

**FONDAZIONE PRADA PRESENTS THE SECOND EDITION OF ITS MUSICAL PROGRAM
“I WANT TO LIKE YOU BUT I FIND IT DIFFICULT” AT ITS MILAN VENUE ON 16 MAY, 14
JUNE AND 27 SEPTEMBER 2019**

Milan, 19 April 2019 - Fondazione Prada presents the 2019 edition of the musical program “I WANT TO LIKE YOU BUT I FIND IT DIFFICULT”, conceived by Craig Richards for its Milan venue. The project comprises three events taking place on Thursday 16 May, Friday 14 June and Friday 27 September 2019, from 7pm to midnight, in the external spaces of Fondazione Prada’s premises. “I WANT TO LIKE YOU BUT I FIND IT DIFFICULT” is an attempt to explore a wide range of genres and languages hosting international music performers, such as Andrea Belfi, Biosphere, Colleen, Floating Points, Helena Hauff, Maarja Nuut & Ruum, object blue, Pole, Ben UFO, and Craig Richards.

The first appointment of 16 May will include the live performances by Estonian violinist and singer Maarja Nuut & Ruum, known for her haunting and hypnotic performances, and by Stefan Betke aka Pole, who through 20 years of involvement in abstract electronic club music has shifted the coordinates of the scene. The lineup will be completed with the DJ sets by Hamburg-based artist Helena Hauff, whose music is intense, dark, challenging and often terrifying, and by acclaimed British DJ and music producer Craig Richards.

Following the first music program presented in 2018, which featured international artists such as Ricardo Villalobos, Midori Takada, Burnt Friedman, Mulatu Astatke, Monolake, Joy Orbison, Baby Vulture and E/tape, Fondazione Prada continues incorporating musical experimentations into its cultural offer, creating unexpected resonances between disciplines. Starting from a personal perspective, developed by Craig Richards, the constellation of acts included in the three line-ups aims at engaging a plurality of audiences with Fondazione Prada’s mission, proving that culture can be as entertaining and attractive as it is useful and necessary. The program, open to contaminations and proposing unpredictable dialogues among established and emerging artists, has been conceived as a challenging cultural experience, in which music is presented as a manifestation of creative freedom both for performers and the public alike.

As stated by Craig Richards, “The key concept behind the project is contained within its title: “I WANT TO LIKE YOU BUT I FIND IT DIFFICULT”. The notion of liking or disliking music and how we absorb and understand it, the power of preconceptions, the person who plays the music, the format in which you receive it, the environment you hear it in, the sound system you hear it on, the headspace you are in when you hear it, at night or by day... All of these factors contribute to any relationship with music. My curation of this year attempts to explore the notion that music when juxtaposed can be challenging, confrontational, atmospheric, beautiful and awkward. Each show has potential to inspire or irritate. Quite simply, as the title suggests, these performances attempt to explore the indescribable force of music, liked or disliked”.

Underlining his double commitment in the project, Craig Richards continues: “as a DJ I am fascinated by the order in which music is played. The role of a DJ revolves around the process of selection, this defines the musical journey and its narrative. My role as a curator is simply to represent my taste. Musical discoveries, old and new, will be presented in an order which hopefully creates inspiration, intrigue, uneasiness and enjoyment. The fundamental aim is to recognize and define a common thread, which runs through the music and somehow stitches it together. I believe that ‘liking’ music is not always easy, but with perseverance the rewards are not only wonderful but also full of promise”.

Press Contacts

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PRACTICAL INFORMATION AND TICKETING

The events will take place at Fondazione Prada’s external courtyard spaces on Thursday 16 May, Friday 14 June and Friday 27 September 2019, from 7pm to midnight. Doors open at 6pm. Tickets for Thursday 16 May are available on Fondazione Prada’s website or at the door (located at Largo Isarco 2, Milan) on the day of the event, from 6pm to 10.45pm. Online tickets are 20 euros; door tickets are 30 euros. Early-bird tickets for 16 May event are available on Fondazione Prada’s website until 30 April at the special price of 15 euros.

LINE-UPS

Thursday 16 May

Maarja Nuut & Ruum (live)
Helena Hauff
Pole (live)
Craig Richards

Friday 14 June

Biosphere (live)
Andrea Belfi (live)
object blue (live)
Craig Richards

27 September

Floating Points (live)
Ben UFO
Colleen (live)
Craig Richards