

ATLAS I

Fondazione Prada presents in Milan the project “Atlas I”, an original interpretation of the collection hosted in the Podium, from 1 March to 16 April 2017.

“Atlas” aims to **highlight the possible mappings of an art collection**, starting from the fragments of a territory that can be identified in terms of a theme, a generation, an artistic language, a history. The configuration of a theoretical or processual common field is carried out from within the known material but with an objectivity that allows also an external public to identify it. It takes the form of an investigation made from the inside of the collection, employing a close perspective and a logic of detachment that together make possible a completely new understanding each time.

“Atlas I”—the first act of the exhibition project— focuses on the **1990s**, selecting works and artists that engage a vision in which the performative materiality of the previous generation—the 1960s, from Conceptual Art to Body Art—is replaced by a world of technological subjectivity in which **art products are the outcome of a process of planning**—from design to cinema, and theatre to painting—that transformed the artist from being a physical and intellectual creator into a scientific and analytical researcher.

Each work is given its own setting. The singular nature of each therefore evolves in a dedicated space, while the group of works as a whole elucidates the complexity of the techniques and procedures used for purposes of expression. “Atlas I” features seven works by **John Bock, Tom Friedman, Mona Hatoum, Carsten Höller, Marc Quinn, Rachel Whiteread** e **Andrea Zittel**.

Press Contacts

Fondazione Prada

T +39 02 56 66 26 34

press@fondazioneprada.org

fondazioneprada.org

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List of exhibited artworks

Podium

JOHN BOCK

Multiple Quasi-Maybe-Me-Be updown, 2000
tent, 72 costumes

TOM FRIEDMAN

Nobody, 2002
construction paper

MONA HATOUM

Marbles Carpet, 1995
glass marbles

CARSTEN HÖLLER

220 Volt, 1992
sockets, plugs, connecting cable, chocolate treats

MARC QUINN

Mustard Nervous Breakdown, 1998
stainless steel, concrete, polyurethane, sponges

RACHEL WHITEREAD

Untitled (Convex), 1993
rubber, high density foam

ANDREA ZITTEL

A-Z Comfort Unit II, 1994
steel, birch plywood, velvet, plexiglas, foam
mattress, various objects