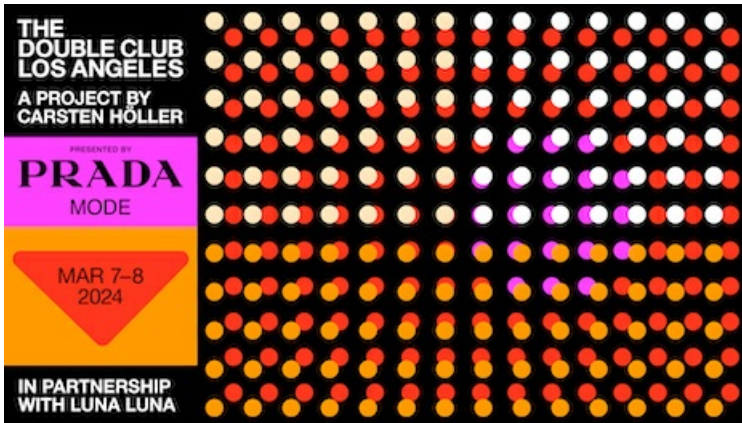


APPAREL AND ACCESSORIES

Prada brings exclusive Mode programming to Los Angeles

March 4, 2024



Mr. Hller will curate the music, doubling down on the sensory nature of the gathering. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian brand **Prada** is presenting the third iteration of The Double Club, an immersive curation by German artist Carsten Hller.

From March 7 to March 8, a private event will be held involving musical programming and installations at the Luna Luna Studio in Los Angeles as part of the Prada Mode exclusive club. Curated by the creative, the lineup will become open to the public from March 9 to March 10.

Mode doubles down

Based in Sweden, Mr. Hller is known for his contemporary, large-scale and conceptual creations.

Now, these will be set within the California venue's carnival-themed aesthetic. The Double Club Los Angeles revolves around installations that evoke many of the artist's signature tropes, including the "principle of division and the machinery of fun."



Prada often rolls out Mode experiences for members, hosting art-centric occasions around the world. Image credit: Prada

Mr. Hller will curate the music, doubling down on the sensory nature of the gathering.

Located in the Los Angeles Arts District, the space will be transformed with his art and the programming. The carnival experience and rides such as roller coasters, carousels and spinning chair swings will be deconstructed through his modern lens.

Holders of Prada Timecapsule NFTs are encouraged to attend the private edition of the event.

More information can be found on the Prada Crypted Discord at <http://discord.gg/prada>.

Prada often rolls out Mode experiences for members of the private club, hosting art-centric occasions around the world. Last year, the label landed an exhibition in Tokyo that highlighted the link between surrounding landscapes and local architecture, biophilic design a key point of discussion ([see story](#)).

Held in May 2023, the get-together was curated by Japanese architect Kazuyo Sejima, who like Mr. Hller is doing now, tailored the schedule to the Prada community.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.