

**PLUG-MI, THE GEN Z AND URBAN CULTURE FESTIVAL,  
RETURNS TO MILAN AFTER LAST YEAR'S RESOUNDING  
SUCCESS**

*Taking place on 9 and 10 September at Superstudio Più, the event will showcase the most creative, fun and interesting developments in the worlds of music, sport, art and fashion. Ticket sales start today.*

Milan, 18 May 2023 - After last year's resounding success, **PLUG-MI**, the Gen Z and urban culture festival conceived and promoted by **Fandango Club Creators** in collaboration with **MICAM Milano**, will be returning to Milan's **Superstudio Più** on **Saturday 9th and Sunday 10th of September**. This year's festival promises to be even richer in new developments and events, offering sure fire entertainment and fun for all music, sport, art and fashion fans.

Held in a space measuring over 4,000 square metres in the city's Tortona area, the event will enable enthusiasts to discover and experience in one place all the most interesting new developments in the urban world, with workshops, talks, concerts and live performances inspired by the four souls that characterise this festival.

**FASHION**: space is given to national and international streetwear and sneaker brands, which will showcase their special collections, new releases and exclusive limited editions and offer the chance to buy the products on display and admire rare iconic models up close.

**MUSIC**: concerts and DJ-sets will be held involving international artists from the trap, rap and R&B scene best loved by Generation Z, chosen in collaboration with the event's Official Radio, **Radio 105**.

**ART**: at the PLUG-MI Creative Lab it will be possible to enrol in masterclasses and workshops enabling visitors to learn from the experts how to customise their garments and express their creativity to the full.

**SPORT**: sporting exhibitions, show matches, shooting competitions, 1vs1 tournaments and skill training sessions will be held at the special Basket Playground created in collaboration with **Rinascete** and **Zero Blasterfirm**, the most popular playground brand in Italy, which on the occasion will showcase an exclusive pair of shorts customised for PLUG-MI 2023.

Confirmed brands include:

**RINASCENTE**: in addition to confirming last year's partnership with Basket Playground, in June Rinascete will be setting up "Annex Square", a schedule of

events dedicated to art, sport and music, in its ANNEX area, the destination point in Milan's Piazza Duomo conceived for Millennials and Gen Z.

**CULTURE:** this is the first start-up in Italy to offer an app-based limited edition sneaker rental service. With this innovative solution, Culture aims to break down the barriers to the sneaker market, such as high resale prices and difficulties buying at retail prices, thus offering street culture enthusiasts the possibility to wear the most exclusive and sought-after models without necessarily having to buy them.

**D'ARTISTI:** this Italian brand of handmade carpets endorses art and artists of every kind by creating uniquely original works of art based on the ideas and wishes of customers, who thus becomes part of the creation.

**DOTZERO:** the most popular playground streetwear brand springs from the idea of creating innovative and perfectly sustainable artisanal footwear that respects raw materials, people and the planet.

**EXCELSIOR LAB:** this up-and-coming brand in the field of product and fashion design will be showcasing its first home collection at PLUG-MI, and in particular its ShoeBox, an introduction to the EX01 capsule collection.

**INFATUATION:** this brand springs from the desire to fulfil the dream of becoming an establish name in the fashion industry for its physically, culturally and emotionally durable products.

**MAKE FASHION GREAT AGAIN:** this brand acts as a powerful instrument of cultural propaganda. Its greatest challenge is to bring the beauty of literature and theatre into fashion, subverting the typical language of the street and introducing a streetwear model that draws on the international cultural heritage, revisiting it with the hallmark creativity and flair of Italian design to remind us that culture is a precious - perhaps *the* most precious - accessory.

**ON MY WAY:** this name epitomises the philosophy of life of a brand that follows its own path and relies entirely on instinct to achieve its goals and make its garments.

... and many others!

The immersive PLUG-MI experience is complemented by an entire room dedicated to a special food experience, accompanied by the coolest exponents of the Milanese mixology scene, such as **NIO COCKTAILS**, a young start-up that has already left its mark and offers both ready-made and customised cocktails to suit all tastes. Confirmed brands also include **BARBA 'N' JUICE**, established with the aim of providing a healthy alternative to a target audience accustomed to taking care of themselves, without renouncing on flavour.

*"We are very proud of this new PLUG-MI edition, attended by internationally renowned brands with contents of the highest value, giving voice to new ideas, encouraging original points of view and striking trends, and fostering a vision without boundaries of inclusion, community and talent. In the coming weeks we will announce the guests, brands and activities that will contribute to making this new edition truly unforgettable, so that we can continue enthusiastically to target Generation Z with our projects,"* commented **Marco Moretti**, President of Fandango Club Creators, the Campus Fandango Club company that curates the concept behind the festival.

*"PLUG-MI is a very important event, which perfectly combines B2B and B2C in the world of urban culture. We firmly believe in this festival as it allows us to set up an ongoing dialogue with young people and to get closer to their world. Moreover, it offers an excellent opportunity to footwear companies that produce sports lines and have an e-commerce channel. Through the presence of the most*

# PLUG+MI

THE URBAN CULTURE FESTIVAL

*prestigious brands in this sector, we will be able to take stock of the sports footwear and sneaker segment, which is enjoying excellent health and has recorded a growth in consumption of +7.2% in volume and +8.5% in value over last year. In our sector, young people play a fundamental role in the markets' success. Based on a significant generational change, supported by adequate training, will we be able to project our companies into the future and, with renewed human capital, overcome the challenges of digitalisation and sustainability. That is why PLUG-MI will include a MICAM Capsule corner dedicated to the sneakers designed by international students in their final year of the footwear course offered by the ARS Sutoria Academy. We will provide further details in the coming weeks!"* says **Giovanna Ceolini**, President of Assocalzaturifici and MICAM Milano, the world's leading B2B footwear trade show.

In addition to its Main Partner **MICAM Milano**, PLUG-MI can count on the support of the Editorial Partners **Corriere dello Sport – Stadio** and **Tuttosport**, of the **Ticketone** platform as Ticketing Partner, and of **Radio 105** as the Official Radio, which will animate the main stage of the event for two whole days with lots of musical content presented by DJ Moko.

PLUG-MI will be open to the public from 12 noon to 11 pm. Discounted **tickets** are now available for purchase from [www.plug-mi.com](http://www.plug-mi.com). These bargain tickets are limited, so hurry! In addition to a classic day ticket and a two-day pass, this year we are also running a special "bring a friend" promotion - a discount for those buying two tickets simultaneously - because we believe that together we can have even more fun!

See the IG @plug\_mi profile for all the latest news and updates on the festival's brands, musicians and events.

Fandango Club Creators is the Campus Fandango Club company created to describe new worlds and stories through international formats and events, both live and digital, aimed especially at Millennials and Gen Z.

Specialised in consumer-centric branded entertainment, Fandango Club Creators is devoted to conceiving, consolidating and organising formats, with a focus on all the innovative communication possibilities offered by the new physical and digital worlds.

## PRESS CONTACT

**Manuel Licci – ATTILA&CO** | [\\_manuel.licci@attila.it](mailto:_manuel.licci@attila.it)