MOTO GUZZI PROTAGONIST AT THE LONDON DESIGN FESTIVAL 2019


MOTO GUZZI, FULL OF HERITAGE AND TRADITION, BUT ALSO A DESIGN AND INNOVATION ICON

London (UK), 24 September 2019 – The combination of technology and high quality Italian craftsmanship, a distinctive trait of Moto Guzzi, was celebrated during the multi-sensory Touchy Smelly Feely Noisy Tasty event hosted at the Coal Office, the London headquarters of renowned designer Tom Dixon, rider and Moto Guzzi enthusiast.

The stars of the evening were the Moto Guzzi V7 Tomoto signed by Dixon, a unique and unrepeatable piece, a mixture of motorcycle art and industrial design, and the Moto Guzzi V85 TT, the great traveller and latest arrival in the Eagle brand family. The two bikes were exhibited in the innovative creative hub on Bagley Walk in London, in the beating heart of the London King’s Cross design hub.

Tomoto was born out of a particular stylistic interpretation of the Moto Guzzi V7, one of the most famous and well-known Moto Guzzi models, a best-seller for the Italian manufacturer. It is a special, one of a kind version and it is signed – literally – by Tom Dixon. In fact, the logo is hand painted by the designer in a shocking bright pink colour. V7 Tomoto combines the best Moto Guzzi technology with a unique design rooted in the raw aluminium features, the laser incised wheel rims that reproduce an original graphic-geometrical patter in the headlight that draws inspiration from the Fin Obround lamp, one of Dixon’s creations from 2012.

Alongside the special V7 as well as the V9 Bobber, the sports custom that inaugurated the mid-size production bobber segment, was the Moto Guzzi V85 TT, the latest arrival in the Eagle manufacturer fleet. This Classic Enduro combines the agility, practicality and versatility so typical of ‘80s era bikes with a highly classic features derived from the off-read world that highlight the minimalism of its lines, combined with technologically advanced elements, such as the series of LED front lights with a DRL (Daytime Running Light) that outlines the shape of the Moto Guzzi eagle and the digital instrument cluster.

These three gems of motorcycle design were an integral part of the installation created by the British designer at the Coal Office for the London Design Festival 2019 which livened up the British capital from the 14th to the 22nd of September.

TOUCHY SMELLY FEELY TASTY NOISY
Stable St, Kings Cross, London N1C 4DQ, United Kingdom
14 September 2019 - 22 September 2019
Monday-Saturday 10:00 a.m.-8:00 p.m., Sunday 12:00 p.m. – 6:00 p.m.