

APPAREL AND ACCESSORIES

# Tod's unveils Art of Craftsmanship' exhibition at Venice Biennale

April 22, 2024



*Eleven Venetian Masters of Art and Crafts artisans reinterpreted the Gommino shoe this weekend, helping kick off the international cultural exhibition. Image courtesy of Tod's*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Tod's is celebrating technical expertise using one of its most timeless styles.

Entitled "The Art of Craftsmanship a Project by Venetian Masters," 11 artisans were tapped to reinterpret the Gommino as part of its latest presentation, which reached the Venice Biennale this weekend. As of April 19, limited-edition colorways of the footwear at the center of the exhibition have also hit [tods.com](https://www.tods.com) and the new Tod's boutique in Venice.

## Masters program

Showcasing a longstanding support of Italian craftsmanship ([see story](#)), the brand brought contemporary styles to life in new ways, stopping by the 60th edition of the international cultural exhibition, which runs through Nov. 24, 2024.



*Venetian master Mario Berta Battiloro outfits the Tod's Gommino shoe with gold foil as part of the project. Image courtesy of Tod's*

Helping kick off the fair's first few days, Tod's hosted an exclusive opening event in light of its launch on Friday, April 19 at the Tese di San Cristoforo of Arsenale, Venice.

Guests watched as members of the Venetian Masters of Art and Crafts including goldbeater Marino Menegazzo, glass masters Matteo Seguso and Lucio Bubacco who specialize in engraving and lampworking respectively, rowlock makers Saverio Pastor and Piero Dri, glassblower Roberto Beltrami and mask maker Sergio Boldrin converted the house's classic Gommino shoe into their respective mediums.

Among those in attendance were Tod's Group president and CEO Diego Della Valle, Tod's Group vice president Andrea Della Valle and Italy's minister of culture Gennaro Sangiuliano.



*Venetian Masters convert a house classic into their respective mediums. Image courtesy of Tod's*

The Art of Craftsmanship a Project by Venetian Master opened to the public from April 20-21.

Tod's will continue its sponsorship of excellence in Italy. According to a statement from the brand, it will act as "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."