



PRADASPHERE II

PRADA ANNOUNCES PRADASPHERE II TO OPEN IN SHANGHAI ON DECEMBER 7, 2023

Prada will present a public exhibition tracing the history of the brand, from its origins in 1913 to the present day. Told through a selection of stories curated by co-creative directors Miuccia Prada and Raf Simons, the exhibition is as rich as it is intimate. More than 500 artifacts — physical and digital — will be on display, drawn from the fashion archive as well as decades-long engagements across art, architecture, culture, and sport. Building on the success of the first iteration in 2014, this exhibition follows the groundbreaking trajectory of Prada, exploring the indelible impact of its vision on luxury, beauty, and fashion as an intellectual act.

Not a spectacle, but an in-depth experience of astonishing variety, the exhibition depicts Prada through accumulation, close looking, and hospitality. Diverse elements reveal the themes and ideas core to Prada. Some explore deep craft and skilled making, others reveal the manifold aesthetic contradictions at the heart of the brand, while others explore Miuccia Prada and Raf Simons's ongoing quest to challenge traditional notions of luxury. Sharing new perspectives on 110 years of history, the exhibition grants unparalleled, firsthand access into the brand's past, present, and future.

Pradasphere is free and open to the public from
December 7, 2023 to January 21, 2024.