



MOTO GUZZI PROTAGONIST AT THE LONDON DESIGN FESTIVAL 2019

THE V7 CUSTOMISED BY TOM DIXON WAS CELEBRATED, ALONG WITH THE INNOVATION OF THE YEAR, THE V85 TT, AT THE COAL OFFICE, THE CREATIVE HUB OF THE RENOWNED DESIGNER IN THE HEART OF LONDON

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 pattern 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-road 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.