

We are pleased to announce a new pop-up by gastronomic collective WE ARE ONA settled in Carla Sozzani's future location *Fondazione Sozzani* in Bovisa with a scenography by photographer Mark Borthwick in collaboration with Laura Floor.

Featuring chef Megan Moore during Milano Design

FROM APRIL 14TH TO 21ST, 2024  
FOR 7 LUNCHESS AND 8 DINNERS



RENDER BY  
STUDIO WE ARE ONA

FROM APRIL 14TH TO 21ST, 2024  
IN MILANO, ITALY  
VIA BOVISASCA, 87, 20157 MILANO MI, ITALY

**LUNCH IN 6 COURSES**

Price: 105€ per person  
Wine pairing: 65€ per person

**DINNER IN 8 COURSES**

Price: 150€ per person  
Wine pairing: 85€ per person

**BOOK HERE**

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DRAWING BY  
MARK BORTHWICK

## ABOUT THE POP-UP

During Milano Design Week, We Are Ona is taking on future Fondazione Sozzani's location for a week with chef Megan Moore. Offering an unique experience, the chef will compose a menu for lunch and dinner in this inspiring location immersed in a scenography by photographer Mark Borthwick in collaboration with Laura Floor.

Fondazione Sozzani is known for its diverse range of exhibitions, events, and initiatives that showcase emerging talents as well as established artists and designers. It serves as a platform for creative expression and innovation, fostering dialogue and collaboration within artistic community.

The foundation will soon open in its new location in the neighborhood of Bovisa in Fall 2024. This historically industrial district of the city is undergoing active transformation. The foundation aims to contribute to making Bovisa a new cultural destination.

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MEGAN MOORE'S PORTRAIT BY  
VICTOR LAUZELY

## ABOUT CHEF MEGAN MOORE

Chef Megan Moore's itinerary screams independence and freedom as her path in the culinary arts was carved by a combination of her own curiosity, a seasonal approach to food, and her changing surroundings.

The Scottish born is a self made talent who pursued her own path, encounter after encounter, travel after travel.

At the age of 19 she left her home country and flew to Mexico where she fell in love with the local customs deeply linked to farming, food and sharing. Since then she has worked in Glasgow, London and now, Marseille where she offers a cuisine based on local and seasonal products with a craving for fresh spices.

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ABOUT MARK BORTHWICK

Mark Borthwick is a renowned photographer known for his distinct, intimate style in fashion photography.

His photography style is characterized by its dreamy, ethereal quality, often featuring soft lighting and unconventional compositions. He is renowned for capturing the essence of his subjects in a natural and unguarded manner, creating images that feel intimate and personal.

Collaborating with top brands and publications like VOGUE, he has influenced a new generation of creatives with his innovative approach, challenging conventional beauty standards.



MARK BORTHWICK'S PORTRAIT BY  
PHOTOGRAPHER NOAM GALAI

ABOUT LAURA FLOOR

Laura floor is a French scenographer based in Milan.

She studied architecture and scenography in Paris before starting her own studio.

Playing with shapes and light, her work explores design with a strong focus on cognitive perception to turn spaces into collective experiences.

Her portfolio includes different international projects for fashion, beauty & high jewelry brands.



LAURA FLOOR'S AUTO PORTRAIT



## ABOUT CARLA SOZZANI

Carla Sozzani is a prominent figure in the fashion and art world, best known for her pioneering contributions to culture and curation.



Carla began her career in the late 1960s as a fashion editor for Italian publications such as Voque and Elle. In 1990, she founded her gallery, Galleria Carla Sozzani, in Milan at Corso Como n.10.

In 1991, named after its street address, she founded 10 Corso Como, a new concept which revolutionized retail by blending fashion, design, art, culture under one roof.

Sozzani's keen eye for art and design led her to create Fondazione Sozzani. The foundation curates numerous art installations, showcasing both established and emerging talents across various artistic disciplines.

CARLA SOZZANI'S PORTRAIT BY  
PHOTOGRAPHER PAOLO ZERBINI

## ABOUT WE ARE ONA

WE ARE ONA aims to gather a community of food creatives around unique and contemporary experiences. WE ARE ONA was born from the traditional fine dining scene, with the desire to explore innovative ways of creating extraordinary experiences for their guests.



LUCA PRONZATO'S PORTRAIT  
BY TANYA CHAVEZ

The **WE ARE ONA** team sets up pop-up restaurants in the most unique settings, lasting from 1 week to 6 months all around the world. The locations of their past ephemeral ventures include the US (Los Angeles and New York), France (Paris and Arles), Turkey (Kaplankaya domain), Switzerland (Basel or Zermatt), Portugal, Mexico or Italy (Milan and Venice), giving creative freedom to young renowned chefs, and always partnering with local suppliers.

**WE ARE ONA** also launched a creative culinary studio to deliver private dinners and events, curated specifically to meet the high standards of prestigious clients in the luxury, fashion, and media industries. Operating as an art direction studio, the team handles all aspects of the event, from transforming a location into a singular space with the help of their talented network of artisans (ceramic artists, floral designers...), to setting the culinary direction and logistics.

The program of **WE ARE ONA** in 2024 includes several stops: Los Angeles (*FRIEZE*), Paris (Matter and Shape), Milano (Milano Design Week), New York (*FRIEZE*), Basel (ART Basel)...and more destinations to be announced. The **WE ARE ONA** team settles in unique venues and opens pop-up restaurants dedicated to celebrating the spirit and uniqueness of the shows.

PRESS KIT  
WE ARE ONA

# KLANTIE

PRESS CONTACT

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