

PRADA

press release

Prada presents Cloudbust Landing 2

The dynamic Cloudbust Landing project continues along its path, exploring young urban culture through the choice of three new photographers - Kenta Nakamura, Shuwei Liu and Clara Nebeling - and three new cities - Fukuoka, Shanghai and London.

In collaboration with *PhotoVogue* – a photography platform launched by Vogue.it in 2001 with over 160,000 photographers from around the globe, curated by Vogue Italia – Prada selected three talented photographers to reveal, through their straightforward perspective, the identity of the Cloudbust sneakers. Each one was given a different theme and city and asked to develop three visual stories, each narrated with a strong and recognizable style and mood: **The Open City**, **The Intimate City** and **The City After Hours**.

The Intimate City is set in Fukuoka, where Kenta Nakamura captures a group of young friends in private urban spaces. Appearing in posed photos and casual candid shots, they are playing and having fun together. Here, Cloudbust sneakers burst onto the scene with their neon colors as an integral part of the group, representing individuality in the big city.

To tell the story of **The Open City**, photographer Shuwei Liu takes an unusual underground approach in Shanghai, immortalizing a group of young friends roaming public areas of the city with a strong urban and contemporary vibe. Here, Cloudbust sneakers with their pop colors and unconventional design stand out as the protagonists of real and dynamic snapshots, seen as an asset to city dwelling.

With **The City After Hours**, the focus shifts to London through the clear-cut style of photographer Clara Nebeling. Reportage images follow a group of friends exploring the city at night with underground moods, parks, all-night markets, clubs and rooftops. The mood is fun, lighthearted and lively, full of contagious excitement. Here, Cloudbust sneakers with their distinctive design and vibrant fluorescent colors stand out against the dark cityscape like the colorful city lights at night.

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