



What does tokidoki mean, how did you come about the name?

I chose 'sometimes' because everyone waits for moments that change one's destiny. By simple chance or meeting a new person, Tokidoki is the hope, the hidden energy everyone has inside that gives us the strength to face a new day and dream something positive, that something magical will happen to us.

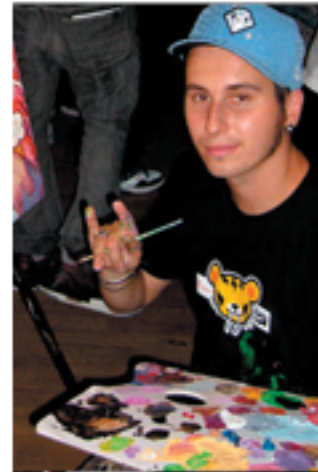
In early 2003 I received an email. The co-founder of Hard Candy Cosmetics and her husband had seen my website and fallen in love with it. They wanted to meet with me in Los Angeles immediately. They sent me a plane ticket and only hours after I landed in LA they made me an amazing offer: move from Rome to Los Angeles and build Tokidoki into a brand to share with the world.

Who and where do you get inspiration from?

The main sources for me are memories, dreams, daily life, good feelings, trips and some how in all of those Japan is related. I look, search, stylize, study, filter and transform continuously in my mind the elements around.

Are you inspired by other artists?

Probably Yoshitomo Nara for the beauty of paintings and feelings and Takashi Murakami mostly for the decorative way he uses vectorial art and his commercial idea linked to his Pop Art. When I started to use digital design programs I wanted to draw white, pale, bi-dimensional female figures in the same way traditional Japanese art represents them. Dark soft lines, flat



images, traditional Japanese art represents them. Dark soft lines, flat images, pale skin like in the woodprints by Masters like Utamaro, Hiroshige, Hokusai. I think that in traditional Japanese iconography and graphism there's a lot to get inspiration from because of their clean and stylised shapes.

Your work are heavily influenced by Japanese culture, why?

I think it's hard to explain my love for this wonderful country. 'Japanisme' is a term coined to describe the craze for things Japanese. It's something I feel inside. I am totally astonished by everything that comes from Japan, the beauty of their tradition to the super pop flashy aspects of the super modern cities. I love Japanese people like they are my people: I love their kindness,

politeness, seriousness, and even yet they can be quite funny, playful and extremely creative. I use a female figure, generally with oriental features to express 'beauty'. I adore the sweetness, sensuality, the shyness, the nice and funny attitude of the Japanese women. I adore their strong personality behind such a fragile and delicate figure, being sensual behind their composure.

What are your plans for the Tokidoki brand?

The strategy is not making it too commercial: spread it, targeting a cool target, using the best stores and always putting my art on quality items and partnering with great companies and people. I am trying to make it an international brand that touches all the continents of the world.