



PRESS INFORMATION – MAZDA MOTOR EUROPE

Mazda joins Homo Faber 2024: A Celebration of Craftsmanship

- Homo Faber 2024 celebrates “The Journey of Life” as reflected in a variety of crafts
- Ethos of Japanese craftsmanship has always been at the core of Mazda's identity
- Mazda is proud to join the event with inspiring exhibitions and workshops

Leverkusen, 17/05/2024: Mazda is delighted to announce its participation in Homo Faber, a celebration of contemporary craftsmanship in Venice, Italy from the 1st to the 30th of September 2024.

The event, organised by the Michelangelo Foundation for Creativity & Craftsmanship, is running under the theme “The Journey of Life”. It comprises immersive exhibitions of craftspeople from around the world in the spaces of the Giorgio Cini Foundation on San Giorgio Island.

Mazda is participating through a curated exhibition of craft objects and will offer workshops in paper marbling, globe-making, and bookbinding. The collaboration showcases Mazda’s commitment to excellence in craftsmanship as expressed in the brand promise “Crafted in Japan”.

In the third edition of the Homo Faber event, art directors Luca Guadagnino, who is an Italian film director and producer, and Nicolò Rosmarini, an Italian architect, will take visitors on a journey through the standout moments in a human life, from birth to the afterlife, all viewed through the lens of craft. From childhood to travel, romance to dreams, significant milestones are celebrated with special objects created by skilled artisans using specific techniques.

Inspired by the ten themes which articulate The Journey of Life, the event will unveil hundreds of handcrafted objects made by talented artisans from all over the world, highlighting the diverse skills, techniques, and innovative approaches behind their creations.

Mazda fits right in with this: For over 100 years, the Mazda *Takumi* designers and engineers have been refining and mastering traditional Japanese craftsmanship. Mazda prides itself on not just making cars, but crafting them. Its multi-award-winning ‘Kodo-Soul of Motion’ design philosophy breathes life and personality into its cars, creating a genuine expression of Japanese aesthetics.



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In fact, every Mazda starts as an abstract handcrafted sculpture that captures the emotion of the future car. The designers and engineers are inspired by the philosophy of *Monozukuri*, the art of making things that fuse efficiency of scale with creative innovation, and *Kaizen*, the conscious aim to become better every day.

Exhibiting a range of crafted design objects and offering workshops with artisans, Mazda is proud to be part of Homo Faber 2024 and to share its passion for learning, refining, and mastering techniques with craftspeople from around the world.

Katarina Loksa, Head of Brand at Mazda Motor Europe, comments: "At the core of Mazda's approach to designing and manufacturing our products is a high level of attention to detail and a passion for perfecting every step of the process. Sharing the ethos of craftsmanship with the Michelangelo Foundation, Mazda is proud to join Homo Faber 2024, celebrating artisanal talent from around the world and demonstrating our passion for craft. 'The Journey of Life' is a beautiful theme for this year's Homo Faber edition - we are looking forward to welcoming visitors to our Takumi journey – a crafting experience related to travel and exploration."

Alberto Cavalli, Executive Director of the Michelangelo Foundation, adds: "Mazda's Japanese approach to design and craftsmanship witnesses a sense of authentic connection with the values of originality, creativity, and respect for artisanal talent that Homo Faber champions. The participatory workshop that Mazda supports, at Homo Faber, is a welcome and extremely valuable aspect of this year's event, allowing our visitors to try their hands at a very poetic craft as bookbinding and papermaking."

Learn more about Mazda at Homo Faber 2024 and the curated exhibitions and workshops here: [\[Link\]](#)