

8 MARCH 2018

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

On 22 March at Prada Rong Zhai in Shanghai, Prada will present 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” will be open to the public from 23 March to 27 May 2018, and 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. Tickets can be purchased inside the Prada account on the WeChat platform starting 16 March 2018.

FOR FURTHER INFORMATION
PRADA PRESS OFFICE +39 02 541921
CORPORATEPRESS@PRADA.COM
WWW.PRADAGROUP.COM