

PRADA

Prada Hideaway

A pop up designed by Martino Gamper for Prada

Harrods, London, 4 - 28 September 2020

Prada Hideaway is a site-specific pop up for Prada at Harrods, London, conceived by renowned designer Martino Gamper. Using vertical and horizontal lines, the bespoke furniture defines and divides the space covering 90 square meters. Wooden patterns fold across the walls to become wooden landscapes with both intimate spaces and openings with views.

Harrods storefront window displays have the texture of a wooden environment - a fragmented tree. Black and white cyclic moving images of branches, wood grain and growth rings contrast with the soft natural tones and tapered edges of the oblique shelves. This play between the foreground frame and backdrop creates interior movement and unusual perspectives highlighting a timeless, natural beauty.

The products' offer reflect the idea of simplicity, the return to the quintessential quality and beauty of natural materials: it includes women's ready to wear, bags, accessories and footwear, with a focus on a special selection of shearling jackets in neutral tones as well as a variety of garments made of the finest cashmere with special hand-made treatments.

Concept images and video is a collaboration with Kajsa Ståhl from ÅBÄKE.

#PradaHideaway

For further information:

Prada Press Office

tel. +39.02.567811

e-mail: corporatepress@prada.com

www.prada.com

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ABOUT MARTINO GAMPER

Martino Gamper (b. 1971, Merano, Italy) lives and works in London. Starting as an apprentice with a furniture maker in Merano, Gamper went on to study sculpture under Michelangelo Pistoletto at the Academy of Fine Arts, Vienna. He completed a Masters in 2000 from the Royal College of Art, London. Working across design and art venues, Martino Gamper engages in a variety of projects from exhibition design, interior design, one-off commissions and the design of mass-produced products for the cutting edge of the international furniture industry. Gamper has presented his works and projects internationally, selected exhibitions and commissions include: 'Broken nature: design takes on human survival', XXII Triennale di Milano, It (2019) 'Designers select designers', Aram Gallery, London, (2018), 'Tabula Rasa', Franco Noero, Museo del Risorgimento, Torino, Italy (2017) 'Middle Chair', The Modern Institute at Pollock House, Glasgow(2017); 'Below Stairs', Sir John Soane Museum, London, Uk(2016); '100 Chairs in 100 Days', MIMOCA, Marugame, Japan (2015); 'design is a state of mind', Serpentine Sackler Gallery, London (2014); 'Period Room', Palais De Tokyo, Paris (2014); 'Tu casa, mi casa', The Modern Institute, Glasgow (2013);

Martino Gamper already collaborated with Prada in 2015, designing 'Corners', an evolutionary window design concept at Prada Milan Galleria Vittorio Emanuele II original store, which paid homage to the humble corner.