

PRADA

THE PRADALPHABET
IS AN ALPHABETICAL COLLECTION
OF 26 ORNAMENTED INITIALS
DESIGNED BY M/M (PARIS) FOR PRADA.

THE PRADALPHABET
IS RELEASED AS A COLLECTOR'S EDITION OF T-SHIRTS
DISPLAYING THE LETTERS P-R-A-D-A / M;
THUS CREATING AN EPHEMERAL LOGOTYPE FOR PRADA.

THE PRADALPHABET COLLECTOR'S EDITION
ARE AVAILABLE IN A CUSTOM-MADE CLOTH COVERED ARCHIVE BOX,
CONTAINING A SIGNED AND NUMBERED 64-PAGES ALBUM,
DETAILING THE 26 LETTERS,
WITH AN ESSAY BY ITALIAN WRITER FEDERICO NICOLAO.

THE PRADALPHABET
INDIVIDUAL LETTERS ARE ALL AVAILABLE
AS A MADE-TO-ORDER SERVICE
TO BE PRINTED ON-DEMAND
ON A PRADA T-SHIRT.



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ABOUT THE PRADALPHABET

by M/M (PARIS)

“When we were commissioned to design T-shirts for PRADA, we thought that the beauty in buying one is to own a souvenir of a place, a person or an event.

In theory, buying a Prada T-shirt, adorned with its logo, is like getting a souvenir of the peculiar world offered by this brand. A T-shirt with one of the 4 letters composing the word Prada could well also be a souvenir. As the Prada logo is composed with very memorable lettershapes, we could have easily enlarged each letter, and it would have been a “functionalist” proposal, working like an echo to the brand identity.

But a souvenir is only persistent when it encapsulates a point of view. We have therefore come up with the idea of drawing **THE PRADALPHABET**, our totally subjective vision of the PRADA world.

Each letter in **THE PRADALPHABET** is drawn —or rather built— as an architecture, a cosmogony or an autonomous engine. But each one is related to all the other letters, the same way a regular alphabet is a set of different but comparable signs.

Using this set of letters to write PRADA-M , we’ve designed a series of 5 T-shirts decorated each with a letter on the front and the PRADA-M logo on the back. The PRADA-M logo is an ephemeral proposal, the M/M temporary version of the Prada Logo.

THE PRADALPHABET is our personal description, in 26 letters, of the Prada world. ”



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ABOUT M/M (PARIS)

M/M (Paris) is an art and design partnership consisting of Mathias Augustyniak (b. 1967, Cavillon) and Michael Amzalag (b. 1968, Paris), established in Paris in 1992, and working across the many aspects of contemporary culture.

Their production — as much commissioned as self initiated— has been featured in numerous museums around the world such as the Frankfurter Kunstverein (Frankfurt); Tate Modern and Victoria & Albert Museum (London); Solomon R. Guggenheim Museum and Drawing Center (New York); Palais de Tokyo and Centre Pompidou (Paris).

The alphabet, and its capacity to represent and encompass languages through abstract entities, is one of their on-going obsession. They have designed over 50 different typefaces that they've been regularly using through their commissions as well as art projects.

www.mmparis.com



