

ARTS AND ENTERTAINMENT

# Moncler launching exhibition during Milan Design Week

April 10, 2024



Artists from across various disciplines are spotlighted within. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

Italian fashion company Moncler is transforming the largest railway station in Europe.

On April 15, the brand is debuting a large-scale exhibition at Milano Centrale that will be among the largest public galleries in the world. Titled "An Invitation To Dream," the immersive installation coincides with Milan Design Week, though its life will extend beyond the conference.

"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," said Remo Ruffini, chairman and CEO of **Moncler**, in a statement,

"Always aiming to not only do new, but to do better."

## Dreaming big

"An Invitation To Dream" is curated by English-Uruguayan publisher and executive Jefferson Hack, who applies his style of taking over public spaces to the world of Moncler.

The work of acclaimed artists, such as Daniel Arsham, Deepak Chopra, Isamaya Ffrench, Laila Gohar, Jeremy O. Harris, Francesca Hayward and Rina Sawayama, is featured in the massive space. Billboards, screens and portraits inside of Milano Centrale will all be hijacked to display images that create a "dreamscape."

Are you ready to dream?

Moncler's An Invitation To Dream' exhibition will transform Milano Centrale railway station into one of the world's largest public galleries.

April 15th, 2024. [pic.twitter.com/3oMFPEFizs](https://pic.twitter.com/3oMFPEFizs)

Moncler (@Moncler) [April 8, 2024](#)

"The curated community represent some of the finest creative visionaries across culture who dare to dream for us," said Mr. Hack, in a statement.

"They are today's reality-shapers and they were invited to participate as their work carries with it new hopes and possibilities," he said. "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."

More than 300,000 people visit the station daily, drastically expanding Moncler's reach in the city. The exhibition will run until April 21, though it will come back as a part of an upcoming global marketing campaign, activating in front of a worldwide audience.

Its ending coincides with the closure of Milan Design Week, which will also see installations from other luxury names, such as Lexus ([see story](#)).

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