



## **VIBRAM CELEBRATES THE BOND BETWEEN MILAN AND THE MOUNTAINS**

### **A SERIES OF EVENTS TO REDISCOVER THE ROOTS OF THE INNOVATION THAT REVOLUTIONIZED MOUNTAINEERING**

*Milan, September 25, 2025 – Milan holds a rare privilege compared to other major European cities: a constant dialogue with the Alps that rise on the horizon. On clear days, from the spires of the Duomo, the peaks seem to almost touch the city, recalling the deep connection between the metropolis and the mountains.*

*It was in this landscape, at the beginning of the twentieth century, that Vitale Bramani – from whom the acronym Vibram – discovered his calling. First a mountaineer and mountain guide, then an entrepreneur: in 1928 he opened the first specialized mountain equipment store in Milano, at Via della Spiga 8. A few years later, in 1937, he sparked a revolution destined to mark an era: the first rubber sole for mountain boots, the famous Vibram Carrarmato.*

*For Vitale Bramani, the mountain was not only a challenge but also a teacher and a refuge, inspiring him to innovate and create design icons that would forever change the world of mountaineering. From the Lombard mountains to the peaks of the Himalayas, his invention has accompanied climbers and explorers for nearly ninety years in reaching the highest and most demanding summits in the world.*

*Today, Vibram celebrates this bond with "Mountains of Milano," a series of events inviting people to rediscover the deep connections between city and mountain, belonging and inspiration: values that shaped Vitale Bramani's pioneering vision and still guide the company today.*

*Through stories from mountaineers, installations, conversations, cultural moments, and experiences between Milan and the Alps – from the Central Station to the Lombard mountains – Vibram offers a collective program that explores mountain culture across generations and perspectives.*

*As part of the "Mountains of Milano" project, a new film dedicated to Vibram's history and directed by Achille Mauri will be premiered: a visual and sound journey to the company's roots, between places of origin and founding values, with the mind in the city and the heart in the mountains.*



# MOUNTAINS OF MILANO

## 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.

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MID  
DECEMBER

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.

16/  
17

FRIDAY  
JANUARY

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.

