

GOLDEN GOOSE OPENS HAUS IN MARGHERA, VENICE WITH A SERIES OF IMMERSIVE EVENTS AND ACTIVITIES.

To celebrate the opening of HAUS in Marghera, Venice, Golden Goose is set to unveil a unique and immersive series of experiences and events open to the public from April 19th to April 21st.

HAUS is a global cultural platform, providing a new home for the brand's community of dreamers. A place that unites creatives of multiple disciplines and backgrounds. HAUS lays its roots in Marghera, the industrial port of Venice, Italy—the birthplace of the brand. This immersive phygital space embodies Golden Goose DNA, spotlighting its core values through crafts, culture, and art.

With handcrafted and artisanal traditions at the core and center of the brand, HAUS will host an Academy where skilled artisans will teach Dream Makers – the brand's artisans – of the future to pursue their creativity, giving them the tools and skills they need to preserve and keep the art of craftsmanship alive. Courses and seminars in the Academy are designed to develop skills and knowledge across disciplines for personal and professional advancement. The classes will cover a range of crafts such as shoemaking, tailoring, and screen printing, alongside modern cultural activities like DJing and public speaking —all in pursuit of pushing craft forward through various interests and dreams. These programs are designed to offer value and relevance to individuals from different backgrounds, experiences, and perspectives.

The brand will also open the doors of Manovia, a place dedicated to product innovation and repairing, extending the lifetime of Golden items, and beyond. An Archive, a Library, a Playground – which is an Auditorium, are designed to educate and offer insights into the brand's culture and heritage and more, inviting visitors to unleash their creativity and immerse in the Golden universe. A Hangar, which is an Exhibit Area, will showcase artists, their works and artistic soul.

'HAUS is a celebration of craftsmanship, culture, and art. More than just a physical space, it is a dream coming to life—a place where the brand was born and a permanent home for our community of dreamers. From Marghera to global destinations, HAUS will host a variety of immersive events, dedicated pop-up experiences, and innovative activations' states Golden Goose CEO Silvio Campara.

In May 2023, Golden Goose launched HAUS of Dreamers, a series of worldwide events to bring the physical experience of HAUS around the globe. This year, on April 19th, HAUS of Dreamers will bring together four world-class multifaceted artists from different fields: Argentinian visual artist Andrés Reisinger, Italian sculptor Fabio Viale, French-Italian painter Maïa Régis, and Puerto Rican-

GOLDEN GOOSE

American singer Mia Lailani. The Dreamers will craft unique performances and experiences for the guests to take part in — and carry with them long after the evening fades.

On April 20-21, HAUS will open to the public for the first time, as part of HAUS Week, a series of performances and workshops celebrating creativity and freedom of expression. Collaborating closely with artists, artisans, and members of the local community, HAUS aims at giving back to the territory while fostering intercultural dialogue. The workshops will shine the spotlight on upcycling with L.P.R & SWAMPGOD, tailoring with Franco Puppato, Co-Creation stations with Golden's Dream Makers, ceramic lessons with Power Notte, glass engraving with Matteo Seguso. A tribute to culture and style will come to life by a skate session with Fotta Skate accompanied by the music curation of Alberto Bof, a theatrical performance by young poet Giorgio Maria Cornelio, a video installation curated by Gandhara and many more. A series of talks focused on art, culture and sneakers co-hosted by NSS will close the two-day event series.

Everyone is welcomed during HAUS Week and can sign up to the event at this link: <https://hausofdreamers.goldengoose.com/index.html>