



IN 2025 DaTE OPENS AT THE COCORICÒ PYRAMID IN RICCIONE

From September 13th to 15th, the legendary nightclub will host a journey through innovation and creativity in eyewear. Also debuting, the new “Every Line Tells A Story” communication campaign

Milano, 3 December 2024 – **Don’t underestimate the sound of silence**: the concept shared on social media in September. During these months of seeming stillness, we have designed a different, unconventional kind of DaTE. Prepare to be amazed. We began by changing the location, the first step in an entirely re-imagined perspective. Followed by the news that DaTE is becoming a traveling event, one to be experienced together in many different (but not only) Italian cities, like Naples, Rome, Milan and Bologna.

And, finally, it’s official. The location of the next edition of DaTE is the **legendary Cocoricò in Riccione**. From **13th to 15th September 2025**, the iconic pyramid will host exhibitors and visitors in a truly unique setting, ideal for celebrating *avant-garde* and innovation. As previously noted, the format for the event has been completely re-imagined with an eye to reflecting the new challenges and developments in an industry that is constantly changing.

“The choice of this location seemed almost a foregone conclusion: we share the concept of artistic avant-garde”, explained DaTE President **Davide Degl’Incerti Tocci** along with **founding partners Cristina Frasca and Dante Caretti**. *“This iconic disco was the birthplace of the concept of a nightclub/theater, transforming a dancefloor into a platform for individual, creative, provocative, freedom of expression. Like DaTE, poised to introduce a superstar – eyewear – to that stage, where it can express its maximum potential,”* he concluded.

The Cocoricò was established in 1989 and immediately morphed into a temple for passionate fans of techno. The 1990s were punctuated by its legendary nights, famous also abroad, with countless stories happening inside and thousands of revelers who chose it every Saturday (and not only) as their personal destination to proclaim their true selves and finally feel “at home”. Despite some dark times, in the end, this pyramid again lights up the night on the Riccione hillside.

Dressed to complement the new DaTE is the **“Every Line Tells A Story”** communication campaign curated by **Cristina Frasca**. Its lines, like a universal language that intersects many faces, call forth multiple meanings: emotions, life stories, creative journeys. Every design feature and innovation encapsulates a unique narrative and the traces left on faces are not simply decorations – they become symbols of connections, experiences, individual and collective evolutions. Through the eloquent design

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DaTE

REDEFINING BOUNDARIES

of the images, the campaign aims to celebrate the expressivity, creativity and innovation that characterize DaTE, repositioning it as the point of confluence where art, fashion and avant-garde flow together in the world of eyewear. The images invite the public to discover not only the aesthetics of eyewear, but also the deeper meaning that each creation carries within.

Even the event's payoff has been updated – **"Redefining Boundaries"** positions DaTE as an ongoing laboratory of innovation, in which the boundaries between art, fashion and design are constantly being challenged to create something daring and new. Each line of the campaign symbolizes a reinterpretation of boundaries, just as DaTE sees itself as redefining the world of eyewear, defying the limitations of traditional design.

Be ready to experience an immersive journey amid creativity, technology and design, where eyewear is the absolute star player. From September 13th to 15th, Riccione will become the perfect "hot spot" to celebrate the fusion of tradition and experimentation. Don't miss out: DaTE invites you to write the next chapter in contemporary eyewear together.

Admission to DaTE is free of charge, open only to eyewear industry professionals, opticians, buyers and journalists.

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