

No_Code



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Tod's No_Code examines the changes happening in contemporary society resulting from the rapid progression we are seeing in existing codes: the way we work, our interpersonal relationships and our ever evolving clothing and style needs.

NO_CODE SHOEKER

Tod's entrusted the No_Code Shoeker project to Korean designer Yong Bae Seok, who has designed this new type of footwear category.

The No_Code Shoeker project is a new product which unites the classic shoe and the sport sneaker, culminating in a flexible and versatile hybrid combining the finest characteristics of each product, including quality and Italian craftsmanship, whilst simultaneously carrying innovation forward.

NO_CODE SHELTER: STORIES OF CONTEMPORARY LIFE

No_Code Shelter installation: Stories of Contemporary Life, by Studio Andrea Caputo, presents an exploration of contemporary life, highlighting the synergy between technology and craftsmanship. The shelter theme signifies the merging between both of these worlds.

**NO_CODE SHELTER:
STORIES OF
CONTEMPORARY
LIFE**

**9-14 April 2019
10am - 20pm**

Spazio Cavallerizze
Museo Nazionale della Scienza e
della Tecnologia "Leonardo Da Vinci"
Via Olona 6bis 20123 Milano

#TodsNoCode



We are living in a constantly evolving world, where people's ways of working are changing, their personal relationships are changing and, as a result, so are their style needs.

"Tod's No_Code" has examined research and studied responses into the contemporary world which are subsequently leading to this rapid social change we're seeing.

How did, and how do, humans respond to change?

"Hybridization", the keyword in contemporary culture (especially for the younger generation), is the central theme of the exhibition. The concept behind the exhibition, is based on the ongoing merging of relationships between two different worlds: the fascination with technology and the charm of traditional craftsmanship.

To explore this concept, Tod's has partnered with internationally renowned architectural practice, Studio Andrea Caputo on its **"No_Code Shelter: Stories of Contemporary Life"** project at the Fuorisalone in Milan from 9th to the 14th April 2019.

The exhibition presents a meeting between the "Tod's No_Code" philosophy and an installation designed to disrupt traditional codes, creating a space that doesn't follow a set pathway.

To produce an installation in line with the "No_Code" philosophy, Andrea Caputo went back to the roots of architectural design, in order **to develop and represent the theme of a "shelter"**.

In the spacious, light-filled Le Cavallerizze in Milan's Leonardo Da Vinci National Science and Technology Museum, visitors are invited to view an installation titled "No_Code Shelter: Stories of Contemporary Life".

The words of authoritative visionaries discuss the challenges of tomorrow in contemporary life, which are documented in **eight video interviews**.

These eight documentaries explore contemporary life through people of different ages and backgrounds who are living in a **society that's rapidly changing its codes**, discussing how creatives, in various different sectors, are reacting to these changes.

The project investigates the conventional, essential forms of habitation which were dictated by necessity and instinct, unrestricted by codes, representing them in modern day, by using high-tech materials, compared with the natural ones used to build prehistoric shelters.

Architecture originated when humans began to emerge from their natural shelters, needing something to protect themselves from the space around them which was primitive, they had no previous understanding of the unknown to guide their actions. The shelter is an expression of this primal association and its solution, out of which all our other day-to-day actions have developed.

The installation in Le Cavallerizze is therefore an exploration of a **decodified space**, presenting various types of shelters.

The narrative of the exhibition takes us back to shelters from different origins, through various geographical regions, looking at examples of the first places inhabited by humans. From the large yurts on the Mongolian steppes through to huts in West African villages, there are variations of what a shelter-building instinct is. The project takes the visitor on a journey that perhaps asks more questions than answers, thanks to the No_Code philosophy, visitors can move around freely within the space, using their own route.

Each shelter showcases a different personal video on the changes in contemporary life. Japanese art director and racing driver Mai Ikuzawa, Amsterdam based Italian design duo Formafantasma, American car designer Chris Bangle, Italian illustrator Olimpia Zagnoli, Norwegian entrepreneur Petter Neby, Italian astronaut Maurizio Cheli, design maestro Marcello Gandini and Korean designer Yong Bae Seok (creator of Tod's No_Code Shoeker) are the personalities and voices that visitors can see and listen to in the shelters, consequently providing an extraordinary dual immersive experience, both visually and conceptually. The objective of the exhibition is to explore the origins of our traditional codes and look at how these codes have evolved to find answers to the challenges of the future, in order to understand what the next global style necessities will be.