

PRADA

press release

CARTESIAN THEATRE

For the 2019 Spring/Summer Prada Womenswear show, AMO transforms the Deposito, the most dramatic space of the Fondazione Prada complex, into a multifunctional venue for performances.

Through a series of architectural interventions, the design reinterprets the classical spatial repertoire of the theatre with a *Terrace*, *Parterre* and *Balcony*, and uses these to activate the hall for the fashion event. These elements offer different ways for the audience to experience the show, while simultaneously defining a perimeter within the room, sparking a dialogue with the industrial character of Deposito.

The (acid) green terrace, strikingly punctured by the sculptural white beam that acts as counterbalance for the recently opened Torre, is the first structure you encounter when entering the room. A passage through the tribune leads you onto the center parterre marked by a graphic grid that organizes seating and defines the catwalk. The theatrical nature of the event is articulated through the monumental scale and dramatic framing of the main space, which is visually concluded by the balcony – an assembly that extracts and reinterprets the orange structural system lining the perimeter of Deposito – establishing a visual and material synthesis between the permanent and provisional.

The inflatable stools by Verner Panton – an exclusive re-edition of the 1960s piece, produced by VERPAN for PRADA – expand the set's material palette, vanishing in the dim lights that outline the plastic carpet of the parterre - the same 100% recyclable clear plastic sheet on set at the Prada Menswear show in June - creating an uncanny and dreamlike atmosphere.

Credit: AMO

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