



PRADA PRESENTS *PRADA GALLERIA*

A MULTI-FLOOR IMMERSION INTO THE VAST WORLD OF PRADA OPENS IN *GALLERIA VITTORIO EMANUELE II*, MILAN'S LEGENDARY 19TH CENTURY SHOPPING ARCADE AND THE HISTORIC HOME OF FRATELLI PRADA.

For Prada, the past is never past but an accumulation of ideas bound by intuition, collaboration, and intellectual exchange. The Prada Galleria project—comprising eight floors of retail, hospitality, art, and history—brings that foundational impulse to life in the heart of Milan. Connecting two sides of the iconic 19th-century shopping arcade's central octagon with a new subterranean passage, the expansive project offers visitors a rare, direct encounter with the multifaceted passions and preoccupations that have shaped the house since 1913.

Under the direction of Miuccia Prada, the complex coalesces more than a century of family and company history with the foundational principle that Prada is not a fixed identity but a continuous exploration, sustained by dialogue with art, architecture, cinema, culture, and sport. This is not *influence* in the conventional sense—Prada's collaborators, across every discipline, have always functioned as interlocutors rather than sources, each encounter reshaping the brand as much as reflecting it. What emerges is not a singular vision refracted through many mediums, but something closer to its opposite: an identity constituted by multiplicity, legible only in the accumulation of exchanges and experiments.

This connective energy is most evident in the Galleria's *piano nobile* where the permanent *Pradasphere* exhibition traces the company's trajectory from founding to the present. And the entire complex, in fact, extends and deepens the story. Alongside *Pradasphere* sit the expanded Prada Donna and Uomo boutiques, the beloved Marchesi 1824, and the Osservatorio Fondazione Prada, now joined by new floors dedicated to invitation-only shopping and private hospitality. Prada Galleria draws these threads into a single destination—one built for the kind of extended, exploratory attention the brand's history of inquiry demands.

Prada Galleria is a synthesis of ideas, influences, and history that exists, in this form, nowhere else.



INSIDE PRADA GALLERIA

PRADA GALLERIA OFFERS A TOTAL PRADA UNIVERSE ACROSS MULTIPLE FLOORS AND FUNCTIONS, FROM 1913 TO TODAY.

Located at the original site of Fratelli Prada, the **PRADA DONNA** store has been renewed through an expansion of the subterranean level that nearly doubles its display space. The enlarged boutique brings together the women's collections with an extended travel area, and home and beauty offerings, amidst historic murals and archival objects.

Located diagonally across from Prada Donna, **PRADA UOMO** is now connected to the women's store through a new underground passage, bringing the two spaces together.

That tunnel, known as the **PASSAGGIO SEGRETO**, presents an exhibition of lesser-known episodes curated from Prada's history. The specimens gathered show the results of early intuitions—nascent experiments in the self-reflective, observational, collaborative practice that defines the Prada methodology. Together, they represent some of the company's intrepid "firsts" whose influences reverberate widely.

Above the Uomo store, the iconic Milanese pastry shop **MARCHESI 1824** invites visitors and locals to gather around artisanal offerings and delicacies, the quintessence of Milanese café culture.

Atop Marchesi 1824, **PRADASPHERE** unfolds across the *piano nobile* as the first permanent exhibition dedicated to Prada, tracing more than a century of creativity from the 1913 founding of Fratelli Prada to the present day. Gathering artifacts from the archive and decades of engagement across art, architecture, film, culture, and sport, many on view for the first time, the exhibition offers a living record of the brand's evolution over the past century. On view upon registration, the exhibition follows the success of earlier traveling iterations (in 2014 in London and Hong Kong, and in 2023 in Shanghai).

Continuing to the second floor, the **STUDIO** offers a series of intimate, salon-style rooms designed for highly-personalized shopping by appointment, with a central hall for private events.

Next, the **APPARTAMENTO**, imagines a hypothetical apartment from the 18th century where the internationally renowned photographic artist Andreas Gursky has curated an exhibition of his works. With the uncanny pairing of contemporary art and antique Italian furniture, within view of the *Galleria's* monumental mosaics, the invitation-only space is used for private dinners and special occasions.

Finally, there is **OSSERVATORIO FONDAZIONE PRADA**, at the uppermost levels of the *Galleria Vittorio Emanuele II*. An outpost of Fondazione Prada, Osservatorio is dedicated to visual experimentation and research at the intersection of technology, contemporary culture, and artistic expression. Conceived as an open platform for new forms of image-making and media, it explores how visual languages evolve in response to the technological, social, and political transformations of our time.