

Starting 1 January 2010, I am taking a year-long sabbatical.

After more than 25 years in advertising, I feel I need to slow down, to take life and its many gifts at a more leisurely pace than I have grown accustomed to.

Some people call it stopping to smell the flowers. I call it traipsing around to sniff at wine glasses and to inhale the aromas from various kitchens, including my own. I hope to come back recharged, reenergized, reinvigorated.

In my absence, my partner Ariel Comia will assume leadership of the company which we both built 12 years ago.

I want to express my gratitude for the excellent support that you and your team have offered PC&V over the years, and which I know I can count on when I return.

While I look forward to enjoying this respite, I intend to stay connected and updated. I'll always be just an email (or a poke, text or a tweet) away.

Sincerely,

Socky Pitargue