

AMOMA

REM KOOLHAAS

&&& SIMON BROWN  
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# Content

Perverted  
Architecture

Homicidal  
Engineering

Sweat shop  
Demographics

Big Brother  
Skyscrapers

Slum  
Sociology

Martha Stewart  
Urbanism



al Qaeda  
Fetish

TASCHEN

Paranoid  
Technology



# Out of fashion

Since opening the store in New York, Prada and AMO have collaborated on over 30 non-architectural projects. Here's a sample....

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45°27'N  
9°17'E

10 / May / 03  
19:00

BY NICOLAS FIRKET AND MARKUS SCHAEFER

Architects are familiar with rupture - a succession of manic labor and post-delivery abandonment. With Prada, OMA-AMO has left architecture's wild mood swings and entered (unwittingly) the state of an eternal jogger's high. Instead of disengaging after

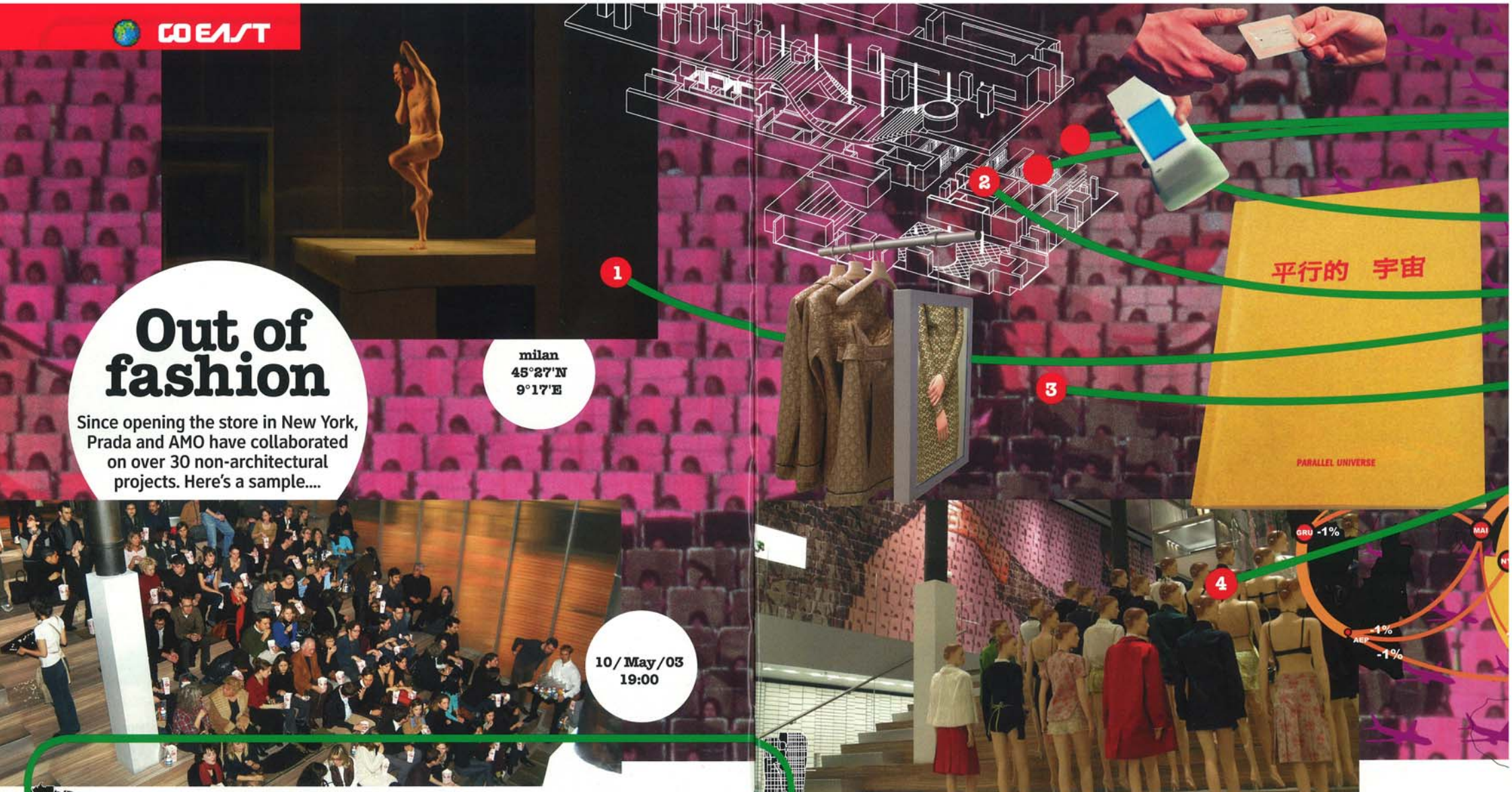
implementation, AMO has a continuous involvement with the store and its displays. Prada SoHo is not about architecture anymore, but about a timeline of events and media production. Prada is not a client, but collaborator and source of content.

**1 Prada Epicenter:** "Epicenter" implies destabilization as concept. The store should not be a shrine to a brand, but an ongoing experiment. In New York, it hosts events to re-inject public space into the commercialized desert of SoHo, then exploits the events as potential content sources.

**2 Ubiquitous Information:** The store has layers of changeability, of which media is the most flexible. Information technology aims to permeate space with information - at once digital ornament and roving window into the stock and customer databases. Digital information offers a parallel reality and an opportunity to

instigate new scenarios that unfold in space. Technology extends the store to the web and grounds the web site in the reality of the store.  
**3 Media Content:** Within the overlapping intuitions of AMO and Prada are shared fascinations with patterns, Asian moods, the derouting of modern icons, and a common

reading of actuality. Moments of resonance are perhaps due to an analogous approach to modernity as a repertoire, or to a shared sense of opportunity.  
**4 Parallel Universe:** Producing media is a way of seeing, recording and recontextualizing. What the web does in the digital realm - creating the >





potential to juxtapose anything with anything like a surrealist machine - media can do with real space. For the "Parallel Universe" installation, scenes from a Chinese shopping mall were transplanted into the Soho store.

**5 Duty Free:** Since there it has no real need for the web site, Prada's can become a space for experimentation. E-commerce

product proposals include Prada mobile phones, fur palm, shoe-phone, laptop-bag, augmented reality sunglasses, Prada SM, headline t-shirt, and an alliance of Prada and Ebay.

**6 Prada Friend:** Prada's web site is linked to its stores and acts as a local service and fulfillment center by which customers are incorporated. "Prada

Friend" is the link to the sales staff, "Prada Closet" the link to interactive dressing room and to staff recommendations.

**7 Fragrance mixer:** A perfume flask for the entire gender spectrum. Male and female fragrances are mixed on demand, and can be adjusted to suit the wearer's changes in mood.

**8 Backdrop:** The fashion show is the heartbeat of Prada, an unrelenting mechanical rhythm and source of 75% of Prada content.

**9 Sport Stripe:** Continuous involvement with Prada's visual approach led to work on advertisement proposals. The first published ad campaign done by AMO was based on re-branding pictures of the

Mexico Olympics (by Magnum).

**10 Plywood Minimalism:** Furniture at once rough and refined

**11 Sponge:** A display system without a systematic nature

**12 Ad Porn:** Desire revisited

**13 Tokyo Content:** AMO's first collaboration with another architectural firm - content produced for the Snorkels

designed by Herzog & de Meuron for their Tokyo Aoyama store

**14 Sports Guide:** A "Falk" city map turned into a collection guide

**15 Fashion Show Wallpaper:** Prada beats the fear of flying

**16 Prince Trust:** Fashion Rocks: Mila Jovovich + Prada + AMO + Prince Charles = "Fashion Rocks," as seen on Channel 4. >

