

# PRADA

## Prada FW 2018 Men's and Women's Show Space 'Prada Warehouse'

For the Prada FW 2018 Men's and Women's fashion show, AMO converts the depositories of Viale Ortles, Milan, into an oneiric and surreal archive, where the multifaceted essence of Prada comes to life, turning the warehouse into a venue that both speaks of Prada's accumulated identities and its place within the contemporary.

The building is organized in sectors that each correspond to a specific theme. Boxes, crates and all the other objects that colonize the warehouse are marked with a series of ambiguous symbols that express the multiplicity of the Prada identity. Classical themes like idealized accessories, gizmos, mascots and recurring motifs of the collections are transformed into emblems that hint at the content of the crates.

Credit: AMO

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