

APPAREL AND ACCESSORIES

Prada pops up in Hong Kong for Art Basel

March 14, 2019



Prada Mode in Miami. Image credit: Prada

By STAFF REPORTS

Italian fashion house Prada is continuing to engage consumers during Art Basel with the upcoming launch of a private club during the Hong Kong edition of the fair.

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The second iteration of Prada Mode will see the brand host a space that functions as an eatery, lounge, gallery and event space. This follows the debut Prada Mode experience that kicked off at Art Basel Miami in December.

Private club

Prada Mode will be taking over the third floor of Barrack Block of Tai Kwun from March 27 to 28. Here, members can take in breakfast, lunch, afternoon tea or cocktail between the hours of 10 a.m. and 2 a.m.

The space will also be hosting a number of events, including talks. One of these sessions will be hosted by Design Trust, and will center on "Architectural Activision."

This club will also host an installation from photographer Jamie Diamond, whose Dolls' House features images he shot of people interacting with inanimate babies.

Also on view will be the latest Prada Invites project. For spring/summer 2019, Prada Invites gathered three female architects to create a garment or accessory for women.

While Prada's Art Basel engagement will be open for a limited time, the brand's relationship to art is more permanent.

[View this post on Instagram](#)

#PradaModeMiami takes over the Freehand Miami Dec 4-6 with a site-specific intervention by Theaster Gates and a membership club that serves as both an exclusive destination and an elegant retreat from #ArtBasel. Discover more through link in bio. Video: @danilo Music: @therealcraigrichards

A post shared by Prada (@prada) on Dec 4, 2018 at 7:49pm PST

The inaugural Prada Mode in Miami

Fondazione Prada, the apparel house's organization dedicated to the arts, recently expanded its influence with a new permanent space in Milan.

With 144,000 square feet of exhibition space, the group of buildings host performances, art exhibits and symposiums. This compound joined two other spaces for Fondazione Prada, allowing the brand to further its art and culture outreach in Milan ([see story](#)).

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