

APPAREL AND ACCESSORIES

Pradasphere II returns after nearly 10 years

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Pradasphere II puts more than 400 artifacts from the house's archives on public display. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Prada** is bringing back a familiar cultural exhibition.

Returning after the first iteration debuted nearly a decade ago in 2014, the Pradasphere II archival showcase is now open, this time landing in Shanghai. Bringing warehouse aesthetics to the city's Start Museum, the display presents stories curated by the maison's creative directors Miuccia Prada and Raf Simons, spanning physical and digital spaces.

Historical event

The new edition of Pradasphere is putting 400 artifacts from the house's archives in the spotlight.

Each aspect of the event is meant to highlight a different portion of the label's history, the entrance taking on a green-velvet look in an ode to one of the house's trademark house codes. Expanding on the original programming ([see story](#)), Prada is taking the show to new heights with an assemblage of 13 spaces that represent different avenues of the brand's creative, social and environmental endeavors.

Pradasphere II is now open in Shanghai

The sections tend to be named after significant events, designs and acquisitions from the brand's history such as Linea Rossa, Luna Rossa and Fratelli Prada. Others take on more generalized titles, such as "Gallery," "Green Store," "Vitrine," "Cinema," "Architecture" and "Materiality."

Throughout, visitors can browse more than 200 outfits across menswear and womenswear, the collective telling the story of the maison from its founding to the present day.

Brand new works can also be found in the space, including pieces done by collaborating artists, photographers and architects.

There is also an on-site caf, gift shop and workshop, the latter two options being housed in train cars on the premises.

Open to the public starting tomorrow, [#Pradasphere II](#) draws from the Prada archives and presents new works, including engagements across art, architecture, culture, and sport.

Follow [#JeffGoldblum](#) for a closer look at the grand opening at the Start Museum in Shanghai. [#Prada](#)

pic.twitter.com/5uTp05o4cR

PRADA (@Prada) December 6, 2023

Prada is enlisting the help of brand ambassadors and celebrities to promote the activation, including Chinese actor Li Xian and American actor Jeff Goldblum. Both of them star in content posted on the maison's social media pages.

Pradasphere II is free and open to the public now through Jan. 21, 2024.

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