



## MONCLER TAKES OVER MILANO CENTRALE RAILWAY STATION WITH 'AN INVITATION TO DREAM'

*A large scale public exhibition featuring extraordinary minds shaping dreams and culture  
Curated by Jefferson Hack*

Milan. April 8<sup>th</sup>, 2024 - Moncler transforms Milano Centrale railway station into one of the world's largest public galleries with an immersive exhibition titled 'An Invitation To Dream'.

Since its inception in the mountains of Monestier-de-Clermont, Moncler has emboldened intrepid explorers to reach the highest peaks and accomplish their dreams. Still today, dreaming remains a driving force behind the brand's creative power, guiding a journey that continuously pushes beyond any convention.

"Dreams are what have been moving myself and Moncler forward since day one, because we never stop dreaming about what is possible, and how we can inspire and be inspired by others around the world. Always aiming to not only do new, but to do better." *Remo Ruffini, Chairman and CEO of Moncler.*

Ignited by this spirit, Moncler presents 'An Invitation To Dream', a project curated by Jefferson Hack, filmed and photographed by Jack Davison, that asks some of the most extraordinary minds shaping culture today, to inspire us or even help us, to dream like them.

The exhibition features Daniel Arsham, Dr. Deepak Chopra, Isamaya Ffrench, Laila Gohar, Jeremy O. Harris, Francesca Hayward, Julianknxx, Ruth Rogers, Remo Ruffini, Rina Sawayama, Sumayya Vally and Zaya.

"The curated community represent some of the finest creative visionaries across culture who dare to dream for us. They are today's reality-shapers and they were invited to participate as their work carries with it new hopes and possibilities. It's the deeply transformative aspects in their work and practice that makes them essential artists of our time and essential for us to bring into this project." - *Jefferson Hack, curator of 'An Invitation To Dream'.*

Milano Centrale railway station is one of the most iconic venues in the city. A lively hub of arrivals and departures, it represents the pursuit of new dreams and the journey of turning them into a reality. For the first time, this landmark will be transformed into a vast public art space, showcasing the words and portraits of this special cast.

As part of Jefferson Hack's curatorial practice of hijacking public spaces, all the billboard and screen-based advertising sites in the train station will be re-wired to create a Dreamscape: a new landscape of images and quotations from our visionaries, where large-scale text pieces and slow-motion portraits soar above the noise of the station as powerful, silent invocations, inspiring the public to dream.

The exhibition of handprinted lithographic prints by Jack Davison, grounds the experience, with the idea of slowing down time, capturing intimacy and conveying the humanity of the subject - all instrumental in setting the intention of this project.

In one of the city's busiest travel hubs, where an average 300k people converge daily, 'An Invitation To Dream' evolves from an observational art piece to a dialogue, in conversation with all who pass through the space, and lasting long after they have left.

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The exhibition in Milano Centrale railway station will run from 15th April to 21st April.  
Following the exhibition in Milan, the story will be extended as part of a global campaign activated to bring 'An Invitation To Dream' to a worldwide audience.

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*Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.*

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