

# ARMANI / SILOS

## REGULATIONS “ARMANI SILOS”

### ART. 1 – NAME AND HEAD OFFICE

These regulations govern the organisation and functioning of the museum and historical archive exhibition space located at Via Bergognone No. 40, Milan (“Armani Silos”) and govern visitor access.

### ART. 2 – PURPOSES AND FUNCTIONS

Armani Silos is an exhibition space offering ancillary services (such as ticketing, coat check, bookshop, café, toilets) housing:

- (I) the permanent/private collection of Giorgio Armani S.p.A. (garments, designs, images);
- (II) temporary themed exhibitions;
- (III) cultural and training events relating to the design and fashion industry, with specific reference to new generations of stylists, designers and creators;
- (IV) spaces for training and communications related activities;
- (V) dedicated events.

Armani Silos is open to the public from Wednesday to Sunday from 11:00 to 19:00 (any eventual change to opening days and times can be verified on [www.armanisilos.com](http://www.armanisilos.com)).

Armani Silos also hosts a Digital Archive and in the fulfilment of its own missions:

- (I) correlates, liaises and collaborates with similar entities and institutions at local, national and international level;
- (II) actively participates in initiatives promoted by the Municipality of Milan for the purposes of:
  - (a) creating synergies between cultural programmes for projects relating to creativity, experimentation and artistic research;
  - (b) participating in the network of museums and exhibition spaces of the Municipality of Milan through initiatives to exploit the city’s cultural resources with national and international projects, particularly in the field of fashion, research and artistic training in general;
- (III) conceiving and holding annual cultural and training events linked to the design, fashion and creative industries, with free entry.

### ART.3 – THE ARMANI SILOS BUILDING

The Armani Silos spaces extend over four floors, all of which are equipped with Wi-Fi and are occupied according to the following layout:

#### GIORGIO ARMANI S.p.A.

Sede legale: via Borgonuovo, 11 • 20121 Milano • Tel. +39 02 72318.1 • Fax. +39 02 58191900  
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Via Bergognone nr. 38, 46 e 59 • 20144 Milano • Tel. +39 02 83106.1  
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## **(I) PERMANENT/PRIVATE EXHIBITION:**

Armani Silos houses the Giorgio Armani S.p.A. permanent collection with an exhibition of the garments and accessories which over the years have marked the success of the Maison.

## **(II) AREAS DEDICATED TO TEMPORARY EXHIBITIONS, EVENTS, CULTURAL AND TRAINING EXPERIENCES**

## **(III) DIGITAL ARCHIVE:**

In line with the aims of Armani Silos, the reading room, located on the top floor of Armani Silos, pays special attention to all documentary resources for the study of the cultural, conceptual and technical foundations of fashion and design. In the reading room, users - whether visitors, students or enthusiasts- may search the digital archive through workstations, consulting the relevant catalogues.

It is not possible to copy photographs or take extracts or copies of documentary resources in the Digital Archive. The Archive is for consultation purposes only. Access to the reading room which houses the Digital Archive is governed by article 4) below.

## **(IV) CAFÉ:**

As part of the organic image of Armani Silos, the museum includes a space serving as a restaurant, café and cold buffet. Access to the café is reserved to visitors of Armani Silos.

The Café will be open at the same hours as Armani Silos.

## **(V) BOOKSHOP:**

Armani Silos includes a bookshop which offers visitors a wide selection of designer objects and accessories specially created by Giorgio Armani S.p.A., together with a selection of publications from the world of Armani. The bookshop will be open at the same hours as Armani Silos.

## **(VI) COAT CHECK:**

A free coat check is available at Armani Silos.

The following objects must be stored before accessing Armani Silos:

- (a) sticks, umbrellas and pointed, cutting or blunt objects.  
However, walking sticks may be retained by elderly or infirm persons;
- (b) suitcases, rucksacks and handbags larger than an overnight bag and any item which could compromise the safety of the Armani Silos building, its visitors and staff;
- (c) drawings and reproductions of works of art.

Coat check staff will accept items but may refuse any objects which, if stored, would contravene the building's safety rules.

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The following may not be left in the coat check:

- (a) cash, cheque books, credit cards;
- (b) valuables and jewellery;
- (c) photographic, cinematographic or audio-visual equipment or mobile phones.

Items left in derogation of this article are left at the risk of the visitor who deposited the item.

Giorgio Armani S.p.A. will not be liable for theft of items left at the coat check.

All items deposited must be collected on the same day prior to closure of Armani Silos. Objects which are not collected by closing time will be considered as lost property. Property lost within Armani Silos will be consigned to the coat check.

## Art. 4 – VISITOR ACCESS

Pre-booking is advisable for access to the Armani Silos spaces.

Visitors with disabilities or special needs will receive the necessary assistance.

A ticket is required for entry and movement inside the Armani Silos spaces, although entry to the Digital Archive dedicated area is free of charge through the following procedure:

- (a) by pre-booking

Exclusively for free access to the Digital Archive, Armani Silos has provided a service: "WORKSTATION" guaranteeing free entry to the Digital Archive by prebooking a PC workstation to consult the Archive within a time-slot (every hour);

- (b) by pre-booking on site, subject to availability.

Otherwise, access cannot be guaranteed.

Access to the Digital Archive area does not enable access to other Armani Silos spaces, including those dedicated to the Permanent Exhibition, the Temporary Exhibitions and the Cafeteria.

Entry is permitted exclusively by timeslots.

The opening days and times are indicated on the Website [www.armanisilos.com](http://www.armanisilos.com) and at the Armani Silos ticket office.

No booking fee is applied. Admission tickets can be purchased through:

- I) website [armanisilos.com](http://armanisilos.com);
- II) call center +39 02 91630010 - number active Mon – Sat, from 9:00 AM to 6:30 PM, holidays excluded;
- III) museum ticket office

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The priority access given by the reservation is valid from the booked visit time up to 30 minutes after the time indicated on the ticket. In case of a delay of more than 30 minutes the ticket remains valid but priority access is not guaranteed, therefore you may be asked to wait in the regular queue.

Same-day admission tickets can only be purchased at the museum ticket office subject to availability.

Date changes and refunds are allowed within 2 working days (Monday to Friday, excluding public holidays) prior to the schedule date/time of the visit, by e-mailing [guidedtours@armanisilos.com](mailto:guidedtours@armanisilos.com)  
It is possible to request only one change of date/time.

The entry fees to visit the Permanent Exhibition and the temporary exhibitions are as follows:

- (I) FULL PRICE TICKET: 12€.

Tickets can be purchased through the following channels:

- I) on the Website [www.armanisilos.com](http://www.armanisilos.com);
- II) on site at the Armani Silos ticket office;
- III) by calling the dedicated phone number: +390291630010.  
From Monday to Saturday, 9:00 to 18:30;
- IV) on the Website [www.vivaticket.com](http://www.vivaticket.com).

The following reductions are granted:

- (I) 50% of the full ticket price:
  - (a) students attending elementary schools, middle schools, high schools, institutes or universities;
  - (b) visitors over 65 years old for 4/5 opening days of the week, except Thursday, when entry for these visitors is free.
- (II) 30% of the full ticket price:
  - (a) visitors aged from 6 to 25 years old (under 26);
  - (b) visitors with disabilities;
  - (c) teachers;
  - (d) armed forces personnel;
  - (e) off-duty police;
  - (f) journalists;
  - (g) "Milano Card" holders;
  - (h) groups of 15 or more persons.
  - (i) tourist guides with personal identification badge

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The following are entitled to free entry:

(a) School groups from elementary schools, middle schools and high schools. The visit is organised by the school, which will present a list of participants on headed notepaper at the entrance. Two teachers per class group are included in the free admission.

Visits by this category of visitors must be booked and agreed so they occur on specific dates.

Specific provisions are given in article 7 of these regulations;

- (b) visitors aged over 65 on Thursdays;
- (c) ICOM members;
- (d) On the first Sunday of each month during the ministerial initiative #domenicalmuseo;
- (e) Employees of Giorgio Armani, each of whom can bring one guest free of charge;
- (f) visitors under 6 years old;
- (g) carers of visitors with disabilities;
- (h) Abbonamento Musei holders.

Giorgio Armani S.p.A. will provide all visitors with free of charge illustrative/summary documentation (folders) on the museum's activities and current exhibitions.

## Art. 5 – SAFETY

The following items are not permitted in the Armani Silos:

- (a) weapons and munitions;
- (b) explosive, flammable or volatile substances;
- (c) dangerous, excessively heavy or bulky items;
- (d) artworks and antiques;
- (e) animals;
- (f) food and drink.

Visitors may be subjected to checks by authorised staff on entry.

Visitors must refrain from any actions which could compromise the safety of persons and property.

Any accident or abnormal incident or event must immediately be reported to Armani Silos staff.

If a visitor becomes aware of a danger or situation caused by fire, they must alert staff immediately.

In the event of an evacuation of the building, visitors must proceed in a disciplined and orderly manner, following the staff's instructions.

In the event of injury and/or illness, notify the staff immediately and do NOT move the victim except in cases of grave and immediate danger (e.g. fire, gas leak, evacuation, etc.).

All lost children must be taken to the ticket office.

No exhibited artwork may be touched, removed or displaced except by express instruction of Giorgio Armani S.p.A.

Any visitor who witnesses a theft or an act of vandalism is requested to promptly inform staff.

In very crowded situations and any other circumstances which could compromise the safety of persons or property, staff may partly or totally close Armani Silos or change the opening times. Staff reserve the right to adopt all necessary measures to maintain adequate levels of safety as circumstances may require.

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## Art. 6 – GENERAL CONDUCT OF VISITORS

Visitors must behave courteously to staff and all other persons present in Armani Silos.

The following actions are prohibited:

- (a) climbing up over any protection barriers;
- (b) touching the artworks exhibited;
- (c) leaning on display windows, bases and any other fittings;
- (d) writing on or marking the walls;
- (e) running along the exhibition itinerary;
- (f) smoking;
- (g) consuming food or drink;
- (h) throwing paper or other litter on the floor;
- (i) speaking loudly, causing disturbance to other visitors;
- (j) selling items or distributing leaflets;
- (k) keeping mobile phones switched on.

Visitors are also requested to comply with the instructions of the authorised security personnel. Failure to comply with these regulations may result in the visitor's expulsion from Armani Silos, and possible legal proceedings.

## Art. 7 – PROVISIONS FOR GROUPS

Visits by groups or school classes must be conducted under the guidance of one or more group leaders who will be responsible for compliance with the rules in these regulations.

Members of groups must be instructed not to stray from the group leader and not to cause any disturbance to other visitors or to Armani Silos staff.

Authorised staff may at any moment restrict conditions for access and group tours according to the actual capacity of Armani Silos to accommodate them.

Guided tours are conducted exclusively by:

- (a) teachers for their own students;
- (b) specifically authorised persons (authorised Armani/Silos guides).
- (c) tourist guides with personal identification badge

## GUIDED TOURS WITH ARMANI SILOS GUIDES

Guided tours may be purchased exclusively through the official Armani Silos channels and last for around an hour. Tours can be conducted in Italian, English, French, German, Spanish and Chinese.

## BOOKING METHODS

Email: [guidedtours@armanisilos.com](mailto:guidedtours@armanisilos.com) (Monday to Friday, 10:00 to 18:00)

Call center: +390291630010 (Monday to Saturday, 9:00 to 18:30)

Visitors are advised to book 2 days in advance for tours in Italian and English, at least 5 working days in advance for tours in French, German, Spanish and at least 7 working days for tours in Chinese.

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## PRICES FOR GROUPS OF UP TO 25 PERSONS

Italian language guide: €150 + ticket price

Foreign language guide: €170 + ticket price

## FOR STUDENT GROUPS

Italian language guide: €120 + ticket price

Foreign language guide €140 + ticket price

## EVENING RATE AFTER 19:00

Italian language guide: €160 + cost of reserving spaces for private use

Foreign language guide: €190 + cost of reserving spaces for private use

## PAYMENT METHODS

Bank transfer or credit card

## TOURS GUIDED BY EXTERNAL GUIDES

Reservations for groups with an external guide are mandatory via call center +39 02 91630010 o [guide-tours@armanisilos.com](mailto:guide-tours@armanisilos.com).

Guided tours with an external guide must respect the same capacity limits as guided tours with an Armani/Silos guide (max 25 pax) and the same time limits (maximum duration of the visit 1 hour).

Upon entering the museum, external guides must prove their guide status by showing their personal identification badge.

## Art. 8 – PHOTOGRAPHS, FILMING AND COPIES

In the spaces dedicated to the Permanent Exhibition, the temporary exhibitions and the Digital Archive:

- (a) photographs may be taken exclusively for amateur and study purposes and must not be published in any medium, whether free or for payment;
- (b) all forms of filming are prohibited;
- (c) use of lights and stands is subject to individual authorisation.

For any filming for commercial, editorial, cinematographic, documentary, journalistic or television purposes, please apply for prior authorisation to Giorgio Armani S.p.A. at the following address: [press@armanisilos.com](mailto:press@armanisilos.com). For filming in which members of staff may appear, the permission of those involved must also be sought. The staff of Armani Silos reserve the right to prohibit reproduction of the material.

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