

At Prada Rong Zhai, Prada presents
“Roma 1950–1965,” an exhibition organized by Fondazione Prada.

At Prada Rong Zhai in Shanghai, Prada presents the exhibition
“Roma 1950-1965,” organized by Fondazione Prada, and conceived
and curated by Fondazione’s Artistic and Scientific Superintendent
Germano Celant. The exhibition explores the exciting cultural
climate and lively art scene that developed in Rome during the
period following World War II, bringing together over 30 paintings
and sculptures by artists including Carla Accardi, Afro Basaldella,
Mirko Basaldella, Alberto Burri, Giuseppe Capogrossi, Ettore Colla,
Pietro Consagra, Piero Dorazio, Nino Franchina, Gastone Novelli,
Antonio Sanfilippo, Toti Scialoja, and Giulio Turcato. “Roma
1950-1965” also investigates the important role the Italian capital
fulfilled in the Italian cultural and moviemaking scene through a
collection of documents from that period that evoke the historical
and artistic contexts of their day.

First built in 1918 and designated a cultural patrimony of the Jing’an
district in 2004, the historical residence Rong Zhai was reopened in
October 2017 following a long, painstaking restoration process
undertaken by Prada in order to restore the building to its original
splendor and magnificence. Currently organized into flexible spaces
that can be used for different activities organized by the Prada Group
in China, it is the expression of an ongoing commitment to promoting
Chinese culture and Asian-European dialogue, and inspired Miuccia
Prada and Patrizio Bertelli to seek out new opportunities and
investigations in art and architecture around China.

The exhibition “Roma 1950–1965” - open to the public from 23
March to 27 May 2018 - is part of the program of cultural events and
initiatives inaugurated last autumn with a fashion show featuring the
Prada Resort 2018 collection, as well as an exhibition dedicated to
restoration work conducted around the building and previous
architectural efforts conducted by both Prada and Fondazione Prada.

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