



A new project is born with the media partner MTV Italy.

In a digitized and ever-changing era, fashion cannot help but evolve and become a tool for conveying **cultural content**, serving as a meeting point and aggregator for a lively and stimulating community. Thus, the **WHITE Village is born**, the first "post-fair" organized during Milan Fashion Week, with the mission of sharing, networking, and creating projects capable of engaging a wide audience and textile industry companies in a fresh and light-hearted way while sharing opinions and information on the development and application of sustainable innovations.

From September 22nd to 25th, during the exhibition days of WHITE Show, starting from 6 pm, the WHITE VILLAGE will open its spaces to the city, offering various activities. The events, open to the public, will be organized in a distributed manner to animate the main locations on Via Tortona, mainly **MUDEC, Padiglione Visconti, SuperStudio**, and WHITE Bistrot at PHYD. For the first time, fashion will be presented in an inclusive manner thanks to a large container within which multiple cultural and entertainment aspects will coexist, with a focus on the new generations.

The attention and involvement of the public once again become the main goal of the M.Seventy group, already the owner of WHITE Show and now also of the new concept WHITE Village. The Village's idea takes up the fundamental themes of WSM - White Sustainable Milan - but evolves them and addresses them with a different approach. It is no longer communication dedicated solely to industry professionals but to a broader audience that will be involved with greater dynamism, **seamlessly blending fun and learning**.

*"I am really proud to announce the birth of a project I have believed in for a long time: the opening of a part of WHITE to the city of Milan. Together with a dedicated team, we have worked on the realization of a 'post-fair' that would give voice to the companies in the **textile industry**, focusing on topics such as **artificial intelligence**, technology, culture, and, last but not least, the promotion of Italian craftsmanship, all with a different approach and entertainment features."*

Massimiliano Bizzi - Founder of WHITE

Installations and ad hoc projects created to immerse visitors in a new multisensory experience in the international fashion scene. Roundtable discussions, case studies, and other activities will be presented to uncover the behind-the-scenes of fashion, material innovation, and the impact that Artificial Intelligence can have in the fashion industry.

At the same time, the contamination of the entire Tortona Fashion District will also take place through thematic food experiences, happy hours, and mixology cocktail activities blending fashion and open-air installations. Thanks to important partnerships, WHITE Village will be the stage for unique tasting experiences where chefs and sommeliers will work side by side, in evenings filled with musical performances and engaging DJ sets in collaboration with **MTV Italy**, an important partner of this first edition of WHITE Village.

On the first day, **Friday, September 22nd, the WHITE Village** will be inaugurated hosting a high-profile program on the prestigious stage of the MUDEC auditorium. The protagonists will be prestigious names: entrepreneurs, visionaries, technology and service companies who will present and discuss key topics. Project partners will include Albini, one of Italy's most important textile companies, and **Mesmerise**, a leading Artificial Intelligence company founded in 2016 by Daglar Cizmeci and Andrew Hawken with the aim

of unlocking the potential of immersive technologies and sustainability, as well as managing the opportunities and mitigating the risks of artificial intelligence. The program will be managed by WHITE in collaboration with **Digital Events**, a company that, together with its subsidiary, The Innovation Group, offers independent consulting and market research services and is a leader in the end-to-end management and organization of high-profile conferences and events in the ICT and digital transformation sectors. It will be moderated by Pepe Moder, author, radio host, and founder of Imaginars."

"On Friday, September 22nd, starting from 6:30 pm, WHITE VILLAGE will host the event dedicated to Albini Group titled '**Regenerative Future**' at SuperStudio. Albini Group and WHITE join forces to spread the message that a 'regenerative future' can create a positive impact within the fashion industry, through actions that regenerate the environment and resources, for a future that depends on us. The event will focus on Albini's important research work, as they have recently introduced 'Regenerative Biofusion®,' the first organic, traceable, and regenerative cotton, on display at the WHITE Garden.

The entire event area will evoke the world of the textile company, with rolls of fabric, spools, and bales of cotton transforming into decorative materials. It will be an evening of infotainment with drinks and a DJ set.

"We are proud to have given life to WHITE Village and to be promoters of 'Regenerative Future,' the event that aims to create a positive impact within the fashion industry, for a future that depends on each of us, as players in the supply chain and as consumers. At Albini Group, we are committed every day in this field and have always been willing to explore and create new possibilities, projects, and processes that allow us to 'regenerate' the world of fashion. From raw materials to the production process, we want consumers to be aware of the pioneering drive that sets us apart and to become active participants in this transformation."

Fabio Tamburini - CEO of Albini Group"

To enhance the schedule of events at WHITE Village, on **Saturday, the 23rd**, an event dedicated to Sardinian craftsmanship will be presented. This event is made possible through a significant collaboration with Insula Sardina Quality World, the promotional network of the Department of Tourism, Handicrafts, and Commerce of the Sardinia Region, promoted by C.I.P.N.E.S., the public entity that, through its Agrifood and Territorial Marketing division, promotes the development of quality identity production chains in Sardinia.

Insula Sardinia Quality World will guide guests on an experiential journey to discover the flavors of the agri-food productions that form the basis of the Sardinian-Mediterranean diet. Making the evening unique will be performances dedicated to the presentation of Sardinian craftsmanship excellence, created under the artistic direction of Paolo Bazzani and in collaboration with stylist **Mario Cattaldi**.

The entertainment at the Village will continue on Sunday the 24th with cocktails, DJ sets, and the sale of unique and exclusive pieces from Los Angeles-based companies.

PHYD, as WHITE Bistrot, will be the dedicated location for tastings and gastronomic discoveries. This edition will highlight the Sardinia region through tasting menus featuring Sardinian food and wine products as part of the evening offerings at the bistro. On Sunday the 24th, WHITE Bistrot will host an exclusive private dinner with a tasting menu curated by a renowned Sardinian chef.

During the three evenings, **Padiglione Visconti** will also come alive with exclusive events. The creations of Saudi fashion designers on display at the location will be presented to selected guests in a festive atmosphere with cocktails and DJ sets.



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