

## PRADA CAMPAIGN FOR LUNAR NEW YEAR 2022 'ACTION IN THE YEAR OF THE TIGER'

According to the lunar calendar, 2022 is the year of the tiger: the largest animal in the cat family and a symbol of majesty and power, but also one of the species at greatest risk of extinction. To raise awareness of its plight and to foster a series of actions designed to bring about change, Prada is celebrating the Lunar New Year with 'Action in the Year of the Tiger', a combined campaign and project dedicated to safeguarding this legendary animal.

The stars of the campaign are two famous faces from the showbiz world: actor and singer Li Yifeng – Best Supporting Actor at the 33th Hundred Flowers Awards – and actress Chun Xia, who won a Hong Kong Film Award for her performance in the film *Port of Call*. The images and video, produced in partnership with photographer Liu Song, forgo any fictional elements and instead depict Li Yifeng and Chun Xia moving around an evocative red space. The result is a narrative built on gestures and direct, spontaneous interaction with the viewer.

Yet this is only the basis for multilayered narrative that devolves around the campaign mission: raising awareness around the extinction of this legendary animal. Starting from the most visible Prada symbol, its logo, which is transformed into a powerful icon based on classical Chinese techniques and the tiger's characteristic attributes, the core of the campaign is indeed a collective "action".

In the first stage, 'Action in the Year of the Tiger' is an invitation to all talented under-30s at art schools in China as well as international ones, to produce their own personal interpretation of the tiger. The artists have free rein to express themselves however they like using the languages of painting, design and sculpture. This celebration of creativity aims to attract public attention to the cause, as part of a genuine effort to participate in and build relationships with a particular culture and its history and movements.

The students' works will be judged by a special jury comprising the artists Liu Ye, Lu Yang and Goshka Macuga, and some will be chosen for use in a special project taking place throughout 2022.

The Prada Group is also contributing to the conservation of endangered Amur tiger by making a donation to "Walking with Tiger and Leopard" Programme of China Green Foundation. The programme will share information of wildlife and biodiversity with the public by high-tech monitoring methods, and improve the awareness of tiger and leopard conservation by environmental education in order to create an "Eden of Big Cats" allowing tigers to live in harmony with humans.

# PRADA

#CNY

#ChineseNewYear

Credits:

Photography by Liu Song

Video by Shi Kangning

Talents Chun Xia, Li Yifeng

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