**Luciano Benetton, Oliviero Toscani and Fabrica’s team present Fabrica’s new direction.**

**Friday, 26th January 2018, 3:00pm**

**“Fabrica Circus 24/7x52”:** Fabrica turns into an arena open to everyone, a place to celebrate imagination, a cultural point of reference to meet international masters and professionals, a kind of Renaissance *bottega dell’arte*, that stimulates discussion and inspires questions, with the “art of making” at its core.

Humanistic culture, communication, food, cinema, art, poetry, journalism, design, spirituality, nature, music, politics, economics, neuroscience, psychology, writing, theatre: during the year, “Fabrica Circus 24/7x52” will offer a wide range of events, among them **four multidisciplinary seasonal festivals** (the first one will be on **23rd–25th March**) and a **continuous cycle** of conferences, performances, “confessions”, workshops, concerts, and exhibitions, all of which aim to experiment in modern communication.



A first glimpse of “Fabrica Circus 24/7x52”, an afternoon of music, photography and art, will be on **Friday 26th January**.

**3:00pm**: Opening speech by **Luciano Benetton**, **Oliviero Toscani** and Fabrica’s team

To follow an afternoon of lectures, exhibitions and concerts with [Daniel Stier](http://www.danielstier.com/), German photographer who investigates the relation between human beings and technology; **Noa Jansma**, Dutch student, founder of the Instagram account [@dearcatcallers](https://www.instagram.com/dearcatcallers/), with the aim of creating awareness about the “objectification of women” harassed in daily life; [Wakal](http://wakal.com/), Mexican musician living in Paris, who samples the sounds of the streets mixing them with several rhythms and electronic genres and [**Ackeejuice Rockers**](https://www.facebook.com/ackeejuicerockers/), a DJ/producer duo discovered by Kanye West.

Free entrance, subject to availability

Fabrica

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