

Prada Fall/Winter 2018 Menswear Advertising Campaign *Observia*

An imagined reality; the fantasy of the self. *Observia*, the next incarnation of 365, showcasing the Prada Fall/Winter 2018 Menswear collection, considers these notions - of illusion and dreams, imagination and actuality. Embodied by a new wave of Hollywood talent, the men's collection is brought to new life within the enclaves of the Prada Fall/Winter 2018 Men's Show, a fantastical 'Prada Warehouse', a space that can be inhabited but is nevertheless a chimera, a mirage.

This warehouse is populated with identities - ambiguous and enticing boxes and crates, demarcated with symbols drawn from Prada collections past - that speak of the multiplicities of interpretations. Comprising a trio of young actors - Joe Alwyn, Nick Robinson and Algee Smith - alongside actor and director Paul Dano, these protagonists discover both Prada's multifaceted identity, and their own.

Exploring dual roles, of the actors themselves and of the characters they evoke within these make-believe surroundings, the Prada Fall/Winter 2018 Menswear Advertising Campaign juxtaposes imagery of the actors inside the 'Prada Warehouse' with a series of monochrome portraits, all photographed by Willy Vanderperre. Investigating concepts of uniformity and individuality, the distinct personalities of each of these four protagonists shines through, bringing truth to illusion.

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Joe Alwyn

British actor Joe Alwyn was picked from obscurity to make his acting debut as the title role in the 2016 war drama 'Billy Lynn's Long Halftime Walk', from Oscar-winning director Ang Lee. His list of highly anticipated films include 'The Favourite' from Yorgos Lanthimos with Emma Stone, Rachel Weisz and Olivia Coleman, 'Operation Finale' directed by Chris Weitz alongside Oscar Isaac and Ben Kingsley, joining Margot Robbie and Saoirse Ronan in 'Mary Queen of Scots' directed by Josie Rourke and starring opposite Russell Crowe, Nicole Kidman and Lucas Hedges in Joel Edgerton's 'Boy Erased'.

Joe studied English and Drama at Bristol University and then at the Royal Central School of Speech and Drama. He was selected as one of the 2015 Screen International 'Stars of Tomorrow' that celebrates international up-and-coming talent, and recently was awarded the Trophée Chopard at the Cannes Film Festival that honours up-and-coming talent.

Paul Dano

This year, Paul Dano made his directorial debut with the critically acclaimed film WILDLIFE. WILDLIFE which recently opened Critics' Week at the Cannes International Film Festival and will be released by IFC this October. Dano produced and co-wrote the adaptation of Richard Ford's American classic novel (with Zoe Kazan.) The film stars Carey Mulligan and Jake Gyllenhaal and takes place in the 1960's telling the story of the slow dissolution of a mother and father's relationship through the eyes of their 14 year old son in Montana. This Fall, Dano will star in the Broadway production of Sam Shepard's TRUE WEST, directed by James Macdonald, alongside Ethan Hawke at the American Airlines Theatre. The play will open on January 24, 2019. Dano recently wrapped production on the Showtime limited series, ESCAPE AT DANNEMORA starring alongside Benicio Del Toro and directed by Ben Stiller. ESCAPE AT DANNEMORA is based on the true story of the 2015 prison break in upstate New York, which spawned a manhunt for two convicted murderers who were aided in their escape by a married female prison employee. Dano is known for some of his memorable film performances in; LOVE & MERCY, 12 YEARS A SLAVE, PRISONERS, LOOPER, RUBY SPARKS, THERE WILL BE BLOOD, LITTLE MISS SUNSHINE and L.I.E. Dano lives in New York City.

Nick Robinson

Nick Robinson was most recently seen starring as the title character in Fox 2000's "Love, Simon," receiving rave reviews across the board. Prior to this, Nick starred in the Warner Bros./MGM romantic drama "Everything, Everything" opposite Amandla Stenberg. In 2015, Robinson starred opposite Chris Pratt and Bryce Dallas Howard in Universal's "Jurassic World." Directed by Colin Trevorrow, the film grossed over \$1.67 billion worldwide, making it the fourth highest grossing film of all time. In 2016, Robinson was seen starring opposite Chloe Grace Moretz and Liev Schreiber in Sony's "The 5th Wave." Other select credits include CBS Films "The Kings of Summer," as well as the upcoming "Strange But True" opposite Amy Ryan, Brian Cox, Blythe Danner and Greg Kinnear. On the television side, Nick is best known for his scene-stealing role in the award winning HBO drama series "Boardwalk Empire".

Algee Smith

Multitalented and multifaceted, Algee is quickly establishing himself in the entertainment milieu. Before landing the lead role of "Larry" in Karthryn Bigelow's film Detroit that lead to an NAACP nomination for Outstanding Actor in a Motion Picture, Algee appeared in a myriad of projects which garnered him praise along the way. Starring in Detroit and The New Edition Story in between releasing his 2017 EP Listen, the actor, singer, and songwriter shines in any arena. Algee can next be seen in the FOX feature The Hate U Give, being release later this year.