

PRADA

PRADA FALL/WINTER 2020 WOMENSWEAR FASHION SHOW Milan, 20 February 2020

THE SHOWSPACE SET UP

TRAJECTORIES

For the 2020 Fall/Winter Prada Womenswear 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 courtyard.

The scene is simple yet dynamic: a series of portals organized symmetrically around the courts mark a threshold between inside and outside. Sinuous graphics trace, deflect, and engage objects and openings within the courtyard, covering the floor and continuing up the wall, creating a cohesive three-dimensional space. Along the walls, boldly geometric flowers appear between the graphics, echoing the façades of Viennese Secessionist buildings. At the center of each composition is a statue of Atlas abstracted into a series of sliding and interlocking planes. Beyond the black walls at the edge of each space glows a mysterious red ether, marking both the limit and the limitlessness of the set.

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