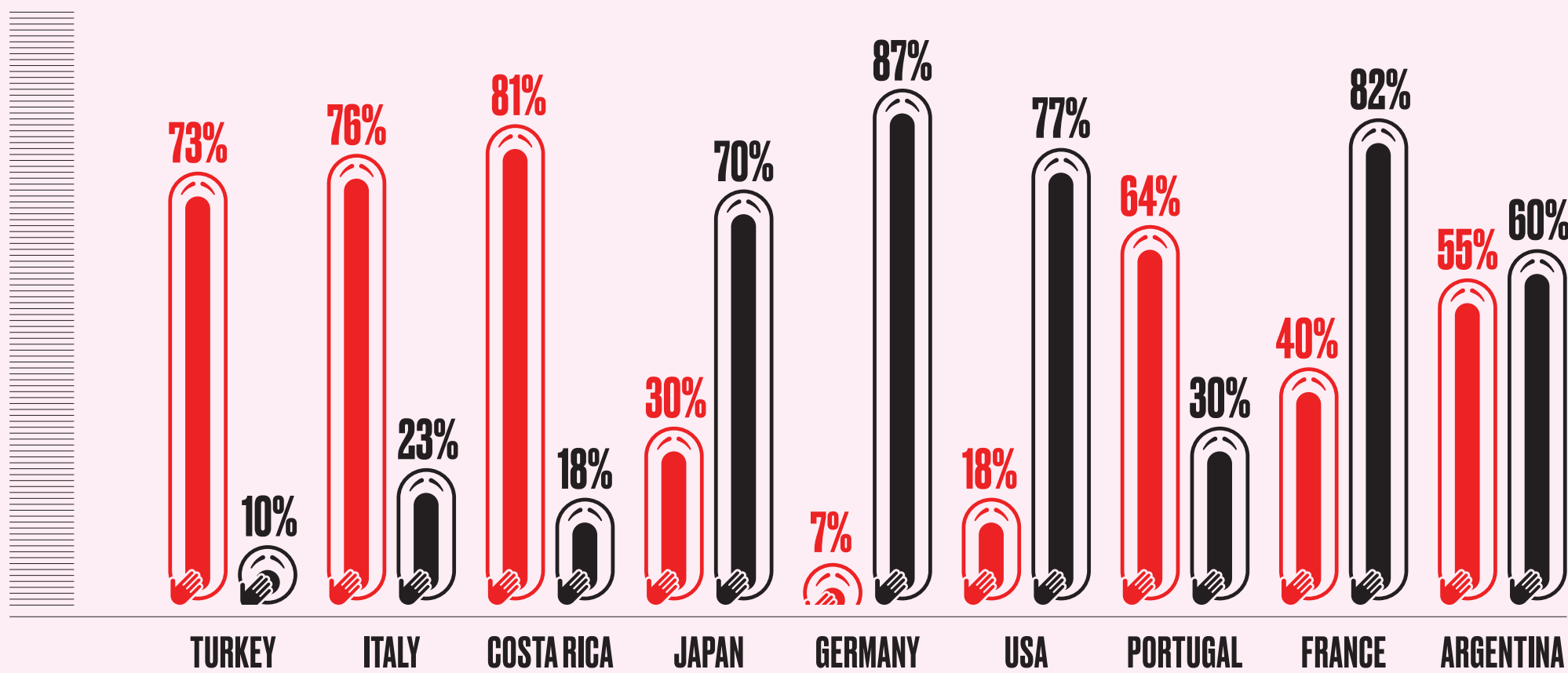
France
Most philosophers per capita. Napoleon conquered most of Europe so they could make everybody else learn French.
Perceived 40%
Real 82%

Argentina
In a country so long, everybody packs together so they don't have as far to go. One of the highest urban densities in the world.
Perceived 55%
Real 60%

Heinrich, from Hamburg: *I mapped out the quickest way to work. That way I can take the longest time to get there!*

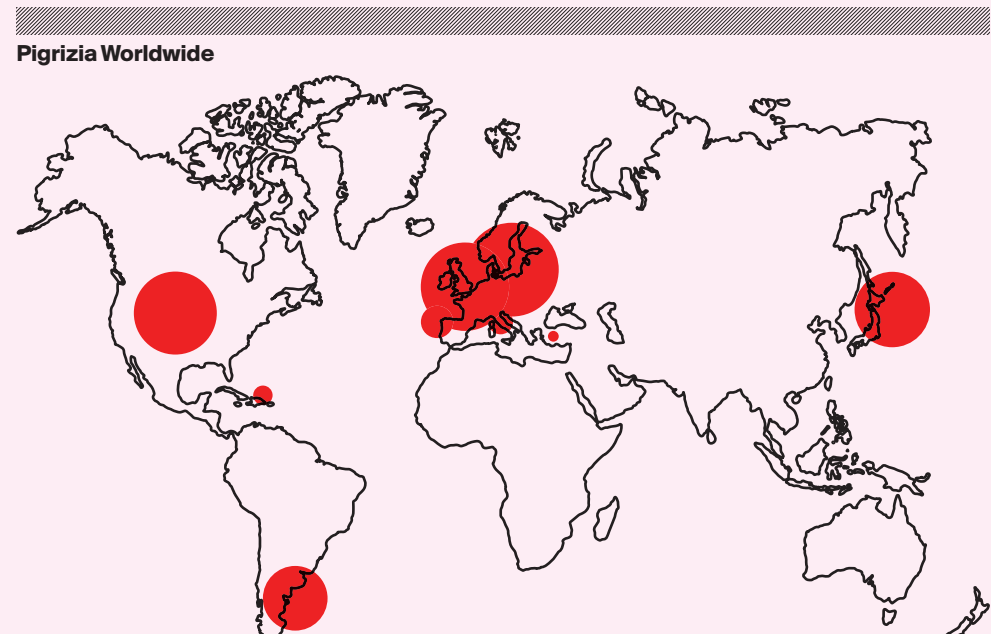
Pigra Prize Winner 2019 Germany

Score 87%



GDP scores

Perceived	Real
73%	10%
76%	23%
81%	18%
30%	70%
7%	87%
18%	77%
64%	30%
40%	82%
55%	60%



*Statistics based on a random sample of a few people we saw strolling in the park on lunch break. Random sample of 3 people from IT we met in the lift added to increase reliability.

PIGRACIZE GRAVITY WORKS.

CPO: THE NEW SEAT IN THE C-SUITE

The role of Chief Pigrizia Officer has arrived – and isn't going anywhere in a hurry. We sit down with Sara Sonnellino, CPO at Milan-based consultancy Disteso, to find out why.



The profile

Curriculum Vitae

Name: Sara Sonnellino
Birthplace: Italy
Company: Disteso
Title: Chief Pigrizia Officer (CPO)
In other words: Corporate cultivator of the vita pigra

Is your CPO candidate qualified?
What to look for:

Ideal: cultivated philosophy of pigrizia in attitude, dress, and choice of writing instruments

Suspicious: cites perfectionism as single character weakness, can't remember last holiday, claims to "schedule" naptime

Left: Sara Sonnellino

What is a CPO?
Simply put, I'm the one to make sure we're pigra all the way up, from the mailroom to the C-suite. I firmly believe that for a long time we've had the wrong idea about what we call the workplace. This first part, work – yes, ok, that's clear. But place means a fixed position, something in a resting state. We tend to focus on the first part of the word and ignore the second. It's my job to change that.

"I was such a hard worker for so long I'm amazed that I ever came around to the whole concept of pigra at all."

all the way to a break room or kitchen somewhere. Yes, coffee gets passed from hand to hand down the row, but there are fewer spills than you'd think, and nobody has to get up. There are Bernacles no more than 10 meters from every line. These are small purpose-built cubicles we have for napping where you sort of cling to a comforting object, like a teddy bear, or your mother's tattered robe. They're inspired by Dr. Buonanotte's work on the subject but also the sleeper's resemblance in this pod to a barnacle just sort of lazily clinging. And since stand-up desks and treadmill desks are finally recognized for the sheer folly they are, we're piloting divan-desks which allow you to lie on one side and type with the help of an arm rest.

How does your work impact women in the workplace?
For decades we've been fighting to prove that we can sacrifice everything, like a man, for our careers. Lean in, said Sheryl Sandberg. Instead, I say Lean back. That goes for everybody, women and men. Parental leave for all, unlimited vacation for all, Bernacles for all. It's not about women getting ahead, but about everyone getting purposefully behind.

What can we expect in the future from workplace pigrizia?
Well, the most obvious advancement has been staring at us in the face for the past few years now: voice interface. No more keyboards, no more energy-wasting key tapping. You know we've got this expression in Italian: *tra dire e fare c'è in mezzo il mare*, which means there's a gulf as big as the sea between saying something and actually doing it. But with voice interface we're going to eliminate that gulf: saying it *will* be doing it. And then we can also get rid of that silly saying which always seemed to have too many words to me anyway. Expect other changes, too: more remote working, for example,

When did you know that being a CPO was your calling?
To be honest I was such a hard worker for so long sometimes I'm amazed that I ever came around to the whole concept of pigra at all. But one day it hit me: what if we actually did work a lot less? I was like St. Paul on the road to Damascus, or maybe like St. Paul taking a break on the side of the road to Damascus. Anyway, in a flash, I was converted. I put my head down on my desk, suddenly exhausted, and when I woke up a few hours later to the sound of the cleaning staff running the vacuums after hours I realized my whole working life was about to change.

Who inspires you in your work now?
Whenever I'm lacking inspiration I like to look to the great inventors. The computer? The skyscraper? The sandwich? Whoever invented them were certainly a lazy bunch. And I recommend reading Giorgio Buonanotte [see page 16 for the Gazette interview] for anybody who's thinking one day about maybe implementing pigra-forward policies in their workplace, with or without a CPO.

What pigra-forward changes have you implemented at Disteso?
We've installed coffee machines at the end of every row of desks, which means nobody has to walk

"We're piloting divan-desks which allow you to lie on one side and type with the help of an arm rest."

and certainly more remote non-working.

Any advice to HR on hiring for a CPO position?
The first thing any HR team has to be aware of is that the CPO should be an embodiment of the kind of culture they wish to instill. The candidate should be *molto pigra* at minimum so you may find that the CV has typos, is addressed to the wrong company (a lazy copy-and-paste job, surely), and the cover letter may simply repeat everything in the CV. I know it goes against every article ever published on Monster about how to get a job but in this case it's ok. In the interview, look for air quotes whenever they talk about work. Not work, but "work." That way you can tell they're going to take their "job" "seriously."

There has been a proliferation of C-suite roles in recent decades. Is CPO here to stay?
I know what you mean: Chief Fun Officer, Chief Storyteller, Chief Ninja. Some of these are sillier than others, some come and go. Now Chief Pigrizia Officer has finally arrived – and isn't going anywhere in a hurry.

BELLA!

THEY'RE OUR HEROES! THEY WORK FOR YOU: RELIABLE AND WITHOUT A BREAK. HAVE A SEAT, TAKE A BREAK AND CHOOSE THE ONE YOU LIKE BEST.

P01

We Italians are really good at conjuring a lot from a little.

Like the P01, with its wonderfully clear and simple line. And yet the variety that can be created with it is almost infinite. Let your imagination run wild.

P02

Italian car design has an excellent reputation. You feel the passion.

Some of that same passion is in our dynamically twisted P02. Really. We can't name the famous designer because it would cost too much. But even if we don't, you can still feel the Italian design.

P03

Our national dish, pasta, shows what you can do with good raw materials.

There are infinite shapes and combinations, all based on a single pasta dough, prepared according to every trick in the book: spaghetti, farfalle, penne, anellini, maccheroni, conchiglioni, lumachine - al dente or soft boiled, just as you like. That's basically how our P03 works. The right kind for every taste.

P04

It's said that we're temperamental, a bit loud, but always very warm.

We gesticulate until our hands are in knots because you can't just leave important things to the spoken word. We eat for hours, not because we're hungry, but because we want to talk. And because all that's not enough, we also invented the piazza, so that there's always a place, in winter and in summer, to can meet and talk. When it comes to communication, nobody can beat us. Like our P04.



	Front	Print size Printable area	70x5mm 95x5mm
	Sides	Print size Printable area	70x7mm 95x7mm
	Back	Print size Printable area	70x11mm 95x11mm

	Clip	Printable area	33x8mm
	Sides	Printable area	40x8mm

	Clip	Printable area	35x8mm
	Barrel	Printable area	43x6mm
	Digital print 360° Clip	Printable area	35x8mm

	Clip	Printable area	33x7mm
	Barrel	Printable area	37x4mm

- Available in three service packages:
- Super fast: Pigrissima
 - Fast: Molto Pigra
 - And still pretty fast: Pigra

- Available in three service packages:
- Super fast: Pigrissima
 - Fast: Molto Pigra
 - And still pretty fast: Pigra

- Available in three service packages:
- Super fast: Pigrissima
 - Fast: Molto Pigra
 - And still pretty fast: Pigra

- Available in two service packages:
- Fast: Molto Pigra
 - And still pretty fast: Pigra

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PIGRA



FANTASTICO!

PIGRA OFFERS YOU THREE REVOLUTIONARY SERVICE PACKAGES FOR YOUR PERSONALIZED LOGO PENS. RELAX, HAVE A PROSECCO AND GET READY TO BE PLEASANTLY SURPRISED.





PIGRISSIMA, PLEASE!

You want it simple, and you need it super fast.

For example:
3.000 dark blue P02 with 2-coloured logo on white clip.
Ready to ship 7 days from layout confirmation, just in time for the fair.

**That's Pigrissima.
Made by Italians.**



					
		P01	P02	P03	P04
MATERIAL		Plastic ABS	Plastic ABS	Plastic ABS	
BARREL	Surface	Matt (M)	Matt (M)	Matt (M)	
	Colour Range	White M105 Dark Blue M904 Black M304	White M105 Dark Blue M912 Black M304	White M105 Dark Blue M901 Black M304	
CLIP	Surface		Matt (M)	Matt (M)	
	Colour		White M105	White M105	
BUTTON	Surface	Transparent (T)	Matt (M)	Matt (M)	
	Colour Range	Clear T101 Dark Blue T904 Black T304	White M105 Dark Blue M912 Black M304	White M105 Dark Blue M901 Black M304	
	MIX&MATCH Barrel/Clip/Button	Not available	Barrel/button same colour. Clip always white.	Barrel/button same colour. Clip always white.	
IMPRINT	Print Areas	Only on front	Only on clip	Only on clip	
	Print Colours	Up to 2 in Pad Printing	Up to 2 in Pad Printing	Up to 2 in Pad Printing	
REFILL	Type	Floating Ball® Capillary 1.0mm	Floating Ball® Mini Jumbo 1.0mm	Floating Ball® Mini Jumbo 1.0mm	
	Ink Colour	Blue or Black	Blue or Black	Blue or Black	
MOQ/PRODUCTION TIME		3.000 pcs in 7 days after layout confirmation			

MOLTO PIGRA, PLEASE!

You need it more personalized, but you still need it fast.

For example: 3.000 P03 made of 100% recycled plastic, in trending colour Fango with a housing personalized with 360° digital printing and a 3-colour logo printed on the clip. Ready to ship within 15 days from layout confirmation, in time for the launch of the new collection.

That's Molto Pigra. Made by Italians.



	P01		P02		P03		P04	
MATERIAL	Plastic ABS	Vita Recycled plastic	Plastic ABS	Vita Recycled plastic	Plastic ABS	Vita Recycled plastic	Plastic ABS	Plastic ABS
BARREL	Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Polished (P) / Transparent (T)	
	Finishes: Soft Touch (R) / Recycled Soft Touch (K)		Finishes: Soft Touch (R) / Recycled Soft Touch (K)		Finishes: Soft Touch (R) / Recycled Soft Touch (K)		Finishes: Soft Touch (R) / Recycled Soft Touch (K)	
	Colour Range: As Pigrissima +		Colour Range: As Pigrissima +		Colour Range: As Pigrissima +		Colour Range: As Pigrissima +	
	Yellow M406 R406	Blue N92 K92	Yellow M411 R411	Blue N92 K92	Yellow M401 R401	Blue N92 K92	White P105	Red T606
	Red M603 R603	Black N95 K95	Red M610 R610	Black N95 K95	Red M601 R601	Black N95 K95		Blue T908
	Light Blue M905 R905	Fango N91 K91	Azure M914 R914	Fango N91 K91	Light Blue M903 R903	Fango N91 K91		
	Light Green M1006 R1006		Green M1014 R1014		Green M1001 R1001			
CLIP	Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Polished (P) / Transparent (T)	
	Colour Range: As Pigrissima +		Colour Range: As Pigrissima +		Colour Range: As Pigrissima +		Colour Range: As Pigrissima +	
	Yellow T406	Blue J92	Yellow M411	Blue N92	Yellow M401	Blue N92	White P105	Red T606
	Red T603	Black J95	Red M610	Black N95	Red M601	Black N95		Blue T908
	Light Blue T905	Fango J91	Azure M914	Fango N91	Light Blue M903	Fango N91		
	Light Green T1006		Green M1014		Green M1001			
BUTTON	Surface: Transparent (T) / Recycled Polished (J)		Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Polished (P) / Transparent (T)	
	Colour Range: As Pigrissima +		Colour Range: As Pigrissima +		Colour Range: As Pigrissima +		Colour Range: As Pigrissima +	
	Yellow T406	Blue J92	Yellow M411	Blue N92	Yellow M401	Blue N92	White P105	Red T606
	Red T603	Black J95	Red M610	Black N95	Red M601	Black N95		Blue T908
	Light Blue T905	Fango J91	Azure M914	Fango N91	Light Blue M903	Fango N91		
	Light Green T1006		Green M1014		Green M1001			
MIX&MATCH Barrel/Clip/Button	Within one material		Within one material		Within one material		Between different surfaces	
IMPRINT	Print Areas: Up to 4	Print Areas: Up to 3	Print Areas: Up to 3	Print Areas: Up to 2	Print Areas: Up to 2	Print Areas: Up to 2	Print Areas: Up to 2	Print Areas: Up to 2
	Print Colours: Pad Printing: up to 5 colours on matt; up to 1 colour (black or white or silver) on Soft Touch; Silk Printing: up to 4 colours on matt	Print Colours: Pad Printing: up to 5 colours on matt; up to 1 colour (black or white or silver) on Soft Touch; Silk Printing: up to 4 colours on matt	Print Colours: Pad Printing: up to 6 colours on matt; up to 1 colour (black or white or silver) on Soft Touch	Print Colours: Pad Printing: up to 6 colours on matt; up to 1 colour (black or white or silver) on Soft Touch	Print Colours: Pad Printing: up to 6 colours on matt; up to 1 colour (black or white or silver) on Soft Touch	Print Colours: Pad Printing: up to 6 colours on matt; up to 1 colour (black or white or silver) on Soft Touch	Print Colours: Pad Printing: up to 3 colours	Print Colours: Pad Printing: up to 3 colours
REFILL	Type: Floating Ball® Capillary 1.0mm		Type: Floating Ball® Mini Jumbo 1.0mm		Type: Floating Ball® Mini Jumbo 1.0mm		Type: Floating Ball® Capillary 1.0mm	
	Ink Colour: Blue or Black		Ink Colour: Blue or Black		Ink Colour: Blue or Black		Ink Colour: Blue or Black	
PACKAGING	Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1000 pcs		Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1000 pcs		Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1000 pcs		Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1000 pcs	
MOQ/PRODUCTION TIME	3.000 pcs in 15 days after layout confirmation		3.000 pcs in 15 days after layout confirmation		3.000 pcs in 15 days after layout confirmation		3.000 pcs in 15 days after layout confirmation	

The Fango colour nuance may vary by 10% in the different production slots.

PIGRA, PLEASE!

You want it totally unique, and pretty fast works just fine.

For example: 10.000 velvety-soft P01 with Soft Touch finish in Pantone 321 C Petrol, printed with the new logo in 5 colours on the front of the housing, equipped with the Refill SuperDry Gel 0.7mm, tailored precisely to the needs of Chinese customers. Ready to ship to Hong Kong as early as 25 days from layout confirmation.

That's Pigra. Made by Italians.



	P01		P02		P03		P04	
MATERIAL	Plastic ABS	Vita Recycled plastic	Plastic ABS	Vita Recycled plastic	Plastic ABS	Vita Recycled plastic	Plastic ABS	Plastic ABS
BARREL	Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Polished (P) / Transparent (T)	
	Finishes: As Molto Pigra		Finishes: As Molto Pigra		Finishes: As Molto Pigra + Varnished (V)		Finishes: As Molto Pigra + Varnished (V)	
	Colour Range: All colours available as PMS		Colour Range: As Molto Pigra		Colour Range: All colours available as PMS		Colour Range: As Molto Pigra	
CLIP	Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Polished (P) / Transparent (T)	
	Colour Range: All colours available as PMS		Colour Range: As Molto Pigra		Colour Range: All colours available as PMS		Colour Range: As Molto Pigra	
BUTTON	Surface: Transparent (T) / Recycled Polished (J)		Surface: Matt (M) / Recycled Matt (N)		Surface: Matt (M) / Recycled Matt (N)		Surface: Polished (P) / Transparent (T)	
	Colour Range: All colours available as PMS		Colour Range: As Molto Pigra		Colour Range: All colours available as PMS		Colour Range: As Molto Pigra	
MIX&MATCH Barrel/Clip/Button	Within one material		Within one material		Within one material		Between different surfaces	
IMPRINT	Print Areas: Up to 4	Print Areas: Up to 3	Print Areas: Up to 3	Print Areas: Up to 2	Print Areas: Up to 2	Print Areas: Up to 2	Print Areas: Up to 2	Print Areas: Up to 2
	Print Colours: As Molto Pigra + Silk Printing on Soft Touch	Print Colours: As Molto Pigra + Silk Printing on Soft Touch	Print Colours: As Molto Pigra	Print Colours: As Molto Pigra	Print Colours: As Molto Pigra + Digital Printing 360° on Soft Touch	Print Colours: As Molto Pigra + Digital Printing 360° on Soft Touch	Print Colours: As Molto Pigra	Print Colours: As Molto Pigra
REFILL	Type: As Molto Pigra + Floating Ball® Capillary 0.7mm; Floating Ball® Lead Free 1.0mm; SuperDry Gel Retractable 0.7mm		Type: As Molto Pigra + Floating Ball® Mini Jumbo 0.7mm; Floating Ball® Lead Free 1.0mm; SuperDry Gel G2 Jumbo 0.7mm		Type: As Molto Pigra + Floating Ball® Mini Jumbo 0.7mm; Floating Ball® Lead Free 1.0mm; SuperDry Gel Mini Jumbo 0.7mm		Type: As Molto Pigra + SuperDry Gel Jumbo 0.7mm	
	Ink Colour: Blue or Black		Ink Colour: Blue or Black		Ink Colour: Blue or Black		Ink Colour: Blue or Black	
PACKAGING	Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1.000 pcs		Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1.000 pcs		Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1.000 pcs		Calzone G01 - Pouch for 1 pen in cardboard 300 g/m ² and FSC® certified. Fully customizable in 4-colour printing. Suitable for P02, P03, P04 designs. MOQ: starting from 1.000 pcs	
MOQ/PRODUCTION TIME	10.000 pcs in 25 days after layout confirmation		10.000 pcs in 25 days after layout confirmation		10.000 pcs in 25 days after layout confirmation		10.000 pcs in 25 days after layout confirmation	

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TRAVEL JOURNAL

PIGRA: SOMEWHERE, BEYOND THE CLICHÉ

The sleepy jewel on the Ligurian Sea is more than meets the eye

Pigra – You'd be forgiven for not knowing one of Liguria's best kept secrets. Sitting on a little nib of land sticking out into the Ligurian Sea, watched over by an imposing 16th century

tower perched on the hilltop above, the town has long since been overlooked on a coastline studded with more glamorous rivals from Sanremo to Genoa.

But once here, it's easy to see that the town is quaint, the beaches perhaps the best in Liguria, and the locals still have the clever charm of a people who've long since known what everybody else is finally

figuring out. Pigra is a sort of Saint Tropez that's just waiting for its Brigitte Bardot moment – and that moment may have just arrived. →



TRAVEL JOURNAL

The Arab Nonquest
Because it's a moment that's been years in the making, Pigra's never-used defensive tower, built 500 years ago by the local Duke, Guido Facciatosta, is testament to the many who haven't come: The Vikings and Arabs and Turks that pillaged the coastline further south exhausted themselves by the time they got here or simply couldn't be bothered to take on one more sack.

And in modern times, Federico Fellini's father almost eloped here with his wife-to-be after fleeing Rome – but it was just so much easier to catch the train back to Bologna. (Just think if 8½ and *Amarcord* had been set among the rocky Ligurian

beaches rather than the broad expanse of the flat Adriatic at Rimini.)

Waylaid for want of a pen
Which is not to say it hasn't had its share of illustrious visitors. Lord Byron stopped here – if his letters are to be believed, in search of a pen – and ended up staying two weeks. Whether it was for the views of the glistening sea or the flashing eyes of the industrious local beauties fetching the morning water from the well, it's hard to say.

What's not in doubt, however, is that the same seductive indolence that charmed the poetic great is still at work on today's ordinary travelers.

Every hour is happy hour
In summer the beaches are full; in winter... also full. Tourists of all nationalities mix and mingle on waterfront cafes, like Bar Cista', recent winner of Italy's *Tazza d'Argento* for the best cup of coffee. Every hour is happy hour for boho glampers sipping *pigirola*, the effervescent local white made from the late-harvest *pigirola bianca* grape. Modern day pilgrims in Venetian loafers amble up to Pigrissima, the upper town, to visit the sanctuary of San Geronomo "the Lazy", who appeared, napping, in a vision to shepherds two centuries ago.

Working hard so you don't have to
to Fellini's Rome location notwithstanding, La Dolce Vita is

alive and well here in Pigra. But beneath the sun, the sand, the seagulls squawking above the harbor, there's the bustling of some of the hardest working

“Lord Byron stopped here – if his letters are to be believed, in search of a pen – and ended up staying two weeks.”

people you'll ever meet: Beppe Sodo, 3rd generation owner of Bar Cista', Gianni 'Bello' Veloce, the head of the local chamber of commerce who's bent on showing the world now what the Pigrisi have so long known: as the Latin motto over Bar Cista' rightly claims: *Nos laborare ut vos non habent*, or “We work hard so you don't have to.”

And you *don't* have to. At least, that is, once you get here. In Pigra you can slip into something more comfortable, put up your feet, enjoy the views, and cool off with a *pigirola*. They've been waiting. But why are you?

Ten years from now will you still be enjoying the good life from the big red lifeguard chair?
I love the sea. I love the sand. I love the people. But I won't be here forever. I've already got my sights set on bigger things. The club I told you about, that's just the beginning. I'm thinking restaurants, boutique hotels, the works.

Well, enjoy it.
Sure, I enjoy it. But the important thing is that you do.



Gianni, last summer in Pigra

“I'm often out rowing, just to keep my muscles warm. The other guys say it attracts a lot of attention.”

How did you get your start?
I was practically raised behind this bar. My first job for my father was cleaning the espresso machines, just like he did for my grandfather. With small hands, it's easier.

How have things changed since then?
My hands have gotten bigger, for one! We've also replaced the machines and added additional ones as well. Customers are more informed these days, and more particular about their tastes. We make sure we can give them what they want.

Today people want soy milk, ginseng, decaf and barley coffee. Are these really part of the coffee experience?
Myself, I'm a purist. I've got a definite idea of what coffee should be. But I'm just one customer here. Our job is to help everyone find that brief moment of peace and relaxation with the drink that they want.

But wasn't it your purism that won you the Tazza d'Argento?
You'd have to ask the judges!

Has winning the prize been good for business?
Recently it's brought in more

PEOPLE FAKE IT. BUT THE DANGER IS REAL.

Interview with Gianni “Bello” Veloce on the life and times of Pigra’s real-life Baywatcher.

Sun, sand, beautiful people. You must have the best job in the world.

Yes, I know what you're saying, but it's not as easy as you think. I'm up at dawn. During the day I'm in the lifeguard tower, or out on the raft. We're always on alert.

Your life must be early to bed, early to rise, right?

Again, no. It's basically nonstop. After work, I shower, get changed and eat dinner. And then four or five nights a week I'm at Appendino. The club up past Pigrissima, by the tower.

Dancing till dawn?

Working. I'm a junior partner in the club. So I make sure everything's running smoothly and everybody's having fun.

Let's get back to lifeguarding. You've been called the High Priest of the Beaches. Is that true?

I don't know about that, but we are the heroes here, certainly. It's like getting to the play the championship at home. You can't do anything wrong. You're at home. People come here from other cities, other countries,

and they don't know anything. But you know the best places, the best things to eat, the best club, the best drinks. And they appreciate that.

“I've already got my sights set on bigger things.”

Do you like all the attention?
It comes with the job. We're really on display. I'm always in training. We do the Lifeguard Games here once a month, so I'm often out rowing, just to keep my muscles warm. The other guys say it attracts a lot of attention, especially from the women.

Like Baywatch, right?
No, definitely not – that's TV. We don't get half as many dangerous incidents.

But there is danger?
There is, but mostly it's people doing silly things to put themselves in danger. We rescued a group of women this summer who had drifted away too far out in little inflatable rafts. They wanted to get selfies of themselves eating spaghetti out there on the sea. Crazy. But the worst is fake drownings.

Pigra in History

8th-16th c. Arabs, Vikings, Turks don't stop and attack
1822: Byron stops in search of a pen, stays 2 weeks
1919: Federico Fellini's father doesn't elope here, Fellini makes career on Adriatic

Below:
View from the Pigra tower



THERE'S SOMETHING IN THE WATER

Interview with Beppe Sodo, 3rd generation owner of Pigra’s Caffé Cista’, on the secret of the perfect coffee.

Francesca Fiacca

Pigra – There is no more necessary time to meet a cafe owner, in a cafe, for a *caffé*, than 6:30 am, and that's exactly when Giuseppe Sodo, 3rd generation owner of Pigra's Caffé Cista' (pronounced *chee-sta* in Italian), suggested we meet. The winner of Italy's *Tazza d'Argento* assured me it was the only time that he could spare a few minutes to chat. Beppe himself made me the most exquisite, perfectly-balanced espresso I've ever tasted, while I tried to find out what makes him tick.

“Customers aren't just ordering something to drink, they're asking you for the permission to be lazy.”

YOU SAY YOU WANT A PIGREVOLUTION?

Interview with Pigra Chamber of Commerce President Lucrezia Comandini on how she's working to transform Pigra's identity at home and abroad.



And you have the power to grant this permission.
Working behind the bar is a real responsibility! But that doesn't mean we're all serious and philosophical about it. We laugh, we smile, we do our job. They only thing you have to do is sip.

Pure pigrizia.
Exactly. Like my grandfather always said: we work hard so you don't have to.

And the “something else” you mentioned? What's that?
Spirit of place? Or maybe it's just something in the water. When I was younger I travelled all over before I came back to take over this cafe. You can find decent, different, interesting coffee everywhere, but it's never quite like here.

Pictured above: Beppe Sodo

And attitude?
You've got to know your customers. Tourists are here for a real Pigra holiday, to relax. The regulars come when their day is just starting, or ending. They're worn out. Even vulnerable. They're not just ordering something to drink, they're asking you for the permission to be lazy.



Why so far as America?

It's a matter of history, really. A century ago a lot of our most enterprising people emigrated to America. They built roads, bridges, buildings, wonderful things! Did you know it was even a local boy who invented the rear-view mirrors on cars for Ford? Before that, you had to turn around!

I didn't know he was from Pigra.
No one does, unfortunately, because when the Pigrisi got there, their names were changed just like everybody else – you know, those famous lazy Ellis Island immigration officials. The Irish O'Dugans lost the O, the

German von Sohns became just Sohn. Strangely, immigrants from Pigra lost the A. They became just Pigr. Can you imagine? It sounds Czech! It's unpronounceable! And when they all settled in Brooklyn with this ridiculous new name their neighbours thought they were Slavs who just happened to like *farinella*!

And you've been building bridges with them, too.

Yes. I'm not sure if it was the name-change trauma that spurred it, but the Pigrisi-American business community is very strong there, and we've been working with our partners to open America to our exports. It's ambitious, but

I think we're on the cusp of what I like to think of as a *pigrevolution*.

For instance?
Take food, for example. Thankfully, the image of Italy in America is no longer just spaghetti, meatballs and cheap chianti. Italian dining is the finest dining around. But everybody still drinks chianti and prosecco. The wine scene is ripe for a shake up.

With pigriola bianca.
Pigirola is one of our best kept secrets – too well kept, in fact. But I'm proud to say we've just signed a deal with a massive US importer to get next year's

vintage on supermarket shelves from Miami to Massachusetts.

So Pigra is a destination that's on its own journey?
You could definitely say that. Pigra is on the move. At the Chamber of Commerce we're working to make it more known. But our message to the businesses, communities and countries we work with is: take, take it easy, we've got this. We're moving so you can stay still.

The Business Leader
Lucrezia Comandini
President, Pigra Chamber of Commerce

What can Pigra offer the world?
First, of course, is tourism. You don't just pass through Pigra, you come here to let the world pass you by. Pigra is a destination. It's one of the last few places right in the middle of Europe where you can truly, truly, relax.

How are you different than other tourist destinations, in Italy or around the Med?
Besides the natural beauty, the fantastic beaches, and award-winning coffee, you mean? Price, definitely. You can make Pigra yours for relatively little money or effort, but still get the service of a much pricier destination.

Where are you trying to spread this message?
Europe, naturally. Especially the colder places like Germany and Russia. Those places could definitely use a little more Pigra in their lives. But also, importantly, America.

Where to stop

Bar Cista'
Winner of this year's Italian Tazza d'Argento (the silver cup) for best coffee, this cafe has been in the Sodo family for three generations. Enjoy a steaming cup of their signature *lentezza* at a sidewalk table with a stunning sea view.

Pigra Tower
Built by a local duke, the tower has never been used to defend the town as Vikings, Arabs and Turks sailed by without bothering to stop.

Neighbourhood: Molto Pigra
When a group of 19th c. foreign artists dragged themselves out of town to found a new artist colony, they didn't make it as far as the next beach.

Pigra Glamping
Camping is for the go-getting outdoorsmen of yesteryear, you're not going anywhere. Ignavia is deluxe glamping with stellar service in funky bungalows made of local pine. In Molto Pigra.

Sbadiglio
After you visit the sanctuary, stop for a leisurely meal at Sbadiglio for stunning sea views from the shaded terrace. Have a glass of *pigirola* with their signature dish, *pasta maltagliata con ceci*. In Pigrissima.

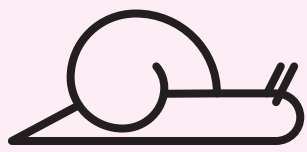
Below: Lucrezia Comandini



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LAZIEST RACES

RUN LIKE A SNAIL



The what, how and when of (near) immobility

Mobility has a lot of perks, but immobility does too. But what about very slow movement? In the UK, slow, casual, unpredictable movement is at the centre of a peculiar sporting event: Lazy Snail Race.

THE FACTS

"The competition has been held for a half a century, since the 1960s."



Ready, Steady, Slow
Forget all the training. Here, the contestants aren't forced to move at all if they don't want to. And in fact many do not. As the race starts each summer in the English village of Congham, after the ceremonial encouragement of "Ready, steady, slow!" most of the competitors remain stuck at the start line. Only some of them, pepped by the noise, or perhaps looking for a snack, start meandering, slowly and lazily, across the sundial. The fastest snail this year won the title crossing three

concentric circles 53 cm in radius in just over 3 minutes. But some of its teammates – over 150 snails competed in total – did not move at all during that time.

Win or be squashed
This is fully acceptable behaviour, even if the one in Congham is actually the official world snail racing championship and things are taken quite seriously. The competition has been held for a half a century, since the 1960s, and the "sport" has refined with time. Snail racer John McClean revealed that "We've got training slopes. We look at diet, we are drug compliant as well. It's the whole thing when you look at elite sports." The selection of the teams is less stringent, however: people (team sponsors, if you will) can select a snail from a bucket or

bring their own. The incentives for winning teams may make the whole different in the competition: Jo Waterfield, a "sponsor" from a nearby village, found the winner among her plants. "I pulled him out this morning and told him if he didn't win I would squash him," she said. And with a jug full of lettuce as a prize, the real question here is if in the end those who take part are given a meal or... become a meal themselves.

Together in laziness
Either way, little effort is required by racers and supporters alike: most people watching the race get distracted, sit around for some time and only occasionally look at the sundial and check the progress of their favourite competing snail. But this lazy afternoon watching lazy snails is not at all a waste of time: it brings a rural community together, to enjoy some time outdoors, and provides ample opportunities to laugh. A very respectable result for such a preposterous sport! So long live the lazy snail race (oops, we mean 'world championship'): it's fair to say that very slow, lazy movement may be greatly underrated.



Racing to chill out
Sport is the very opposite of lazy: be it running or shooting, you either need to be energetic or focused, or both. And yet there is something lazier than snail races, and it involves humans. The Siesta Championship started in Spain in 2010, but now there are editions in Montenegro and South Korea. The rules are simple: chill out. But like any self-respecting sport, there are sophisticated measuring devices in place: in this case it is heart monitors which declare who the winner is, the person who is chilling out the fastest or the most.



 **3** min.  **33** cm

SLEEP-TOO!



LAY DOWN FOR YOUR RIGHTS!

Why it's time to wake up to the issue of office sleep

Interviewer: **Giovanni Cuscino**

Sleepers are not welcome in the office, but power naps increase productivity. An interview with Milanese industrial psychologist **Giorgio Buonanotte**.

Mr. Buonanotte, you're fighting for more tolerance toward sleeping in the office.



Yes, there is still a lot of resistance. The boundaries between work and private life are becoming increasingly blurred, yet work and sleep are still considered contradictions. We have to learn to deal with this issue without prejudice.

Why?
Because everyone would benefit. Napping in the office is a classic win-win situation. Stress hormones decrease, while effectiveness and motivation increase. Despite this clear fact, we are not able to change the practice. On this issue, the public sector seems to be ahead of the private sector for once.

How can sleeping be integrated into everyday office life?
A nap shouldn't last longer than 20 minutes – 12 minutes is ideal, according to experts. Set yourself an alarm, or better yet, hold a bunch of keys in your hand. When deep sleep is about to set in, your muscles relax and the keys will fall to the floor.

Your colleagues will notice that. Usually not, but you do address an important point: there's a real lack of solidarity and social acceptance. The office sleeper lives in constant fear of discovery. This fear makes them ill, which means downtime and costs for companies. But it also leads people to search for creative solutions. It's amazing

what people come up with to help them fall asleep for a moment.

You mean, for example, the classic mountain of files for privacy?
This is becoming increasingly rare. With digitalization, the mountain of files – the natural habitat for the office sleeper – is slowly disappearing. This further exacerbates the situation for those affected. But basically, it's enough if you simply rest your head in one hand, look down at a piece of paper and close your eyes. It's important that the paper is written on and that you turn the page at every 10 minutes at the latest. Again, this is where the key trick helps.

But what if the light disturbs you?
It's best for light-sensitive sleepers to retreat briefly under the desk. However, this method is rather unsuitable for open-plan offices.

What do you recommend?
If you sit with your back to your colleagues, take one of the few files left in the office and clamp it under your chin. In this way you can adopt the normal working posture and still sleep.

What other solutions do you know from your practice?
In many companies, the toilet serves as a place of retreat. The toilet roll can be used as a neck support. However, this only goes to show how much those affected



have to retreat to the margins of society. I recommend the copy room as an alternative.

What do we have to change?
We have to stop being secretive and should start by creating socially acceptable free spaces in which employees can simply slumber away. Estimates assume productivity gains of up to 5%. It's free of charge,

ecological and sustainable. Everyone is talking about industry 4.0, but what we need is a sleeping office 2.0. It's time for those responsible, well, to wake up.

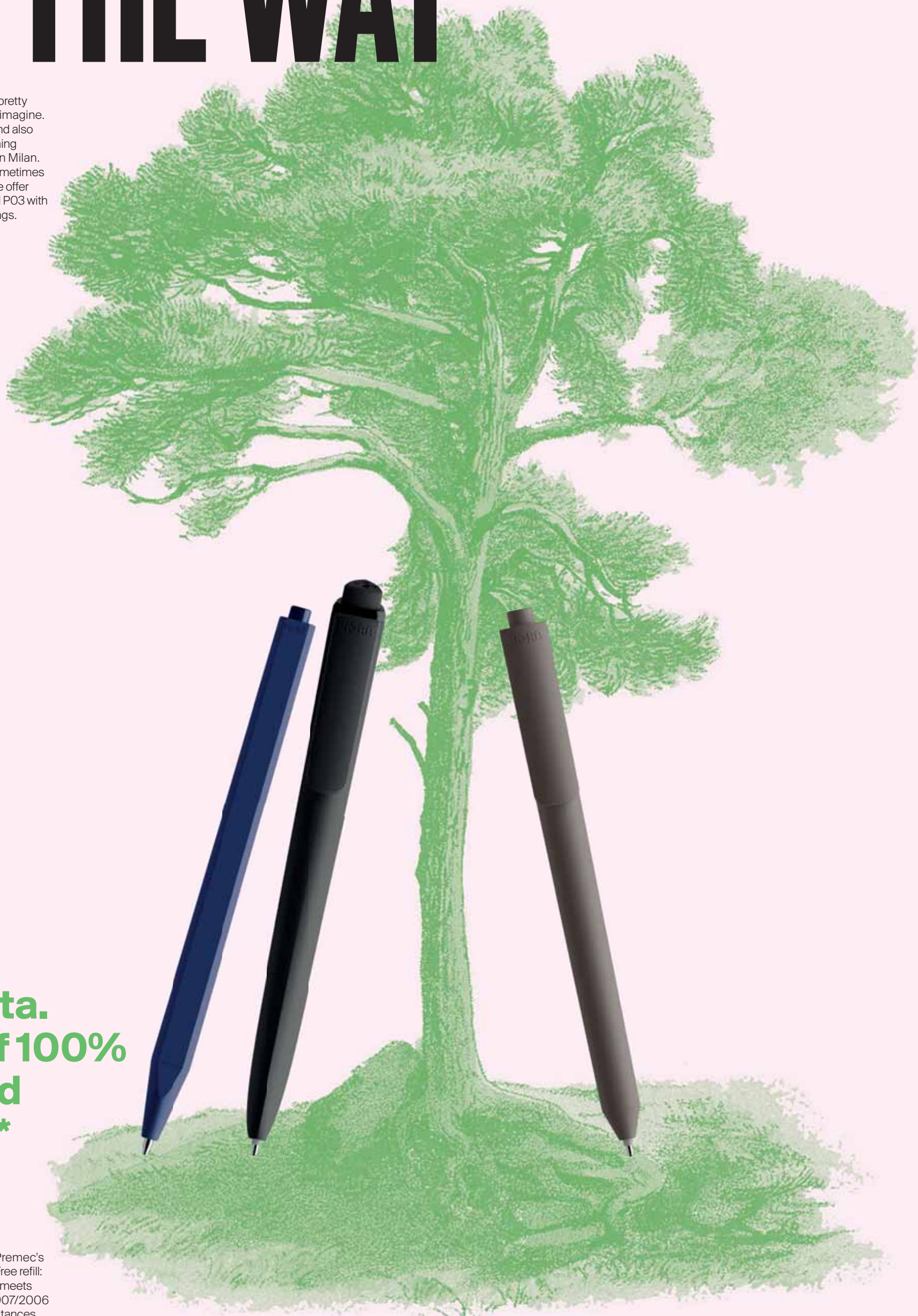
Photo left: Giorgio Buonanotte

#sleeptoo
Join in, come out as a sleeper and help make our lives better.

DA VINCI SHOWED US THE WAY

Leonardo da Vinci designed pretty much everything you could imagine. He was a universal genius. And also the first to organize a functioning garbage collection service in Milan. Yes, really! And because it sometimes doesn't work so well today, we offer you the models P01, P02 and P03 with 100% recycled plastic housings.

So waste gets a new life.*



Pigra Vita. Made of 100% recycled plastic.*

* Ideal in combination with Premecc's unique Floating Ball® Lead Free refill: the only refill in the world that meets the requirements of Reach 1907/2006 and contains no SVHC substances.

THE LAZIEST ANIMAL

...is an adorable fuzzball

The Sloth. A furry tropical creature: cute, despite its badly smudged mascara and really overdue manicure. But it is not the sloppy make-up or the frightening mani, or even its human-like smile that make this animal notorious. The sloth is famous for being the King of Lazy. A yawning, uninterested king – let’s be clear – because this animal does not want the responsibility of a crown. Oh no, that would be way too much work. And work, especially hard work, is not something any sloth is keen on. In fact, it won the title because of its extreme, passive, natural laziness.

Slow living

If its beauty routine is lacking, its sleeping routine is on point: their slumber lasts on average 20 hours a day. The remaining life essentials are squeezed into the remaining four, so it’s no wonder nail trimming is not a priority. While awake, sloths prefer spending their time hanging upside down on trees: they hang out, chilled and relaxed, and they certainly hang on. If they are not totally static, they move so slowly to be classified as the slowest animal on the planet: even star fish are faster. Unsurprisingly, not even food can hurry them up. There is no hunting for the sloth: a full belly is not worth the hurry. So they just graze on nearby leaves, slowly and peacefully, without any eating frenzy... easy does it. Always.

Survival of the slowest

It seems an evolutionary mistake that such an idle animal has not yet succumbed and gone extinct like the dinosaurs. “Lazy”, in the

end, has never been considered a desirable trait... but should it be? It turns out that the sloth, the laziest animal on the planet, is in rude health: most of their species are thriving in the wild, with a happy, sleepy, stable population. The clever sloth has understood that doing the very bare minimum means not wasting precious physical and mental energy. It doesn’t even think of tasks which are not strictly essential, turning its own laziness in a refined art form. For the sloth, being lazy is an evolutionary advantage.

A lesson for humans

And perhaps not only for the sloth but for humans, too. Maybe, just maybe, if we put aside all those boring tasks with little yield and do the bare essentials – if we become lazy – we can find more time for the good stuff, like sleeping. In the end, don’t we all yearn for the opportunity to slow down, craving weekends of reading, late mornings in bed, rainy afternoons spent doodling or writing down our thoughts? Let’s leave the hard work to others! Let’s minimize our to-do list by all means necessary. Let’s use only those tools requiring not effort, maintenance or thought. Those objects which are ready to go and do some of the work for us, so that we can be more “sloth”.

And, who knows, beside for being happier, we may also become healthier. Applying its bare-essentials strategy, the sloth lives a much longer life than most jungle creatures: they can easily reach 30 and even 40. Not bad at all for an



incredibly lazy, incredibly slow animal, whose attributes seem out of tune with its environment. Now, we just need to agree on what that bare minimum looks like for us: the smudged mascara can stay, but perhaps, if you are not hugging trees all day, a nail trim is advisable...

The contender

But is the Sloth really the laziest animal? Another strong contender for that title is the equally adorable Artic Ground Squirrel. This cute little rodent is way faster than the sloth during the summer, but it actually spends up to nine months hibernating in

its cozy burrows under the snow on Alaska. This is one of the longest hibernation times amongst all animals, and it means that this squirrel spends up to three quarters of its time sleeping peacefully in its bed. Some animals just live their best possible life...

THE FATHER OF INVENTION

If necessity is the mother of invention, pigrizia is most certainly the father. Eureka! Here are 12 examples of how pigrizia has sired great acts of genius.

Sandwiches

The English Earl of Sandwich was famous for his never ending card games. With one hand on his cards, he couldn’t use a fork and knife to carve his meat. But his ace in the hole was to stuff it all between two pieces of bread and eat with a single hand.

Multiple choice tests

100s of students per teacher, thousands of students per school: the mind boggles at the work involved in collecting, checking and scoring so many tests every school year. But the multiple choice test changed all that. A, B, C; you decide, the computer corrects, and the teacher, fresh-faced and well-rested the next morning is there to deliver your results.

Food delivery

Why go out for lunch when your lunch can come to you? Too cold,

too rainy, too hot and sunny? Relax. Your office has the best weather in town. Eat up, catch up on the *Pigra Gazette*, and never leave your desk.

One-click shopping

When two clicks are just one click too far, there’s one-click shopping. Let your index finger rest while the delivery service does the rest.

Skyscrapers

Yes, the elevator and its even more pigra cousin in the escalator were both born from pigrizia, but neither would have been even possible if there weren’t confined vertical spaces to put them in. The multi-story building, or skyscraper, is the pinnacle of pigrizia, as it completely eliminates the need to travel anywhere at all.

GPS

Where would we be without GPS? Probably stuck somewhere on the side of the road trying to find our badly marked road in the crumpled fold of our outdated map by dashboard light. GPS is the miracle machine that gets us from A to B there.

Velcro

One, two, velcro my shoe. And leave the laces, loops, bunny ears to those who’ve got time to waste not relaxing. A quick swipe at the velcro and the shoes are on, you’re out the door, and straight to the shade in your garden hammock.

Beards

Well, ok, whoever invented them sure took their time, because millions of years of evolution were required to produce an upright, mostly hairless mammal in the first place. The beard, characterized by a complete lack of attention to one’s own facial hair, soon followed.

The local food movement

Forward-thinking foodies knew that across-the-world was just too much work for today’s enlightened eaters. What could be simpler than just around the corner? The local food movement was born to save everybody – including your veggie box – a lot of work.

Crowdsourcing

Decision making too difficult? Research – the internet notwithstanding – too much effort? Just consult the wisdom of the crowd. It’s even said that Mark Zuckerberg created an early version of Facebook just so that others could do his art history homework for him.

Pens

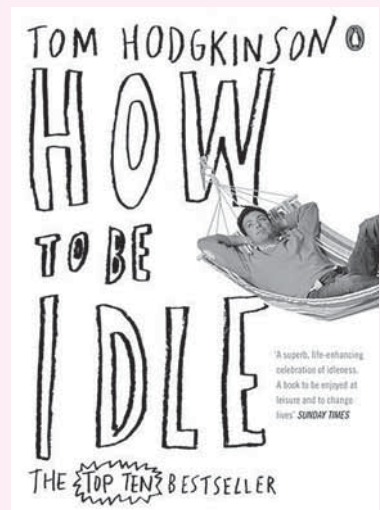
Just ask the Romans: stone and scalpel will get you remembered forever, but you may never get to the end of your sentence.

The pen was the light, portable, delightful writing instrument that just saved so much work compared to carving in stone.

 **Book of the month**

PIGRA LIFE

seriously anymore and to treat yourself to a little of the *Dolce Vita*. Standard reading for Pigra customers.



You can do it!

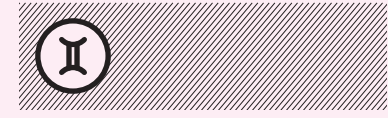
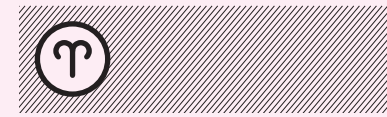
Stop feeling guilty when you take a bath at noon instead of doing your tax return!

In this practical guide, British cult author Tom Hodgkinson explains how you can work to stop feeling guilty about enjoying the beauties of life more. His bestseller *How to be Idle* is a wonderfully inspiring plea for more oases of idleness in everyday life. With his humour and knowledge he will convince you not to take the constraints of life so

Tom Hodgkinson, *How to be Idle*, Penguin, 2005

WEEKLY PIGRASCOPE

Each week our resident astrologer **Adesso Oddomani** reads the stars to find out what yours have in store for you.



GEMINI

Same as last week.



ARIES

As the great Bruno Mars once sang: *Today I don't feel like doing anything / I just wanna lay in my bed / Don't feel like picking up my phone / So leave a message at the tone / 'Cause today I swear I'm not doing anything.* That's you this week, Ares. We couldn't have said it better if we'd tried (and we didn't).



TAURUS

You have the universe's permission to slow way down. You've taken care of everything you need to – or left it to people who can. The day is done; the night is yours. And while you're at it, give yourself a pat on the back for what you've accomplished. Time to relax.

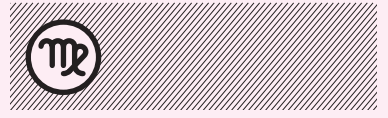
CANCER

Remember the joy of being a child? Lying on the carpet, staring at the ceiling, doing nothing? They say you can't relive the past, but you're going to try this week, Cancer.



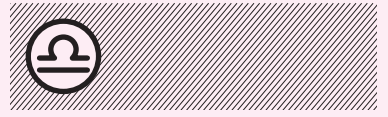
LEO

Your life has been anything but comfortable of late, so this week comfort will be more important to you than ever. Try your favourite chair, stretch out your legs. You're not shy, so nothing's stopping you from asking for a backrub or head massage from that special someone.



LIBRA

You'll need the right tools to get through the week, and the universe will provide. Keep your mind and hands open, so you'll know when it's the perfect fit. Don't be afraid to try something new – this tool can be an ally in the fight to make life easier for you.



SCORPIO

Money is very important to you this week, Scorpio. Not how to keep it, but how to spend it. Trust the stars: now's the time to get those silk pyjamas that have been languishing in your online shopping cart. This is the week to finally click.



AQUARIUS

Maybe next week.

how to spend it. Trust the stars: now's the time to get those silk pyjamas that have been languishing in your online shopping cart. This is the week to finally click.



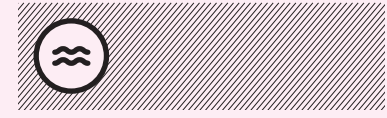
SAGITTARIUS

Money is very important to you this week, Scorpio Sagittarius. Not how to keep it, but how to spend it. Trust the stars: now's the time to get those silk pyjamas that have been languishing in your online shopping cart. This is the week to finally click.



PISCES

This is the week for... For... (Yawn). What time is it?



ARIES

Maybe next week.



TAURUS

Maybe next week.



GEMINI

Maybe next week.



LIBRA

OK, It's nap time, meaning that's all for this week. Check back next week for (maybe) the full 12-sign Pigrascope.

WHY WORK OUT NOW? JUST DO IT LATER

With sofaine and comfortine



Pigra Gazette Issue 01, 2019 pigra.com info@pigra.ch

© 2019 Pagan Pens SA Via Sertis 22 CH 6814 Lamone paganipens.com

Concept Marketing Pagan Pens SA Studio Alfio Mazzei, Balerna

Art Direction Alfio Mazzei, Balerna

Text Kyle Dugan, Moskito Design, Varese Giovanna Luisi, London comunicazione, Rancate Editorial Patrizia Luisi Mathilde Prins

Intern Nadine Rinaldi

Translations Moskito Design, Varese Baker & Harrison, München Herbert Genzmer, Berlin

Photos Bruno Munari Aline D'Auria Getty Images Hamilton Wright

Still lifes Studio 9010, Balerna

Print Centro Stampa Ticino, Muzzano

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