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Godfrey Dadich Partners and David Chang Launch Majordomo Media

Joint Venture to Build New Entertainment and
Media Company

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Chef and founder of Momofuku Restaurant Group, David Chang announces the launch of [Majordomo Media](#), a company that will operate in all sectors of entertainment and media. Launching with a podcast series, a slate of television shows in development, and a top editorial team to oversee storytelling across platforms, this venture signals a shift from traditional media enterprises to new models built around talent with unique voices and passionate audiences.

To help build this new media platform, Chang and his business partner, Christopher Chen, formerly of Endgame Entertainment, have partnered with design and strategy firm Godfrey Dadich Partners (GDP). GDP founder and co-CEO Scott Dadich, co-creator of the Netflix series *Abstract: The Art of Design* and former Editor-in-Chief of WIRED, is a leading authority on building media brands to face the future as well as assembling design and storytelling talent. Majordomo Media brings together the visibility, credibility, and perspective of David Chang with GDP's film and television, editorial, design, and operational expertise.

Chang's views on travel, food, culture, sports, diversity and inclusion have made him a constant in media from *Ugly Delicious* and *Mind of a Chef* on Netflix to appearances in the TIME 100 and GQ's "Men of the Year" to guest spots on late-night talk shows, *Billions*, and *Treme*. In addition to Chang, Majordomo Media will be a hub for a diverse cadre of leading journalists, creators, filmmakers, and innovators. Operating independently of Momofuku, Majordomo Media will be the platform that brings to life the ideas, trends, and people to form a unique world view.

"Majordomo Media is a place for people to connect over the things I believe define culture: travel, food, music, sports, exploration," said Chang. "I don't want to tell people what to do or show them the new cool thing. Plenty of places do that. I want to teach them how to find—and understand—new and different things themselves and let them bring their friends along for the ride. I want to create experiences where it's okay to have honest conversations—where people can consider culture and race and have strong opinions while exploring their passions."

**Godfrey
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“We’re designing Majordomo Media for 2018 and beyond, and it won’t feel like anything else in media,” said Dadich. “It will be rollicking, occasionally profound, and frequently profane. Majordomo Media will be the can’t-miss hub for the culturally adventurous. Locking arms with Dave, we’ll produce shows and content handcrafted to satisfy our creative sensibilities and push the boundaries of what a media brand can be.”

Leading business and revenue operations is Lou Cona, who has been appointed Chief of Business Strategy and Revenue for Majordomo Media. A world-class marketer and strategist with deep client relationships, Cona served as publisher of *InStyle*, *The New Yorker*, and *Vanity Fair* and was President, Condé Nast Media Group.

“Majordomo Media will be a new kind of company,” said Cona. “This is a moment when deep, thoughtful takes and entertaining narratives connect with passionate audiences in entirely new ways, and we know how to turn that kind of connection into a successful business.”

Editorial will be overseen by Mary Melton, former Editor-in-Chief of *Los Angeles* magazine, supported by Robert Capps, GDP Head of Editorial, and longtime Chang collaborators, former *Lucky Peach* Editor in Chief, Chris Ying and Executive Editor, Rachel Khong. GDP President of Entertainment Dave O’Connor will lead Majordomo Media’s slate of television, film, and audio programming. GDP’s Creative Director Allie Fisher, Design Director Olga Montserrat, and Director of Creative Operations Rosey Lakos will lead creative, design, and photography, respectively. Majordomo Media will be represented by WME.

Chang added: “Whether it’s hiring staff for our restaurants or working with Academy Award-winning filmmaker Morgan Neville in creating *Ugly Delicious*, I believe that we do the best work when surrounded by the best people. Majordomo Media has a ton of great talent on board, and we will strive to dig into food and culture from a fresh perspective. This team shares a vision and we hope to hone it for a global audience.”

ABOUT DAVID CHANG

David Chang is the founder and chef of Momofuku, which was established in 2004 and currently has restaurants in New York City, Sydney, Washington, DC, Las Vegas, Los Angeles and Toronto. Chang has received five James Beard Awards, and Momofuku Ko in New York has held two Michelin stars since 2009.

ABOUT GODFREY DADICH PARTNERS

Godfrey Dadich Partners (GDP) is a design and strategy firm founded in 2017 by co-CEOs Patrick Godfrey and Scott Dadich. GDP creates narratives—from documentary films and longform journalism to corporate strategies and campaigns. With a team of



more than 60 in San Francisco, New York, and Los Angeles, Godfrey Dadich is dedicated to finding and telling great stories.

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