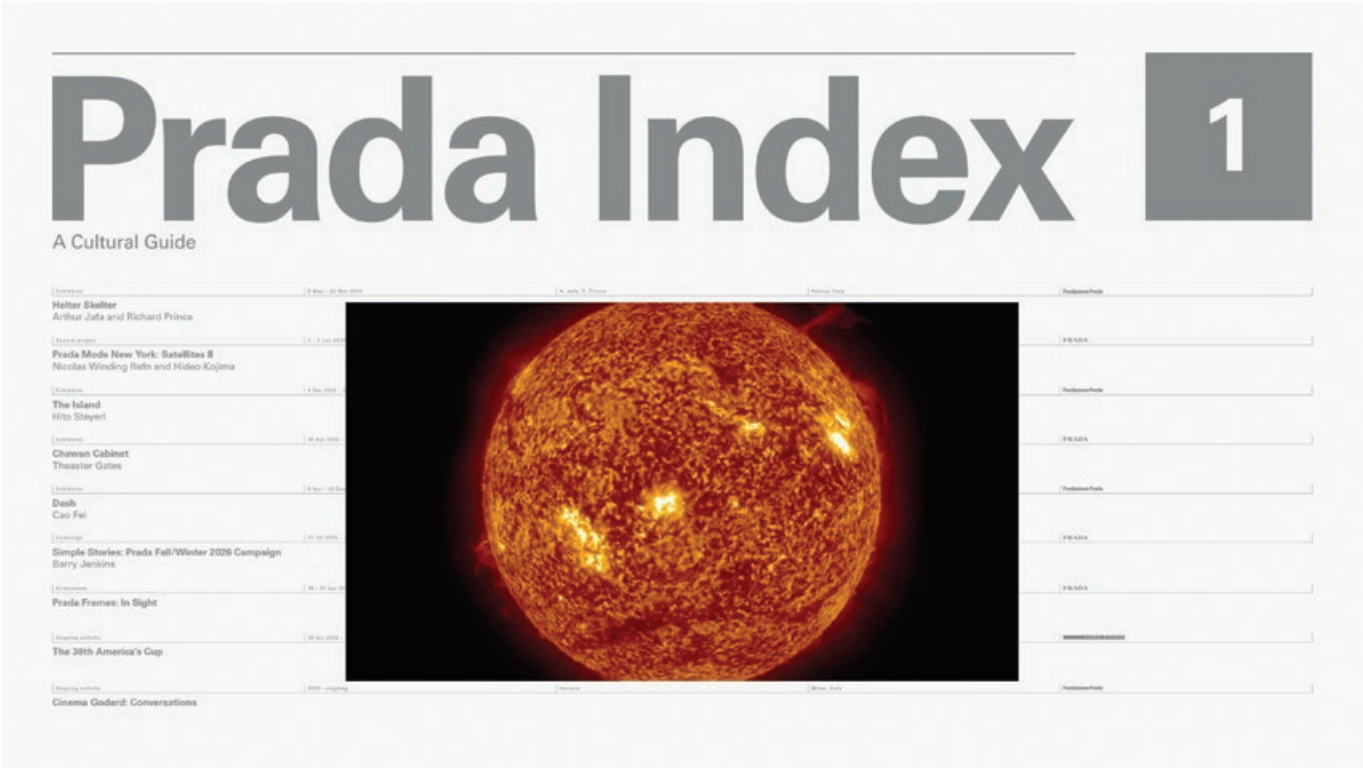


19 November 2026
Milan, Italy

Prada Presents *Prada Index*
A new cultural guide offering an in-depth look at the activities of Prada, Fondazione Prada, and Luna Rossa. Launching November 19 in print and online, Issue 1 features nearly 400 pages of exclusive interviews, artworks, photographs, essays, and behind-the-scenes documentation.

For decades, Prada has pursued a mode of cultural engagement based on experimentation, multiplicity, and dialogue—one in which making becomes a way of investigating ideas rather than fixing their meaning and in which all disciplines, from design to science and sports to music, are treated with equal attention. The result is a unique and multifaceted understanding of culture: as a creative endeavor, an organizational structure, and an active set of personal relationships.

Prada Index brings this constellation of cultural activities to light for the first time. It is a guide to the recent and ongoing work of Prada, Fondazione Prada, and Luna Rossa as well as the most urgent questions and important practices of the moment. Developed and designed by 2×4 New York, *Prada Index* offers points of entry into art, architecture, fashion, filmmaking, and, collectively, the culture of Prada itself.

The inaugural issue gives readers unprecedented access to the major events and exhibitions of 2026 across the Prada universe. Contributors include Academy Award-winning filmmaker Barry Jenkins (*Moonlight*), video game creator Hideo Kojima (*Metal Gear Solid*, *Death Stranding*), National Youth Poet Laureate Amanda Gorman, and artists Arthur Jafa, Richard Prince, and Hito Steyerl, among many others.

To mark the launch, *Prada Index* will be available for visitors to discover within the spaces of Prada Galleria in Milan. A week-long takeover of the Monocle Café in London will follow on December 3, alongside distribution in select Monocle shops worldwide. A dedicated Discord channel will provide a space for further discussion, extending each issue of Prada Index beyond the printed page.

Issue 1 of *Prada Index*
With hundreds of pages of essays, interviews, artworks, and photographs, the first issue of *Prada Index* sets the stage for the project as a whole. While future issues will have a quarterly scope, Issue 1 documents the major exhibitions and events that took place across Fondazione Prada, Prada, and Luna Rossa during 2026. Nine projects are highlighted throughout.

Helter Skelter
The Fondazione Prada exhibition, *Helter Skelter: Arthur Jafa and Richard Prince*, which opened during the 2026 Venice Biennale at Ca' Corner della Regina and offered what curator Nancy Spector terms "an unflinching exposé on America," is explored in detail. A long-form conversation between Jafa and Prince is accompanied by reproductions of their artworks as well as excerpts of a special collaborative zine produced by the artists.

The Island
The Island, Hito Steyerl's installation at Fondazione Prada Osservatorio, brings together archaeology, quantum physics, science fiction, and questions around AI-generated imagery. In conversation with curator Niccolò Gravina, Steyerl traces the connections between these seemingly distant subjects. Film stills and exhibition views accompany the exchange.

Prada Mode New York
For Prada Mode New York: *Satellites II*, Nicolas Winding Refn and Hideo Kojima transformed the Hotel Chelsea into a setting for performances, talks, and unexpected encounters. An interview with the creators explores how their friendship transcends language barriers, as well as the possibilities of communicating through images and music. A separate talk between Refn, Kojima, and Prada ambassador Amanda Gorman brings questions of poetry, activism, and hope into the mix.

Chawan Cabinet
Theaster Gates's *Chawan Cabinet*, the installation of ceramics that inaugurated the Prada Home space in Milan, provides a starting point for the artist's reflections on craft and material knowledge. In an essay accompanied by photographs and process notes, Gates describes how the making of a tea bowl informed the renovation of an entire space—and how he sees both as containers for cultural exchange.

Dash
Cao Fei's *Dash*, presented at the Milan venue of Fondazione Prada, examines how agricultural drones are transforming rural life in China and Southeast Asia. A dedicated insert collects key themes from the exhibition and brings together voices from the artist's extensive research, including quotes from farmers, engineers, architects, and philosophers. Images from Cao Fei's *Dash* film and virtual reality game appear alongside agricultural propaganda posters from her archives, tracing changing visions of labor, abundance, and the relationship between technology and the land.

Simple Stories
Simple Stories, the Prada Fall/Winter 2026 campaign by Academy Award-winning filmmaker Barry Jenkins, considers the tension between complexity and simplicity, narrative and character study. In an interview with 2×4 founding partner Michael Rock and *Prada Index* editor India Ennenga, Jenkins discusses how color, sound, and improvisation inform his cinematic methodology.

Prada Frames: In Sight
During Prada Frames: In Sight—the fifth edition of the symposium series curated by design and research studio Formafantasma—designers, artists, and academics debated the role of image-making in contemporary culture. Two contributions adapted from lectures at In Sight extend these discussions into *Prada Index*: Kate Crawford examines the environmental and cognitive costs of AI-generated imagery, while Akram Zaatari reflects on photographs, data, and the archive during times of military conflict.

The 38th America's Cup
As Luna Rossa prepares for the highly anticipated 38th America's Cup (the first time the competition, born in 1851, takes place in Italian waters), *Prada Index* explores the accumulated knowledge and experimentation behind the team's racing yachts. A timeline traces the evolution of the boat designs, while Giulio Bertelli's photographic essay, *Anatomy of a Vessel*, offers a detailed and exclusive view of Luna Rossa's AC75 yacht through its textures, fixtures, and forms.

Cinema Godard
Two conversations offer an introduction to the variety of Fondazione Prada's ongoing film program at Cinema Godard and curated by Paolo Moretti: Academy Award-winning actress Juliette Binoche reflects on uncertainty and her personal process, while director Bruce LaBruce recounts his formation through punk, zines, political activism, and queer cinema.

Revisiting
A recurring section, *Revisiting*, will appear on the final page of each issue of *Prada Index*, offering a brief look back at a thematically related exhibition or project from the Prada archives. Issue 1 highlights Mariko Mori's 1999 Fondazione Prada multimedia commission, *Dream Temple*.