STONE ISLAND SOUND PRESENTS_
FRIENDLY PRESSURE: STUDIO ONE @ CAPSULE PLAZA

SOUND AS A FORM OF RESEARCH
- EXPERIMENTS IN SONIC EXPLORATION -

As part of its ongoing music initiative, Stone Island is proud to introduce *Friendly Pressure: Studio One*, the new project - first one of its kind - that will be taking place during Milan Design Week 2025 at Capsule Plaza, presenting an immersive sonic experience in which the precise dimensions of the space will dictate the texture of the sound.

The project will come alongside a week-long cultural program encompassing a series of live music sessions, DJ sets, and conversations, in collaboration with Friendly Pressure, bespoke sound system studio founded by Shivas Brown in London.

Friendly Pressure: Studio One is a direct link to the Stone Island LAB & LIFE philosophy, where LAB is the constant, scrutinising and boundless investigation into the transformation and enhancement of materials, and LIFE is the lived experience, the identity, the perceived status of anyone feeling part of the Stone Island community.

Inspired by the moments of togetherness that spark musical creation, the collaboration between Stone Island and Friendly Pressure brings to life a free space where influence converges and sound and spatial design foster collaboration and conviviality.

LAB

STONE ISLAND SOUND | FRIENDLY PRESSURE

Blending timeless design aesthetics with cutting-edge production techniques, at the intersection of material science and audio engineering, Friendly Pressure has exclusively designed and built a custom hi-fidelity audio system for Stone Island Sound, set to be unveiled at Milan Design Week 2025. The modular sound system harks back to the golden age of recorded music, treating it as both a sensory and physical experience. Friendly Pressure: Studio One features at its core a pair of in-house designed speakers integrated with unity horns and subwoofers engineered by Bosco Taylor. These unity horns are the result of years of testing, designed to conflate different sound frequencies into a single source, resulting in unparalleled audio reproduction that is both precise and emotive.

The Stone Island Sound customised setup is completed with an adjustable console designed in collaboration with Fables Collective, a rack system by Mitre & Mondays, design stools by Andu Masebo, and modular couches by ANDA_BA for full immersion.

LIFE

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Studio One will live in a dedicated space amidst the context of Capsule Plaza at Spazio Maiocchi, a hybrid space in between a fair and a collective exhibition.
Seen from the outside the Stone Island Sound room presents a minimal appearance inspired by a work from architect and designer Carlo Scarpa. Occupying a 50 square meter space, the interior shows a soundproof ceiling by Soundwave Jasmine and a rug by CC-Tapis to maintain optimal sound dispersion.

With a curated lineup of installations and public events, going on daily from 10:00 AM to 8:00 PM, Capsule Plaza is a renowned international venue known for its deep connections to the design world, bringing together designers and companies from various creative fields.

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The Stone Island Sound installation will be unveiled on April 7, 2025, with an array of cultural sessions, happening daily at 12.00 PM, 3:00 PM and 5:00 PM.

The journey begins with a series of investigations into sound and purpose, exploring why and how music takes form through conversations with record producers and loud system designers.

Throughout the week, Errol Anderson and Shivas Brown's collaborative experience, 'A Loose Ting', sets the tone for the early part of each day. This then builds into a performance program featuring The Vernon Spring, an explorative and meditative pianist.

Each evening culminates with a selection of enigmatic DJs, including Retromigration, NINAFTERDARK, and Lobo Sound, shaping the night's energy. Lastly, the week peaking with two major cultural moments - a Victory Lap Radio cypher followed by a C2C Festival takeover to close out the experience on Sunday April 13th. Featuring some key figures of the C2C Festival universe, these sessions will highlight the projects the Festival has developed with Stone Island, inherently celebrating the legacy of the Festival's founder and artistic director Sergio Ricciardone, who recently passed away.

With its polyhedric nature, Studio One traces back to Stone Island's deep cultural roots and its embrace of a community from all walks of life, while reaffirming its commitment to excellence across various design disciplines.

PROGRAM OF THE WEEK

MONDAY APRIL 7TH	
10:00 AM – 6:00 PM	CAPSULE PLAZA PRIVATE OPENING - PRESS DAY
12:00 PM	SHIVAS BROWN IN CONVERSATION WITH BOSCO TAYLOR
3:00 PM	IN CONVERSATION WITH TOMMASO WALLWORK OF NERVOUS HORIZON
5:00 PM	BIANCA INTENSA DJ SET
TUESDAY APRIL 8TH	
12:00 PM	A LOOSE TING WITH ERROL ANDERSON & SHIVAS BROWN
3:00 PM	A CONVERSATION WITH FRIENDLY PRESSURE
5:00 PM	FRIENDLY PRESSURE FAMILY DJ SET
WEDNESDAY APRIL 9TH	
12 PM	A LOOSE TING WITH ERROL ANDERSON & JENN NKIRU
3:00 PM	THE VERNON SPRING LIVE
5:00 PM	RETROMIGRATION DJ SET

THURSDAY APRIL 10TH	
12:00 PM	A LOOSE TING WITH ERROL ANDERSON, MI-EL & LAUREN DUFFUS
3:00 PM	STONE ISLAND TALK
5:00 PM	NINAFTERDARK DJ SET
FRIDAY APRIL 11TH	
12:00 PM	A LOOSE TING WITH ERROL ANDERSON & DEATH IS NOT THE END
5:00 PM	LOBO SOUND DJ SET
SATURADAY APRIL 12TH	
12:00 PM	A LOOSE TING WITH ERROL ANDERSON & SHIVAS BROWN
5:00 PM	VICTORY LAP RADIO TAKEOVER
SUNDAY APRIL 13TH	
12:00 PM	PLAYING C2C FESTIVAL CATALOGUE
3:00 PM	EXPLORING C2C FESTIVAL CATALOGUE IN CONVERSATION WITH CARLO ANTONELLI
5:00 PM	CANVA6 & XIII DJ SET

Stone Island Sound presents_Friendly Pressure: Studio One
April 7–13, 2025 / Capsule Plaza Press Day April 7
From 10:00 AM to 8:00 PM
@ Capsule Plaza
Via Achille Maiocchi 7, Milan

For registrations, please visit this **Capsule Plaza website** or write to **events@stoneisland.com**
If the priority access list on the Capsule Plaza website is fully booked and pre-registration is closed, you can still attend; entry will be granted subject to capacity limits.

Notes to editors:

COMMUNITY

ASHBECK
Emergin UK rapper
BXKS
Emergent UK rappers playing electropop-styled sounds
BIANCAINTENSA
Italian emergent club DJ
C2C
Catalysts of some of the most extreme evolutions of the avant-pop music scene of the last two decades.
FINESSE KID
Emergent UK rapper

ERROL ANDERSON
DJ, music curator and founder of Touching Bass - A LOOSE TING
JAWNINO
Emergent UK rapper
JENN NKIRU
A Nigerian-British artist and director
JOHN GLACIER
Poet, rapper, composer, video director, among the faces of Stone Island SS'025 campaign
KWES
British music producer, composer and artist
LAUREN DUFFUS
London-based producer, vocalist and DJ
LOBO SOUNDS
Milanese soundsystem culture powerhouse
MI-EL
A London based duo, indie dream pop music with electronic elements
NINAAFTERDARK
Creative and dj of Swiss and Somali heritage
NERVOUS HORIZON
London based record label founded by Tommaso Wallwork and Guglielmo Barzacchini in 2015
RETROMIGRATION
German born and Amsterdam based DJ and Producer

About Stone Island Sound

Stone Island Sound is the evolving music-oriented project that embraces Stone Island's ongoing commitment to contemporary culture. Built on the brand's mantra of "Community as a Form of Research," it reflects Stone Island's deep cultural roots and the brand's embrace of its community from all walks of life.
Stone Island Sound is available to stream via Apple Music and Spotify.
Stone Island Sound_Live is available exclusively on Apple Music, with specific sets recorded in Spatial Audio.

About Friendly Pressure

Friendly Pressure is a bespoke sound system studio founded by Shivas Howard Brown in London. The studio designs and builds custom hi-fidelity audio systems for homes and a wide range of venues, while leading activations that foreground the joy and togetherness of sonic experience. FRIENDLY PRESSURE blends timeless design aesthetics with cutting-edge production techniques, marrying the insights of material sciences and audio engineering.

About Capsule Plaza

Curated by Capsule magazine, Capsule Plaza is a hybrid between a fair and a collective exhibition, which brings together designers and companies from various creative fields under one roof with a curated lineup of installations and public events.