



COUNTER CULTURE Deconstruct to Reconstruct

from May Friday 10 to Sunday 12, 2024, h 11AM - 7:30PM

opening: Thursday 9 from 6PM, [rsvp](#)

workshop: Saturday 11 and Sunday 12, [rsvp](#)

Fondazione Sozzani
via Enrico Tazzoli, 3 — 20154 Milan

What compels creatives to create?

In order to answer this question, Plās Collective's digital platform **Counter Culture** turns into a collective exhibition and a series of workshops hosted by Fondazione Sozzani.

Deconstruct to Reconstruct is a project ideated in collaboration with Readymade Textiles, a brand that redistributes deadstock fabrics, that invites four Italy-based creative studios to reveal the secret, personal side to their work: master glassblower Simone Crestani, spatial agency Fosbury Architecture, ethical plant nursery Clinica Botanica, and lighting design agency Anonima Luci.

Plās Collective is a Milan-based fashion brand and collective of creatives, by creatives, for creatives, specialized in crafting limited-edition garments and design collectibles, constantly evolving through collaborations with the global community of artists, to which they are exclusively committed.

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the

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