

PRADA

PRADA FALL/WINTER 2020 MENSWEAR FASHION SHOW Milan, 12 January 2020

THE SHOWSPACE SET UP

TRAJECTORIES

For the 2020 Fall/Winter Prada Menswear show, AMO transforms the grand hall of the Deposito, the multifunctional venue for performances that is part of the Fondazione Prada complex, into a set of imaginary piazzas that manifest the abstract energy of the public arena.

After ascending a grand staircase, guests enter the show space on a raised platform overlooking two identical voids, each containing the same fictional outdoor space. The scene is bare: a series of portals organized symmetrically around the courts mark a threshold between a public space and an enigmatic porch, concealed behind the architecture. An abstract statue takes the center of the space, providing a focal point and a three dimensional axis. Sharp projections of the statue on the floor, mimicking the long shadows of a Fall afternoon, define the squares and enhance their graphic composition. Behind the sequence of openings on the porch, a strong red light provides depth to the configuration marking the transition in the space.

The relationship between the fashion on stage and the audience gathered above is simultaneously detached and voyeuristic. Models wander through the space, appearing and disappearing, following invisible trajectories that blur the boundary between the exposed and the concealed.

Concept by OMA/AMO