

ARTS AND ENTERTAINMENT

Prada presents exhibition in historic Shanghai mansion

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The event is on display in a mansion that the house renovated and reopened as a cultural center in 2017. Image credit: Prada/Michal Borremans

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Prada** is supporting the work of a creative.

Backing Michal Borremans's newest show, "The Promise," the house and its philanthropic organization are presenting the Belgian artist's first-ever solo exhibition in Mainland China. Through June 9, 2024, the pieces will be on view at Prada Rong Zhai, a historic home in Shanghai that was restored by the maison.

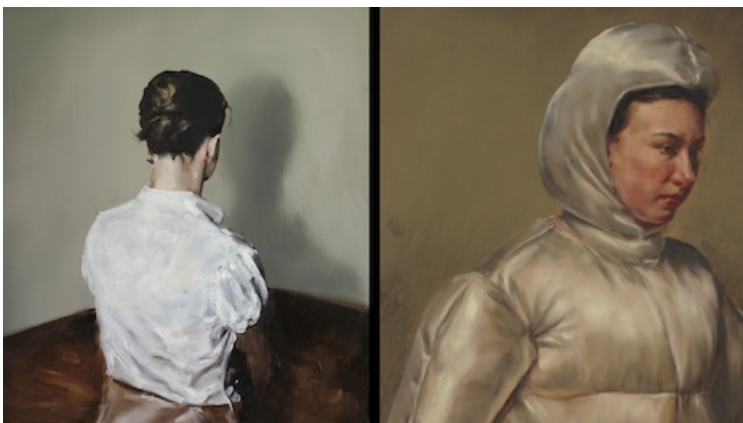
"I'm always thinking of the psychological impact of an image that I'm creating when I'll show it because you make a painting in the studio, but the act of painting is showing it I'm aware, or I'm thinking about, the effect on a possible viewer," said Mr. Borremans, in a statement.

"It'll be different for everyone, but I want to decide on the direction it has."

Historic contexts

Mr. Borremans focuses on capturing the human condition through his craft: paint.

People and everyday objects are brought together in absurdist and surreal settings in his works contrast, tension, alienation and minute details are each defining bits of the artist's perspective and presentations. This will be apparent to guests who visit "The Promise," comprised of 23 pieces and a film spread across the two main floors of the host building.



The artist's work is often emotional, diving into concepts such as loneliness. Image credit: Prada/Michal Borremans

The 20th-century mansion was reopened by the label in 2017 following a six-year renovation project that involved architects from China and Italy.

It was once owned by the family of Yung Tsoong-King, a philanthropist and businessman. He was nicknamed "the Flour King of China" due to his ownership of 12 flour mills and 16 cotton mills in Shanghai, Wusih, Tsinan and Hankow according to his obituary in *The New York Times* from 1938.

Prada continues this legacy, preserving the historic look, keeping family heirlooms on-site, and engaging with both local and international communities ([see story](#)). Since its takeover and refresh seven years ago, Prada Rong Zhai has been home to live-streamed fashion shows, public viewings and other cultural programming such as this new exhibition.

"The Promise" will be open to the public from Tuesday to Sunday, operating between the hours of 10 a.m. and 6 p.m. The building is located at No. 186 North Shaan Xi Road Jing'an District.

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