

FONDAZIONE PRADA PRESENTS THE THIRD EVENT OF ITS MUSICAL PROGRAM “I WANT TO LIKE YOU BUT I FIND IT DIFFICULT” AT ITS MILAN VENUE ON 27 SEPTEMBER 2019

Milan, 17 July 2019 - Fondazione Prada presents the third and final event of the musical program “I WANT TO LIKE YOU BUT I FIND IT DIFFICULT”, curated by Craig Richards, in the external spaces of its Milan premises on Friday 27 September, from 7 pm to midnight. Conceived as a series of three appointments—the first two events took place on 16 May and on 14 June—the project is an attempt to explore a wide range of genres and languages hosting international music performers, such as Andrea Belfi, Biosphere, Colleen, Floating Points, Helena Hauff, Maarja Nuut & Ruum, object blue, Pole, Ben UFO, and Craig Richards.

The event on 27 September will include the live performances by British producer, DJ and composer Sam Shepherd, aka Floating Points, who draws from many musical genres from the past to create a unique and incomparable sound which cleverly defies genre; French multi-instrumentalist Colleen, who through the use of instrumentation combined with effect pedals is constantly exploring new sounds and finding new ways to create music as a solo performer; British DJ Ben UFO, who has gained a reputation as one of the best in the world through his ability to stitch many styles of forward-thinking music together effortlessly into one coherent narrative; as well as the DJ set by acclaimed British DJ and music producer Craig Richards.

Following the first music program presented in 2018, which featured international artists such as Ricardo Villalobos, Midori Takada, Burnt Friedman, Mulatu Astatke, Monolake, Joy Orbison, Baby Vulture and E/tape, Fondazione Prada continues incorporating musical experimentations into its cultural offer, creating unexpected resonances between disciplines. Starting from a personal perspective, developed by Craig Richards, the constellation of acts included in the three line-ups aims at engaging a plurality of audiences with Fondazione Prada’s mission, proving that culture can be as entertaining and attractive as it is useful and necessary. The program, open to contaminations and proposing unpredictable dialogues among established and emerging artists, has been conceived as a challenging cultural experience, in which music is presented as a manifestation of creative freedom both for performers and the public alike.

As stated by Craig Richards, “The key concept behind the project is contained within its title: ‘I WANT TO LIKE YOU BUT I FIND IT DIFFICULT’. The notion of liking or disliking music and how we absorb and understand it, the power of preconceptions, the person who plays the music, the format in which you receive it, the environment you hear it in, the sound system you hear it on, the headspace you are in when you hear it, at night or by day... All of these factors contribute to any relationship with music. My curation of this year attempts to explore the notion that music when juxtaposed can be challenging, confrontational, atmospheric, beautiful and awkward. Each show has potential to inspire or irritate. Quite

simply, as the title suggests, these performances attempt to explore the indescribable force of music, liked or disliked”.

Underlining his double commitment in the project, Craig Richards continues: “as a DJ I am fascinated by the order in which music is played. The role of a DJ revolves around the process of selection, this defines the musical journey and its narrative. My role as a curator is simply to represent my taste. Musical discoveries, old and new, will be presented in an order which hopefully creates inspiration, intrigue, uneasiness and enjoyment. The fundamental aim is to recognize and define a common thread, which runs through the music and somehow stitches it together. I believe that ‘liking’ music is not always easy, but with perseverance the rewards are not only wonderful but also full of promise”.

Press Contacts

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PRACTICAL INFORMATION AND TICKETING

The event will take place at Fondazione Prada’s external courtyard spaces on Friday 27 September 2019, from 7pm to midnight. Doors open at 6pm.

Tickets are available on Fondazione Prada’s website until 5pm on 27 September or at the door (located at Largo Isarco 2, Milan) from 6pm to 10.45pm on the same day.

Early-bird tickets at the special price of 15 euros can be purchased online until midnight on 31 August.

Online full tickets 20 euros (from 1 September); door tickets 30 euros (on 27 September).

LINE-UP

27 September

Floating Points (live)
Ben UFO
Colleen (live)
Craig Richards

BIOGRAPHICAL NOTES**Ben UFO**

Over the past five years, Ben UFO has acquired a deserved reputation as one of contemporary dance music's most daring and wide-ranging selectors, with his keen ear and razor-sharp technical abilities enabling him to cut between eras, lineages and mixing styles with dazzling ease and fluidity. Having cut his teeth in early dubstep and drum 'n' bass, his roots lie in UK rave culture - yet his selections cast the net wider, drawing new mutations of this culture into the orbit of house, techno and other global dancefloor sounds. Ben UFO's development as a DJ has been linked to the maturing of Hessle Audio - the label he co-founded in 2007 alongside Pearson Sound and Pangaea. From their early years in Leeds, Ben UFO and Hessle Audio have evolved into core figures in an increasingly globally connected dance music scene, continuing to release new music from both its founders and emerging new artists.

Colleen

Colleen is the alias of French musician Cécile Schott, who over the course of five albums has consistently reinvented herself by taking acoustic instruments out of their usual context and pushing the boundaries of their playability, with compositions ranging from the mysterious and contemplative to kinetic and playful. Colleen has played live all over Europe, the US, Japan, Brazil and Singapore, giving more than 200 concerts in prestigious venues and festivals. From 2003 to 2007, she released three albums on The Leaf Label. After a break, Colleen returned with "The Weighing of the Heart" in 2013 on Second Language, focusing on the voice and on a more colorful and rhythmic approach, still using a wide variety of instruments and introducing a modified viola da gamba. She will release her 6th album this fall on Thrill Jockey, this time focusing on electronics and voice.

Floating Points

Manchester born, London based producer, DJ and composer Sam Shepherd aka Floating Points has quickly become one of the most respected and sought-after musicians in modern music. Debuting in 2009 with the limited 7 inch "For You/Radiality" (Eglo records) he has gone on establishing himself as one of the forerunners of today's new dance music movement. He has released music predominantly on Eglo records (which he runs alongside Alexander Nut), as well as Planet Mu, R2, Ninja Tune and notching up remixes and features for the likes of Domino, Ubiquity, XL, Fabric and Rinse. Outside of his studio based productions and DJ sets Shepherd makes use of his classical music training, writing, composing and arranging for the Floating Points Ensemble. The 16 piece group, led by Shepherd, recently won the "Best Maida Vale Session" gong at Gilles Peterson's Worldwide Awards. When not writing, recording or playing music Sam Shepherd can be found in the laboratories of UCL, where is currently studying a PHD in "The Neuroscience of Pain".

Craig Richards

Craig Richards studied at Bournemouth School of Art, St Martins School of Art and the Royal college of art from 1986 to 1992, since which time he has become a record collector, DJ, music producer, visual artist and creative director of Houghton Festival. He can be described in many ways but most of all he is a storyteller. His ability to create a narrative in everything he does is the secret to his success. Unlike many of his contemporaries Craig achieved worldwide fame by staying in one place. His weekly residency at Fabric in London is without question one of the most significant in dance music history. As both resident and musical director he not only defined the musical output of the world's most famous club but in doing so helped shape British underground music. The influence of his unique and uncompromising sound during his early morning sets has reached far and wide. A versatile and meticulous craftsman who can adapt to any situation. After the closure and subsequent reopening of Fabric his weekly residency is now reduced to monthly in order to make space and time for new projects. Whilst still playing records all over the world his primary focus is on creative projects - Houghton festival, a painting show, The nothing special and Tuppence record labels, and an album to finish. More Craig recently has taken on the role of curator bringing his musical knowledge and expertise to the environment of an art gallery. 2018 saw the creation of "I WANT TO LIKE YOU BUT I FIND IT DIFFICULT" held at Fondazione Prada in Milan. In this series the curatorial role involves Craig exploring contrast within music through juxtaposition.