

PRADA

Prada Fall/Winter 2018 Women's Show Space 'Nocturne'

The Prada Fall/Winter 2018 Womenswear show takes place in the nearly finished tower, the building which marks the completion of the OMA-designed Fondazione Prada complex in Milan. A new architectural landmark, the tower offers a unique view on the skyline of the city.

The set by AMO consists of a simple geometric layout with tribunes oriented north towards central Milan, establishing a sophisticated spectacle and dialogue between fashion, architecture and the city. The sharp volumes of the show spaces are accentuated by a black resin finish that magically shimmers in the light and mimics the nocturnal panorama outside.

Besides shaping the interior spaces, AMO worked on a delicate design for the *view* from the tower as well. The outlook onto the Scalo di Porta Romana and the city beyond is enriched with striking PRADA neon signs enhancing the post-industrial character of the area. The physical manifestation of the event in the customized cityscape reaffirms the relationship between Prada and the city of its origin.

Credit: AMO

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