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Pradasphere By Prada

Founded in 1913, Prada has evolved into a brand with a unique ability to embed thought-provoking, clever ideas in totally pleasurable objects—from shoes and bags to coats, dresses, and skirts, the clothing makes a statement. And *Pradasphere*—both in its package and content—does the same.

Pradasphere is a collection of archival objects arranged to reveal the complex, often- intertwined obsessions of one of the world's most influential designers. The book takes you on an aesthetic journey that spans the past 30 years. Exclusive photographs of clothing and accessories illustrate Prada's design narrative and show the exquisite craftsmanship and materials behind the creations. *Pradasphere* also explores Prada's culture, including advertising photography, architecture, and commissioned films by directors such as Wes Anderson and Ridley Scott.

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Editorial Review

About the Author

Michael Rock is a founding partner and creative director at 2x4 and director of the Graphic Architecture Project at the Columbia University Graduate School of Architecture, Planning and Preservation. **Stephanie Murg** is the editor of *UnBeige*, a design blog that has been featured in the *New York Times* and *Newsweek*. She writes about art and all forms of design.

Users Review

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Martha Williams:

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