

GOLDEN GOOSE CELEBRATES HAUS OF DREAMERS IN MARGHERA, VENICE WITH AN IMMERSIVE NIGHT OF PERFORMANCES

Venice, IT, April 19, 2024 – On April 19th, Golden Goose kicked off the Biennale Arte 2024 with its HAUS of Dreamers event. A unique immersive night at HAUS, a place that unites creatives of multiple disciplines and backgrounds, rooted in Marghera, the industrial port of Venice, Italy, and birthplace of the brand.

This phygital space embodies the brand's core values of craft, culture, and art through an Academy, a Manovia, an Archive, a Library, a Playground (auditorium), and a Hangar (Exhibition Area), becoming a global cultural platform to unleash creativity and a new home for the brand's community of dreamers.

To celebrate the opening of HAUS, Golden Goose brought together four multifaceted artists from different fields: Argentinian visual artist Andrés Reisinger, Italian sculptor Fabio Viale, French-Italian painter Maïa Régis, and Puerto Rican singer Mia Lailani. The Dreamers crafted memorable performances for guests to cherish long after the night was over.

The evening began with a striking performance by Italian sculptor Fabio Viale. In his installation, Viale transformed marble pillars into burning wooden-like 'Briccole' sculptures, representing Venice's heritage, an emblem of past and present, myth and reality.

Guests then personalized the newly introduced Marathon sneakers in the Manovia area alongside Golden Goose Dream Makers, the brand's skillful artisans.

Continuing into the Academy, Maïa Régis took the stage. Known for her vibrant compositions recalling the buzzy thrill of popular culture, the painter showcased her silk-screen printing live performance, seamlessly blending art and life. Through screen printing, the artist highlighted the contrast with 'mass-produced' works typical of industrial areas, emphasizing that each piece is handmade.

In the Auditorium, guests experienced a special moment with the young singer Mia Lailani. The performance of her singles, that blends R&B, pop, hip hop, with Latin and Bronx influence, was amplified by experimental DJ beats and hypnotic visuals, filling HAUS with sounds, stories, and dreams.

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Through an immersive tunnel, guests reached the last step of this journey, the Hangar. Here, Andrés Reisinger 'dreamscapes', hybrid worlds of sensorial experiences, merged with the Golden Goose universe, as HAUS got wrapped up in his signature pink tactile draping. A visionary imagery, inviting to unfold the mystery behind those theatrical wings of cloth.

The evening concluded with an exclusive dinner amidst a sea of flowers and a candlelit atmosphere.

In addition to the four Artists, Mayor of Venice Luigi Brugnaro, model Romme Strijd, artist Youssef Nabil, Liseok and Shindanbi, pianist Alberto Bof, musician Jack Savoretti and Lorenzo Sutto, gallerists Clayton Calvert and Cristian Contini, art director Antonio Monfreda, entrepreneurs Stuart Parr and Ozlem Onal, Arun Nayar, Alexandre Allard, content creators Farhana Bodi, Jwana Karim, Onnuk, Oriana Sun, Flavia Arditi, Helen Nonini, Luca Santeramo, skater Rune Glifberg, were among the notable guests who joined the special night of live performances, immersive experiences and intimate dinner.

HAUS will open to the public on April 20-21 as part of HAUS Week, featuring performances, workshops, and talks on art, culture, and sneakers, aiming at giving back to the Venice local community, while fostering intercultural dialogue, creativity, and freedom of expression.

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

A celebration of Golden Goose's Dreamers through art, music, and craftsmanship.