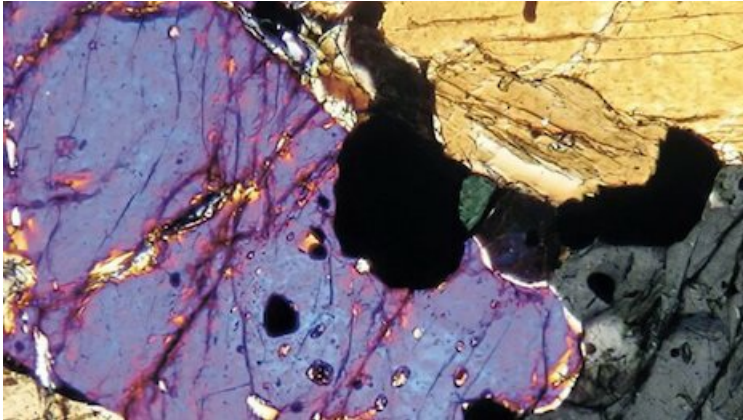


ARTS AND ENTERTAINMENT

'Prada Frames' symposium continues support for conscious design

March 23, 2023



With Prada's circular efforts to reduce waste, the symposium is fitting to brand philosophy. Image credit: Prada

By EMILY IRIS DEGN

Italian fashion brand **Prada** is diving into the interactions between design and environment per the new release of the Frames symposium.

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This year's exhibition took place in Hong Kong in the artist-friendly West Kowloon Cultural District, spread out over two days. The event, entitled "Materials in Flux," served as a meditation on waste, investigating the ways in which it permeates the design industry.

The symposium will move to Milan, Italy on April 17, 18, and 19, taking place in the Salone del Mobile, bringing the messaging to Europe.

Waste not, want not

The event took place in Hong Kong's M+, which is a noteworthy piece of the symposium in and of itself.

The museum is the first one in Asia that is dedicated to modern visual culture, making it the only global museum on the continent to be gathering and presenting design, art and architecture from this century and the last. It is a beacon of modern innovation in the arts.

Prada presents **#PradaFrames** - the multidisciplinary symposium conceived by Formafantasma - which returns in Hong Kong, exploring the complex interaction between design and the environment.

Discover more: <https://t.co/rsk8dGhqFu> pic.twitter.com/Qrwt0thP87

PRADA (@Prada) **March 22, 2023**

Through art and creative speakers, the groundbreaking space provided a deep dive into the state of design, using an

environmental lens.

French architect Jacques Herzog, German modern art director Ute Meta Bauer, New Zealand environmental justice artist Lisa Reihana and architects at the Hong Kong LAAB firm were all among those who gave lectures, demonstrating the breadth of scope covered at the symposium.

Researchers at Milanese design studio [FormaFantasma](#) also presented, speaking to their investigations of the ecological, political and social influences of design. The studio is the force behind the Milan symposium coming up in April, as the researchers are to curate the Italian version of the event.



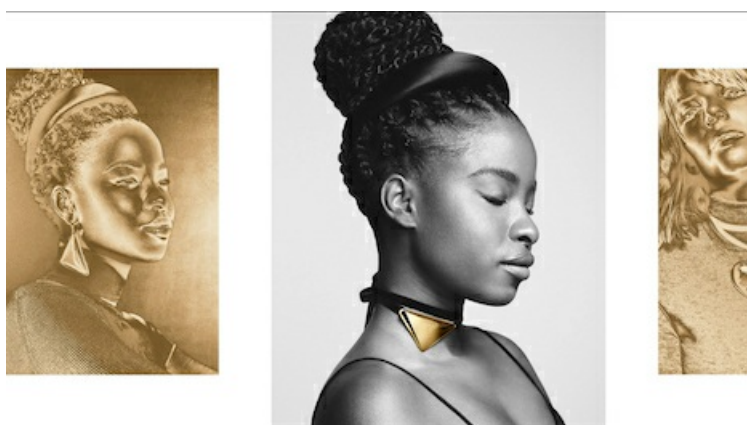
The speakers gathered at the symposium to brainstorm a more balanced future, free of toxic views on waste. Image credit: Prada

Prada brings all of these scholars and artists together, tapping into the valuable knowledge that they carry in order to provide education and inspiration to attendees. The approach is truly interdisciplinary, as the company turned to both scientific and creative minds.

The result is a collection of environmentally attentive outlooks on design, as Prada facilitated the unpacking of its relationship to waste and ecosystems, contextualizing the current climate crisis from an artistic angle in the process.

The whole effort is based on the work of British anthropologist Tim Ingold, who researches the interconnection of materials and living beings. Dr. Ingold's Finnish fieldwork remains groundbreaking in the field of ecological anthropology, and has made waves in combating the appropriation of nature, as well as understanding the relationship between modern humans and their surrounding materials.

The symposium homes in on the latter effort, working to unpack the current models that govern humans' waste systems something that Prada has been showing interest in for a while now, having released recycled gold jewelry last year ([see story](#)).



The fashion and technology company reveal that Prada's first-ever fine jewelry collection, made of recycled gold, contributed to the win. Image credit: Prada

The brand's "Eternal Gold" fine jewelry line marked a significant milestone in luxury's shift towards a waste-less future, being the first certifiably 100 percent recycled gold line.

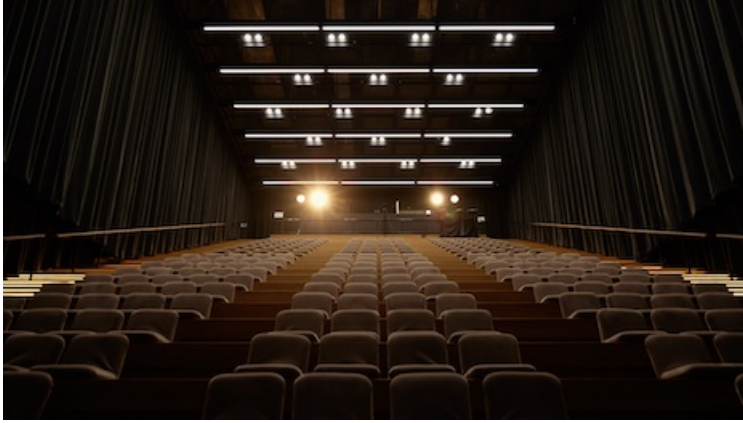
The symposium offered images of similar solutions, as the designers spoke about their own relationship with material goods, as well as their work to better understand the place that they should hold in human culture. Ideas of circularity, revival and honoring the concept of interconnection were all central circularity being especially key to Prada's environmental efforts.

Circular motion

Luxury is increasingly moving towards a circular future, with the idea of traditional waste increasingly being left by the wayside.

Prada is proving to be at the forefront of this movement, having not only made progress in recycled goods but through its education efforts ([see story](#)).

Prada's Kindergarten of the Lagoon is a team effort with UNESCO, fueled by the brand's re-nylon profits from recycled nylon products. The program provides nature education to Venetian children, promoting a mindful and locally-led approach to environmental knowledge-building.



The brand is rethinking design's place in the world, working to minimize its participating in waste. Image credit: Prada

The brand is clearly envisioning a more nature-tethered future, bringing that possibility to life through education, conscious product lines and gatherings such as this symposium. By re-examining humankind's relationship to material goods, Prada is engaging in what many environmentalists are calling the key to climate action a reimagining of current structures.

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