

ARTS AND ENTERTAINMENT

Gucci to host EDM festival at The Hub

March 16, 2017



Exterior of Gucci Hub

By STAFF REPORTS

Italian fashion house Gucci is inviting the contemporary electronic music scene to its newly opened headquarters for a festival.

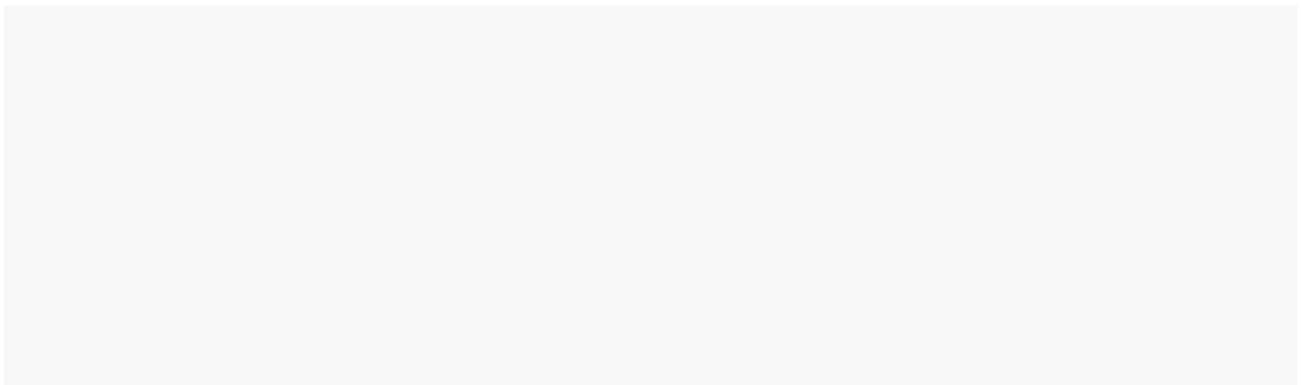
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

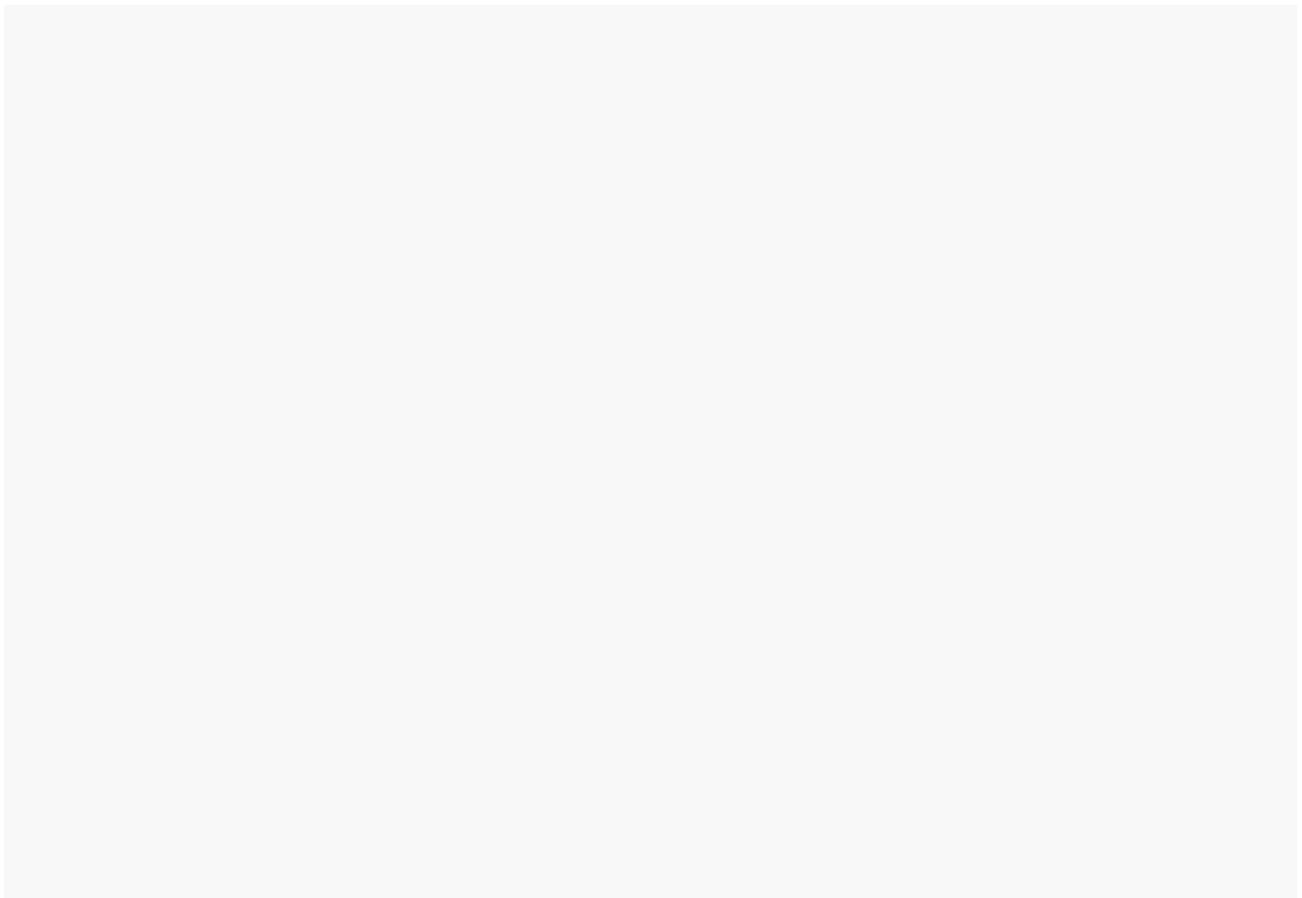
On March 30, Gucci will open the doors to The Hub for #C2CMLN, a satellite event of the popular Club to Club Festival. Gucci has been leveraging its new aesthetic to speak to millennial consumers, a demographic that listens to EDM-style music more so than their older peers.

Dancing with Gucci

In September 2016, Gucci brought together some of its key operations under one roof with the opening of a new workspace in a repurposed aeronautical factory.

Dubbed the "Gucci Hub," the 377,000-square-foot building in Milan houses offices for more than 250 employees, as well as showrooms, graphics and photo studios and a fashion show venue. Aside from becoming a new place for its employees to work, this new space is a physical representation of Gucci's new creative direction for visitors, including press and buyers ([see story](#)).





Abandoning reality for an eccentric dream, directed and photographed by @petrafcollins, who imagined a portrayal of family life set in her native Hungary. #GucciDreamscape #GucciSS17 Discover more through link in bio.

A post shared by Gucci (@gucci) on Mar 2, 2017 at 12:55pm PST

For its first visitors' event, Gucci Hub will become the backdrop for the Club to Club Festival, one of Italy's best-known music festivals.

Performances at #C2CMLN include Arca with Jesse Kanda AV, Amnesia Scanner, Gaika and Toxe.

Attendees are encouraged to register for the invitation-only event on a dedicated Web page. Those confirmed to attend #C2CMLN will notified by email in the days before the event.

#C2CMLN also aligns with the opening day of miart, a modern and contemporary art fair in Milan on March 31. Days later, Milan's Design Week kicks off April 4-9.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.