

**FONDAZIONE PRADA PRESENTS THE MUSICAL PROGRAM "I WANT TO LIKE YOU BUT I FIND IT DIFFICULT" AT ITS MILAN VENUE ON 28 SEPTEMBER 2018**

Milan, 1 August 2018 - Fondazione Prada presents on Friday 28 September the third part of the musical program curated by Craig Richards "I WANT TO LIKE YOU BUT I FIND IT DIFFICULT", from 7 pm to midnight.

On 28 September, performing artists include Berlin-based techno artist Monolake Live Surround; German multi-instrumentalist electronic musician Burnt Friedman; English electronic musician Joy Orbison and Mexican multimedia artist and dj Baby Vulture. The event will also feature Craig Richards as a performer.

From 1 August a limited amount of tickets at the special price of 12 euro will be available on Fondazione Prada's website.

Conceived as a three-part series, the project was initiated on 19 April 2018 with a special event featuring Ricardo Villalobos and Richards, followed by a second appointment on 8 June with Mulatu Astatke, Midori Takada, Nicolas Lutz, E/Tape and Richards.

With this new program, Fondazione Prada expands its activities incorporating musical experimentations into its cultural offer, creating unexpected resonances between disciplines. "I WANT TO LIKE YOU BUT I FIND IT DIFFICULT" is an attempt to explore a wide range of genres and languages, from electronic music to Ethio-jazz, hosting established and emerging international performers.

Starting from a personal perspective, developed by acclaimed British artist Craig Richards, the constellation of acts included in the two line-ups aims to engage a plurality of audiences with Fondazione Prada's mission, proving that culture can be as entertaining and attractive as it is useful and necessary.

As stated by Craig Richards, "the concept of my curation revolves around the notion that music when juxtaposed can be challenging, confrontational and even awkward. As a music collector and lover, this is an area of realization and understanding I have always been fascinated by. My role as a curator here is simply to present my musical discoveries, old and new, in an order which creates inspiration, enjoyment, intrigue and potential discomfort. It is the contrast within these choices which represent the statement itself. The fundamental aim is to recognize a common thread which runs through the music and somehow stitches it together. The idea that 'liking' music is not always easy but with perseverance the rewards are potentially great".

The DJ-sets and the live performances will take place in different locations in the external spaces of Fondazione Prada's Milan premises. The public is invited to move freely among the different set-up environments in the courtyard, experiencing new ways to confront the foundation's architectural project and thus widening its spatial potentialities.

**PRACTICAL INFO AND TICKETING**

The event will take place at Fondazione Prada's external courtyard spaces on Friday 28 September 2018, from 7pm to midnight. Doors open at 6.30pm.

Tickets are available on Fondazione Prada's website and at the door (located at Largo Isarco 2, Milan) on the day of the event.

Online tickets: 18 euros / Door tickets: 25 euros

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**LINE-UP**

**28 September 2018**

Monolake Live Surround  
Burnt Friedman  
Joy Orbison  
Baby Vulture  
Craig Richards

**Press Contacts**

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