



Now in its fifth edition, Prada Frames is the annual symposium, curated by design and research studio Formafantasma, that runs parallel to Milan's Salone del Mobile.

Following the belief that intellectual inquiry and cross-disciplinary dialogue can act as vessels of progress, and focusing on ideas rather than product, the initiative sits at the intersection of design, culture, and society. It explores contemporary issues through a multiplicity of perspectives to convey and enhance complexities rather than taming them. Critical reflection comes forward; definitive solutions are skewed.

Under the title **In Sight**, the new Prada Frames installment focuses on image-making – a defining aspect of the immateriality of contemporary culture, and its preference for representation over facts – approaching the image as a cultural, political, and material force.

Images, today, embed a net of entanglements, challenges and contradictions. No longer a reliable depiction of truth, they embody a tension between the real and the represented, with distinctions between human-authored and machine-generated increasingly blurred. As a result, reference points crumble, complicating the ability to discern reliable information from fabrication. On top of this, the production of images, far from being immaterial, has a deep material impact. It relies on an infrastructure that encompasses the extraction of resources, energy consumption, data storage, and often invisible forms of labor.

PRADA [FRAMES]

In Sight

By foregrounding these conditions, the symposium unfolds through a series of lectures and conversations on the historical frameworks shaping ways of seeing, the environmental and social costs of digital imagery, the political uses of images, and the economies of attention that govern their circulation. It creates space to reconsider how images influence views of the world, but also the way it is understood, negotiated, and inhabited.

Prada Frames **In Sight** will be hosted within the complex of Santa Maria delle Grazie, an historical site located in the center of Milan. Lectures will take place in the Sacrestia, a Renaissance space traditionally attributed to Bramante, featuring inlaid cabinets with early sixteenth-century biblical scenes by Domenico and Francesco Morone. Guided visits will be offered to small groups, allowing participants to engage directly with both the architectural setting and the thematic framework of the symposium.

Moving beyond theoretical reflection, finally, a special evening will present a curated selection of key ideas and discussions developed over the three days in combination with a music performance, opening **In Sight** to a wider public.

Admission to Prada Frames **In Sight** is complimentary, based on availability, upon registration at prada.com from April 13.

About Prada Frames

Prada Frames is a project, initiated in 2022, with a scientific yet educational and informative approach. It takes the form of a symposium revolving around a different theme for each edition. The first, **On Forest**, focused on forest environment, analyzing the logics that govern the modern timber industry. The following, **Materials in Flux** - held in Hong Kong and then in Milan - explored the ethical and aesthetic implications of materials. **Being Home** looked at the living environment as a framework to address contemporary challenges. **In Transit** offered a prismatic gaze on infrastructure as a dynamic and multifaceted system that enables, restricts, and shapes movement of people, goods, data, power.

For more information:

Prada Press Office

corporatepress@prada.com

www.prada.com

PRADA [FRAMES]

In Sight

SYMPOSIUM PROGRAM

SUNDAY, APRIL 19

10:30 AM - 12:00 PM

**IMAGES AS MEDIATORS: BODIES, SPACE,
AND CRITICAL NARRATIVES**

This session brings together practitioners moving across design, film, choreography, and curating to explore how images construct experiences of space, mediate collective behaviors, and challenge dominant visual regimes.

Contextualized by **Alice Rawsthorn**

Paola Antonelli
Ila Bêka & Louise Lemoine in conversation with
Barbara Casavecchia
Marine Brutti (LA)Horde in conversation with
Natalia Grabowska

2 PM - 3:30 PM

IMAGES IN CONTEXT

Images take meaning from the contexts that place them within history, culture, and technology. This session looks at how visual traditions and contemporary infrastructures influence where images belong and how their meaning changes across time and place.

Contextualized by **Alice Rawsthorn**

Alvaro Barrington in conversation with
Hans Ulrich Obrist
Akram Zaatari

2 PM - 3:30 PM

PERFORMATIVE VISIT

A performative reading visit within the architectural complex of Santa Maria delle Grazie, where invited speakers activate the space through a sequence of site-responsive readings in relation to the symposium's theme.

Led by **Natalia Grabowska**

With a contribution by **Alice Rawsthorn**

Readings by
Geert Lovink
Jussi Parikka
Paola Antonelli

4 PM - 5:30 PM

CONDITIONS OF VISIBILITY

Images circulate through platforms, algorithms, and networked infrastructures. This session considers visual culture as a system shaped by software, ideology, and technological environments that determine what can be seen and known.

Contextualized by **Alice Rawsthorn**

Geert Lovink
Jussi Parikka

4 PM - 5:30 PM

PERFORMATIVE VISIT

A performative reading visit within the architectural complex of Santa Maria delle Grazie, where invited speakers activate the space through a sequence of site-responsive readings in relation to the symposium's theme.

Led by **Natalia Grabowska**

With a contribution by **Alice Rawsthorn**

Readings by
Ila Bêka & Louise Lemoine
Akram Zaatari
Alvaro Barrington

9:15 PM - 11:00 PM

SPECIAL EVENING SESSION

This special evening session in the Basilica of Santa Maria delle Grazie brings together a poetic intervention by Momtaza Mehri and a lecture by Kate Crawford, followed by a live concert by pianist and composer Hania Rani.

With contribution by
Momtaza Mehri
Kate Crawford

Music performance by **Hania Rani**

PRADA

[FRAMES]

In Sight

SYMPOSIUM PROGRAM

MONDAY, APRIL 20

10:30 AM - 12:00 PM

INNER IMAGES, EXTERNAL SYSTEMS

Photographic images have functioned both as instruments of control and as tools of resistance and testimony. This session examines how they produce, sustain, and challenge the idea of visual proof across histories of racial violence, war, and environmental crisis.

Contextualized by **Alice Rawsthorn**

Deborah Willis

Gideon Mendel in conversation with

Natalia Grabowska

Hania Rani in conversation with

Natalia Grabowska

2 PM - 3:30 PM

PHOTOGRAPHY: POWER AND EVIDENCE

Images can emerge from fantasy, memory, and subconscious life. This session explores how dream-like and intimate visual forms move between private experience and public meaning, shaping how inner life becomes visible.

Contextualized by **Alice Rawsthorn**

Joanna Piotrowska in conversation with

Anouchka Grose

Sharon Sliwinski

2 PM - 3:30 PM

PERFORMATIVE VISIT

A performative reading visit within the architectural complex of Santa Maria delle Grazie, where invited speakers activate the space through a sequence of site-responsive readings in relation to the symposium's theme.

Led by **Natalia Grabowska**

With a contribution by **Alice Rawsthorn**

Readings by

Deborah Willis

Joanna Zylińska

Wendy Hui Kyong Chun

4 PM - 5:30 PM

IMAGES, ALGORITHMS, AND PERCEPTION

Images are increasingly shaped by algorithmic systems that filter, rank, and circulate what becomes visible. This session examines how machine vision and data-driven processes influence perception, structure attention, and embed social and political biases into everyday visual experience.

Contextualized by **Alice Rawsthorn**

Joanna Zylińska

Wendy Hui Kyong Chun

4 PM - 5:30 PM

PERFORMATIVE VISIT

A performative reading visit within the architectural complex of Santa Maria delle Grazie, where invited speakers activate the space through a sequence of site-responsive readings in relation to the symposium's theme.

Led by **Natalia Grabowska**

With a contribution by **Alice Rawsthorn**

Readings by

Gideon Mendel

Joanna Piotrowska

Sharon Sliwinski

PRADA

[FRAMES]

In Sight

SYMPOSIUM PROGRAM

TUESDAY, APRIL 21

10:30 AM - 12:00 PM

OVEREXPOSED: IMAGES AND THE SELF

To live today is to exist within a continuous flow of images. This session explores how repetition, digital bodies, and affective intensity reshape subjectivity under conditions of constant visual exposure.

Contextualized by **Alice Rawsthorn**

Mark Leckey

Ed Atkins in conversation with
Natalia Grabowska

2 PM - 3:30 PM

IMAGES AND THE MAKING OF KNOWLEDGE

Images do not simply represent the world, they shape how it is understood and imagined. This session explores how visual forms, from scientific diagrams to cinematic narratives, construct knowledge and influence what we take to be true.

Contextualized by **Alice Rawsthorn**

Julian Rosefeldt

Barbara Maria Stafford

2 PM - 3:30 PM

PERFORMATIVE VISIT

A performative reading visit within the architectural complex of Santa Maria delle Grazie, where invited speakers activate the space through a sequence of site-responsive readings in relation to the symposium's theme.

Led by **Natalia Grabowska**

With a contribution by **Alice Rawsthorn**

Readings by

Ed Atkins
Alfredo Jaar
Jonas Staal

4 PM - 5:30 PM

IMAGES AND POLITICAL IMAGINATION

Images operate as instruments of ideology, propaganda, and resistance. This session examines how artistic practices and visual narratives shape political imagination and construct counter-publics.

Contextualized by **Alice Rawsthorn**

Jonas Staal

Alfredo Jaar

4 PM - 5:30 PM

PERFORMATIVE VISIT

A performative reading visit within the architectural complex of Santa Maria delle Grazie, where invited speakers activate the space through a sequence of site-responsive readings in relation to the symposium's theme.

Led by **Natalia Grabowska**

With a contribution by **Alice Rawsthorn**

Readings by

Barbara Maria Stafford
Mark Leckey