

**PRESERVING THE BRAIN
A CALL TO ACTION**

TABLE OF CONTENTS

**PRESERVING THE BRAIN:
A CALL TO ACTION**

HUMAN BRAINS

FONDAZIONE PRADA

PRESERVING THE BRAIN: A CALL TO ACTION

INTRODUCTION

CONFERENCE

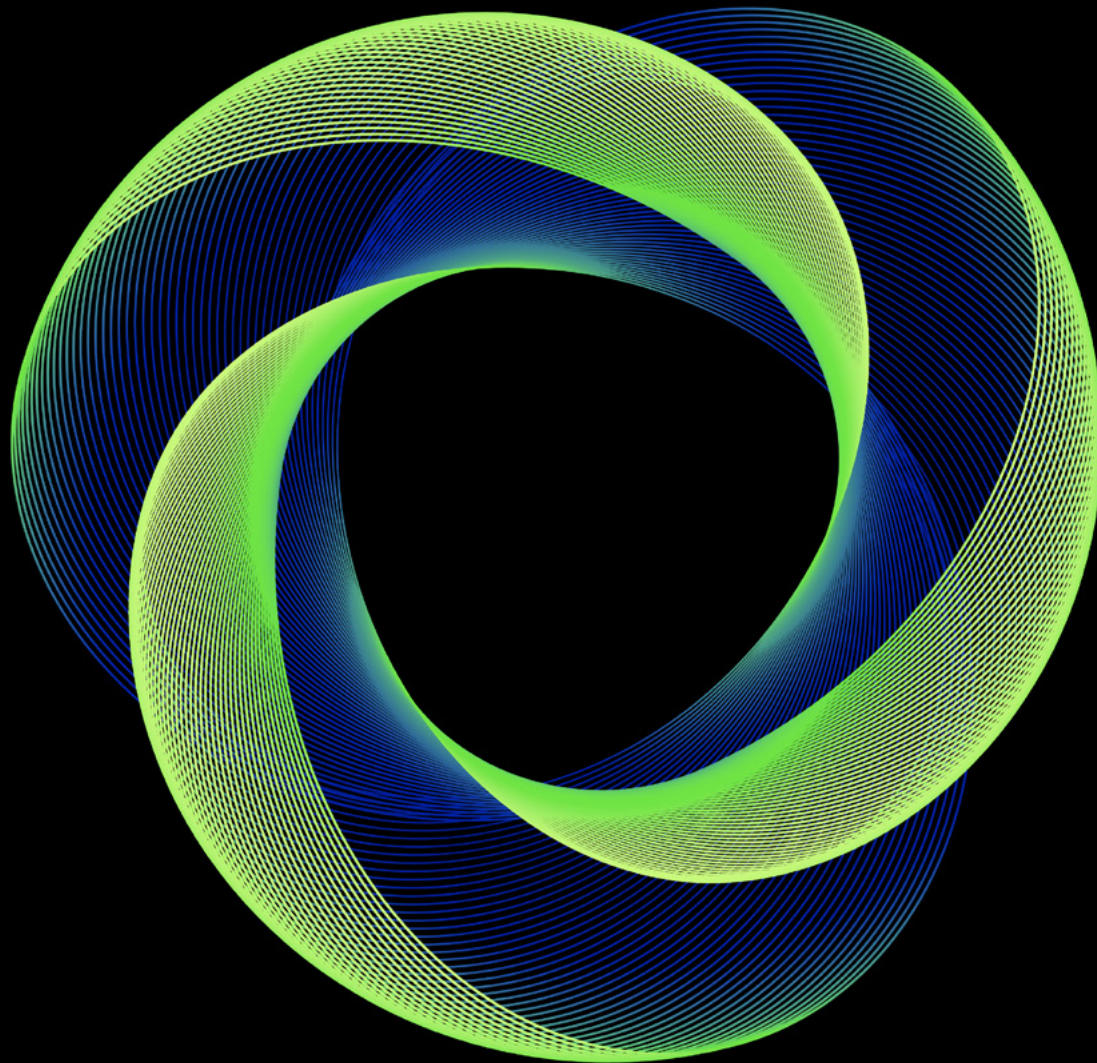
EXHIBITION

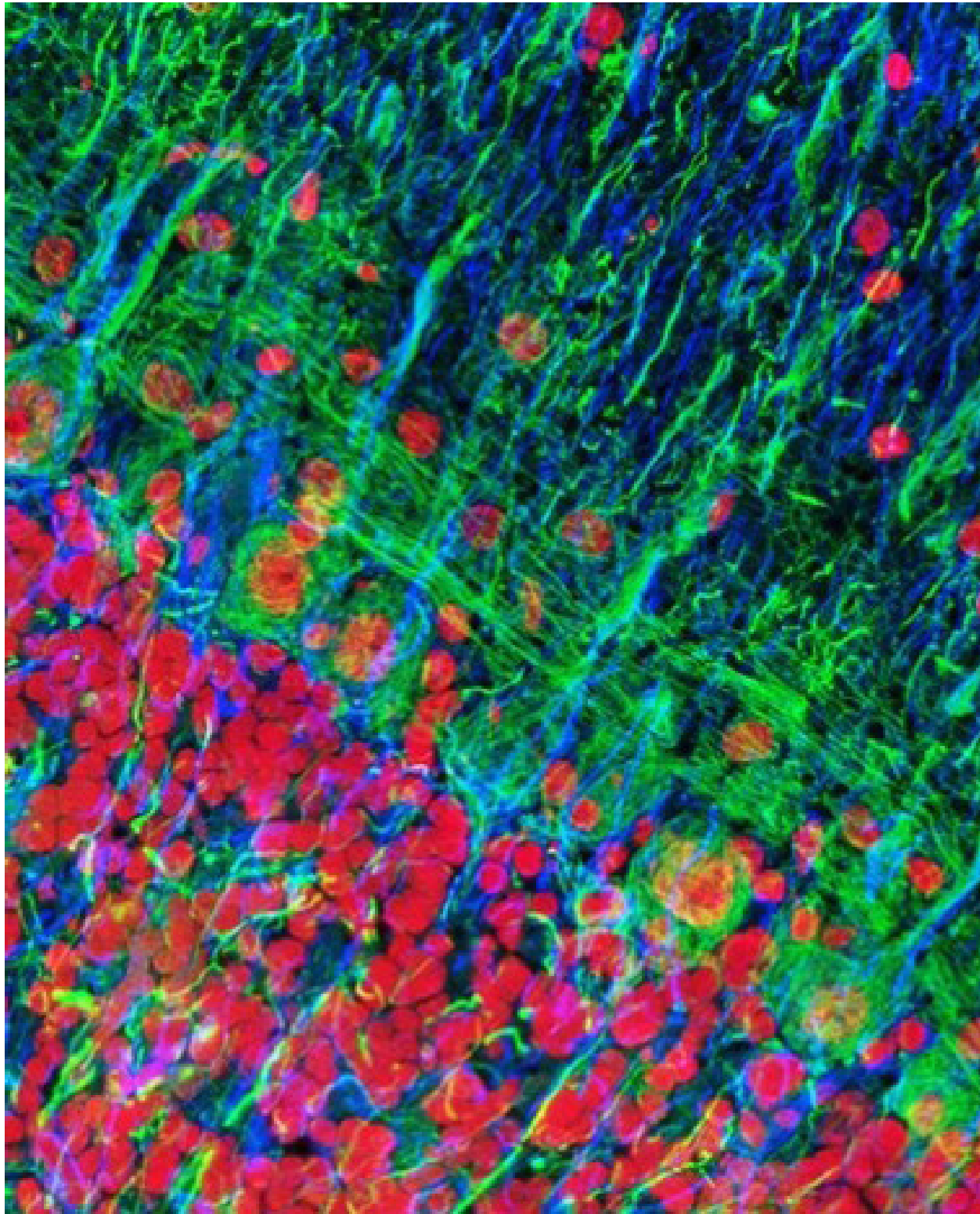
MEETINGS

INTRODUCTION

“This new edition of ‘Preserving the Brain’ shows how necessary it is to create an even stronger dialogue between the scientific world and the public of a cultural institution like Fondazione Prada. The themes of prevention and the active role of culture in this field concern everyone and specifically younger generations. It is therefore crucial to accompany scientific research and dissemination with awareness-raising activities and a program of concrete actions capable of influencing our behaviors, involving those who deal with neurodegenerative diseases on a daily basis, not only from a strictly medical perspective. We are pleased that this international forum has become, as we had hoped during the first edition, a recurring appointment that helps to connect research centers with each other and with a wider and more heterogeneous community.” [Miuccia Prada]

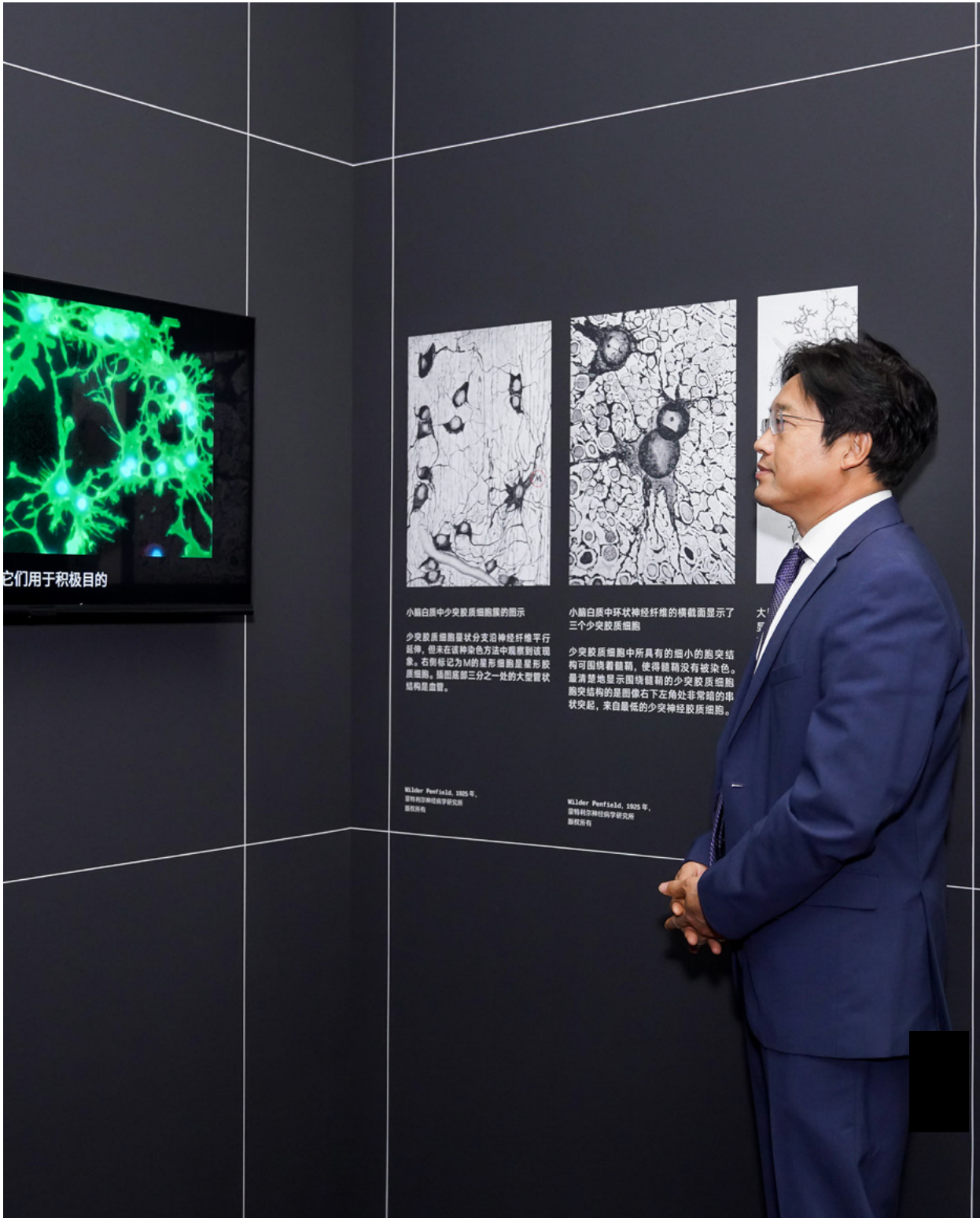
The new edition of “Preserving the Brain,” part of the “Human Brains” project dedicated since 2018 to neurosciences, focuses on the prevention of neurodegenerative diseases. Organized in partnership with fifteen renowned neuroscience institutes from world-class universities and five Italian patient organizations and associations, “Preserving the Brain: A Call to Action” consists in a scientific conference (16 – 17 October 2024) and an exhibition which will be accompanied by a series of meetings (16 October 2024 – 7 April 2025) to be held at Fondazione Prada in Milan.





“Preserving the Brain: A Call to Action” aims to focus on the importance of prevention and early treatment of widespread and still incurable diseases, such as Alzheimer’s, Huntington’s, Parkinson’s, Amyotrophic Lateral Sclerosis, and Multiple Sclerosis. Neurodegenerative diseases are characterized by a series of modifiable risk factors, the correction of which would have major consequences on an individual and collective level. To protect ourselves from the increasing prevalence of these diseases, it is crucial to act on modifiable risk factors, take care of the environment, promote healthy lifestyles, implement educational activities, and engage all actors of society and political institutions. The impressive recent development of genetic and biological markers for all these diseases also allows to identify individuals who are at risk for a specific disease, and the activation of secondary prevention strategies that could include the implementation of specific therapies.

For this reason, the project sees the participation of leading research centers, academics, patient associations, and organizations that operate in the field of brain health, as well as representatives of institutions. The main goal is a productive exchange among different stakeholders to promote specific actions related to modifiable factors on neurodegenerative diseases, leading up to a “call to action” addressed to a wide population, especially younger generations.



INSTITUTES INVOLVED IN THE PROJECT

Harvard Medical School, Brigham and Women's Hospital, Ann Romney Center for Neurological Diseases, Boston, United States;

Hôpital de la Pitié-Salpêtrière, Sorbonne University AP-HP, Neurology department and Paris Brain Institute, Paris, France;

UniSR – Università Vita-Salute San Raffaele, Milan, Italy;

Juntendo University Hospital, Neurology Department, Tokyo, Japan;

Karolinska Institutet, Stockholm, Sweden;

German Center for Neurodegenerative Diseases (DZNE) within the Helmholtz Association, Bonn, Germany;

Max Planck Institute of Neurobiology, Munich, Germany;

Montreal Neurological Institute-Hospital, McGill Research and Teaching Institute, Canada;

Multiple Sclerosis Centre of Catalonia, Vall d'Hebron University Hospital, Barcelona, Spain;

Tianjin Medical University General Hospital, Neurology Department, Tianjin, China;

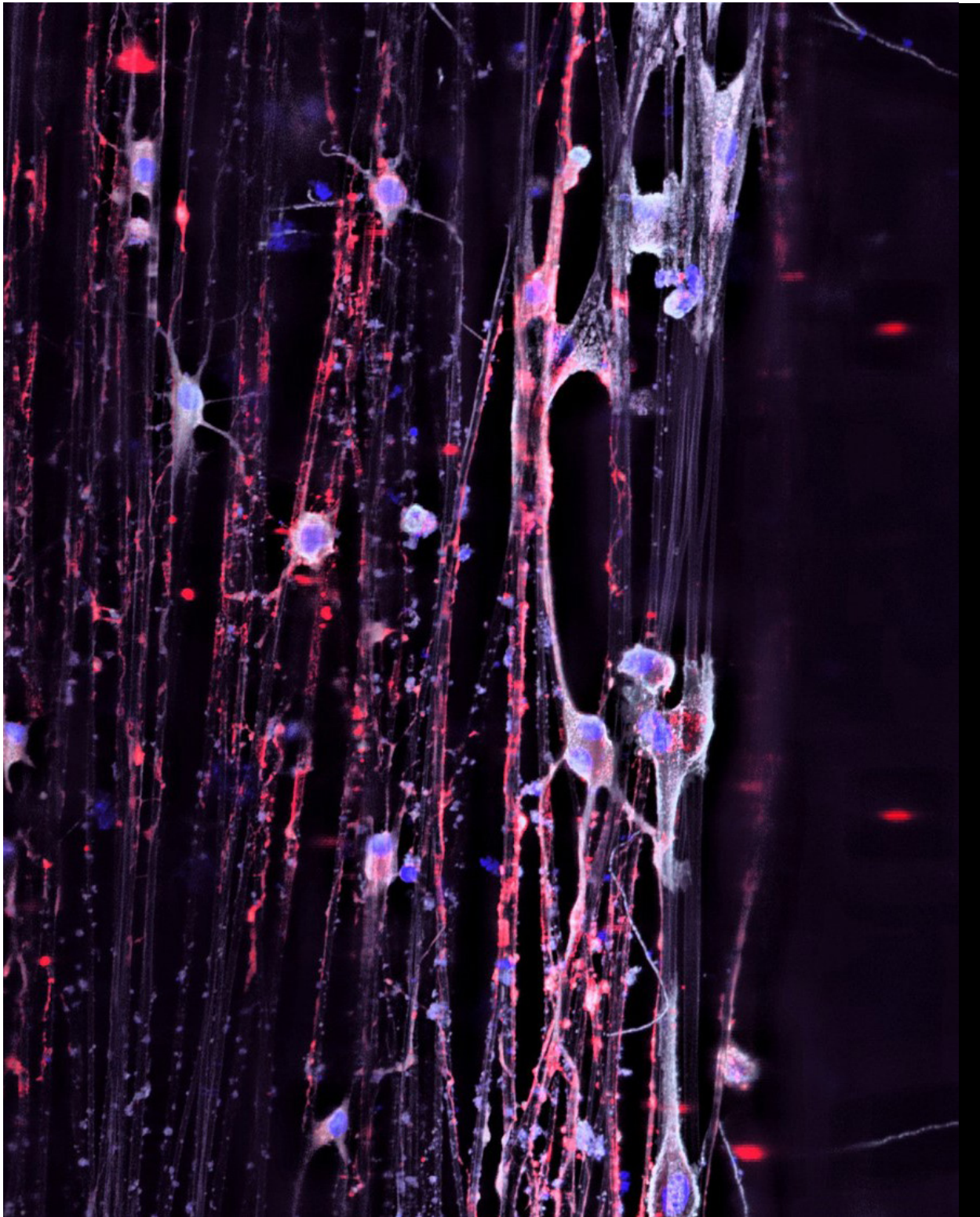
UCSF Weill Institute for Neuroscience, University of California, San Francisco, United States;

University College London, United Kingdom;

University Medical Centers, Amsterdam, Netherlands;

Weizmann Institute of Science, Rehovot, Israel;

Yale School of Medicine, New Haven, United States.



ASSOCIATIONS INVOLVED IN THE PROJECT

AIMA Associazione Italiana Malattia di Alzheimer

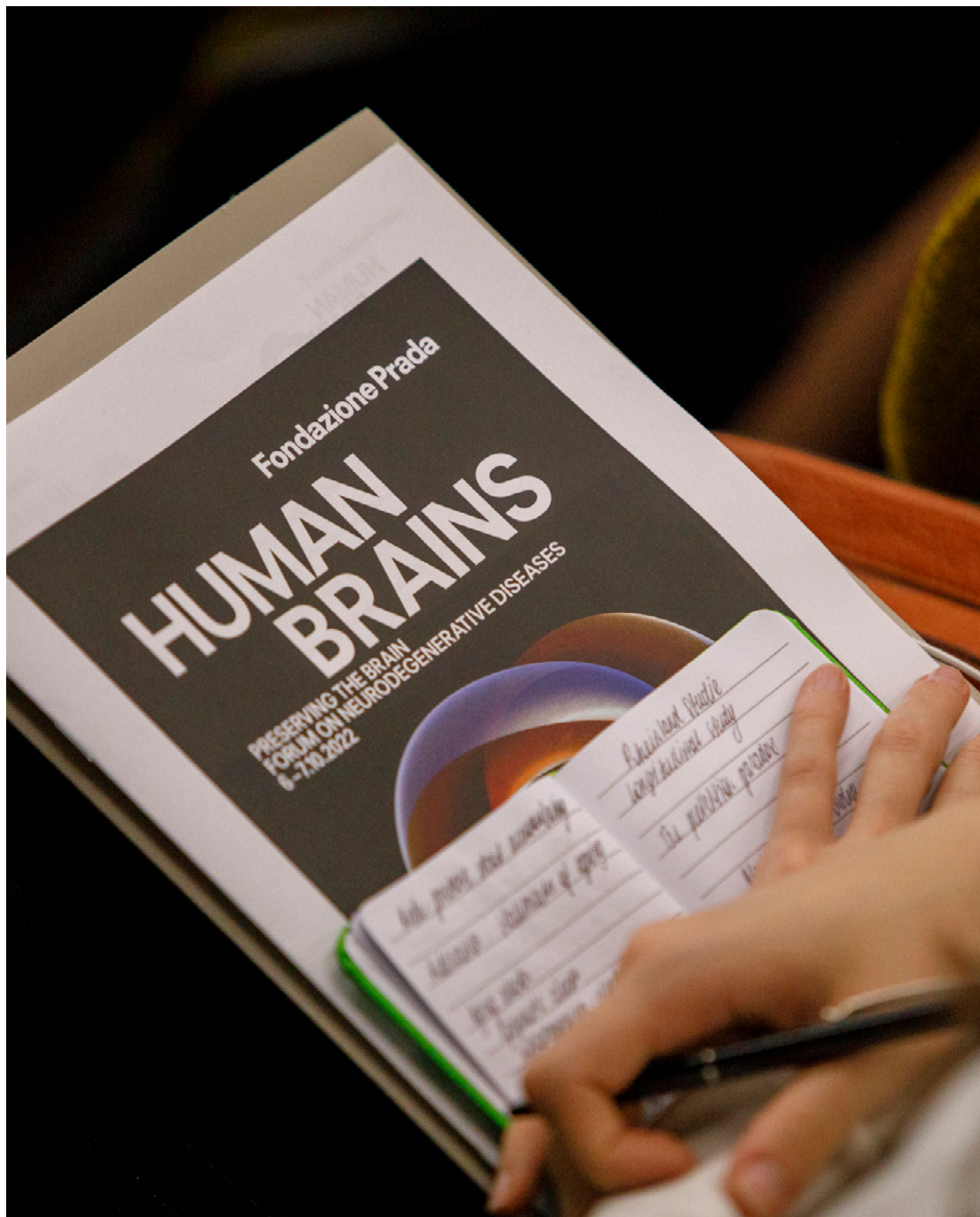
AIMS Associazione Italiana Sclerosi Multipla

AISLA – Associazione Italiana Sclerosi Laterale Amiotrofica

AriSLA – Fondazione Italiana di ricerca per la Sclerosi Laterale Amiotrofica

Confederazione Parkinson Italia

Fondazione LIRH Lega Italiana Ricerca Huntington



CONFERENCE

16 - 17.10.2024

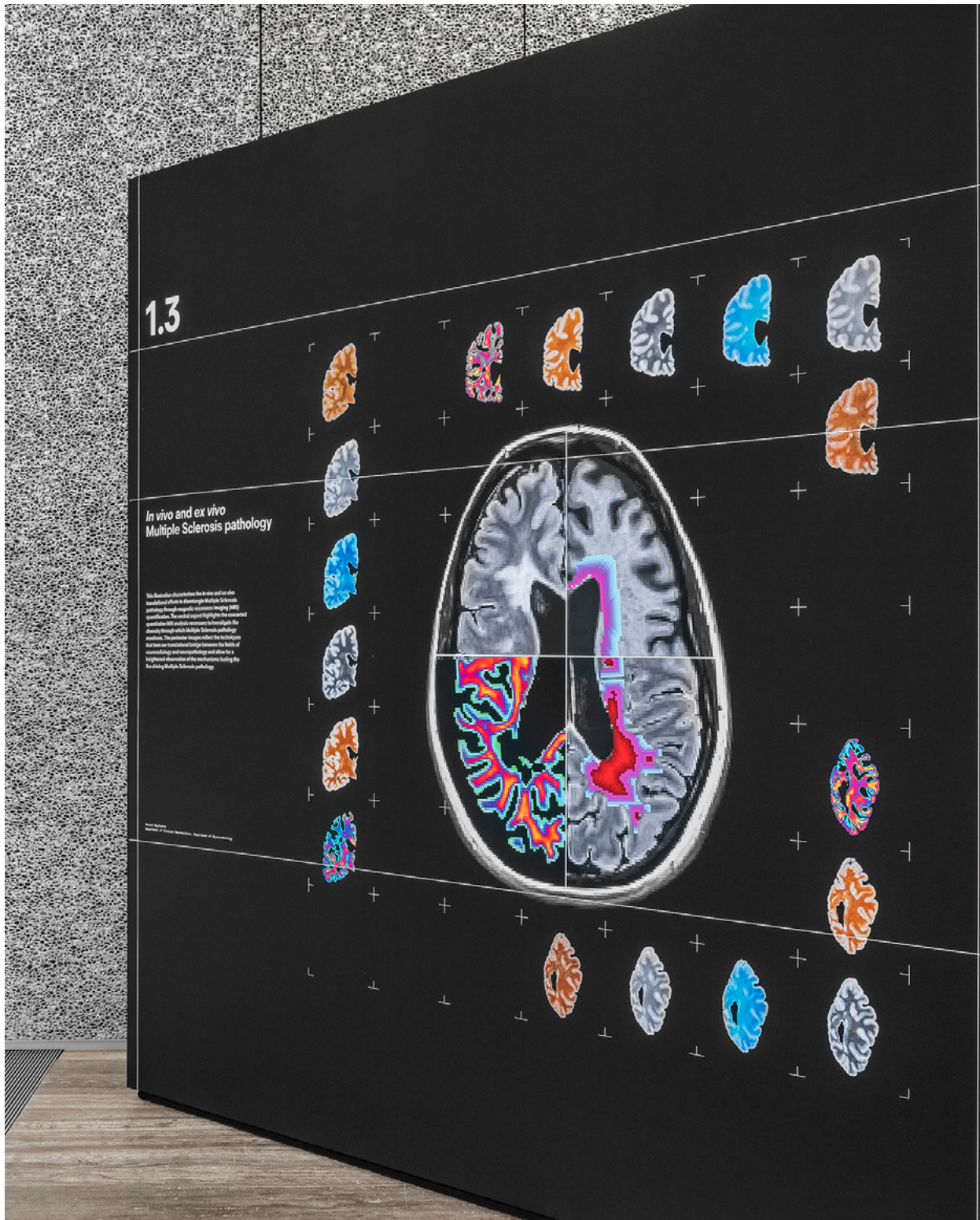
The conference "Prevention on Neurodegenerative Diseases" takes place on 16 and 17 October at Fondazione Prada's Cinema Godard in Milan. Under the scientific direction of Giancarlo Comi, the program has been conceived in dialogue with the fifteen research institutes involved in the project. The conference is aimed at researchers, students, and institutional figures in the medical and healthcare sectors. Access is by reservation on the website humanbrains.fondazioneprada.org. The conference is also streamed and visible to all on the same online platform.

Each day is divided into four thematic sessions, each one featuring three lectures and an open discussion between the scientists and researchers. Each session will address a specific topic, such as epidemiology, pollution, diet, sleep, protective factors, genes and other environmental factors, brain plasticity, and secondary prevention.

The first day concludes with a keynote on the role of artificial intelligence in preventing neurodegenerative diseases. The second day is completed by two additional keynotes dedicated to the impact of climate change on these diseases and the role of biomolecular markers in risk stratification. A roundtable with representatives from patient organizations and associations, health authorities and academics, pharmaceutical companies, and service providers addresses priorities, actions, and future challenges in prevention of neurodegenerative diseases.

EXHIBITION

16.10.2024 - 7.4.2025



The exhibition takes place in the Nord gallery of Fondazione Prada's Milan premises. The project investigates the main themes addressed during the conference through scientific data and visual materials conceived by international researchers and designed by the New York 2x4 studio. The exhibition is articulated in eight sections and a space for exchange that will host mediation activities for visitors.

The show first explores the field of primary prevention, targeting healthy individuals without pathologies, by analyzing the environmental factors that influence the onset of neurodegenerative diseases as well as the behaviors and lifestyles that could be modified by the healthy population for preventive purposes. Moreover, secondary prevention—relative to early diagnosis and aimed at slowing down the course of the disease and reducing symptoms—are analyzed in depth.



MEETINGS

11.2024 - 4.2025

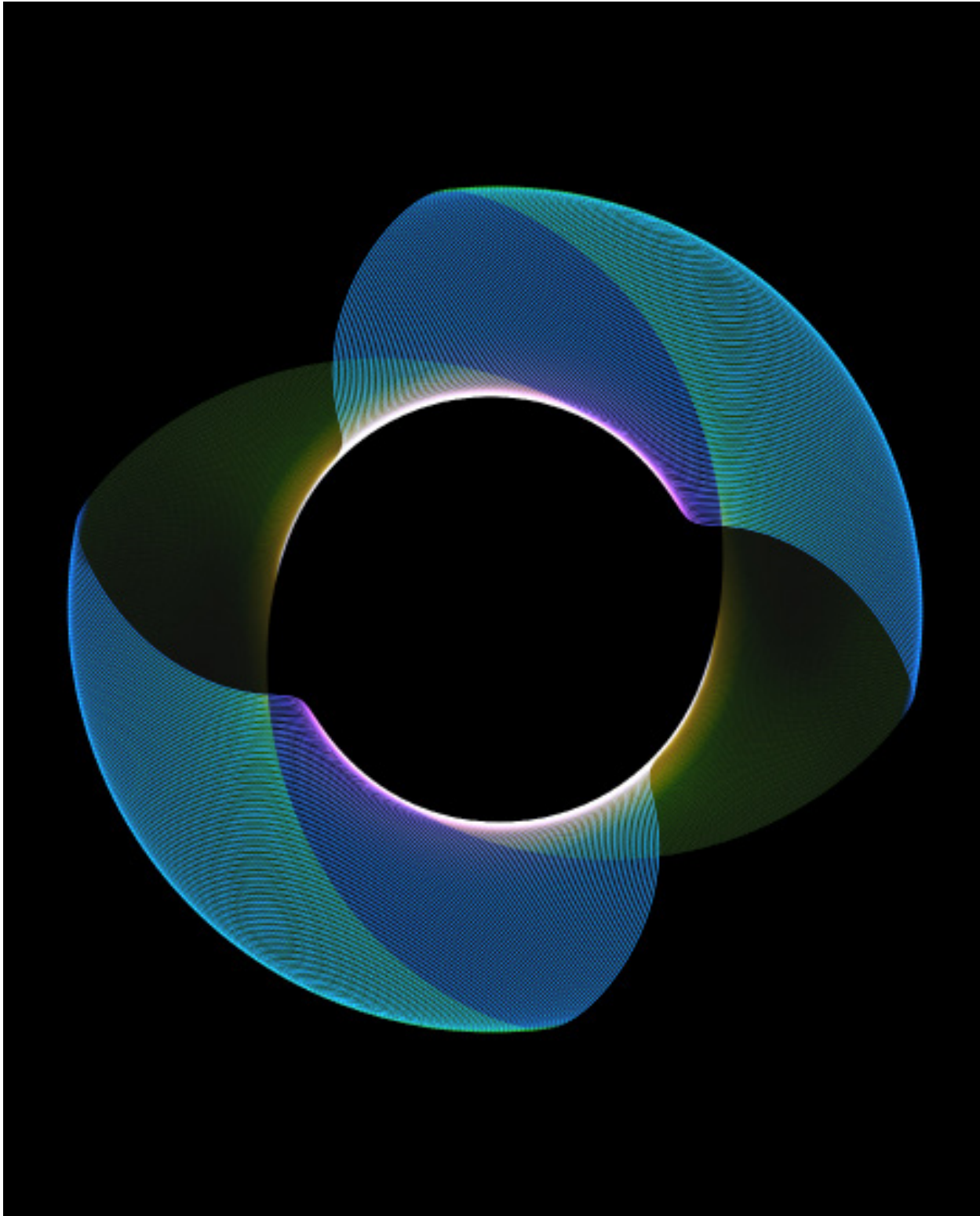
A series of eight meetings, developed with the patient organizations and associations involved in the project, accompanies the exhibition from November 2024 to April 2025. The meetings are conceived with Michele Porcu and Mary Zurigo of Z.E.A. Zone di Esplorazione Artistica, a group of critical research and experimental design that investigates the various boundaries between art, design, architecture and other forms and languages of the contemporary, working particularly on fragility, supporting museum accessibility, social inclusion and artistic mediation, in projects such as "alzharte." The meetings include guided tours of the exhibition and the other projects of Fondazione Prada for patients and caregivers, moments of dialogue with young people and students, panels, roundtables, theatrical performances, workshops, and film screenings.

HUMAN BRAINS

INTRODUCTION

PHASES OF THE PROJECT

PRESS COVERAGE



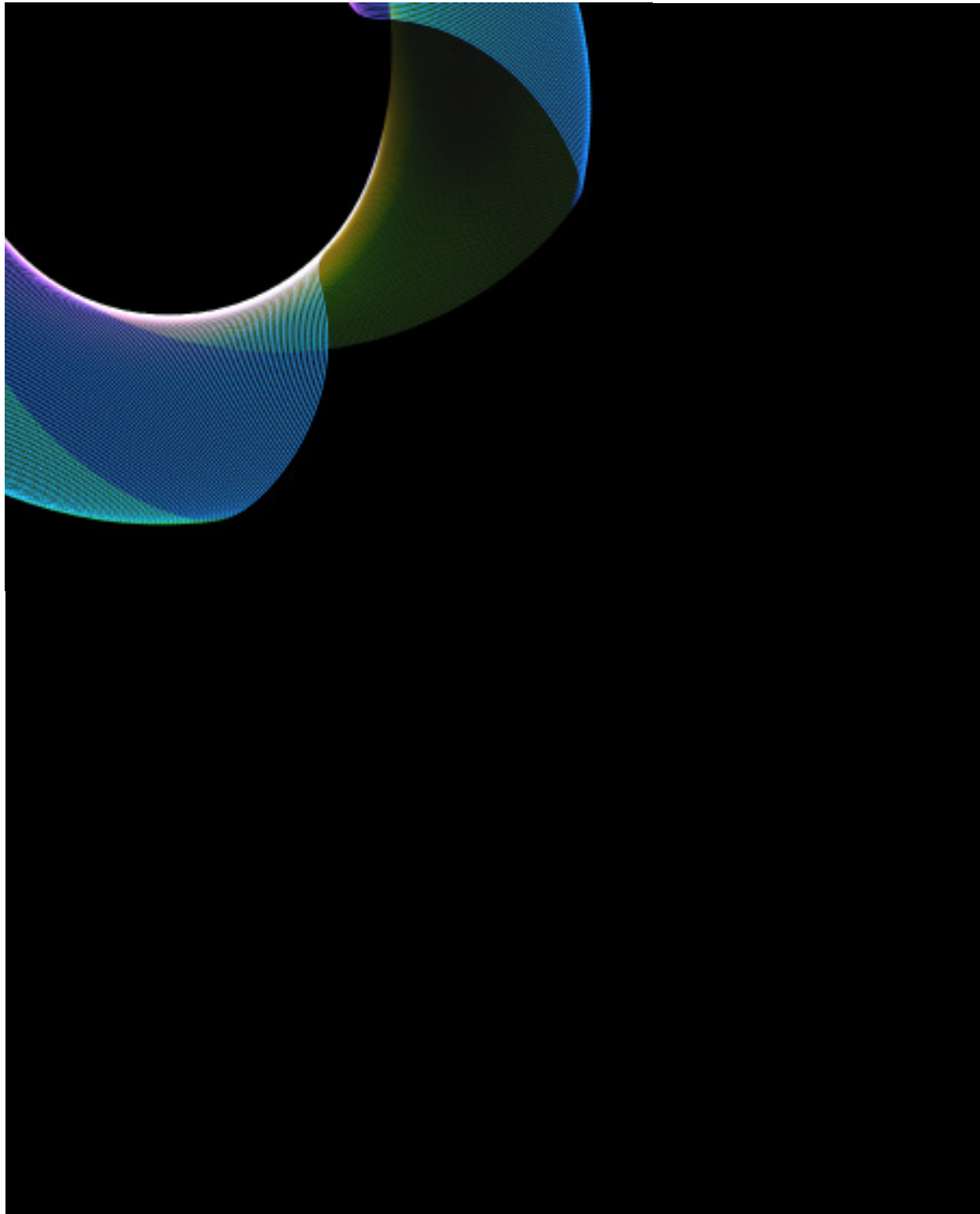
INTRODUCTION

“We are increasingly interested in relevant subjects that impact the lives of everyone, even when those topics are difficult to understand. For a cultural institution whose identity is rooted in the field of visual arts, dealing with science is an intellectual and political challenge: how do we make an exhibition about ideas and knowledge? With the support of the ‘Human Brains’ scientific board, we asked ourselves how to give voice to scientists and researchers, how to get them in contact with a wider audience, how to combine scientific rigor with an approach understandable to all. We are convinced that talking about the human brain means talking about the human being. Focusing on the uniqueness of our brain helps us understand the influence that scientific research has in our lives and the broader progress of culture.” [Miuccia Prada]

“Human Brains” is Fondazione Prada’s project dedicated to neuroscience. It is the result of an intensive investigative process undertaken since 2018 by Fondazione Prada in collaboration with a scientific board chaired by neurologist Giancarlo Comi and composed of scientists, philosophers, curators and popularizers.

The program surveys different fields: neurobiology, philosophy, psychology, neurochemistry, linguistics and artificial intelligence

It includes exhibitions, conferences and online activities held by Fondazione Prada since November 2020.

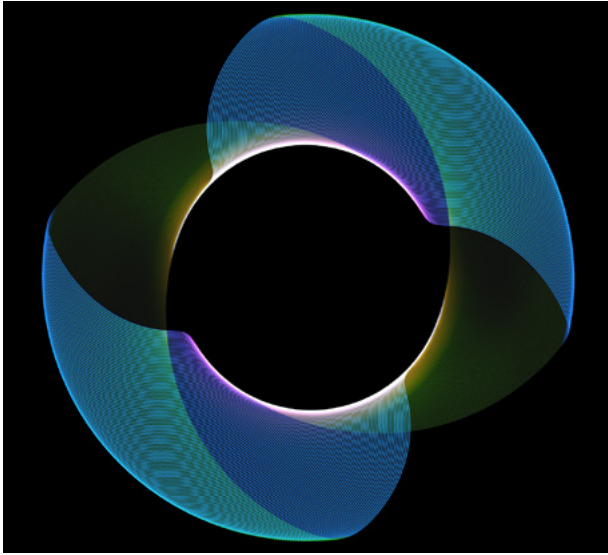


“Human Brains” is driven by a deep interest to understand the human brain and the complexity of its functions: focusing on the uniqueness of our brain helps us understand the influence of scientific research in our lives and the broader progress of culture.

The project aims to draw public interest to the brain studies and convey its centrality to human history by giving voice to scientists and researchers and getting them in contact with a wider audience through innovative communication formats.

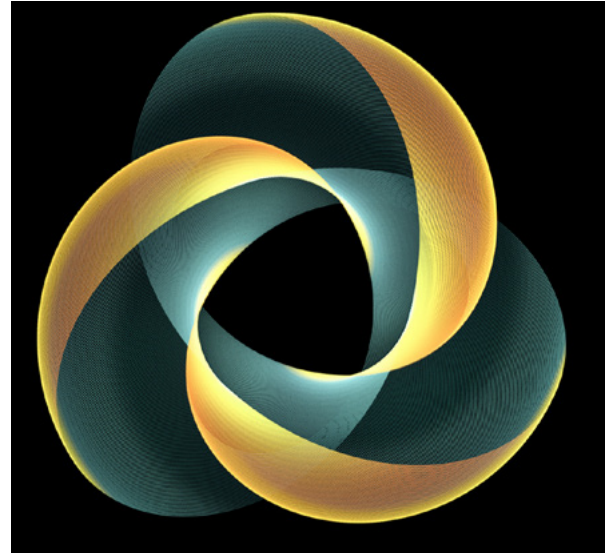
The initiative aims to combine scientific rigor with an approach understandable to all. It is structured as an international platform that allows neuroscience research centers to work together in order to disseminate fundamental disciplines and knowledge for our present and future.

PHASES OF THE PROJECT



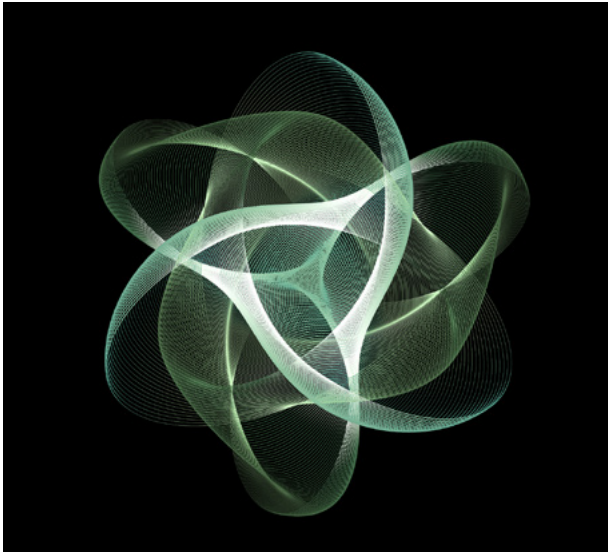
1. CULTURE AND CONSCIOUSNESS

Online conference
2020



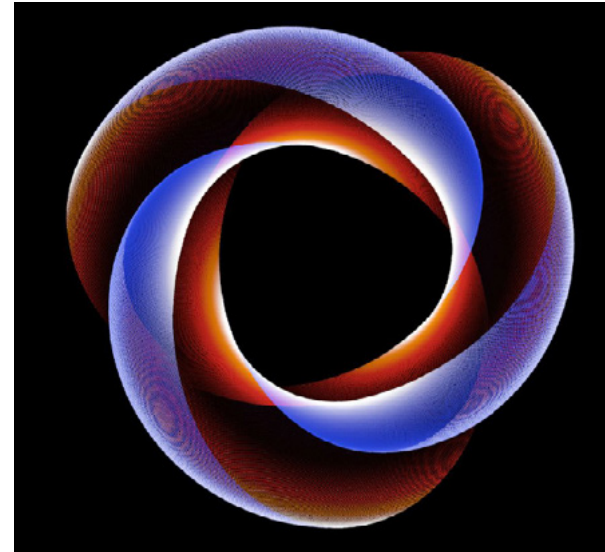
2. CONVERSATIONS

Video talks
2021-2022




3. IT BEGINS WITH AN IDEA

Venice
Exhibition
2022



4. PRESERVING THE BRAIN

Milan / Shanghai
Scientific conference and exhibition
2022-2023

A photograph of three individuals on a stage. On the left, a man in a dark suit and tie stands next to a black stool. In the center, a woman in a black jacket and bright pink scarf stands behind a black podium. On the right, a man in a grey suit and light blue shirt stands with his hands in his pockets. Behind them is a large black backdrop with the text 'HUMAN BRAINS' in large white letters and 'CULTURE AND CONSCIOUSNESS' in smaller white letters below it. To the right of the backdrop, a green and blue geometric pattern is visible.

HUMAN BRAINS

CULTURE AND CONSCIOUSNESS

1. CULTURE AND CONSCIOUSNESS

ONLINE CONFERENCE

9- 13.11.2020

The online conference 'Culture and Consciousness' included five daily discussions between scientists and scholars coordinated by one or more moderators.

The conference explored the topic of consciousness in neurosciences from a multidisciplinary perspective. It followed a gradual development: from a scientific and microscopic perspective to a holistic and humanistic view.

The first two discussions explored the biological fundamentals of consciousness, and they carried on in-depth analysis of connectivity as a cerebral substrate of consciousness state and the revolutionary techniques that allow investigating the brain in vivo. The other three discussions tackled consciousness in relation to anthropology, the key role of language, its connection to the emotional and affective sphere to reflect on the future evolution of research and on the attempts to create thinking machines, and future developments in studies and attempts to create thinking machines.

"Culture and Consciousness" is available available online at humanbrains.fondazioneprada.org.

**DISCUSSION 1
NEUROBIOLOGICAL BASES OF
CONSCIOUSNESS**

Moderator: Giancarlo Comi



Mavi Sanchez-Vives
**IN THE SEARCH FOR
CONSCIOUSNESS:
BRAIN PROCESSING
OF REAL AND
VIRTUAL WORLDS**



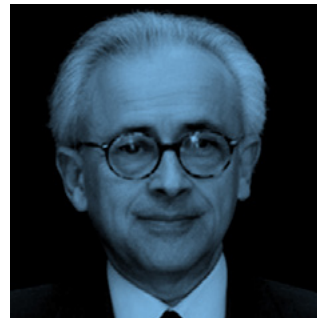
Jean-Pierre Changeux
**THE CONNECTOMICS
OF CONSCIOUS
PROCESSING: FROM
THE MOLECULAR TO
THE CULTURAL LEVEL**

**DISCUSSION 2
FUNCTIONAL AND STRUCTURAL
NEUROIMAGING**

Moderator: Daniela Perani



Eve Marder
**INDIVIDUAL
DIFFERENCES AND
DIFFERENTIAL
RESILIENCE**



Antonio Damasio
**ON THE BIOLOGY
OF FEELING AND
CONSCIOUSNESS**

**DISCUSSION 3
THE LANGUAGES OF HUMAN
CONSCIOUSNESS**

Moderator: Jubin Abutalebi



Stanislas Dehaene
**HUMAN
SINGULARITY:
WHICH ASPECTS OF
CONSCIOUSNESS
ARE SHARED WITH
OTHER PRIMATES
AND WHICH ARE
UNIQUE?**



Andrea Moro
**IMPOSSIBLE
LANGUAGES:
INFINITY AS THE
FINGERPRINT OF THE
HUMAN MIND**

**DISCUSSION 4
EVOLUTION OF CULTURE: HOW FAR WE
WILL GO? (FROM ANTHROPOLOGY TO
TECHNOLOGY)**

Moderator: Katrin Amunts



Ian Tattersall
**CULTURE AS
THE ULTIMATE
EXPRESSION OF
EVOLUTION**



Idan Segev
**DESIGN FOR A
CREATIVE BRAIN**

**DISCUSSION 5
CONSCIOUSNESS: THE STILL OPEN
QUESTIONS (TWO DIFFERENT PERSPECTIVES)**

Moderator: Viviana Kasam



Michele Di Francesco
**FIFTY YEARS OF
CONSCIOUSNESS:
A PHILOSOPHICAL
HISTORY**



Giulio Tononi
**CONSCIOUSNESS
AND OUR PLACE IN
NATURE**

CONCLUDING REMARKS



Giancarlo Comi

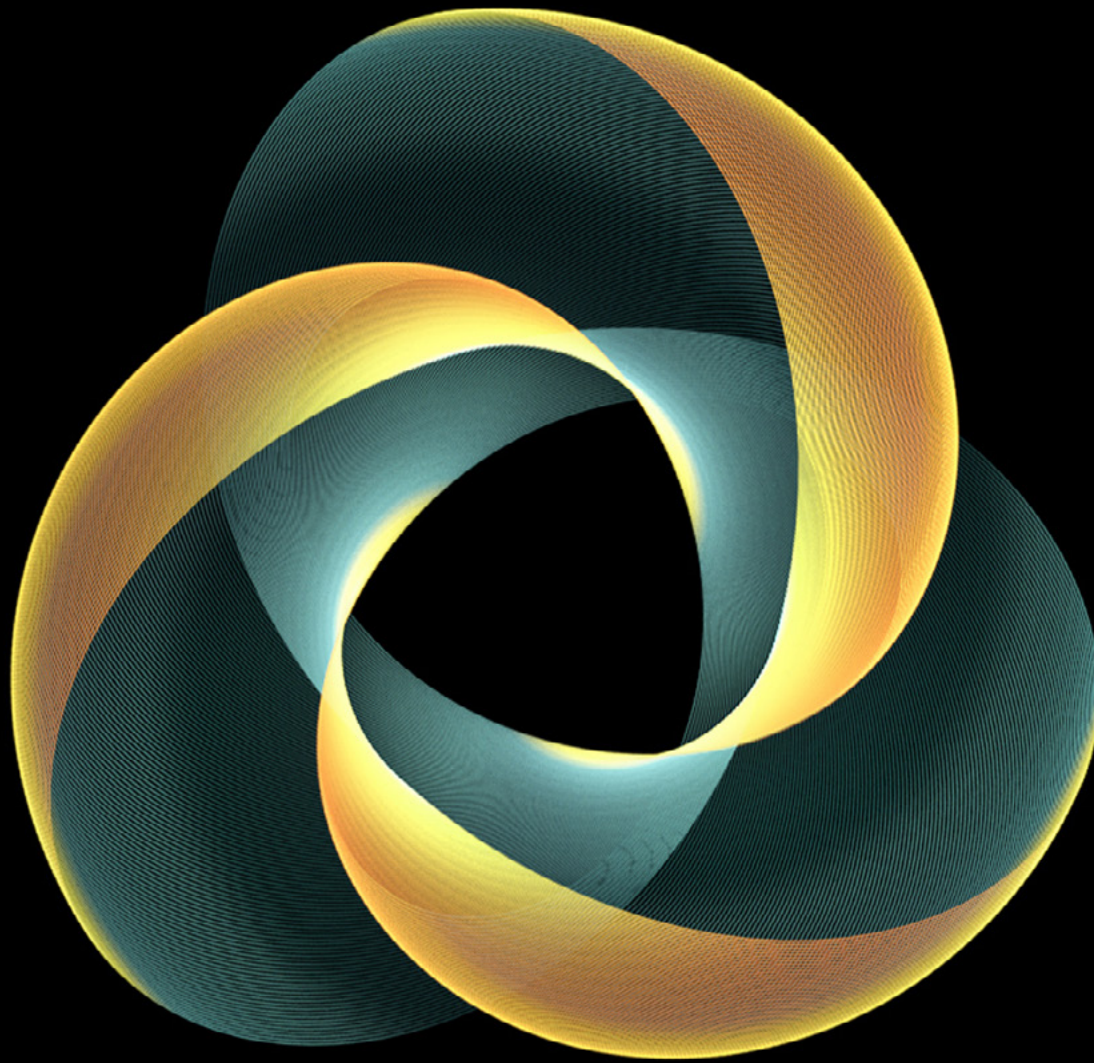


Massimo Cacciari

2. CONVERSATIONS

VIDEO TALKS

30.9.2021 - 5.4.2022



“Conversations” was an open platform experimenting inclusive modes of exchange between scientists and scholars from different fields and a wide community of students and researchers.

The project consisted of 7 pairs of video talks given by international scientists, philosophers and researchers.

The lectures were followed by 40-minute online conversations focused on a specific topic and moderated by scientific journalist Alice Roberts.

The “Conversation” video talks are available online at humanbrains.fondazioneprada.org.

#1
SYNTAX AS THE FINGERPRINT OF HUMAN LANGUAGE



Angela D. Friederici
THE NEURAL BASIS OF SYNTAX



Robert C. Berwick
THE CORE LANGUAGE COMPUTATIONS

#2
HEMISPHERIC LATERALIZATION AND ATTENTIONAL MECHANISMS



Guido Gainotti
CLINICAL ASPECTS AND THEORETICAL IMPLICATIONS



Paolo Bartolomeo
HOW TO PAY ATTENTION WITH AN ASYMMETRICAL BRAIN

#3
ADVANTAGE/DISADVANTAGE OF HAVING A BILINGUAL BRAIN



Ellen Bialystok
PROTECTIVE EFFECTS OF BILINGUALISM ON AGING BRAINS



Jason Rothman
CONTEXTUALIZING BILINGUALISM: FOCUS ON MIND AND BRAIN

#4
LANGUAGE, MUSIC AND THE BRAIN



Steven Mithen
MUSIC, LANGUAGE & THE BRAIN THE PAST AND PRESENT



Stefan Koelsch
MUSIC, LANGUAGE & THE BRAIN

#5
ENHANCING BRAIN PLASTICITY WITH NEUROMODULATION



Jeffrey A. Kleim
**BRAIN ADAPTATION:
NEURAL PLASTICITY,
NEUROMODULATION AND
GENETICS**



Alvaro Pascual-Leone
**A HEALTHY BRAIN IS A
PLASTIC BRAIN**

#6
**RELATIONSHIP BETWEEN SCIENCE, BIOLOGICAL EVOLUTION
AND PHILOSOPHY**



Simona Ginsburg
**ANIMAL CONSCIOUSNESS:
A BIOLOGICAL AND
EVOLUTIONARY APPROACH**



Eva Jablonka
**LEARNING AND THE ORIGINS
OF CONSCIOUSNESS**

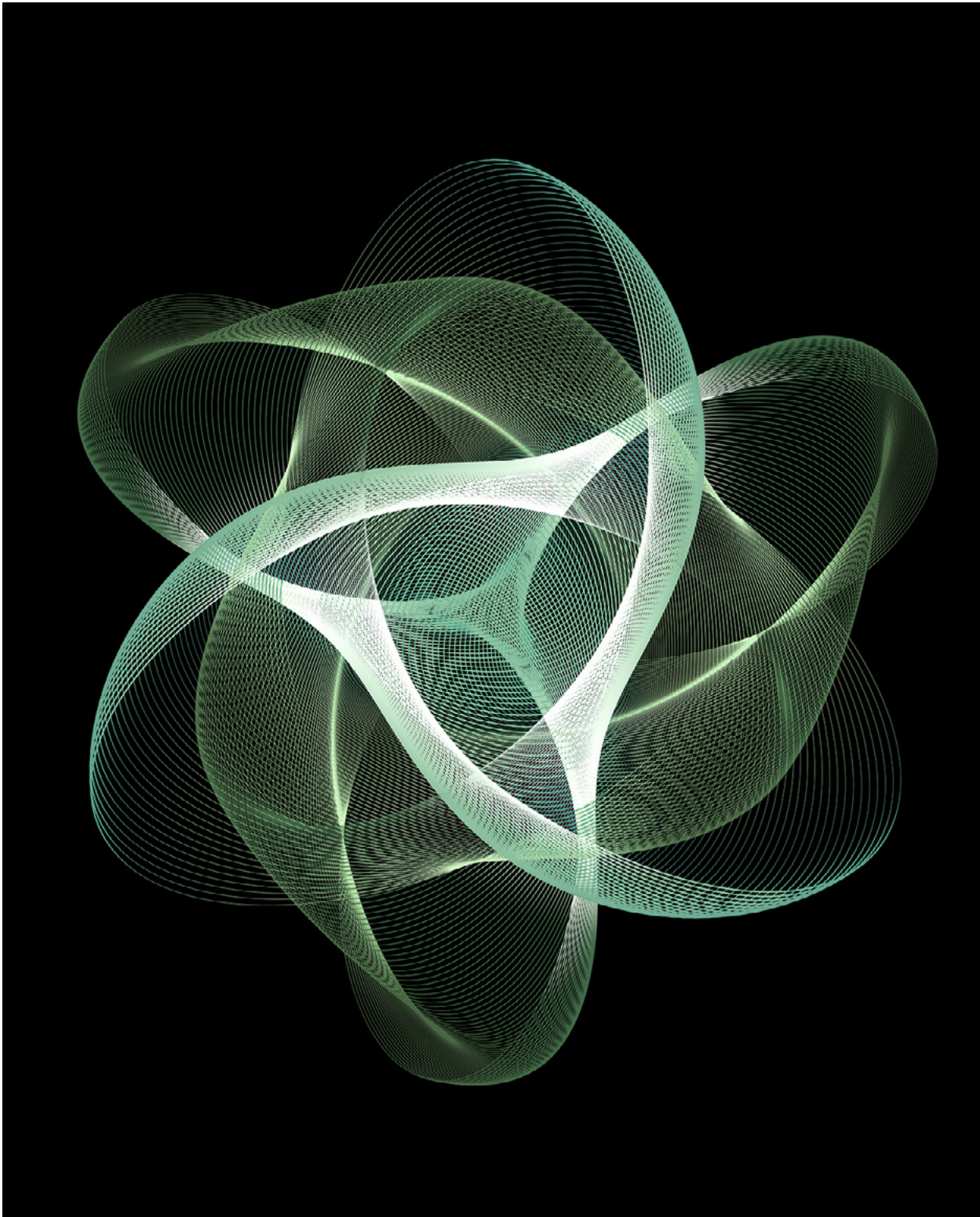
#7
HISTORY OF MODERN PHILOSOPHY



Massimo Cacciari



Michele Di Francesco



3. IT BEGINS WITH AN IDEA

**VENICE
EXHIBITION
23.4 - 27.11.2022**

“It Begins with an Idea” was presented at Ca’ Corner della Regina, Fondazione Prada’s Venice venue, on the occasion of the Art Biennale.

The exhibition resulted from an in-depth research process carried out with Fondazione Prada and the scientific board since 2018. It was curated by Udo Kittelmann in collaboration with Taryn Simon.

“It Begins with an Idea” navigated a history of neuroscientific knowledge-making. It traced the outlines of consciousness, the gaps in scientific research, and what is known and unknown in our understanding of the human brain.



The exhibition was presented on the three floors of Ca' Corner della Regina.

At the center of the ground floor, found footage of experiments, surgeries, and discoveries were presented. In adjacent rooms video lectures given by scientists and researchers such as Stefano Cappa, Guido Gainotti, Letizia Leocani, Andrea Moro, Maria Concetta Morrone and Daniela Perani focused on the human brain, movement, vision, and perception, language, memory, and emotion.



At the first and second floor more than 110 items encoded centuries of attempts to understand the human brain.

The items included historical objects, drawings, paintings, prints, and books ranging from the Mesopotamian and ancient Egyptian ages, through the Italian Renaissance and the Japanese Edo period, up to the last thirty years' imaging techniques.

32 international authors had written fictional stories for each object, expanding the boundaries of the project's investigative scope. The stories were performed by narrator George Guidall in short videos directed by Taryn Simon and produced by Fondazione Prada for the "Human Brains: It Begins with an Idea" project.



36 neuroscientists, psychologists, neurolinguists, and philosophers from five continents were broadcast in an assembly of thirty-two screens.

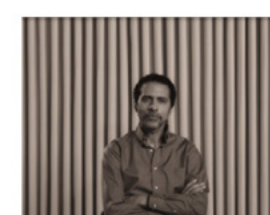
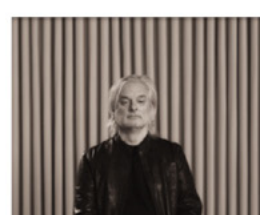
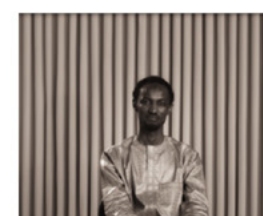
In The Conversation Machine - videos, interviews and orchestration by Taryn Simon, produced by Fondazione Prada – they investigated neuroscientific experiments, and their philosophical and ethical dimensions.

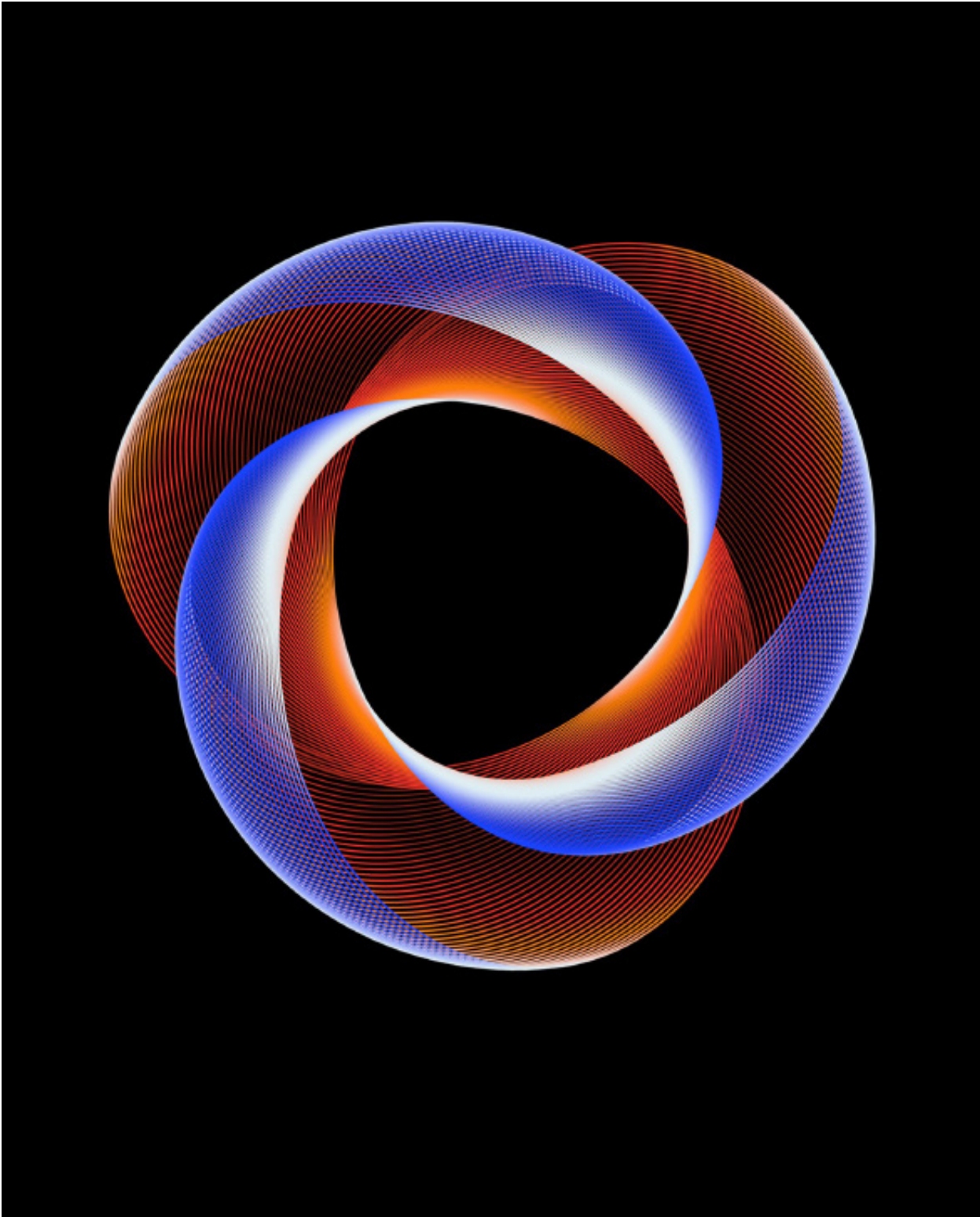
AUTHORS STORIES AND OBJECTS

Ayobámi Adébáyo
Tash Aw
Hanan al-Shaykh
Chloe Aridjis
Mauro Javier Cardenas
Akwaeke Emezi
Esther Freud
Rivka Galchen
Daniel Galera
Paolo Giordano
Uzodinma Iweala
Mieko Kawakami
John Keene
Daniel Kehlmann
Sheng Keyi
Katie Kitamura
Alexander Kluge
Hari Kunzru
Hervé Le Tellier
Michele Mari
Ch'aska Anka Ninawaman
Charu Nivedita
Helen Olajumoke Oyeyemi
Tilsa Otta
Sidarta Ribeiro
Cord Riechelmann
Salman Rushdie
Ekaterina Sedia
Leanne Shapton
Ahdaf Soueif
Maria Stepanova
McKenzie Wark

SCIENTISTS AND PHILOSOPHERS THE CONVERSATION MACHINE

Yasmin Abufoul
Huda Akil
Anirban Bandyopadhyay
György Buzsáki
David Chalmers
Antonio Damasio
Daniel Clement Dennett III
Stanislas Dehaene
Catherine Dulac
David Erritzoe
Lisa Feldman Barrett
Andre Fenton
Karl Friston
Ali Ghazizadeh
Carl Hart
Suzana Herculano-Houzel
Amadi O. Ihunwo
Erich Jarvis
Kumi Kuroda
Joseph E. LeDoux
Li Zhaoping
Mahmoud Bukar Maina
Catherine Malabou
Eve Marder
Bianca Jones Marlin
Hannah Monyer
Polina Olegovna Anikeeva
David Poeppel
Supratim Ray
Daniela Schiller
Wolf Singer
Patricia Smith Churchland
Mitchell J. Valdés-Sosa
Angela Vincent
Charles Yang
Rafael Yuste





4. PRESERVING THE BRAIN

MILAN

EXHIBITION: 16.9 - 10.10.2022

WORKSHOPS: 16.9 - 10.10.2022

SCIENTIFIC CONFERENCE: 6 - 7.10.2022

“For us, this phase of the project is particularly significant as it permits a closer understanding of scientific research’s impact on our everyday lives, and in particular on the discovery of possible cures and treatments. ‘Preserving the Brain’ also demonstrates how critical collaboration and sharing of knowledge are within the scientific community. This first international forum could become recurring and allow the organizations we are associated with to communicate with a wider audience, as they would like to, and Fondazione Prada to contribute tangibly to neuroscientific research.”

[Miuccia Padoa-Schioppa, President of Fondazione Prada]

“The exhibition and conference that comprise the ‘Preserving the Brain’ project have been developed with the goal of finding a common strategy to protect the brain from neurodegenerative diseases. New technological developments have markedly increased knowledge of the biology that underlies these diseases, and potential targets for new treatments are taking shape.”

[Giancarlo Comi, President of the “Human Brains” scientific board]

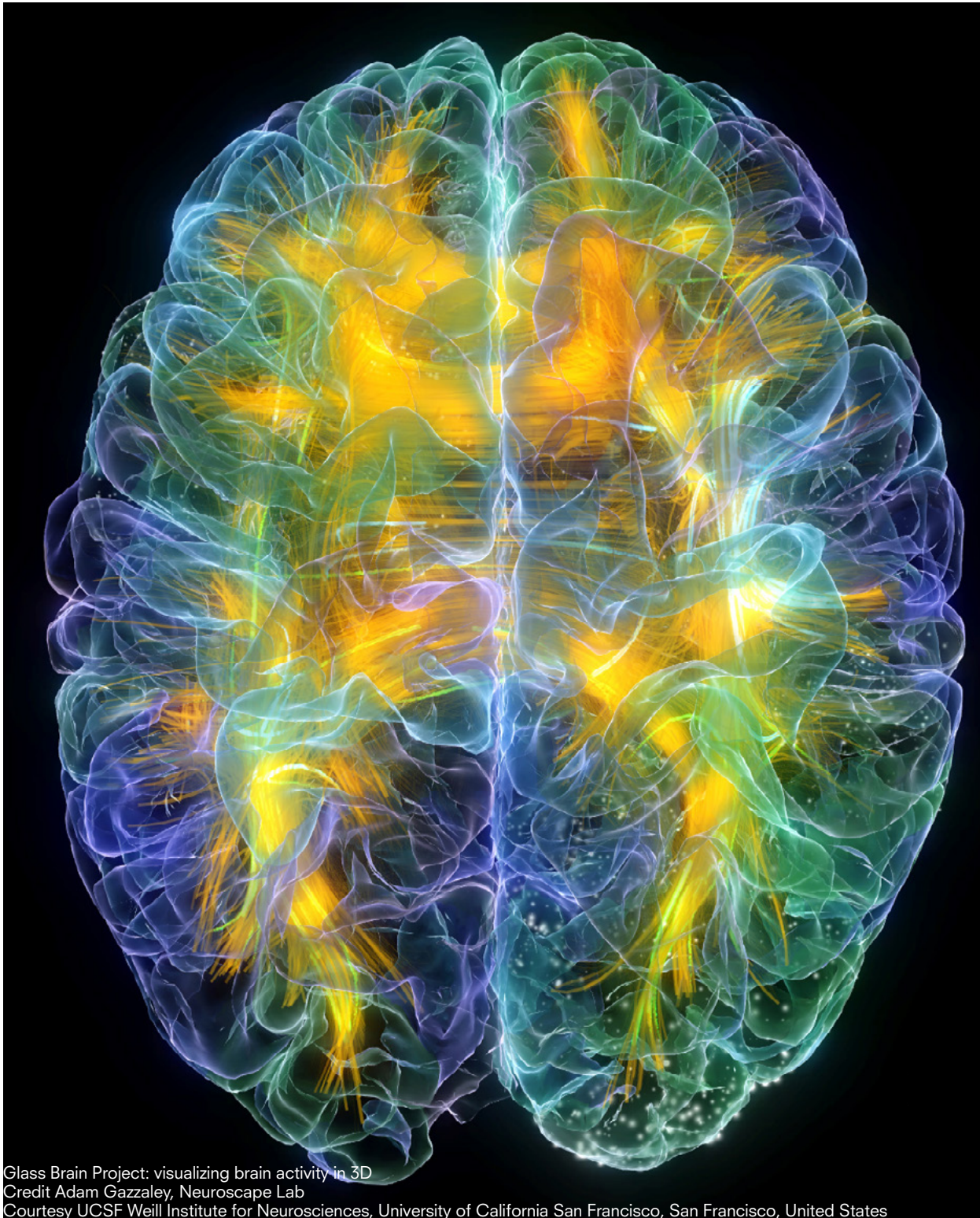


“Preserving the Brain,” a forum on neurodegenerative diseases held in September and October 2022, is the fourth phase of “Human Brains,” Fondazione Prada’s neuroscience project.

Realized in collaboration with thirteen of the most prestigious international neuroscience institutes and universities, “Human Brains: Preserving the Brain – Forum on Neurodegenerative Diseases” comprised a scientific exhibition (16 September – 10 October 2022) and a conference (6 and 7 October 2022) at Fondazione Prada’s Milan premises.

“Preserving the Brain” aimed to stimulate an open and critical exchange between international scientists and experts on neurodegenerative diseases, such as Alzheimer’s, Parkinson’s, Amyotrophic lateral sclerosis and Multiple sclerosis, which are widely spread and as yet incurable.

The forum participants included researchers, patient associations, and representatives of health care institutions and the pharmaceutical and biotechnology industries. They debated the current state of knowledge of these diseases and the tools currently used to fight them, while also seeking to identify lacunae in the search for possible therapies, and jointly defining priorities and strategies to sustain scientific research.



Glass Brain Project: visualizing brain activity in 3D
Credit Adam Gazzaley, Neuroscape Lab
Courtesy UCSF Weill Institute for Neurosciences, University of California San Francisco, San Francisco, United States

INSTITUTES INVOLVED IN THE PROJECT

Harvard Medical School, Brigham and Women's Hospital, Ann Romney Center for Neurological Diseases, Boston, United States;

Hôpital de la Pitié-Salpêtrière, Sorbonne University AP-HP, Neurology department and Paris Brain Institute, Paris, France;

UniSR – Università Vita-Salute San Raffaele, Milan, Italy;

Juntendo University Hospital, Neurology Department, Tokyo, Japan;

Karolinska Institutet, Stockholm, Sweden;

German Center for Neurodegenerative Diseases (DZNE) within the Helmholtz Association, Bonn, Germany;

Max Planck Institute of Neurobiology, Munich, Germany;

Montreal Neurological Institute-Hospital, McGill Research and Teaching Institute, Canada;

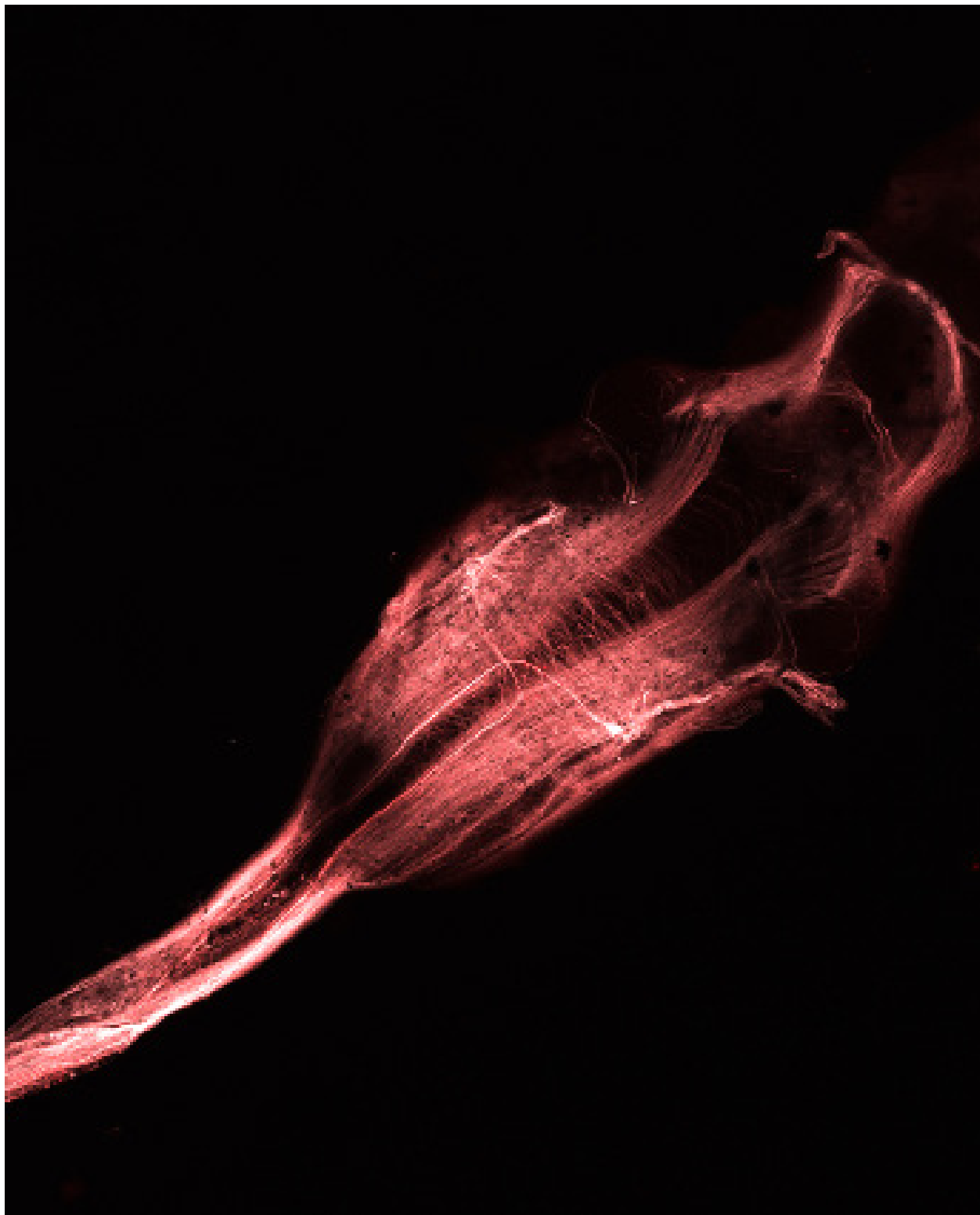
Tianjin Medical University General Hospital, Neurology Department, Tianjin, China;

UCSF Weill Institute for Neuroscience, University of California, San Francisco, United States;

University College London, United Kingdom;

Weizmann Institute of Science, Rehovot, Israel;

Yale School of Medicine, New Haven, United States.



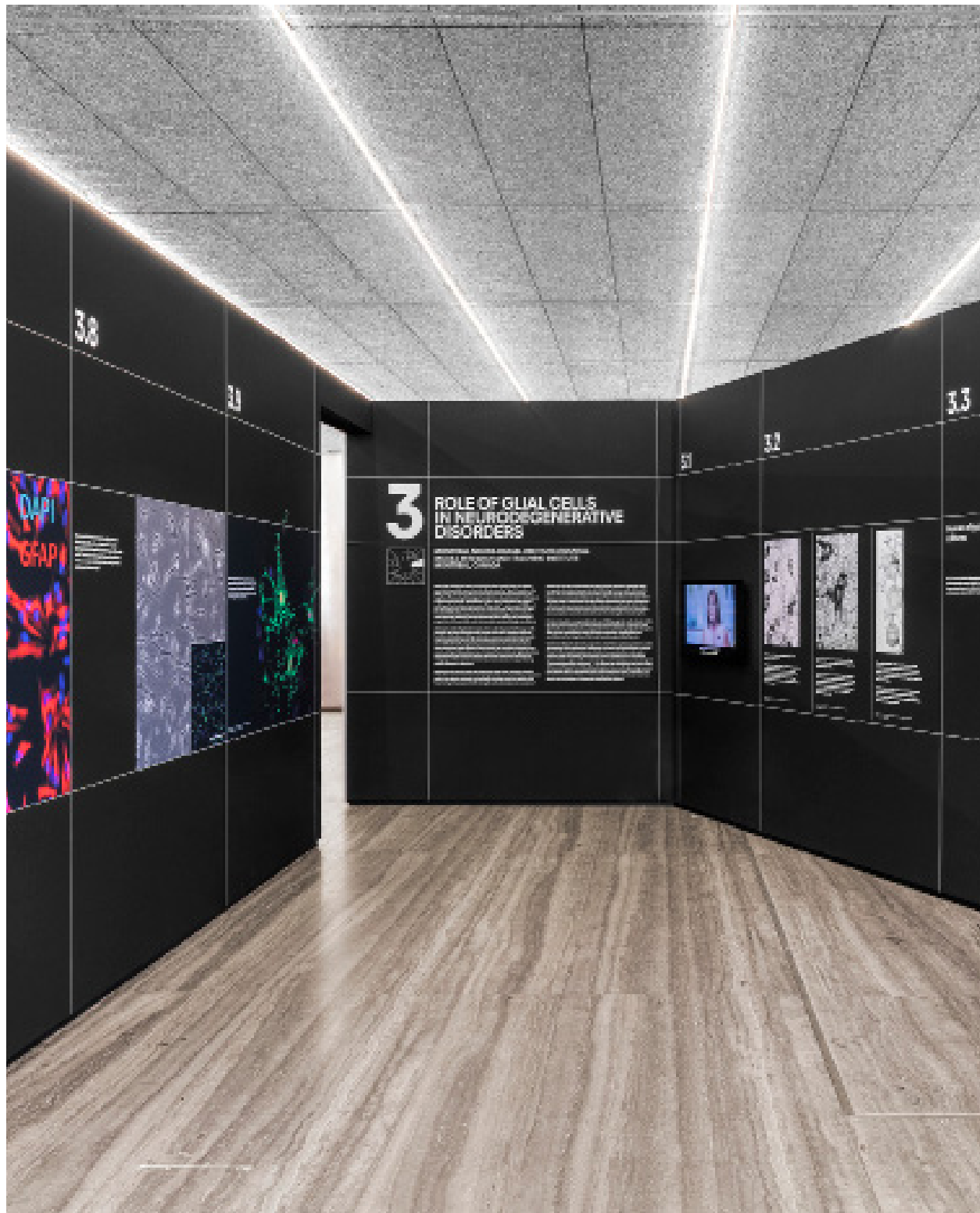
SCIENTIFIC CONFERENCE

The pivotal moment of “Preserving the Brain” was the scientific conference held on 6 and 7 October 2022, at Fondazione Prada’s Cinema in Milan.

Giancarlo Comi conceived this initiative in dialogue with the thirteen research institutes involved in the project.

The speakers explored the subject of neurodegenerative diseases from different perspectives, such as genetic implications and molecular mechanisms, clinical trials and possible drug treatments.

The sessions are available on Fondazione Prada’s Youtube channel.



EXHIBITION

The scientific exhibition was held from 16 September to 10 October 2022 at the Fondazione Prada's Milan venue.

Conceived by the New York studio 2x4, the exhibition design was divided into different sections supervised by the research centers, and a common central area that encouraged dialogue and exchanges between the thirteen institutes.

Each section examined a specific research process on neurodegenerative diseases employing video presentations, technological objects and instruments, scientific documents, and visual materials.



- Cause: miéle
- au voisinage de la plaque.
- Teribeuthine.

ONLINE WORKSHOP

Throughout the three weeks of the exhibition, institutions participating in the project gave a series of online workshops.

The workshops focused on specific aspects of neurodegenerative diseases.

They are available to the public at humanbrains.fondazioneprada.org.



5. PRESERVING THE BRAIN SHANGHAI EXHIBITION: 31.3 - 26.5.2023 SCIENTIFIC MEETING: 20.4.2023

This second chapter of “Preserving the Brain” was presented by Prada with the support of Fondazione Prada from 31 March to 21 May 2023 at Prada Rong Zhai, a 1918 historic residence in Shanghai restored by Prada and reopened in October 2017. It comprised an exhibition and a conference focusing on neurodegenerative diseases—such as Alzheimer’s, Parkinson’s, Amyotrophic Lateral Sclerosis, and Multiple Sclerosis—widely spread and as yet incurable.

This conference was chaired by Giancarlo Comi and Fu-Dong Shi (Professor of Neurology, Center for Neuroinflammation, Beijing Tiantan Hospital, Capital Medical University, Beijing, China; Vice President of Tianjin Medical University General Hospital, Tianjin, China). It was addressed to the international scientific community and involved scientists and researchers from China and abroad. Its recording is available to all on the online platform: humanbrains.fondazioneprada.org.

Designed by the New York-based studio 2x4, the exhibition consisted of fourteen sections conceived by the research centers. Each section examined a specific research process on neurodegenerative diseases employing video presentations, scientific documents, and visual materials. The exhibition path developed from pathophysiological mechanisms studied at a microscopic scale to a single person’s treatment.

FONDAZIONE PRADA

CULTURAL PROJECT

HISTORY AND VENUES



CULTURAL PROJECT

Created by Miuccia Prada and Patrizio Bertelli in 1993, Fondazione Prada is convinced that culture is useful and necessary as well as appealing and engaging.

Art and intellectual research are essential to the enrichment of our daily lives and help us understand the changes taking place inside us and in the world.

Fondazione Prada investigates the present through an experimental and multidisciplinary program that includes art exhibitions, film festivals, scientific conferences and activities, music and performative projects organized in the two venues in Milan and in Venice and in international cities such as Tokyo, Shanghai and New York.

HISTORY AND VENUES



EARLY PROJECTS

1993 - 2010

From 1993 to 2010 Fondazione Prada commissioned ambitious projects from Italian and international artists and organized conferences on philosophy, cinema projects and architecture exhibitions in Italy and abroad.



VENICE

2011

In 2011 Fondazione Prada unveiled its permanent venue in Venice, the 18th-century palazzo Ca' Corner della Regina overlooking the Grand Canal.

It has hosted acclaimed and ground-breaking exhibitions on the occasion of the Art and Architecture Biennale.

Concurrently Ca' Corner della Regina has been undergoing a restoration program, with the aim of securing surfaces of artistic and architectural value.

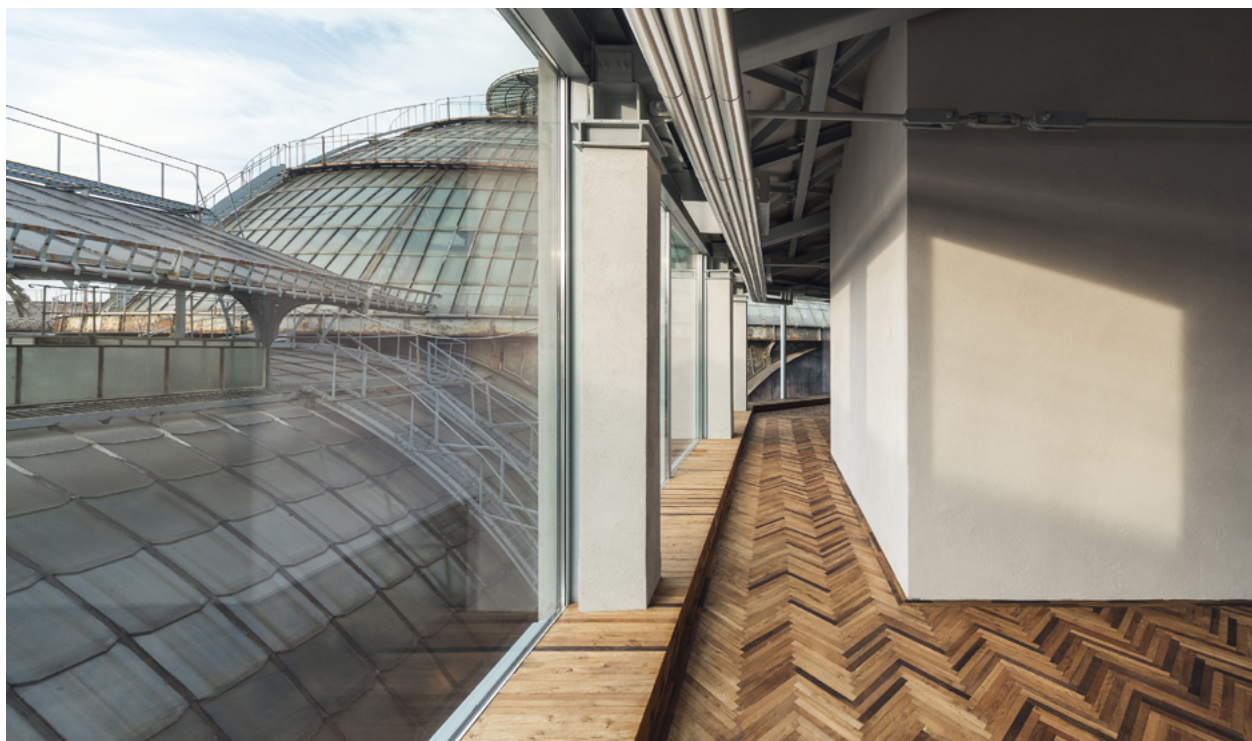


MILAN 2015

The main Milan venue, designed by Rem Koolhaas and inaugurated in 2015, is the result of the transformation of a distillery dating back to the 1910's.

The opening of this post-industrial campus strengthened Fondazione Prada's engagement towards the public, turning it into an innovative cultural institution.

It hosts temporary exhibitions, permanent projects, a selection of contemporary art works, live events, and film programs. It also includes the Accademia dei bambini which proposes educational workshops, the Bar Luce designed by Wes Anderson and the Restaurant Torre.



OSSERVATORIO 2016

Located in Galleria Vittorio Emanuele II, Osservatorio was inaugurated in 2016 and it has hosted projects evoted to visual experimentation and research focused on potential intersections and collisions between technologies and cultural expressions.

Osservatorio extends across the fifth and sixth floors of one of the Galleria's main building. Its interior spaces has been completely renovated, in order to create a second venue in Milan specifically dedicated to contemporary visual researches.

humanbrains.fondazioneprada.org
fondazioneprada.org