



TOD'S NO_CODE VISIONARIES: STORIES OF CONTEMPORARY LIFE

Tod's No_Code presents in Seoul, Korea, an exploration of contemporary life, highlighting the synergy between technology and craftsmanship along with the words of authoritative visionaries of different ages and origins. Tod's No_Code examines the changes happening in contemporary society through the words of creative minds. Independent people, fascinated by the past and inspired by the future they are:

1. MARCELLO GANDINI: ITALY

Designer of great masterpieces and revolutionary cars (Lamborghini Miura, Lamborghini Countach) at Bertone, then went freelance: he is one of the all-time greats. Marcello has drawn some of the most iconic cars in the history of automotive design: Lancia Stratos, Alfa Romeo Montreal and De Tomaso Pantera. The lines of his work inspired the ones adopted by Yong Bae Seok to create the first Tod's No_Code product: the Shoeker.

2. MAI IKUZAWA: JAPAN/UK

Car racer, graphic designer, style-icon and entrepreneur, Mai, is the founder of the London-based creative agency Bow Wow International. Mai married Camille Jaccoux, a former World Cup and French national team skier, who has been a stunt double for James Bond in the past. Mai's father, Tetsu Ikuzawa, is a world renown racing car legend.

3. STUDIO FORMAFANTASMA: ITALY

Andrea Trimarchi and Simone Farresin are Studio Formafantasma, an Italian design duo based in Amsterdam, Netherlands. Their work has been presented and published internationally and is in the permanent collections of museums such as New York's MoMA, London's Victoria and Albert, New York's Metropolitan Museum and Paris's Centre Georges Pompidou, etc. Paola Antonelli of the Museum of Modern Art in New York and esteemed design critic Alice Rawsthorn listed their studio amongst a handful of practices that would shape the future of design.

4. CHRIS BANGLE: USA

Industrial and automobile designer, Chris, is known best for his work as Chief of Design for BMW Group, where he was responsible for the BMW, MINI and Rolls-Royce motor cars. Today he's focused on the products and ideas that move us, physically or emotionally. Not just 'Planes, Cars, Ships & Things that Go': everything can be designed with passion, innovation and love.

