



Tod's Art of Craftsmanship

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Tod's celebrated The Art of Craftsmanship during Venice Biennale

by **Maria Cristina Pavarini** – April 22, 2024

On the occasion of the 60th International Art Exhibition "La Biennale di Venezia", Tod's started a partnership with the Italian Pavilion of the event and paid tribute to the Italian craftsmanship tradition and Italian lifestyle hosting an exhibition, a new chapter of "The Art of Craftsmanship, a Project by Venetian Masters" hosted at Tese San Cristoforo, in Venice.

Within the recent exhibition and installation, Tod's celebrated Italian craftsmanship, of which the Gommino is the brand's iconic symbol.



Tod's Art of Craftsmanship

Craftsmanship and the tradition of artisanal expertise are key values of the Tod's universe and of which the brand has always been recognised for,

celebrating and enhancing the great know-how of its artisans and the excellence of the territory.

Eleven Venetian Masters interpreted the Gommino and the high-quality craftsmanship through their art, tools, and mastery. This alliance between the brand and the City of Venice reflects Tod's commitment to promoting a message of expertise, know-how and beauty.



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This project further emphasised Tod's support of Italy and its art. Alongside works such as the restoration of the Colosseum in Rome, Palazzo Marino in Milan and the commitment to the Teatro alla Scala, this year Tod's is also the partner of the Italian Pavilion at the Venice Biennale Arte, for the installation "Due qui / To Hear", which features curator Luca Cerizza and artist Massimo Bartolini.

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