



A Dream Come True

AP LIMITED EDITIONS



“Each pen in my collection is a pen that comes from me—my own personal ideas, my beliefs, and my appreciation for beauty and luxury combined with purpose,” says Anuj Poddar, founder of AP Limited Editions. And with wonderful new pens as evidence, it seems that Poddar’s concept of purpose is indeed worthy of translation into works of art destined for writing.



Ganesha and Hanuman

A pen collector before he'd even celebrated his tenth birthday in India, Poddar was enthralled by his very first fountain pen and has used one ever since. Throughout his education in England and early adulthood, his passion only grew.

"For the past fifteen-or-so years, I have been reading about pens, visiting pen shops worldwide and collecting rather seriously," says Poddar, now in his early forties. And from this interest in using fine pens, learning about them

and, of course, still collecting them, grew another compelling desire: to launch a line of pens. And he recently did so. A background in business didn't hurt, and his creative ideas only helped. But no ordinary pen company



His pens fall in two distinct categories: those embellished with maki-e, and those that feature miniature paintings.

would suffice. Poddar's intention was to create "truly unique, very limited and extremely well-made limited edition pens—heirlooms," he says. "Every detail, including the packaging, is designed by me based on what I would like to own," Poddar continues, adding that he is the best test for each pen he offers. "If I wouldn't buy it at the price I ask, I will not create the pen."

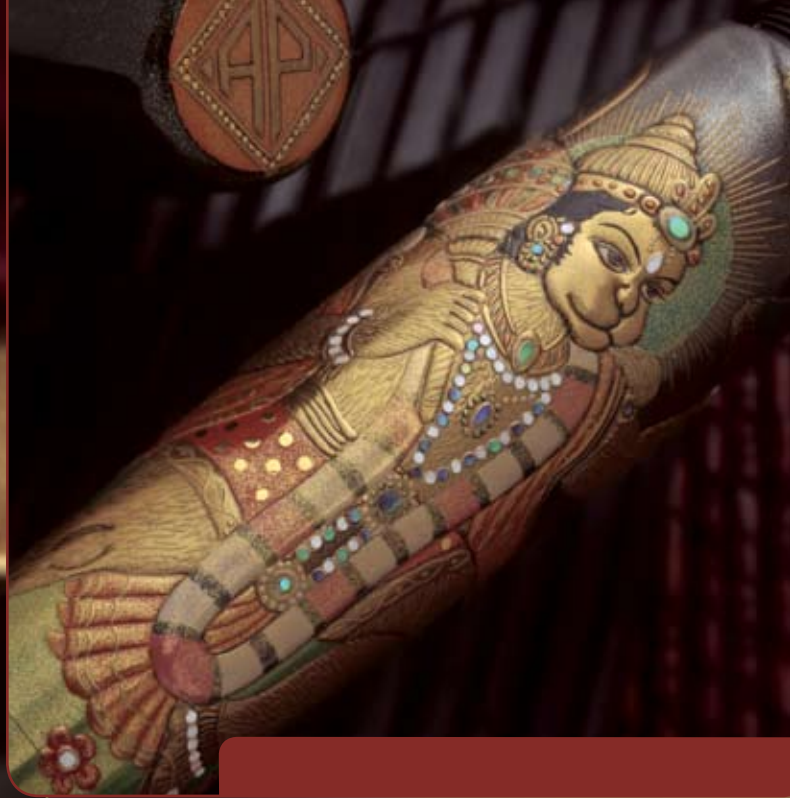
And all great pens demand the finest artisans and materials. "The artisans have been difficult to find, and this is where a lot of my effort goes," Poddar says. He travels extensively, researching and talking to artists to find just the right talent. His pens fall

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in two distinct categories: those embellished with maki-e, and those that feature miniature paintings. He has found highly skilled maki-e artists in Japan and painters in Russia—both of whom are masters in their respective fields. While the artists are responsible for executing the designs on the pens, the subject matter is distinctly Poddar's. "Each pen is based on either a vision in my mind or a painting I have seen or

possess," he says. Sometimes the subject matter is something of particular interest, "something I believe in or have a passion for. It's all very personal."

Current offerings include one-of-a-kind and limited edition pens ranging in price from \$6,000 to \$18,000. Limited edition maki-e pens comprise the stunning Ganesha and Hanuman fountain pens. One of the most beloved gods of the Hindu pantheon,



Ganesha has the head of an elephant and the body of a human. Rendered in exquisite maki-e, the image of Ganesha comes to life in subtle shades, using gold, mother-of-pearl and coral on the ebonite body of the pen. Hanuman is the Hindu “monkey” god, the warrior and protector of good over evil. He assumes an iconic role in Indian mythology, where he saved Queen Sita from the ravages of the evil demon god Ravana. Hanuman is a powerful image on the body of the pen where it, too, is conceived in maki-e, using delicate coloration and shell accents.

There are a variety of one-of-a-kind painted pens offered by the brand, including the Frog

Princess, the Scarlet Flower, and Ivan Kupala’s Feast of the Baptist. The Frog Princess and the Scarlet Flower feature Russian miniature art from the School of Palekh. Many Russian fairy tales have been the subject matter in the Palekh style of art, where icon-painting traditions are honored with brilliant colors on a black background. The Frog Princess pen captures the fairy tale beautifully, with an image of the beautiful princess Vasilisa prominently featured on the barrel. The Scarlet Flower fountain pen tells the story of a beautiful girl who released a handsome prince from an evil spell that enslaved him as a beast. The bar-

rel features a detailed image of the young girl.

Ivan Kupala—The Feast of the Baptist celebrates Russian miniature art from the School of Mstera. Ivan Kupala is a holiday that traces its origins to pagan times in Russian history. According to Russian folk tales, a beautiful girl called Zarya invited the sun down to earth, washed it with dew and helped it on its way back. On this day, the water is believed to be charged with a special cleansing power. Originally, this holiday was named Kupala, after the pagan goddess. The Russian Orthodox Church also celebrates this day as the birth of St. John the Baptist (also known as “Ivan” in Russia).



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The predominantly blue pen features the beautiful girl on the cap. Each of the painted pens is highly detailed, and no part of the pen goes undecorated—including the gripping section.

Each of the AP Limited Edition pens features a German-made 18-

karat gold nib. “The packaging has got to be the best as well,” says Poddar, who uses “the world’s best materials and manufacturers. No corner has been cut.” Each wooden case is beautifully inlaid and finished, since he wants his fans to “love the box as much as the pen

itself.” In fact, the French-made boxes are so gorgeous in their own right that a ten-pen version is sold separately to store, no doubt, one’s AP Limited Edition pen collection. More accessories from the brand are on the horizon.

Poddar stays close to his clientele and welcomes ideas for new pens, and he will even entertain requests for one-of-a-kind pieces. “My audience is made up of serious collectors who love art and enjoy limited edition pens for their beauty, uniqueness and finish,” he says. But in the end, “it is the process that I enjoy—the process of creating the very best there is. This is what I believe in, have a passion for and love doing.” 