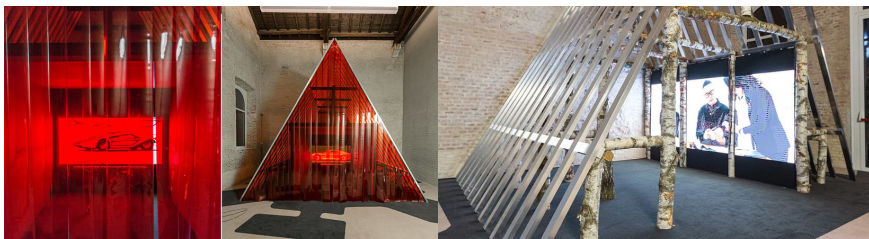


CLASSIC DRIVER

[Tod's No_Code interviews design visionaries for new exhibition](#)

Lead

During the recent Milan design week, the experimental sub-label of Tod's, No_Code, presented an immersive exhibition offering insight into contemporary life through the eyes of entrepreneurs, designers, and creative thinkers, among them automotive visionaries Marcello Gandini and Mai Ikuzawa...



We're living in a world that's transforming at a breathtaking rate and where the conventions of how we work, dress, eat, sleep, and live together are constantly changing. At the Milan design week, the Italian shoe designer and fashion label [Tod's No_Code](#) surprised visitors with an unconventional exhibition at Spazio Cavallerizze that provided insights into the state of our society through the eyes of six design visionaries and creative minds. Among them was the influential Bertone designer Marcello Gandini, former BMW design chief Chris Bangle, and the multi-talented creative director Mai Ikuzawa. Curated and composed by the new brand visionary for Tod's, Michele Lupi, the short filmed interviews at the [Tod's No_Code Shelter exhibition](#) were displayed in temporary housing structures designed by Andrea Caputo and inspired by tents, igloos, yurts, and other similar forms of ancient architecture and living. Tod's No_Code kindly granted us permission to show three of the films exclusively on Classic Driver.

Mai Ikuzawa

Mai Ikuzawa is a racer, graphic designer, style icon, and entrepreneur. She's the founder of the London-based creative agency Bow Wow International. Her father, Tetsu Ikuzawa, is a renowned international racing legend.

Marcello Gandini

Marcello Gandini is one of the most influential automotive designers of the 20th Century. He's created truly iconic cars such as the Lancia Stratos Zero and the Lamborghini Miura.

Chris Bangle

Chris Bangle is the BMW Group's former head of design. His most acknowledged work is the BMW GINA concept car.

If you'd like to have the full Shelter experience, there's another chance to see the No_Code exhibition when it opens in Seoul, South Korea, later this summer.

Gallery

Includes video

Has video

Source URL: <https://www.classicdriver.com/en/article/art/tods-nocode-interviews-design-visionaries-new-exhibition>

© Classic Driver. All rights reserved.