

LA CALZOLERIA DI MAX E GIO: THE HANDS HAVE THE LEADING ROLE

In Bologna, in the shade of the Two Towers, in the heart of the old Jewish ghetto, more precisely in Via dell'Inferno, there is a small space guardian of a great heritage: the art of know-how. A small shop where, away from the bright lights, two young artisans protect and defend from the oblivion a tradition passed down from hand to hand. The hands are, in fact, the true stars of the entrepreneurial history by Massimo Mazzocchi and Giovanni Cusimano, two shoemakers that in 2008, having rediscovered a craft once handed down from father to son, decided to inaugurate [La calzoleria di Max e Gio](#).

And those hands have exactly the leading role of a special lecture held last March 25th within the cycle of *Made in Italy* course conferences organized by Professor Fabriano Fabbri. Accompanied by a detailed story of the various stages that underlie the construction of a shoe, the ZoneModa students were indeed carried into the handmade world of Max e Gio. A world where craftsmanship is entrusted to expert hands that have already known by heart the sequence of gestures that are always the same yet always different. These hands are the true custodians of the creative intelligence, and those of Massimo Mazzocchi were able to give a tangible proof in the classroom, by applying a Goodyear seam in front of the onlookers curious and kidnapped eyes.

Yes, because Max e Gio are two genuine talents of the handmade in Italy, adept at enhancing the quality of raw materials processed in their laboratory. French calf, horse or crocodile, but also iguanas, llamas, lizard, up to python, peccary and ray: these are the exotic leathers that, conversing with a rich palette of shades, variegates classic footwear models as timeless derby, oxfords and loafers. Tailor-made shoes, to give shape to ideas and desires of a customer looking for exclusivity, but also and above all the comforts combined with the quality and scrupulous attention to detail, features that only a manual operation - from the cast of the foot up to the polishing - can provide.

Not only and simply a shoemaking, but a small chest guarantor of a tactile memory that gradually is going lost and that fashion companies are trying to reinstate. A tactile memory that, helping these artisans in the construction of upper, seams, and soles, makes possible an "absolut handmade" shoe, the only one able to accompany our foot for a lifetime.

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