



PROGRAM

09

THURSDAY
OCTOBER

MILAN –
CENTRAL STATION

Register on Eventbrite

ECHOES OF ALTITUDE

A multisensory immersion in the heart of Milan.

An immersive installation of sounds and scents, combining Fonetica Glaciale, a sound mapping of the Adamello glacier by sound artist Neunau (Sergio Maggioni), and an olfactive intervention by artist Sissel Tolaas. These elements, along with bites prepared by Altatto, will spark an intimate reflection on the mountain, evoking the sensation of altitude.

The evening opens with a conversation between Ruggero Pietromarchi, Neunau, Sissel Tolaas, and glacier expert Giovanni Baccolo.

16

THURSDAY
OCTOBER

PREALPI LECCHESI,
CAMPELLI GROUP

invitation only

TRACING THE ORIGIN

An excursion to discover the mountain landscapes around Milan.

Guided by mountaineer and Vibram athlete Matteo Della Bordella, the Vibram Tester Team, and local alpine guides, participants will enjoy a day of sharing, adventure, and respect for the mountain environment. The route, accessible to anyone, also offers the chance to try vertical sections, including climbing. The group will visit Rifugio Lecco, a true local stronghold and reference point for mountain enthusiasts, stopping for lunch to enjoy traditional high-altitude cuisine together.

20

THURSDAY
NOVEMBER

MILAN –
CINEMA BELTRADE

open to the public
with registration

Premiere of the Vibram history short film

In one of Milan's most known essay cinemas, Vibram will premiere the short film directed by Achille Mauri, followed by a conversation with the director and athletes featured in the film, rooting the narrative in a physical event. Through Vibram's story, the film becomes an experience where the city reflects the peaks, and the mountains reshape the urban imagination.

02

FROM
DECEMBER
TO
JANUARY

MILAN –
VIBRAM STORE

opening by registration

GROUND ECHO

Design icon, yesterday and today.

An immersive, site-specific-like experience placing the Vibram Carrarmato sole within a broader historical and cultural context – a design icon that has stood the test of time and continues to be reinterpreted through research and development.

During the opening on December 2, Vibram designers, curators, and archivists will highlight the history of the sole – through the company archive and the Outdoor Recreation Archive of Utah University – its contemporary relevance, and future possibilities. The experience rooms will narrate these three chapters – past, present, and future – creating tangible connections.

09/

MONDAY
FEBRUARY

10

PREALPI OROBIE,
VAL DI SCALVE

invitation only

SHELTER STORIES

An excursion to discover the mountain landscapes around Milan.

Guided by mountaineer and Vibram team member Hervé Barmasse, together with the Vibram Tester Team, the event will span two days with an overnight stay at Rifugio Albani.

Depending on weather conditions, participants may enjoy a ski mountaineering experience, accessible to anyone, to reach the refuge; the next morning will be dedicated to descending the slopes.

If there will be no snow, the activity will still take place: the group will spend the day together, with other activities to explore the area, encourage sharing, and experience the mountain in all its nuances.

18/

WEDNESDAY
FEBRUARY

21

open to the public
with registration

MOUNTAIN INQUIRIES

An exploration of texts, images, drawings, and mountain discoveries.

An exhibition of books, magazines, catalogs, and fanzines in collaboration with many editorial expressions, both independent and mainstream. A showcase of rare and vintage materials, expedition reports, first guides, technical manuals, and memorabilia from the Vibram archive, documenting the evolution of mountain culture.

