

ARTS AND ENTERTAINMENT

Historic Tokyo museum hosts ninth-edition 'Prada Mode' event

May 15, 2023



Japan's Teien Art Museum underwent a transformation, albeit temporary, in light of the biophilia-focused conversation series. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Prada** is hosting an exhibition to highlight the harmony between Tokyo's natural features and architectural feats.

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Held this month from May 12-13, 2023, the multiannual Prada Mode experience curated by award-winning Japanese architect Kazuyo Sejima has just departed Japan's capital city. Tailored by venue and geographical location, the brand advanced dialogue regarding biophilic design amid one of the world's largest cities during this most recent iteration.

Conversation mode

Transformed from Prince Asaka's residence into an art deco museum in 1983, the **Teien Art Museum** underwent another transformation, albeit temporary, for Prada Mode. Promising a brand-new way to experience art, Prada and Ms. Sejima's collaboration manifested itself in Tokyo's arts and cultural center.

On-site, Prada's two-day event featured dining, fine art within the museum, music by tech house DJ Craig Richards, an architecture workshop, a tea ceremony and conversations under the large wooden pavilion with Ms. Sejima and other guests.

#PradaMode Tokyo invited distinguished guests to experience art in very unique ways, with a lecture series, live performances, a music program, workshops, and commissioned installations by Japanese artists and thinkers, hosted and curated by Kazuyo Sejima. <https://t.co/6Gwl3uQuwU> pic.twitter.com/u727bMEtHX

PRADA (@Prada) **May 15, 2023**

A previous Prada Mode edition was held in Dubai in November 2022. Curated by award-winning English artist

Damien Hirst, the two-day exhibition honed in on multiculturalism in the United Arab Emirates.

Engaging audiences local and global in scope traditionally serves as the goal of each Prada Mode event, an element that the brand's Tokyo activation sought to uphold.

"This place feels like an oasis in Tokyo," said Ms. Sejima, in a statement.

"This is a new type of connection and conversation in which architecture, garden, art and music become one," she said. "This event represents the opportunity for the museum to become a new public space."

The Teien Art Museum was built in 1933 as the Prince Asaka residence and opened in 1983 as an art deco style museum. Now, Prada Mode Tokyo transforms it temporarily, presenting a unique way to experience art. <https://t.co/6Gwl3uQuwU#PradaMode#Prada>
pic.twitter.com/By18dfzhgn

PRADA (@Prada) May 12, 2023

Recently, it was announced that Prada topped [The Lyst Index](#) as the hottest brand of Q1 2023. The win marked the brand's second consecutive quarter at the apex of the ranking ([see story](#)).

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