

# ARMANI/SILOS HOSTS THE WAY WE ARE AN EXHIBITION CELEBRATING 40 YEARS OF EMPORIO ARMANI



**Milan, 24<sup>th</sup> September 2021**

On the occasion of Emporio Armani's 40th anniversary, Armani/Silos hosts "THE WAY WE ARE", an exhibition, personally curated by Giorgio Armani that turns the unifying spirit of Emporio Armani into a unique experience, looking back on four decades of an innovative and transversal brand in a non-nostalgic way.

Conceived as a 360-degree takeover of the spaces, the exhibition is a veritable manifesto, to be lived through and experienced.

The manifesto reads: *“Within an EMPORIO, (an emporium), there are no limits of time or space. An EMPORIO acts as a container, an encyclopaedia, an algorithm. An EMPORIO holds everything, for everyone, at all times. An EMPORIO has no set schemes. EMPORIO ARMANI is all of this, under the banner of the eagle. It is here, now, today, in every way. It is me, you, us—we are all the same because we are different. Free. It is pragmatism and imagination. It is EA”.*

Emporio Armani was created in 1981 with a specific intention—to make fashion accessible to all, with the Armani imprint— but with no manifesto. It was not necessary. This exhibition is an *ex post* manifesto; a course of action, stemming from the spirit of what it has been up until now. And the core element is precisely the spirit: the exhibition makes it tangible, livable; opening it to all the senses, in all ways. A mix of signature garments and accessories with unique imagery and iconography developed throughout the years, as well as the history of Milan seen through the pages of the Emporio Armani Magazine. The spaces of Armani/Silos have been occupied by giant photographs, because oversized has always been key the brand’s communication; the rooms are covered in mood boards, videos and clothing. The spectators are both addressed by the manifesto and invited to take part in it: walking through and exploring, then seeing it materialise before their eyes through the objects, films, photos and emotions displayed in each room.

Being a programme, the manifesto is timeless: it goes beyond, transcending decades. It happens now and comes to life through the always unique experience of those who visit the exhibition.

*“Emporio Armani was born in 1981—far ahead of its time. I imagined it as a line with which to experiment, capturing new trends and introducing fashion for all; a container in which everyone can find something and make it their own, interpreting it in a personal way. Today it represents the cross-cutting and dynamic version of my concept of style, and has not lost its initial spirit of individuality and community, of research and freedom. These are the values I wanted to emphasise with this exhibition, because Emporio has always been a brand strongly anchored in the contemporary world, reflecting the energy and vitality of the metropolis, capturing its beat, and offering an experience made up of clothes, accessories and ideas”, commented Giorgio Armani.*

With this exhibition, Giorgio Armani is lending his support to education and school dropout prevention programmes championed by Save the Children, the international organisation dedicated to advocating the rights and interests of children worldwide.

## **EMPORIO ARMANI – THE WAY WE ARE**

September 24<sup>th</sup>, 2021 – February 6<sup>th</sup>, 2022

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