



***To preserve culture is to preserve society's soul.
To make available to all these stories, traditions
and creative expressions safeguards this legacy for future generations.***



ABOUT FONDAZIONE SOZZANI

A LEGACY OF VISION

MISSION AND VALUES

8 SUPPORT CREATIVITY AND INNOVATION — EMPOWER NEW GENERATIONS THROUGH CULTURAL EDUCATION

9 NURTURE AWARENESS — PROMOTE RESPONSIBILITY

PURPOSE AND GOALS

10 ELEVATE CRAFT EXCELLENCE — CHAMPION CIRCULARITY

11 ENCOURAGE COLLABORATION AND DIALOGUE — BUILD COMMUNITY THROUGH CULTURE

12 CELEBRATE ALL VOICES AND DIVERSITY OF EXPRESSION — LINK THE LOCAL AND THE GLOBAL

COLLECTIONS

PRESERVE AND SHARE CULTURAL HERITAGE

14 THE PHOTOGRAPHY COLLECTION

15 THE FASHION COLLECTION

16 THE DESIGN COLLECTION

ARCHIVES

17 THE EXHIBITIONS RECORDS

18 THE LIBRARY

EDUCATIONAL PROGRAM

CREATIVITY UNBOUND

TAILORED PROGRAMS

21 PHOTOGRAPHY

22 FASHION

23 DESIGN AND CRAFT

SHARED PROGRAMS

24 INSTITUTIONAL PARTNERSHIPS

SOZZANI AWARD

25 THE AWARD

26 FIRST EDITION: DESIGN & CRAFT SCHOLARSHIP FOR WOMEN

INITIATIVES

GROWING TOGETHER, CULTIVATING THE FUTURE

COLLECTIVE INITIATIVES

28 SWAP

29 THREAD

30 WAVES

31 CIRCLE

32 SEEDS

33 SCENT

34 BEAT

JOINT INITIATIVES

ACTIVITIES

38 EXHIBITIONS AND PUBLICATIONS

39 TALKS AND LECTURES

40 FILMS AND DOCUMENTARIES

41 GUEST EVENTS

42 SOCIAL IMPACT PROJECTS

43 GUIDED VISITS

VENUES

45 VIA TAZZOLI 3

BOARD

46 STEERING COMMITTEE

47 CARLA SOZZANI

48 KRIS RUHS

49 SARA SOZZANI MAINO

ABOUT FONDAZIONE SOZZANI

We believe in the transformative power of culture. Through the arts and creativity, Fondazione Sozzani balances the preservation and promotion of its heritage. Embracing the innovative creative spirit of the present, through preservation and education Fondazione wants to contribute to build what becomes our collectively shared future.

Fondazione Sozzani is a cultural institution founded by Carla Sozzani and Kris Ruhs in 2016. It is a natural extension of Sozzani's and Ruhs' lifelong passion for the arts, continuing their legacy of fostering creativity and innovation. Since 2021 Sara Sozzani Maino curates and coordinates all projects dedicated to education, responsibility and the next generation of creatives.

The Fondazione has grown from the mission of Galleria Carla Sozzani, started in 1990 and a vital part of Milan's cultural landscape. Now, all relevant public functions that the Galleria had supported since its opening fall under the umbrella of the Fondazione.

By promoting creativity and innovation across art, photography, fashion, design and craft; by empowering a culture of responsibility and awareness and by fostering inclusivity and collaboration, the Fondazione affirms that culture is a shared process, a way to imagine, create and live responsibly in the world. Through the support of the careers of countless creatives, Fondazione Sozzani is serving as a model for how private foundations can contribute to public culture.



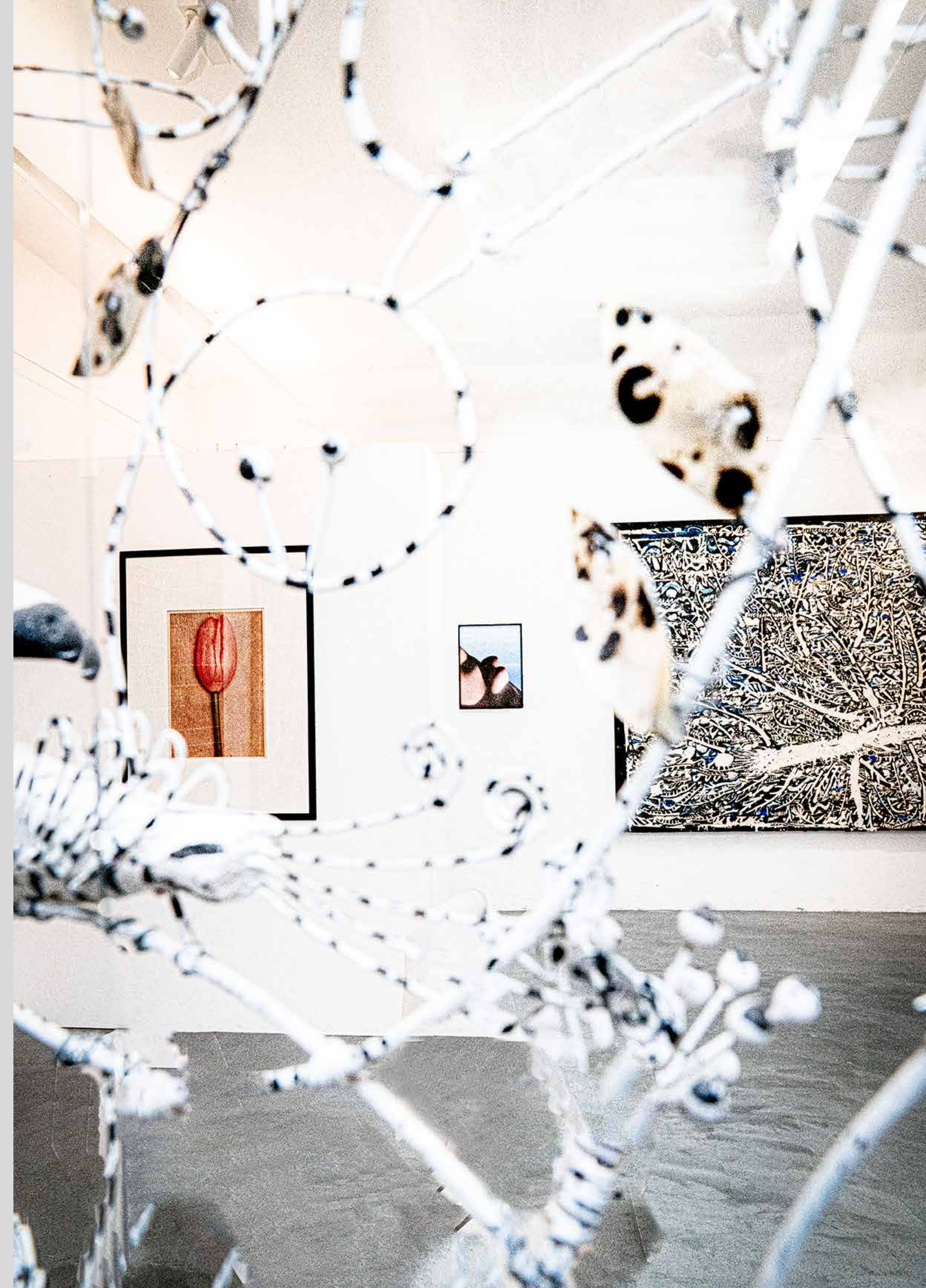
A LEGACY OF VISION

***Our legacy is built on the enduring power of imagination and originality.
The voices they amplify connect generations across time.***

Fondazione Sozzani is grounded in the vision of Carla Sozzani, Kris Ruhs and Sara Sozzani Maino to create a space where art and culture are not just observed, but lived. Through their vision, the Fondazione affirms that culture is a process, a way of living, learning and transforming the world around us.

Fondazione Sozzani's mission is to support cultural and artistic endeavors by creating a platform for encounters, projects and educational activities. The core values of Fondazione Sozzani emphasize its role in preserving cultural heritage and being a space for inclusive exchange. The Fondazione encourages dialogue, experimentation and interaction between generations and disciplines. Its purpose is to preserve and share a heritage of ideas while inspiring new forms of expression; to empower emerging talents and connect them with a global creative community.

In joining in June 2026 the **GEC** (the Global Education Coalition, the partnership platform established by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to advance the right to education and the continuity of learning for all.) and by aligning the Fondazione's educational mission between a global framework across the public, private and civil society sector, the work visioned at the time of the Fondazione's creation in 2016 continues to expand its core programs through the sharing of complementary expertise, resources and creativity to advance the right to education and the value of culture as a driver of growth for the community.



MISSION AND VALUES

SUPPORT CREATIVITY AND INNOVATION

Innovation is transforming ideas into impactful cultural expressions. Innovation is born from the courage to break boundaries and creativity is the language that shapes the new.

Fondazione Sozzani supports creativity that challenges conventions and sparks new dialogues; it encourages experimentation and new ideas across art, fashion, design, craft and photography. The Fondazione is a haven for those who dare to think differently and a platform for voices that resonate with originality and vision.

Fondazione is a meeting place for minds, open to everyone who shares the same values, from professionals to curious newcomers, believing that culture thrives in diversity and the best ideas emerge from the exchange of different perspectives.

EMPOWER NEW GENERATIONS THROUGH CULTURAL EDUCATION

Learning is fundamental for the future. Knowledge is the seed from which creativity blooms. Education is at the core of our mission, it is about sparking curiosity and creating spaces for dialogue that inspire new ways of thinking.

Knowledge is the foundation of creativity. Fondazione Sozzani nurtures education as a tool for empowerment, offering programs that engage, inspire and inform. Fondazione is committed to supporting the next generation of creatives by providing opportunities with educational programs, mentorship sessions and workshops for emerging talents.



MISSION AND VALUES

NURTURE AWARENESS

Awareness shapes how we present culture, encouraging a deeper understanding of the world around us.

Social responsibility is one of the pillars of Fondazione. Creating awareness and consciousness happens through projects with ethical values that bring to reflect and think how change can happen.

PROMOTE RESPONSIBILITY

Responsibility in creativity means thinking about the impact of our work not just for today, but for the future.

Fondazione is committed to promoting responsibility within the creative industries, understanding the role of art and design in shaping a responsible, conscious future.

Advocate for a conscious approach to create, produce and consume. Through masterclasses and workshops that involve the new generation the Fondazione fosters a dialogue between designers, artisans and innovators who are creating a more sustainable future.



PURPOSE AND GOALS

ELEVATE CRAFT EXCELLENCE

Craftmanship is a way of seeing the world, every hand that creates keeps the culture alive. To support artisans means to protect heritage while encouraging innovation, giving visibility to those who transform materials into meaning.

Supporting artisans is about preserving culture, dignity and the value of things. Fondazione Sozzani is committed to promote the art of making, the knowledge and poetry that live in the hands of artisans, the dialogue between mind, hand and heart.

Through workshops and collaborative projects, we connect craftsmanship with new generations of creatives, ensuring that techniques, traditions and stories continue to evolve.

CHAMPION CIRCULARITY

Circularity is a responsibility we have to the future of Fashion. It lies in what we choose to preserve and renew in our culture. In the circle of fashion, every end is a beginning.

By encouraging repair, reuse and reinvention, the Fondazione celebrates creativity as an act of care, where every choice can generate new possibilities instead of waste.

The future of fashion depends on the integrity of its values and the responsibility of its cycle. Fondazione Sozzani is committed to advancing a vision of fashion rooted in awareness, responsibility and renewal and to support practices that respect materials, time and the environment.

To promote circularity means to rethink the value of creation, beyond trends and time, and to build a future where design, craftsmanship and the search for sustainability coexist in harmony. Circularity is respect: for what already exists, for the hands that create and for the planet that sustains us.



ENCOURAGE COLLABORATION AND DIALOGUE

Culture grows through dialogue and creativity grows in collaborations; every dialogue is a seed of change.

At the heart of Fondazione Sozzani lies the belief that creativity thrives through exchange. To encourage collaboration and dialogue means creating spaces—physical and intellectual—where ideas can meet, challenge and enrich one another, where dialogue replaces distance and curiosity becomes common ground.

Dialogue is the language of the Fondazione: a way to open perspectives, to foster curiosity and to transform difference into understanding.

By nurturing collective projects, partnerships and educational exchanges, the Fondazione reaffirms that culture is a living organism, one that grows only when voices are heard and ideas are shared.

BUILD COMMUNITY THROUGH CULTURE

Fondazione Sozzani is a community where ideas are shared, explored and brought to life, welcoming voices from all corners of the world. Our mission is to reflect the richness of different perspectives and foster an inclusive creative community.

A community is built where ideas are shared. Fondazione Sozzani believes that culture is a bridge between people, generations and ideas. By bringing together artists, thinkers, makers and audiences, Fondazione fosters a living network of relationships that celebrates difference as strength and make creativity an accessible, shared and inclusive experience.

Fondazione Sozzani is a laboratory of dialogue, a place where creativity becomes community.



CELEBRATE ALL VOICES AND DIVERSITY OF EXPRESSION

Culture grows stronger when many voices speak and it is richest when it welcomes every way of seeing.

To celebrate diversity of expression means to support those without a voice and to embrace the richness that comes from difference, in vision, experience, origin and thought. Diversity is the source of innovation, the energy that renews culture and keeps it alive.

Fondazione Sozzani believes that creativity has no single language and welcomes all voices to let them resonate together, creating new forms of understanding and beauty, because it is only through multiplicity can we build a future that is truly shared and a culture that belongs to everyone.

Every exhibition, conversation and collaboration becomes a space of inclusion where boundaries dissolve and creativity speaks in its many dialects. Collaborations and projects welcome different voices, perspectives and disciplines as part of a collective narrative creating a space of inclusion without borders.

LINK THE LOCAL AND THE GLOBAL

Rooted in Milano, Fondazione is open to the world, connecting communities across borders through culture.

To link the local and the global means to celebrate the richness of a place while opening it to the flow of ideas, people and cultures that transcend borders.

Milan, with its history of creativity and innovation, is the Fondazione's home and heartbeat. From this city, projects and collaborations extend outward, building bridges with international artists, designers, institutions and thinkers who share the same commitment to culture and responsibility.

By linking the local and the global, Fondazione Sozzani affirms its mission to create a network of exchange where Milan becomes both a meeting point and a starting point for a wider cultural conversation.



COLLECTIONS

PRESERVE AND SHARE CULTURAL HERITAGE

Preserving the past is essential to shaping the future. We honor heritage while inspiring new directions.

Central to the Fondazione's mission is the protection and promotion of its collections and archives for preservation and educational purposes.

Within them, are three sizable collections that draw a good deal of attention and encompass Carla Sozzani's "eye": photography, fashion and design. By ensuring this heritage is both preserved and made accessible, Fondazione is building an essential bridge between tradition and innovation, fostering broader societal engagement while simultaneously looking forward to new cultural endeavors.



THE PHOTOGRAPHY COLLECTION

A collection only lives when it is shared. To collect is to preserve beauty, to share it is to give meaning.

Carla Sozzani's photography collection is a large, historically layered private collection focused on twentieth century and twenty-first-century photography, with a strong emphasis on classic black-and-white imagery. It extends to nature, experimental practices and contemporary color work as well.

The collection of 820 photographs has been built over decades in parallel with her work as journalist, editor and gallerist. It is now considered one of the most important private photography collections internationally; shown in institutions and museums.

It spans the entire arc of modern photography, from early twentieth-century masters such as Alfred Stieglitz, Man Ray and Karl Blossfeldt to late-twentieth century and contemporary names like Helmut Newton, Paolo Roversi, Sarah Moon, Daido Moriyama, Francesca Woodman, William Klein, Bruce Weber and David LaChapelle.

Since 2016, at the creation of the Fondazione, the collection has been exhibited in museums and Institutions in Italy and Europe and while traveling to other venues the collection is permanently shown in the exhibition spaces of the Fondazione following a rotation program.



THE FASHION COLLECTION

Fashion is memory made visible: it captures a moment in history and opens to the future.

Born from a life dedicated to editing, Carla Sozzani began collecting in 1968 while first started working in magazines, creating a fashion collection that brings together decades of research and a personal passion for fashion. Each piece tells a story of freedom and intuition.

Preserved under standard archival conditions, at this time, it is an open collection., freely made available for educational purposes and research, upon appointment. At present, the collection houses about 9.000 pieces of prominent designers of the 20th, 21st and 22nd century.

The collection preserves works by Albini, Balenciaga, Balmain, Callaghan, Courrèges, Galliano, Gucci, Gaultier, Tatsuno, Kenzo, McQueen, Montana, Mugler, Miyake, Prada, Pucci, Saint Laurent, Sybilla, Watanabe, Westwood, Yamamoto and Zoran, with a dominant number of Carla Sozzani's three favorite designers she calls her triptych:

- Azzedine Alaïa, from 1979 with more than 1.200 items;
- Comme des Garçons, from 1981 with around 900 items;
- Martin Margiela, from 1989 with around 500 items.

The fashion collection is showcased by rotation at the Fondazione exhibition spaces, allowing different garments and pieces to be periodically shown. This approach offers visitors an ever-evolving perspective of the collection itself.



COLLECTIONS

THE DESIGN COLLECTION

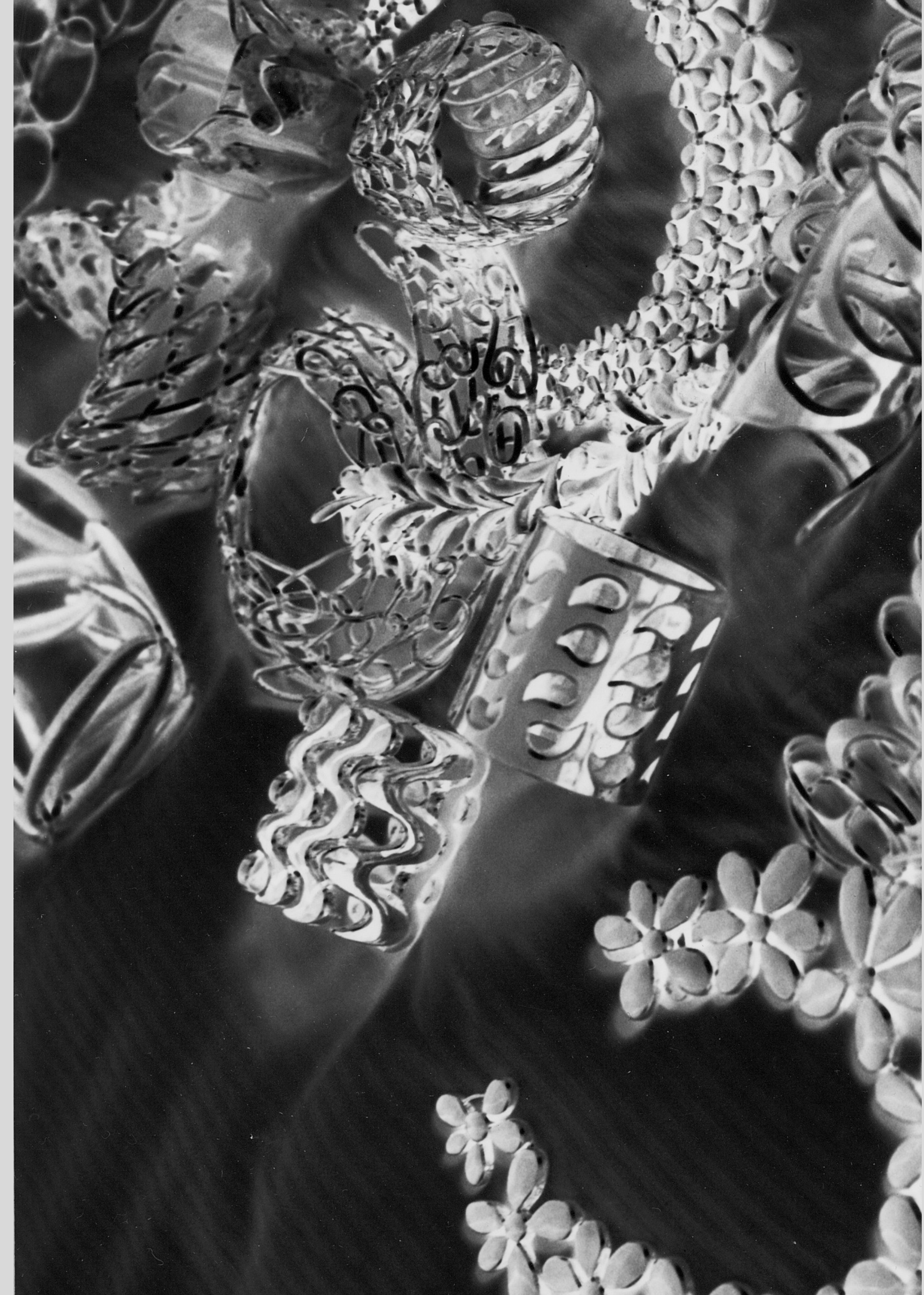
Jewellery is the smallest form of sculpture.

Conceived by Kris Ruhs as intimate sculptures for the body, these works reflect his singular language where art, craft and material experimentation become inseparable.

This is an open collection. At present it holds 710 pieces all designed, sculptured and handmade by Kris Ruhs from 1979 to today.

His artistic curiosity is reflected in mediums as diverse as rope, wood, silver and brass. Necklaces, brooches, pendants and body ornaments that parallel Kris Ruhs' larger projects.

In 2010, Galleria Carla Sozzani has dedicated a comprehensive exhibition of his works and released a commemorative book for his exhibition entitled, Jewellery.



ARCHIVES

THE EXHIBITIONS RECORDS

Future is to share culture in all its forms and to create a space for dialogue and exchange, where ideas and creativity can flourish.

Unique to the Fondazione's archives are the records of the exhibitions held at Galleria Carla Sozzani and at Fondazione Sozzani. This open archive is a treasure of materials relating to the various exhibitions and events in Milan and around the world starting with the creation of Carla Sozzani Editore in 1988 and the Galleria Carla Sozzani in 1990.

The records include invitations, photographs, catalogues, videos and other documentation and present a "real time" record of the global and contemporary art, design and fashion scene in Milan over almost four decades.



THE LIBRARY

A library is not just a collection of books; it is a sanctuary for ideas, a place where knowledge inspires thought. It preserves the past while igniting the creativity and the imagination for the future.

The library of Fondazione Sozzani is a repository of a carefully curated collection that is focused on the worlds of art, fashion, photography and design. Located at the heart of the Fondazione in Milan, the library reflects its founders' passion for the preservation of cultural history. It is also the heart of the Fondazione's mission: to preserve the past to enliven the future. It embodies Carla Sozzani's deep respect for culture through printed works and their use for the purpose of supporting education and create a source of rich, in-depth information in often underappreciated areas of our social fabric.

The library houses everything from dedicated single artist monographs; compilations and comprehensive volumes on contemporary movements. It holds, at present, over 10,000 catalogued pieces that span decades of artistic innovation and critical thought and it serves as a heritage resource for researchers, creatives and students. It is a free access library by appointment.

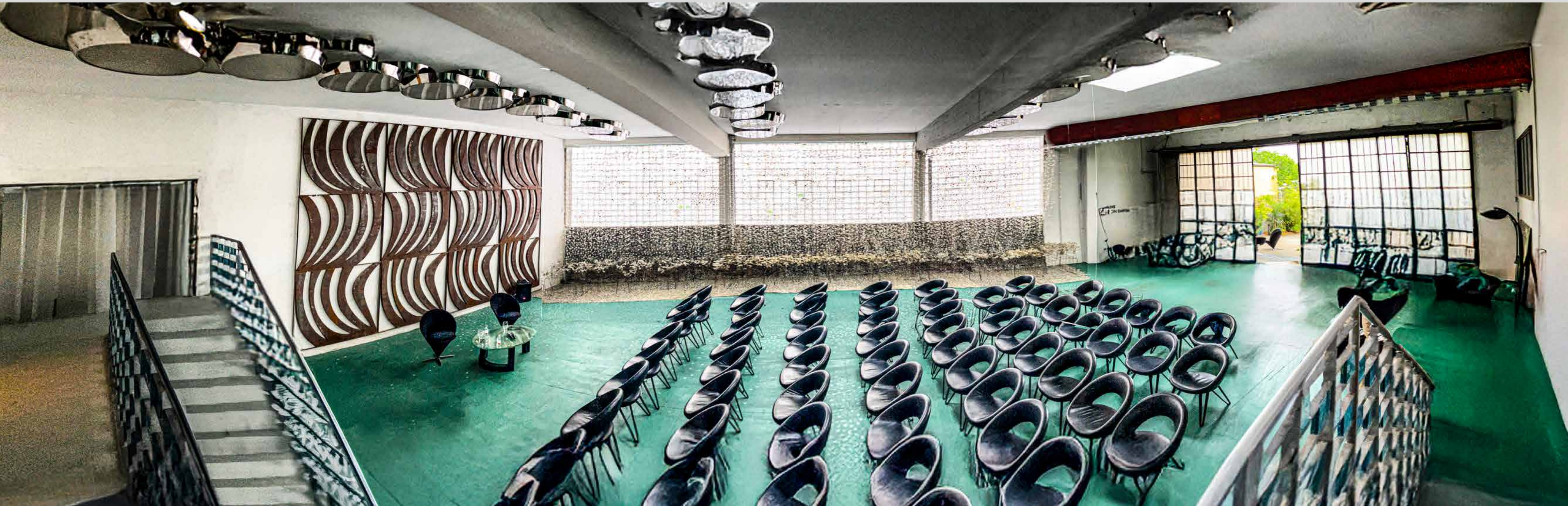


EDUCATIONAL PROGRAM

CREATIVITY UNBOUND

Knowledge is the seed from which creativity blooms; education is at the core of the Fondazione's mission.

Conceived as immersive experiences for transmission, dialogue and experimentation, the programs of the Fondazione bring together emerging creatives, established professionals, schools, institutions and international partners to encourage new ways of thinking and creating. Through workshops, residencies, scholarships, portfolio reviews, lectures, exhibitions and mentorships, the Fondazione wants to nurture curiosity, inspire innovation and provide hands-on learning experiences across a range of creative disciplines and to support younger generations. The educational program is designed to engage diverse audiences and foster a deeper understanding of art, fashion, photography and design and craft. By providing access to quality resources, expert guidance and a vibrant community, the Fondazione aims to empower individuals to explore their creativity and contribute meaningfully to the cultural landscape, discovering and nurturing the creative spirit within each participant.



TAILORED PROGRAMS

Photography, fashion, design and craft are not separate disciplines, but interconnected languages through which new visions of the future can emerge.

Education is the foundation of creativity. Education is more than imparting knowledge; it is about sparking curiosity and creating spaces for dialogue that inspire new ways of thinking. Fondazione Sozzani nurtures education as a tool for empowerment, offering programs that engage, inspire and inform.

Since its foundation, Fondazione Sozzani has developed a wide range of educational programs centered primarily on photography, fashion and artisan craft — disciplines that have always been at the heart of its cultural vision.

The Fondazione is committed to supporting the next generation of artists, designers and thinkers by providing them with the opportunities they need to grow and thrive.

The Fondazione has created educational programs through mentoring, workshops and cultural experiences with the support of professional figures from the industry, fostering education and exchange.

Developed in collaboration with academies, cultural institutions, independent creators and international organizations, these educational programs aim not only to nurture talent, but also to create a community where knowledge, creativity and responsibility can be shared across generations and cultures.



PHOTOGRAPHY

Fondazione's mission is to empower a space where the boundaries of photography can be explored and expanded.

Photography remains a central language within the Fondazione's educational activities, reflecting Carla Sozzani's lifelong commitment to visual culture and the photographic image as both artistic expression and social testimony. Through photography, the Fondazione aims to empower the next generation of creatives to imagine, innovate and inspire.

- Learning to see, directly from the collection program:

This framework turns the Carla Sozzani photography collection into a structured educational program.

Every pillar below draws on what the foundation already holds: the collection itself, its exhibition history, the Sozzani curatorial legacy,

- Emerging photographer program:

photography workshops: these sessions are conducted by mentors specialized in the field of photography and culture. Focusing on various genres like portrait, fashion, documentary and experimental photography, the masterclasses include both technical instruction and creative exploration, with practical shooting sessions and critiques.



FASHION

Fashion is culture before it is industry, a language shaped by memory, craftsmanship and imagination.

Alongside photography, fashion programs explore creativity through research, identity, material experimentation and circular practices, while artisan craft initiatives preserve and reinterpret the value of the handmade, technical knowledge and the dialogue between tradition and innovation.

The Fondazione approaches fashion not simply as an industry, but as a language capable of expressing identity, memory, craftsmanship and social change. Its educational initiatives include one-to-one mentoring to encourage young designers and creatives to develop an independent vision grounded in research, responsibility and experimentation. Through workshops, mentoring programs, talks, residencies, scholarships, portfolio reviews and collaborations with international schools and institutions, the Fondazione supports new generations in understanding fashion as both a creative and cultural practice.

Particular attention is dedicated to the relationship between fashion and image-making, exploring how photography, styling, publishing and visual storytelling contribute to shaping contemporary culture.

At the same time, the Fondazione promotes a deeper reflection on materials, savoir-faire, sustainability and circularity, encouraging a more conscious and responsible approach to creation giving access to its extensive archives.

Fashion design workshop series: led by industry experts and prominent designers, this series of workshops covers topics such as history of fashion, communication, responsible fashion, pattern making, textile innovation and digital design. Participants can create their own designs and receive feedback from professionals.



DESIGN AND CRAFT

Design is a way of shaping how we live and imagine the world.

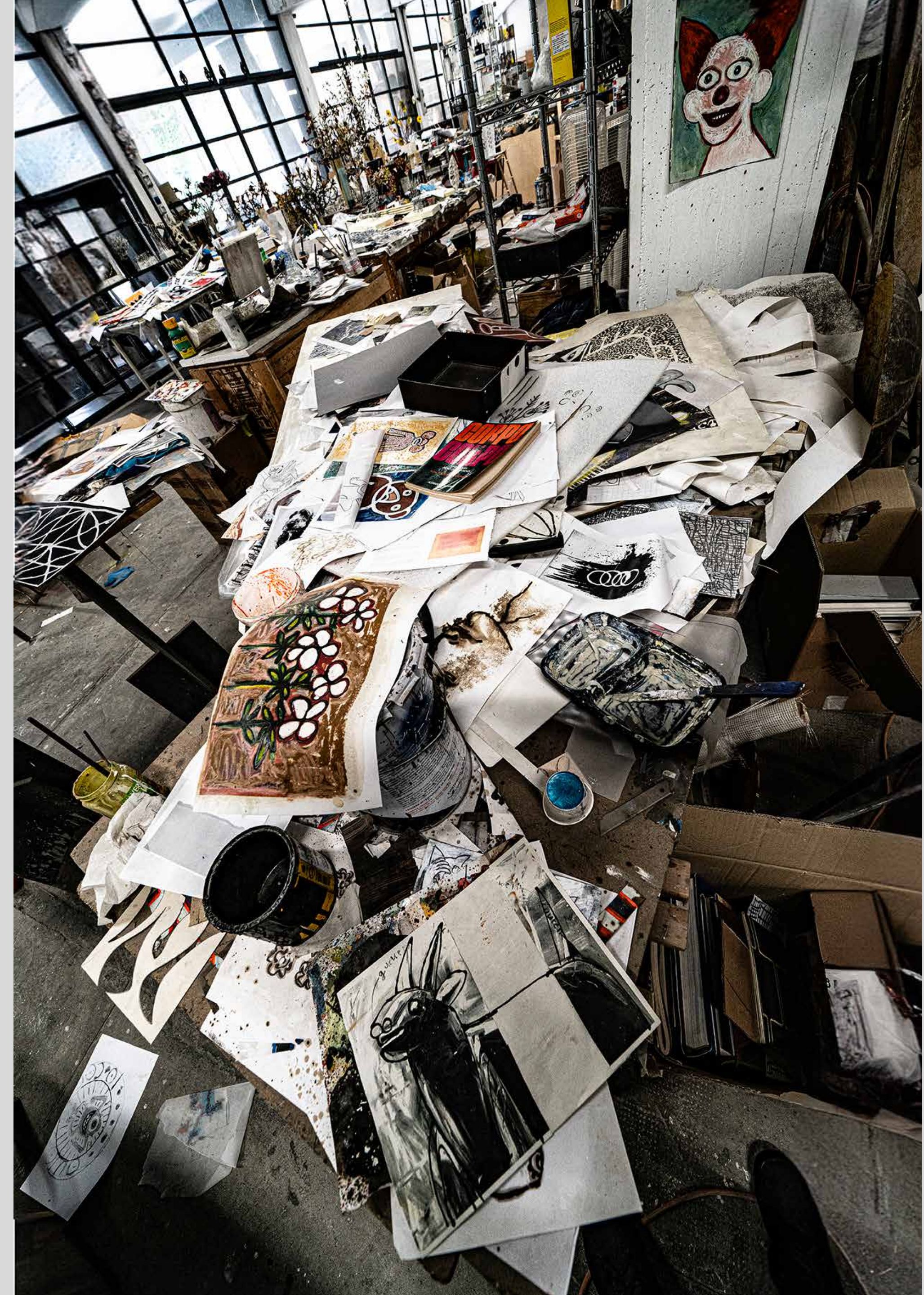
Craft is the silent language of the hand, a gesture that holds the future.

Inspired by the idea that craft is both memory and future, Fondazione Sozzani sees design and craft workshops as living laboratories where knowledge is shared, preserved and transformed into new creative languages. Craftsmanship plays a fundamental role within these programs.

By valuing the handmade, technical precision and artisanal practices, the Fondazione seeks to preserve forms of knowledge that are increasingly rare while opening them to contemporary interpretations and new technologies.

The workshops explore disciplines ranging from textile research, tailoring, embroidery, knitting, ceramics, jewelry and leather craftsmanship to sustainable design practices, upcycling and material innovation.

Through direct contact with materials and techniques, participants are encouraged to rediscover the intelligence of the hand and the importance of time, precision and experimentation in the creative process.



SHARED PROGRAMS

INSTITUTIONAL PARTNERSHIPS

Innovation often thrives where creativity meets collaboration. The future is also born through encounters between countries, traditions and ideas.

Fondazione Sozzani is not only transmission of knowledge but also the creation of meaningful encounters.

Through educational programs in partnership with International schools, the Fondazione cultivates critical thinking, creative confidence and professional awareness among emerging talents.

The educational collaborations are grounded in shared values and are designed to empower to build their own voices while remaining connected to their cultural heritage.

These lasting joint initiatives create a rhythm of encounter and exchange, where creativity is nurtured and new generations are empowered.

Year after year these programs are long-term commitments to nurturing talent, fostering cultural exchange and building meaningful international relationships.



SOZZANI AWARD

THE AWARD

The Sozzani Award is founded on the commitment to recognize those who create with conscious dedication, those who build unprecedented languages and those who preserve memory while simultaneously opening new paths.

Fondazione Sozzani presents the Sozzani Award. The award was established in 2026 with the aim of supporting and providing visibility to creative paths that combine independence, rigor and responsibility, valuing voices capable of initiating new narratives and impacting the present with vision and awareness.

The Sozzani Award seeks to recognize and support the new generation by promoting projects and stories that contribute to the development of culture and innovation in the worlds of photography, fashion and design & craft.

Creativity is an act of responsibility; it is a choice.

The Sozzani Award is founded on the commitment to recognize those who create with conscious dedication, those who build unprecedented languages, and those who preserve memory while simultaneously opening new paths. This recognition is also a bridge between generations and disciplines, and between memory and the future. Because culture lives only if it is transmitted, and experimentation exists only if it is free and grows through the strength of independent thought. The Sozzani Award celebrates what has been achieved and what continues to transform.

Participation in the Sozzani Award is free and open to young creatives from all over the world.

Each year, the award is granted in one of three categories: Photography, Fashion, or Design & Craft. A jury composed of figures from the world of culture and the creative industry will select the finalists by evaluating artistic quality, research, social impact, and the ability to generate new narratives. The finalist projects will be presented and promoted through the channels and spaces of Fondazione Sozzani, helping to create a moment of encounter and dialogue between creatives, institutions, and the public.



FIRST EDITION: DESIGN & CRAFT SCHOLARSHIP FOR WOMEN

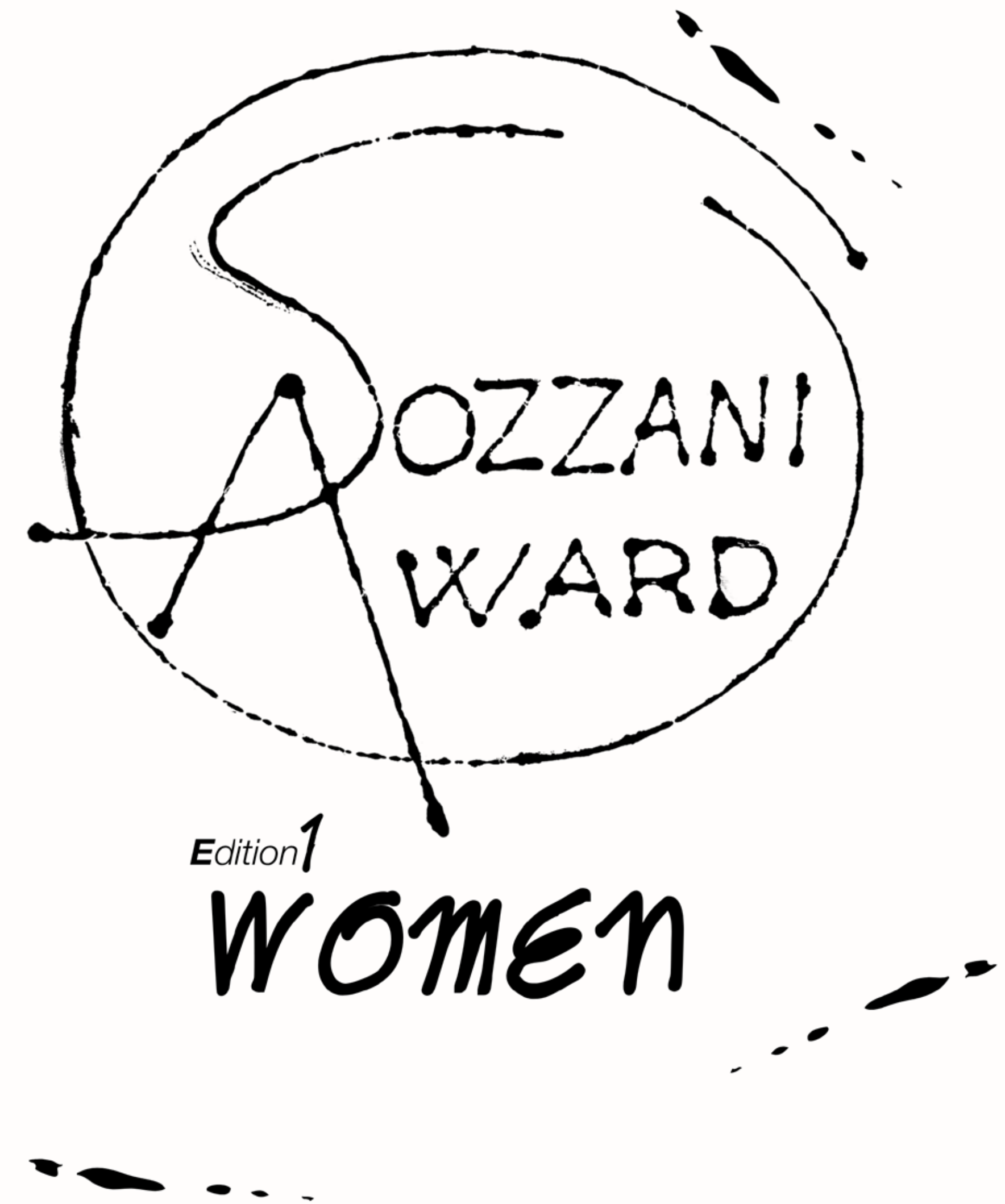
This award is a bridge between generations and disciplines and between memory and the future. Because culture lives only if it is transmitted and experimentation exists only if it is free and grows through the strength of independent thought. It celebrates what has been achieved and what continues to transform.

the first edition of the award, **Women**, celebrates women and their identities who, through their research and work, contribute to the development of contemporary culture. the first sozzani award recognizes the fundamental role of women in defining new cultural languages.

the veuve clicquot design & craft scholarship for women supports a female creative or entrepreneur in the design & craft category, offering a grant to support a professional training course chosen by the winner. the scholarship represents a vote of confidence in female talent, promoting dialogue between generations and disciplines.

the scholarship represents a vote of confidence in female talent, promoting dialogue between generations and disciplines.

entry to the sozzani award is free and open to young creatives from all over the world via an international band for individual creatives or collectives who, through their work, demonstrate an independent approach and a strong sense of cultural responsibility. eligible to enter are all the women—creatives, professionals, or students—active in the design & craft sector, from 18 to 40 years old.



INITIATIVES

GROWING TOGETHER, CULTIVATING THE FUTURE

Collective initiatives are recurrent appointments which create the spaces where ideas take root, where knowledge is shared and where creativity expands. Together, they form a living field where experimentation is welcomed, diversity is celebrated and every voice can grow. The future is built through continuity: joint initiatives bring institutions, visionaries and emerging talents together year after year.

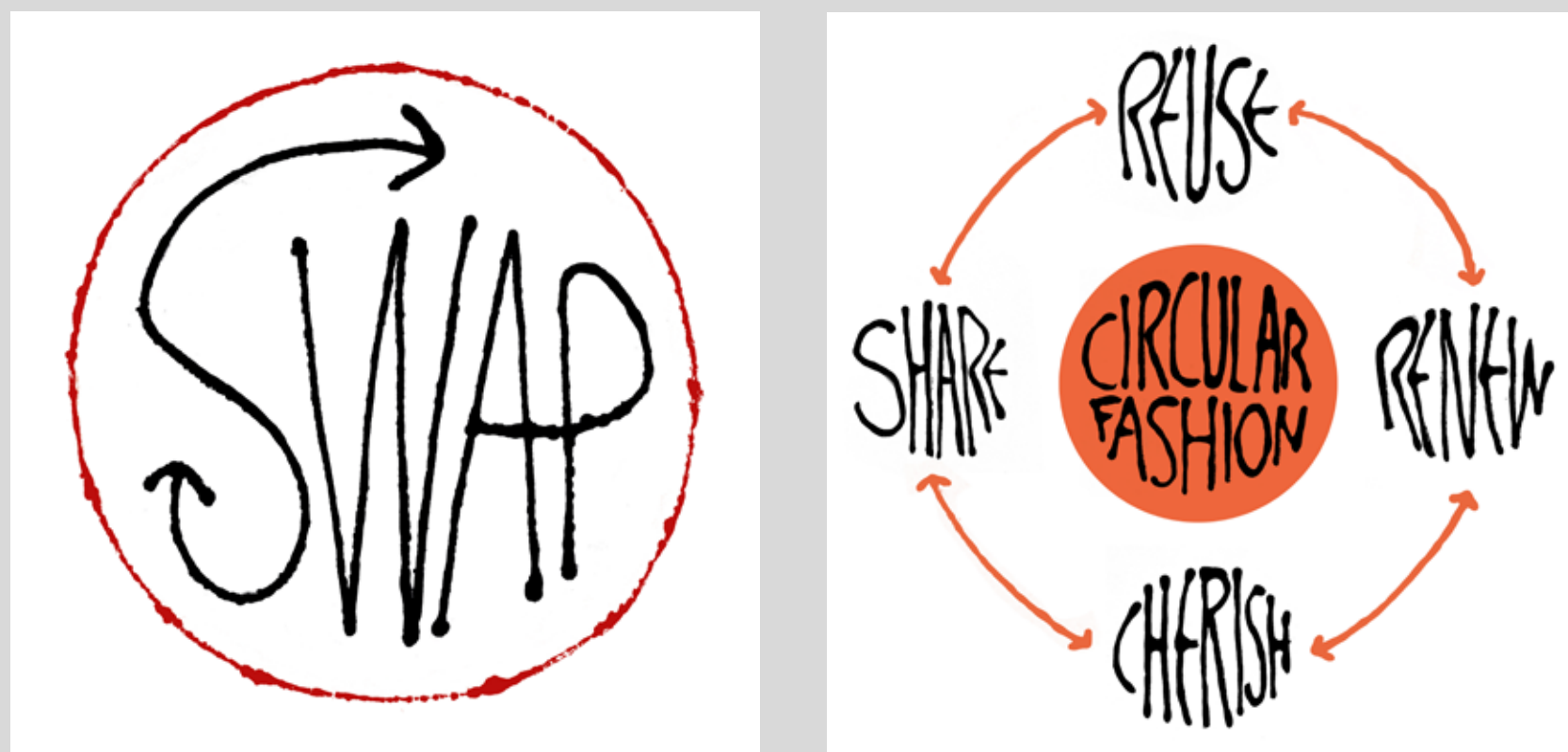
A living cycle of encounters where culture becomes community and creativity finds its home, where craftsmanship is celebrated, where independent designers find a stage, where young talents find support, where heritage is preserved and shared and where responsibility guides every gesture.

The recurrent initiatives — SWAP, WAVES, THREAD, SEEDS, CIRCLE, BEAT and SCENT—are the Fondazione's way of cultivating this vision: through them ideas take root, knowledge is shared, creativity expands. Together, they form a living field where experimentation is welcomed, diversity is celebrated and every voice can grow. These collective initiatives allow a wide spectrum of recurring moments and are scheduled over the course of the year; sometimes weekly, sometimes seasonal, or event-driven, they are gatherings where values are shared by the community.



COLLECTIVE INITIATIVES

SWAP



A permanent platform for circularity, where fashion comes full circles.

SWAP is Fondazione Sozzani's ongoing initiative dedicated to extending the life cycle of fashion through reuse, exchange, and conscious consumption. Conceived as a space where garments and accessories are shared, rediscovered, and renewed, SWAP promotes a more responsible relationship with clothing while celebrating the cultural value of fashion beyond seasonal trends. By encouraging circulation over ownership, SWAP invites a community of individuals to participate in a collective gesture: preserving creativity, reducing waste, and embracing a future where fashion is cherished for longer.

SWAP is more than a place of exchange, it is a living archive of garments, stories, and memories that continue their journey through new lives and new owners. Each piece carries a past and opens the possibility of a future, affirming the belief that the most sustainable garment is the one already in existence.

At SWAP, fashion is not discarded, it is passed on, shared, and renewed. Fashion's future begins with what already exists.

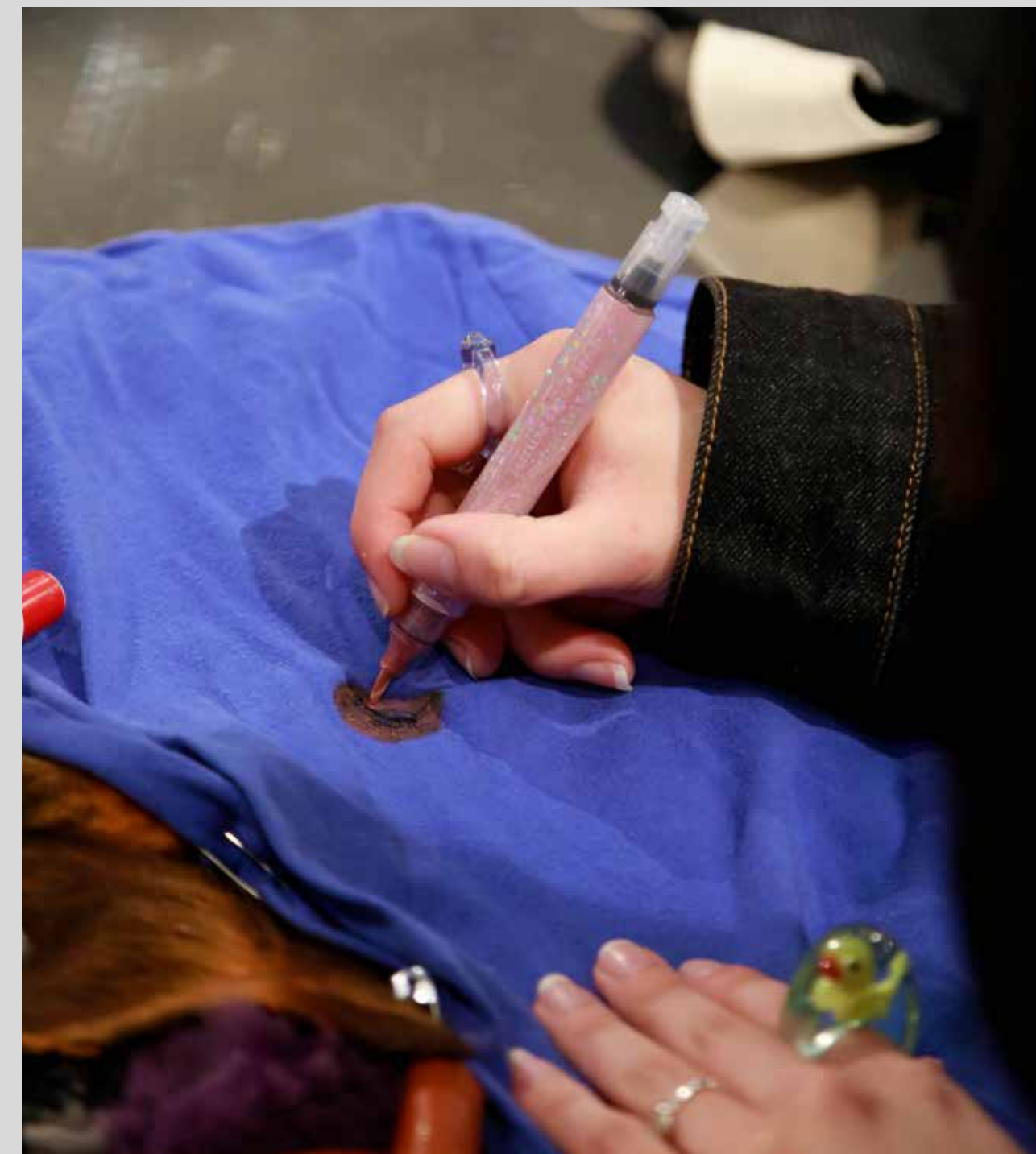


THREAD



***Knowledge is a thread. A thread that connects people, generations, disciplines.
A thread woven by dialogue—patient, generous, continuous.
A thread that holds together what otherwise would remain apart.***

THREAD is a living atelier started in November 2025 at the core of the Fondazione Sozzani's permanent circular fashion project, a place where tailoring takes center stage. THREAD is a shared atelier, a collective tailor's shop, where the new generation of creatives and new brands are invited to express their vision through the art of tailoring and the craft of sewing: cutting, shaping, expressing their vision. Here, new voices are welcomed to sit at the table, to cut, to shape, to sew. The tools are shared, the space is open and the thread—as always—unites.



WAVES



WAVES represents movement, change and the unstoppable flow of creative energy.

WAVES are in constant motion, just like ideas and culture. WAVES is a temporary retail space dedicated to independent fashion, a place that evolves and constantly pushes into innovative territories. WAVES is a collective initiative thought to give tangible visibility and a physical space to designers and visionary minds.

Born with the mission to support talent and artistic freedom, WAVES started in September 2025 as a temporary exhibition and commercial venue where designers can shape their vision, present their collections, meet press, stylists, buyers and the public and establish a direct dialogue with those who value authenticity.

WAVES VOICES is a series of video interview designed to showcase the designers' unique perspectives across the Fondazione's social media channels.



CIRCLE



Fashion is a language.

A discipline.

A way of seeing the world.

A series of appointments, conversations with designers, photographers, editors, stylists and cultural figures about the radicals of fashion: designers, image-makers, editors, artisans and thinkers who shape and have shaped the language of fashion and continue to inspire the generations to come.

In a round table format, voices meet, memories are shared, ideas circulate and the future of fashion finds its origin, because fashion moves forward when it remembers where it comes from. Around a table, generations meet. Masters and new voices share the invisible knowledge that cannot be taught, the eye, the hand, the instinct, the courage to be different. The Circle is a place for transmission. A space where to gather to speak about creation, rigor, freedom, memory and vision.



SEEDS



***Creativity begins with a gesture of trust. A seed planted in the mind, in the hand, in the heart.
A seed that needs time, care and freedom to grow.***

SEEDS is a journey of care, culture, awareness and taste started in May 2025. It is an invitation to slow down time, to observe, listen and cultivate change. It is a recurrent two-day program dedicated to nature growing, ideas germinating and communities coming together. Fondazione Sozzani's vegetable and herb garden was created as a space for the relationship between design, culture and nature. It is a garden to listen to, alive with meetings, exhibitions, workshops, publications and flavors.



SCENT



Reconnecting with the natural world through workshops, gatherings, walks, and sensory experiences dedicated to the art of fragrance and the beauty of nature.

SCENT is an immersive experience created and curated by journalist Marco Martello, hosted and supported by Fondazione Sozzani where fragrances meet nature. A slow and profound exploration of scents, landscapes and raw materials—from the earth to tree bark, from flowers to resins. It focuses on the rediscovery of the human body through the sense of smell.

Over the course of three days, SCENT invites you to reconnect with the natural world through workshops, talks, walks and sensory experiences dedicated to the art of perfume and the beauty of nature. A pause to breathe and feel the silent power of invisible memory.



BEAT



Music is a bridge. A bridge that connects rhythms, voices and next-generation visions. A bridge built through experimentation—raw, fearless and shared—that brings together what otherwise would remain unheard.

BEAT is the collective initiative dedicated to music and the next generation of DJs and sound creators. It's a space for listening, research and experimentation, where sound becomes a tool for expression, connection and community. BEAT welcomes fresh energy; it is an open space where emerging voices can experiment, meet, be heard and shape their own artistic paths. Through live sets, listening sessions, talks, interdisciplinary collaborations and residencies, BEAT nurtures the artistic and professional growth of emerging talents by offering time, attention and visibility.



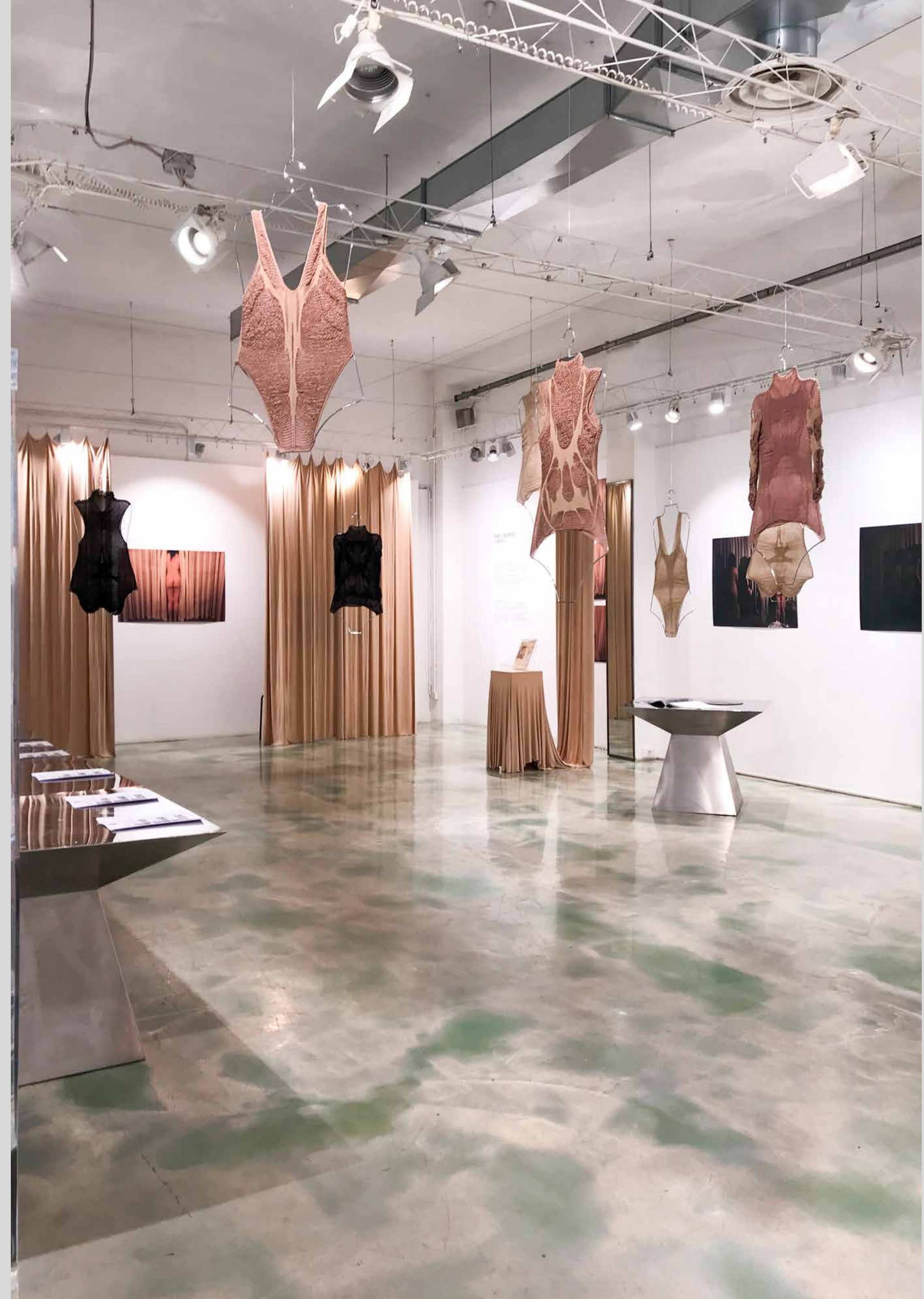
ITS CONTEST: SPECIAL MENTION FONDAZIONE SOZZANI AWARD



Giving visibility and supporting the next generation of talents is a responsibility essential to building a new future. For over 25 years, ITS contest has championed this vision, with creativity always at its core.

Since 2024, Fondazione Sozzani collaborates with ITS Contest to offer the opportunity to present the personal collection of the I:C FONDAZIONE SOZZANI AWARD recipient in Milan throughout the current year. The selected designer receives free of charge curatorial, exhibition and communications support aimed at showcasing the project and increasing its visibility among a discerning audience in the fashion and contemporary culture sectors. Accommodation expenses are fully covered. Winners of the I:C FONDAZIONE SOZZANI AWARD are: Enci Huang (2024), Macy Grimshaw (2025) and Tidjane Tall (2026).

ITS Contest (International Talent Support) created in 2002 in Trieste by Barbara Franchin is one of the most important international platforms dedicated to the exploration and preservation of creativity.



JOINT INITIATIVES

VBRA VENEZIA: THE NEW CREATIVE VOICE SUPPORTED BY FONDAZIONE SOZZANI



Supporting the new generation is fundamental. VBRA is a collective of young creatives who believe in a better future, in pure creativity and in the importance of supporting their own roots and territory: Venice, one of the most beautiful cities in the world. VBRA aims to promote culture, awareness and craftsmanship, creating meaningful connections between creativity, heritage and contemporary vision.

VBRA Venice is an independent initiative founded in April 2024 from the vision of two Venetian siblings, Francesca and Paolo Marco de Paoli. The project places emerging fashion at the center of a broader creative ecosystem, weaving connections with art, music, photography and other disciplines. VBRA was founded with the goal of countering mass tourism and depopulation, restoring value and vision to those who deeply experience the city. Venice is thus reinterpreted as a vibrant, fertile and constantly evolving space. The New Creative Voice represents the heart of this vision: welcoming new talent and strengthening the bond with the local community, an event that aims to connect and transform.

In 2026, the project has been endorsed by Fondazione Sozzani. For four days, Venice has been transformed into an open laboratory dedicated to emerging fashion and contemporary arts with VBRA Venezia. Over 50 local and international designers and brands bring some of the lagoon's most evocative spaces to life with exhibitions, fashion shows, performances and pop-ups.



ACTIVITIES

Empowerment through informed creativity is its guiding principle, the Fondazione offers artists designers and thinkers the space in which to thrive.

The activities and programs within the foundation's parameters aim to encourage participants to expose themselves to new ideas, techniques and perspectives in art, fashion, photography and design with the goal of:

- promoting cultural understanding by exploring diverse cultural expressions and artistic practices to encourage a deeper understanding and appreciation of innovation and the power of invention;
- building a creative community to build a supportive and collaborative group of creatives, fostering connections;
- fostering creative skills through guest events where participants show their own creative endeavors.



EXHIBITIONS AND PUBLICATIONS

Exhibitions hold immense social value, they create space where art and ideas can spark conversation, challenge perspectives and bring people together in shared cultural experiences.

Fondazione Sozzani has been organizing for almost 40 years a wide range of exhibitions, showcasing works by both established and emerging artists. The exhibitions cover various disciplines, including photography, contemporary art, fashion and design.

Today the Fondazione is open by appointment:

- Guided exhibition tours: visitors are offered guided tours of the current exhibitions, led by curators or artists themselves. These tours provide deeper insights into the works on display, exploring themes, techniques and the creative processes behind them.
- In working progress are virtual tour: complementing the physical exhibitions, selected virtual tours and talks are available for those who cannot visit the Fondazione in person. This ensures that the educational benefits of the Fondazione are accessible to a broader audience.

Publications are an enduring record of ideas, creativity and culture, capturing moments that inspire and inform generations.

The Fondazione's history rests in publishing; Since the Founding of Carla Sozzani Editore in 1988, the Fondazione has been producing books and catalogues that accompany its exhibitions.

Often richly illustrated, they serve as important resources for those researching the intersection of art, fashion and photography.



ACTIVITIES

TALKS AND LECTURES

We nurture learning, critical thinking and open exchange through talks and programs, creating a space for intellectual and artistic growth.

Fondazione Sozzani spaces and the library regularly host book launches, discussions and events that connect readers with authors, artists and thinkers. These gatherings enhance the Fondazione's role as a living, dynamic space where ideas are exchanged and creativity is nurtured and its commitment to fostering intellectual dialogue and exploration.

The ongoing lecture series feature talks by leading figures in fashion, design and photography. Topics range from the history of fashion to the role of design in social change, providing attendees with a broad understanding of the cultural and societal impact of the arts. Regular talks by artists featured in the Fondazione's exhibitions give participants the opportunity to hear firsthand about their journeys, inspirations and challenges. These sessions are often followed by Q&A sessions, allowing for an interactive exchange of ideas.



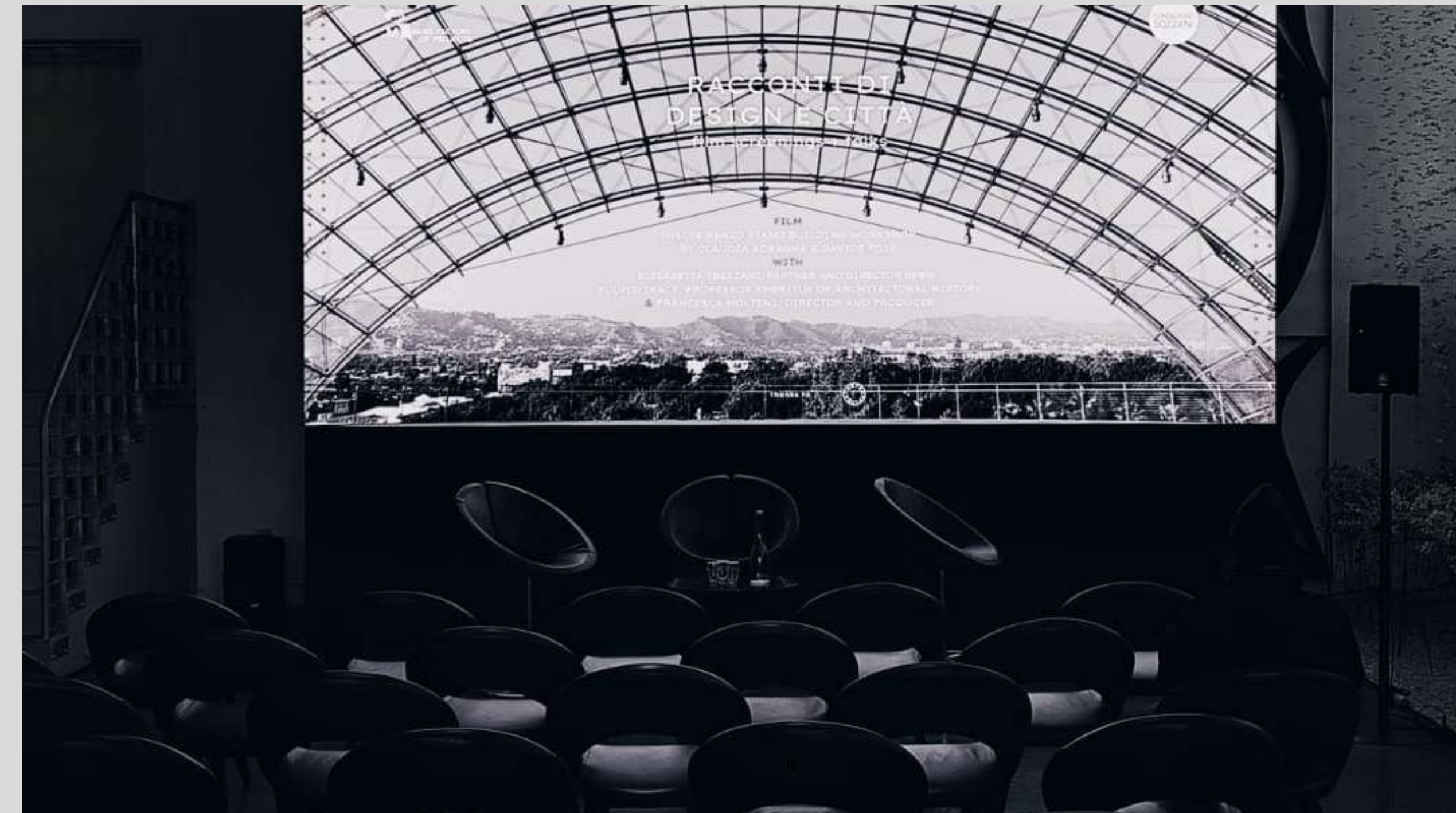
FILMS AND DOCUMENTARIES

Through the lens of films and documentaries, Fondazione Sozzani nurtures critical dialogue and open exchange, shaping a sanctuary where intellect and artistry screening live.

At Fondazione Sozzani, the screen is a canvas for intellectual exploration. The Fondazione dedicated film and documentary programs offer an immersive look into the minds of masters who redefined design, architecture, fashion, and photography.

Whether uncovering the structural genius of Italian architect Renzo Piano and the collective of designers behind the Italian Radical Design movement, the Fondazione's curated screenings connect audiences with the defining creative journeys of our time.

In the years screenings at Fondazione have included the world of Martin Margiela and Manolo Blahnik, the poetic world of legendary photographer Paolo Roversi; the game-changing eras of Spanish fashion designer Paco Rabanne and legendary director of Vogue Italia Franca Sozzani.



ACTIVITIES

GUEST EVENTS

Art, fashion and design are languages that speak to the heart of humanity. At Fondazione Sozzani, we give these voices a platform to be heard.

Fondazione Sozzani becomes the space where new voices can freely express themselves, showcase their talent and shape new narratives for the future.

Independent voices are invited to support new creative dialogues, new perspectives, new gazes and ideas in motion. Each project is an encounter, a shared moment of creation, research and experimentation across disciplines.

Over the years, Fondazione has welcomed an extraordinary range of voices across fashion, photography, design, music and performance. The Fondazione hosts immersive installations, archive presentations, experimental projects and contemporary culture intersect.

Fondazione serves as a meeting place where ideas are exchanged and culture becomes a catalyst for reflection and innovation.



ACTIVITIES

SOCIAL IMPACT PROJECTS

True creativity flourishes in diversity. Collaboration is the lifeblood of creativity. Together, we build a vibrant cultural landscape that thrives on diversity and innovation. Embracing different perspectives is what enriches culture and makes art universal.

Social initiatives nurture creativity and support new generations by fostering creativity. They cultivate responsibility and knowledge-sharing across fashion, photography, design and the arts, creating opportunities for growth, dialogue and community.



ACTIVITIES

GUIDED VISITS

Visits to exhibitions, educational and social mission

guided visits connect visitors with the vision of the fondazione, accompanying them in the discovery of its spaces, archives, exhibitions, and cultural activities. they offer the opportunity to explore the themes, languages, and values that shape the foundation's work—from fashion to photography, from art to design, and into contemporary research.

addressed to students, professionals, and visitors, guided visits foster dialogue and exchange, providing interpretive tools to better understand the foundation's work and its commitment to cultural transmission.



VENUES

Bridging heritage and contemporary vision, Via Bovisasca 3 expands the horizon of Fondazione Sozzani, transforming industrial space into an open avant-garde hub for intellectual dialogue, artistic workshops, and profound cultural discovery.

Via Bovisasca 87 is the Fondazione's core where exhibitions, educational programs and cultural initiatives come to life.



VENUES

VIA TAZZOLI 3

In the heart of Milan, Via Tazzoli 3 stands as a living hub for the moving image, where the legacies of fashion, art, and architecture seamlessly converge to inspire a new generation of creative minds.

Via Tazzoli 3 is the curated permanent atelier and store dedicated to fashion initiatives.



BOARD

STEERING COMMITTEE

Founders

Carla Sozzani
Kris Ruhs

President and director

Carla Sozzani

Creative director

Sara Sozzani Maino

Steering committee

Fabrice Hergott
Kris Ruhs
Francesca Maria Romana Verna



CARLA SOZZANI

Carla Sozzani is an influential figure in the world of fashion, art and design. She is known globally for her visionary approach to curating and promoting culture.

Born in Mantua, Italy, in 1947, she began her career as an editor for Chérie Moda, director of special issues of Vogue Italia and Elle, developing a keen eye for emerging trends and a passion for artistic innovation. Her tenure there was marked by a distinctive blend of creativity, editorial innovation and a deep understanding of the industry. During this period, she played a pivotal role in shaping journalism and layout design, using photography not just as a means of documentation, but as a tool for storytelling and emotion. This is also when she began collecting both garments and prints.

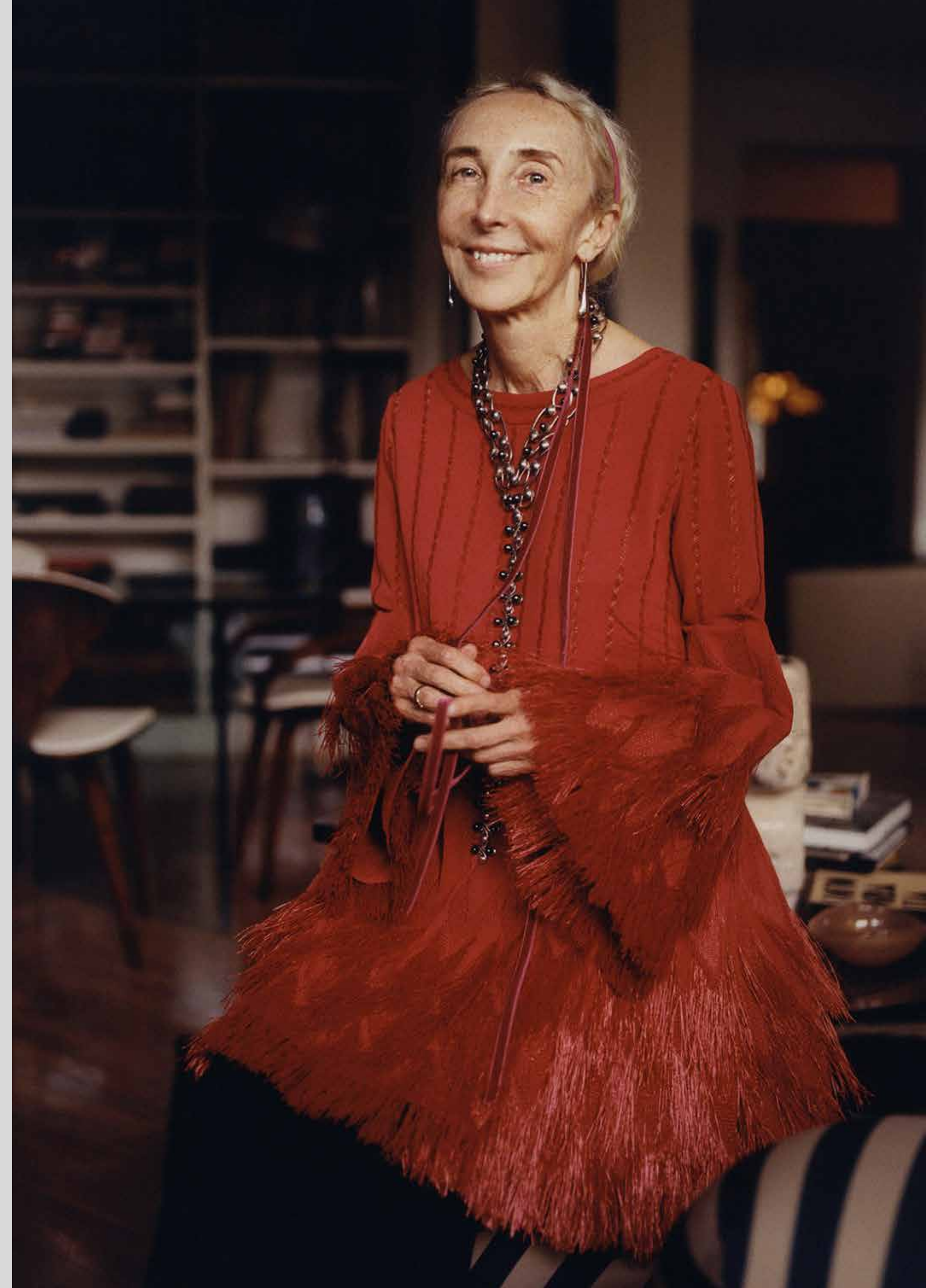
In 1990, she founded Galleria Carla Sozzani in Milan, which quickly became a breakthrough destination for contemporary art and a crucial platform for elevating photography in Italy as a significant art form.

Her gallery provided space for both celebrated and lesser-known talents to thrive.

Shortly after, in 1991, she launched 10 Corso Como, seamlessly merging fashion and design with lifestyle. The term “Concept Store” was first coined for her radical new use of commercial space—which integrated a bookstore, café and retail, all designed by Kris Ruhs. Through this innovative model of how culture and commerce can coexist in a single environment, she elevated fashion from clothing into an artistic statement, fostering experimentation. Her sharp eye spotlighted upcoming names, setting trends long before they became mainstream. She was notably one of Martin Margiela, Comme des Garçons and Azzedine Alaïa’s earliest champions.

Since 2000 she worked closely with Azzedine Alaïa on Maison Alaï and after his passing in 2017, Carla Sozzani continued to honor his legacy by co-founding the Fondation Azzedine Alaïa. Under her presidency, the foundation preserves his memory, his archives and his influence within the fashion world.

Today, her unique vision and commitment to creative expression cement her legacy as a pioneering force, continuing to inspire through her dedication to promoting culture in all its forms.



KRIS RUHS

Kris Ruhs is an American artist known for his work across various media, including sculpture, painting, jewelry and furniture design. His creative approach is defined by an unconventional use of materials and a deeply personal, almost tactile exploration of form, texture and space.

Born in New York, he studied at the School of Visual Arts, where he began developing his artistic sensibilities. During his many exhibitions and installations, he explores the processes of creation and their expression. Whether the work is abstract or figurative makes no difference; the directness of this dialogue between the artist and his materials leads him to adapt any technique or medium to his imaginative process.

His long-standing collaboration with Carla Sozzani helped to establish 10 Corso Como as a pioneering destination that transcends all traditions. Serving as a landmark for those seeking innovation and creativity in how to occupy environments in all forms, his sculptural aesthetic deeply shaped the location's unique atmosphere.

Designing everything—including the famous logo—within the confines of this universe, Ruhs seamlessly coordinated all art, design and fashion within its walls. Now that the restructuring of the interiors of the Fondazione Sozzani building has been completed, his personal projects are again finding voice. His distinctive style is defined by a rejection of mass-produced aesthetics in favor of a more intimate, handcrafted approach that draws viewers into a world where shapes and materials tell a story, encouraging an emotional, tactile interaction.

This dedication to hand craft, alongside the educational opportunities that the Fondazione now presents, is a longstanding part of his studio operations, reflecting his continuous support of artists across all disciplines. Today, his creations are exhibited internationally in major galleries and museums, and his contributions are widely regarded as influential in erasing the boundaries that have traditionally separated different creative fields.



BOARD

SARA SOZZANI MAINO

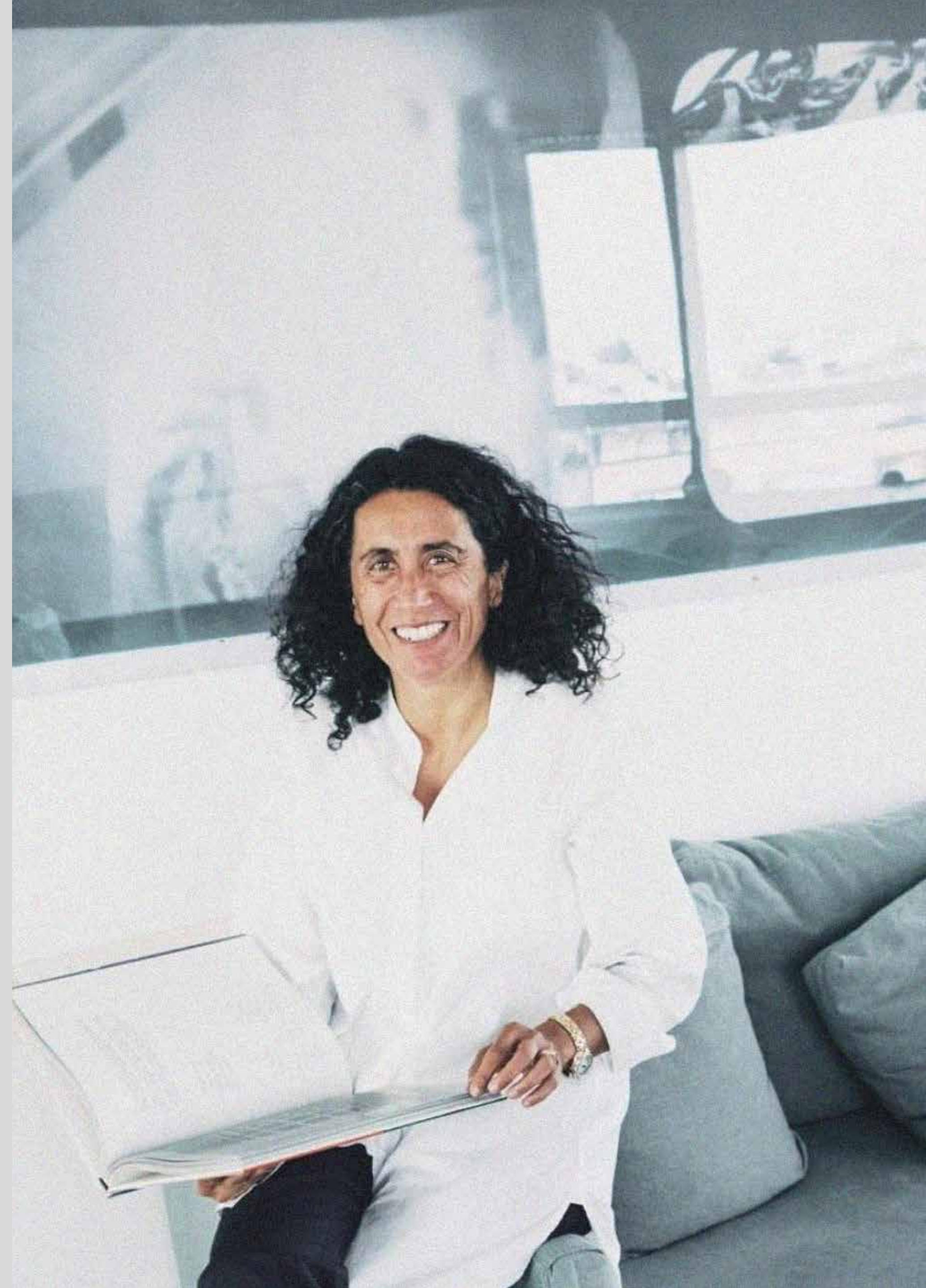
Sara Sozzani Maino is a prominent figure in the global fashion industry known for her work in nurturing and promoting emerging talent. She began her career in 1994 at Vogue Italia under the mentorship of her aunt, Franca Sozzani, the magazine's legendary editor-in-chief.

She soon became a pivotal force in scouting and championing young designers through her role as Deputy Editor of Vogue Italia and Head of Vogue Talents, a platform created to spotlight and support rising creators. Her early work reflected a deep involvement in initiatives that foster innovation within the industry, including global fashion contests and international collaborations. This trajectory led to her appointment in 2018 as International Brand Ambassador for the National Chamber of Italian Fashion (CNMI), cementing her influence in shaping the field on a global scale.

Since 2021, she has played an active role as the creative director of Fondazione Sozzani. While the Fondazione primarily focuses on photography, art, design and fashion, her involvement perfectly aligns with her broader mission of fostering creativity. She contributes significantly to the Fondazione's cultural initiatives and exhibitions, bringing her unique expertise to help curate and promote these innovative programs.

Beyond curation, she is deeply committed to addressing social issues, education and ethical standards. As a champion of the next generation, she focuses heavily on promoting sustainable practices and responsibility among young designers, aiming to push the entire industry toward more conscious models. To achieve this, she regularly participates in workshops, mentorship programs and panel discussions to guide future fashion professionals. Her efforts ensure she not only scouts for raw creative talent but actively provides a platform for designers who prioritize craftsmanship and social awareness in their work. Furthermore, her ongoing collaborations with global institutions and schools reflect her dedication to training youth on the absolute importance of these values.

Additionally, her initiatives tackle systemic challenges such as gender equality, inclusivity and cultural representation. By fostering a continuous dialogue around these topics and encouraging designers to integrate these concerns into their creative processes, she plays a key role in shaping a more conscious environment. Through her multifaceted work, she successfully bridges the worlds of fashion and art, continuing a profound family legacy of promoting cultural dialogue.



FONDAZIONE SOZZANI

via Bovisasca 87, 20157, Milan, Italy
via Enrico Tazzoli 3, 20154, Milan, Italy

galleria@fondazionesozzani.org
fondazionesozzani.org
[@fondazionesozzani](https://www.instagram.com/fondazionesozzani)