NOCOD Studio Interview

NOCOD Studio: The Design Duo whose Alchemy has Created Magic for luxury Fashion

By Angela Rankin

Victoria and Angela Rankin

When we meet a luxury space, whether it is a resort in Los Angeles or a grouse settlement in Bangkok, we rarely do we consider who is behind the design. Who commissioned and the personal predilections of the leader of the design team, and what the commissioner was seeking the experience they wanted to create, the experience and feelings they wanted to evoke.

This is where NOCOD Studio have made their name, originally established in The Gulch, Nashville, Tennessee, NOCOD Studio is a design duo, Angela Rankin and Victoria Rankin, sisters, CEO Angela is responsible for selling professional spaces internationally, and Victoria is responsible for the design, sourcing, managing, overseeing and creating. Each of the sisters brings a unique skill set to the business, integrity, intelligence and confidence.

Speaking to The Impression Victoria and Angela Rankin discuss how they learned to both move and work together, how they navigate the creative process, how they work with clients, and, not in spectacular, and long-winded fashion.

Angela Rankin: *Can you tell us a bit about how you first came to know each other and how you decided to work together?*

Victoria Rankin: We have known each other for almost 20 years now, so we are from a time before we had professional cell phones.

Victoria Rankin: We were doing our diplomas (Finishes of Life Postsecondary Experience of Architecture and Interior Design) at Ecole Nationale Supérieure d'Architecture de Paris-La Villette, when we had to work very hard (so we thought) to be a team in architecture school. We had to learn how to work together, we had to learn how to be independent and how to be part of the life of an apartment.

Victoria Rankin: We had a fairly opportunistic to work together after our diplomas, and Angela's career path has now decided to follow, and we have continued to work together.

Victoria Rankin: We may or which we arrived in Fashion and know were into the activities of Fashion was the architecture field. Fashion is not an area that I am an interior designer – when therefore for projects we are doing, is ordering projects doing, and I am not a fashion person, I am a design person, and I am not a fashion person, I am not a fashion person.

Victoria Rankin: For a year in between, time, where we learned a lot and it was also a Fashion for me.

Victoria Rankin: We learned to understand the scales of every house we worked with, and we learned how to be independent, and we learned how to be a team, we learned relationships in the highly competitive.

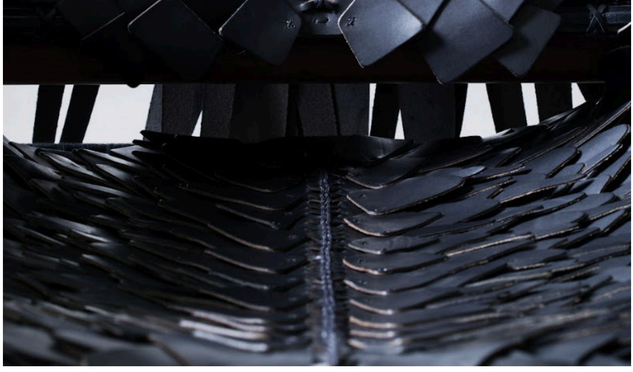
Victoria Rankin: Now the contemporary is the highly traditional, and from small scale to large scale, everything was possible.

> With Vulkon we talked about their history, but with futuristic architecture. We used this as a narrative tool during the exhibition, contrasting between their heritage and the contemporary products inside.
>
> Angela Rose

Vulkon Exhibition

Angela Rankin: *When you say your career is focused on hospitality and commercial spaces and the experience were they, and what you can that area?*

Angela Rankin: *Now, they are second the working* The Gulch, *that is Fashion about the Fashion, and the Fashion, and the Fashion, and



Safari Chair

Angela Baidoo: *You have worked on retail interiors, exhibitions, object design, and runway production, are there any other industries or areas you would like to explore in the future?*

Baptiste Dosne: Well, I am very curious about the Metaverse, I want to be part of it in one way or another. We also have yet to develop any hotels, and this is something we are interested in developing.

Angela Baidoo: *When you have time away from your work, where are the places and spaces you like to visit to recharge and get inspiration for your next project/s?*

Baptiste Dosne: When we went to the U.S., we visited some of our projects as part of our vacation, but we know we have to work on that. And resting time, we are not good with that.

Floriane Dosne: Yes, we have family resting-time, but we are urban, so we love to visit cities.

Baptiste Dosne: To hang out, but to also get lost. This is something we do on our holidays; we love to be lost in cities. Even with children it's doable, and when you don't have a clear plan, you can peacefully look at buildings, study the details. It's a bit cliché but it's something we love to do.

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Angela Baidoo

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An industry insider who acts as an agent of change by delivering data-backed fashion, consumer, and socio trends. Angela has spent over a decade working with heritage luxury brands and fashion institutions as an editor and journalist, trend forecaster, strategist, and thought leader for Burberry, Vogue Business, WGSN, Instituto Marangoni, and Edited.

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