

## Project Mostrami Factory @Folli 50.0



Mostrami Factory @Folli50.0 was the project promoted by the Bracco Foundation in the historic headquarters of the Bracco company, at Via Folli 50, Milan, designed and coordinated by the Mostrami artists collective. An area of creative and cultural immersion, a breeding ground of ideas, projects, activities, enclosed in 7,000 square metres

of space, in which the arts can find their dimension in harmony, creating positive interactions between painting, sculpture, photography, art video, street art, music, theatre, cinema, dance and courses for all ages. The Factory, starting from FuoriSalone, from 13th to 19th April 2015, and during the six months of Expo 2015, from 14th May to 1st November 2015, hosted young contemporary artists from all over Italy, musical groups, independent theatre companies, dance shows, cinema nights and workshops for all ages. The Factory was proposed as an artistic site, a gathering space, a meeting place in which the various arts left a mark on one another. In the 175 days of opening, the event offered a full programme: 5 temporary group exhibitions, 20 exhibitions, 4 workshops with young artists, the site-specific installation work "Vortice" by Maria Cristina Finucci, 76 courses and workshops for children and 62 courses and workshops for adults and young people, as well as theatre performances, film nights, concerts and DJ sets, involving a total of about 200 artists. In this framework of reciprocity and openness, the Folli 50.0 cultural and social activities were offered for free to the city: the site is at work in continuous dialogue with those who visit it.