

THE ART OF GENIUS

A platform for human creative
skill and imagination.
A space for creativity to be appreciated
for its beauty and emotional power.

The Art of Genius
pushes the boundaries of
co-creation at the intersections of
Art, Design, Entertainment, Music,
Sport, Fashion and Culture.

Collaborating in this way has one signature
benefit: it allows us to achieve, through
co-creation, something we couldn't do alone.
Ideally what's created together
isn't just new, it's better.
Moncler Genius.
Expect the unexpected.

The Art of Genius

MONCLER
GENIUS



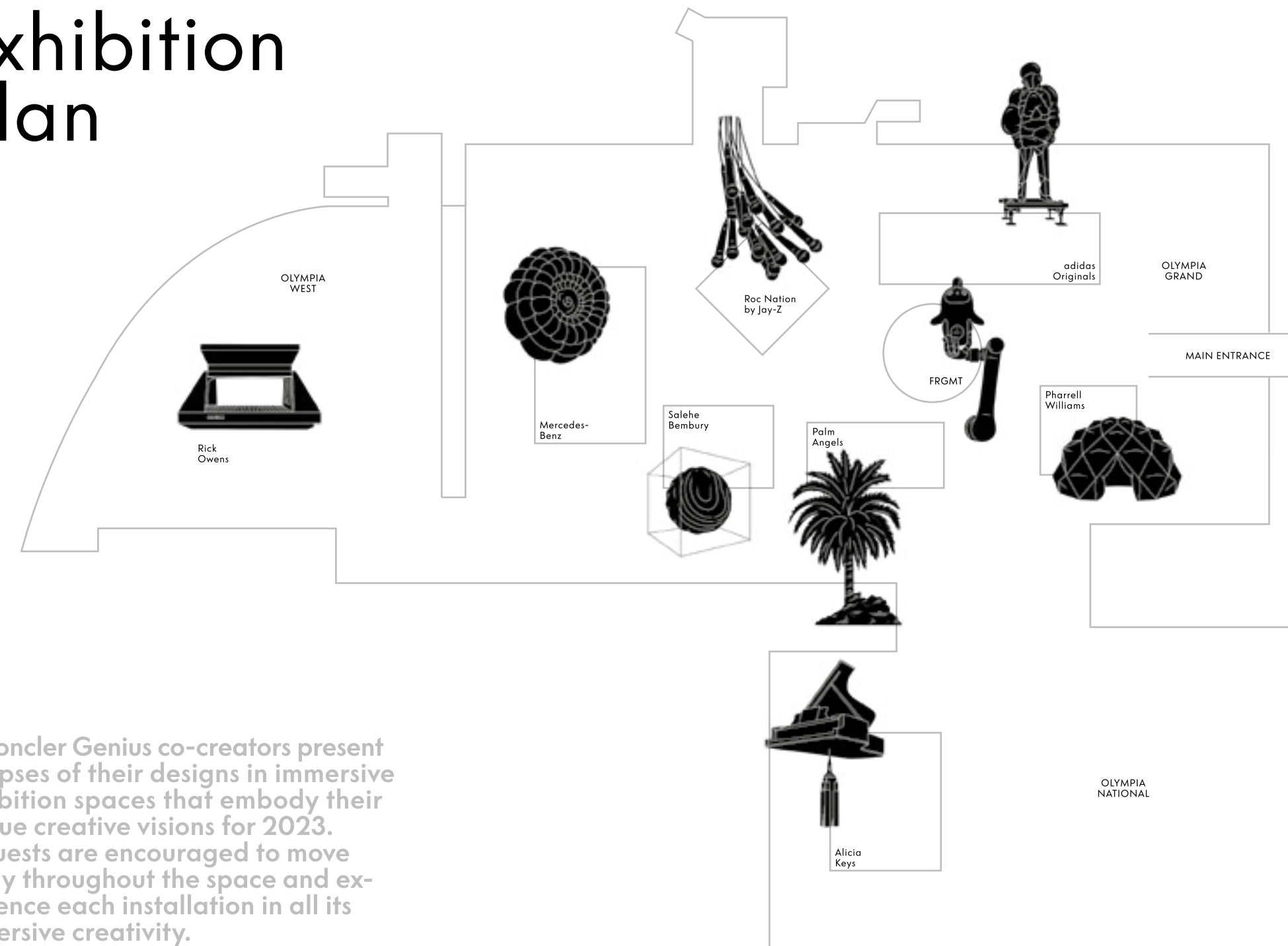
THE ART OF GENIUS Olympia London 20th February 2023

A monumental London Fashion Week event at Olympia London sets the tone for a redefining year of Genius, evolving from a world of fashion collaborations to a platform for co-creation across different industries.

The future of Moncler Genius evolves from the established concept of collaboration, which merges two sets of brand codes together, entering a new phase of co-creation focused on human creative skill and imagination to create something that each brand couldn't have achieved on their own. The platform centers on creativity without limits, with a remit that goes beyond fashion, exploring the boundaries of creation at the intersections of Art, Design, Entertainment, Music, Sport, and Culture.

To introduce this year's roster of co-creators, Moncler presents The Art of Genius – a live show on an epic scale as part of London Fashion Week – unveiling the creators, concepts and collections under one roof, in an immersive exhibition space for creativity to be appreciated for all its beauty and emotional power.

Exhibition Plan



Moncler Genius co-creators present glimpses of their designs in immersive exhibition spaces that embody their unique creative visions for 2023.

Guests are encouraged to move freely throughout the space and experience each installation in all its immersive creativity.

Explore a terrain like no other: Pharrell Williams' surrealist glamp-site is a place where friendships are formed and adventures are had. A glowing forest meets a psychedelic sky as trailblazers set up camp with equipment that bends the imagination and sparks a new love of nature.



Pharrell Williams

adidas Originals

City to summit. An ice-walled digital walkway clad in a city inspired structure presents a future heritage collection.



An urban patina of scaffolding presents a wall of models showcasing the new collection. The senses are instantly confounded by a havoc of fog, ice-cold air and elemental noise as guests transition via conveyor belt into a digital glacier that ignites the body and opens the mind.

Hiroshi Fujiwara has devised a peepshow of the future, where robots replace humans as the object of your affection. When you meet your Lovot, embrace it, watch it, and you'll find yourself relaxing, feeling better.



Lovots – robots designed for human love and compassion – wear down-sized designs from the godfather of streetwear.

FRGMT

Palm Angels

Snow-capped beaches and rolling desert clouds: Palm Angels has created a space that is wide open to your imagination. A place-non-place to explore through light, sound and touch, this is a foam party for the mind as well as the body. Suspend your caution, embrace the chaos and express your way.



An immersive foam party inspired by Moncler's snow-peaked heritage invites guests to explore the space through light, sound and touch.

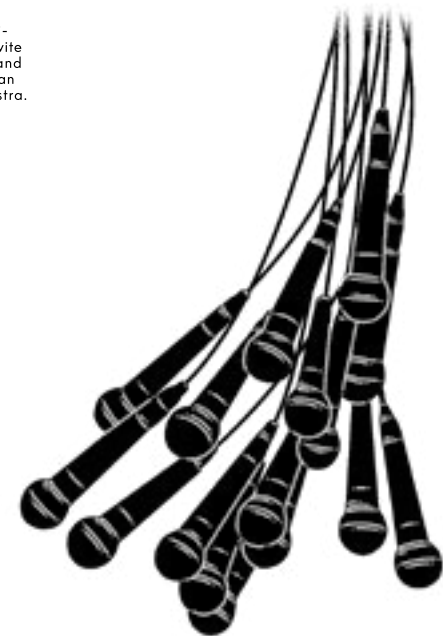
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THE ART OF GENIUS

THE ART OF LIGHTNESS
BY PALM ANGELS

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THE ART OF ALL
BY ROC NATION & JAY-Z

State of the art microphone pods invite guests to record and create sounds for an interactive orchestra.

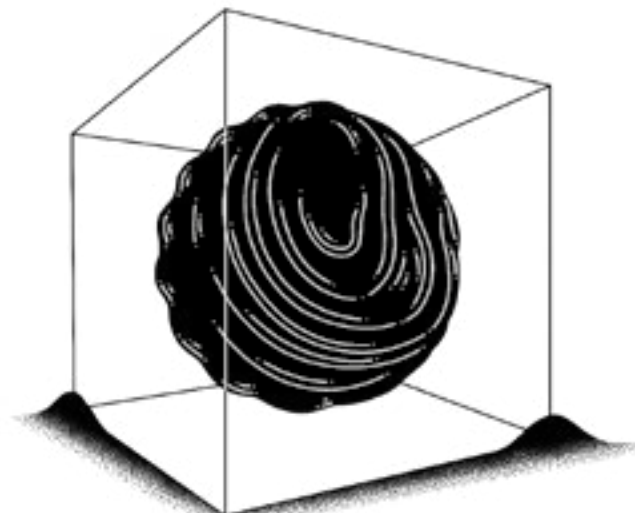


The spectator becomes the creator as part of Roc Nation's interactive orchestra. Guests are invited to record their own unique sound, be it song, spoken word or recited poetry, which is then mixed live to create an emotion-centered experience. Because Genius lives within us all.

Roc Nation by Jay-Z

Salehe Bembury

A presentation of the elements. A sculpted boulder featuring the designer's iconic grain print informs interactions with performers.



Salehe Bembury's gravitational pull in the world of culture is elegantly manifested by the elements. A central rock monolith engraved with the designer's grain print turns steadfastly under shifting sunset light. Its force sets everything else in motion around it as an allegory of nature – everything in flux; everything connected.

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THE ART OF ELEMENTS
BY SALEHE BEMBURY

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THE ART OF IMAGINATION
BY MERCEDES-BENZ

Enter the Mercedes-Benz dimension, where our earthly rules are distorted and a new reality is imagined through technology and art. Human beings dance in a low-gravity chamber whilst frozen visuals move across LED screens. The fog will gradually reveal a creative vision of travel into the unexpected.

An art installation set in a sensory storm. As the fog fades, a future vision of travel into the unexpected is revealed.



Mercedes-Benz

Alicia Keys



Live performance by Grammy Award-winning artist, songwriter, and entrepreneur Alicia Keys, unveiling her new collection onstage.

Art, performance, theater, movement, light. Alicia Keys' passionate ode to dreams comes to life in a performance that oscillates between intimacy and power. Set against a dynamic light installation, choreographed dancers flash into focus to introduce the collection. Welcome to a place where dreams are made of.

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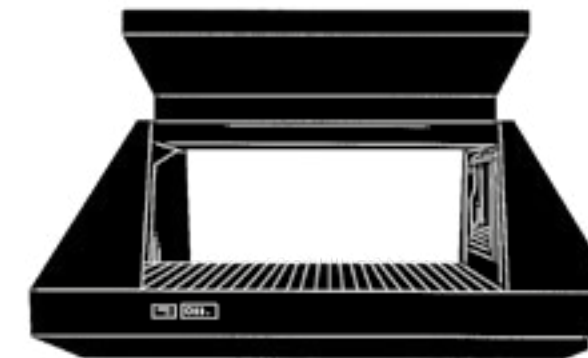
THE ART OF DREAMING
BY ALICIA KEYS

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THE ART OF DESIGN
BY RICK OWENS

Get into bed with Rick Owens. The design alchemist has created a bed of the future; an interactive sleeping pod for two people to immerse themselves in his vision, cocooned away in intense isolation from the pulsing afterparty outside.

A steel soundproof sleep pod with regenerative oxygen concentration feature and temperature controlled ventilation system.



Rick Owens