

PRADA

MODE

HONG KONG

MAR 27–28
2019

10 HOLLYWOOD ROAD CENTRAL HONG KONG

PRADA TO OPEN PRADA MODE HONG KONG
DURING ART BASEL
27–28 MARCH 2019

Milan, March 14, 2019 – Prada presents Prada Mode Hong Kong, a private club that provides members a unique experience with a focus on contemporary culture.

On the occasion of Hong Kong Art Basel, Prada Mode Hong Kong takes over the third floor of Barrack Block of Tai Kwun. The club features intimate dining areas, traditional lounges that double as galleries, and a private salon. It will offer breakfast, lunch, afternoon tea, cocktails and a program of special events presented by Prada.

This is the second iteration of Prada Mode, a roving club that both augments and extends international cultural events at diverse locations worldwide. The inaugural iteration coincided with Art Basel: Miami Beach at the Freehand Miami in December 2018.

On March 27 and 28, Prada Mode members are invited to gather at the club at any time they like, from 10am until 2am. Events at Prada Mode Hong Kong include a special set up of the *Prada Invites* project and *Dolls' House*, an installation by photographer Jamie Diamond, as well as conversations on actual themes.

Prada Invites collaborates with globally influential creatives to design unique products in nylon, the brand's iconic material. For Spring/Summer 2019, a trio of leading female architects – Cini Boeri, Elizabeth Diller and Kazuyo Sejima – reacted to the brief of creating an item of clothing or accessory for women (other women, or maybe themselves). The resultant work becomes an ideological dialogue, expressed through fashion: personal, honest, and real. A previous iteration of the project presented original nylon items for men designed by Ronan & Erwan Bouroullec, Konstantin Grcic, Herzog & de Meuron, and Rem Koolhaas.

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Dolls' House is an installation by Jamie Diamond (Brooklyn, USA, 1983), curated by Germano Celant and Melissa Harris, comprising photographs from her three series “Forever Mothers” (2012-2018), “Amy” (2014), and “I Promise to Be a Good Mother” (2007 – 2012). Diamond’s representations take on an unexpected poignancy, vividly and nonjudgmentally documenting the intimate interactions of humans with inanimate doll-babies.

In addition, on March 27, Hong Kong’s registered charity Design Trust will host a conversation on “Architectural Activism – between heritage and innovation – HK and beyond.” An on-going Prada collaborator, Design Trust is a grant-funding platform that supports creative projects and research initiatives in Hong Kong and the Greater Bay Area region for the benefit of the public.

And on March 28, through the lens of several of her projects, Jamie Diamond will talk about gender, role-playing, surrogacy, the mother-child relationship, and how photography may be used to create personal fictions.

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