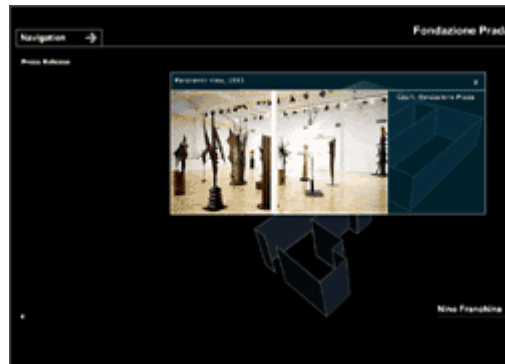


[< archive site of the week >](#)

Week of October 9: [Fondazione Prada](#)

Fondazione Prada Fondazione Prada is the outcome of a restructuring of the PradaMilanArte project—a contemporary art foundation created in 1993, by Patrizio Bertelli and Miuccia Prada. In its current form, the foundation, housed in a converted industrial building in Milan, hosts two shows each year by critically-acclaimed, international artists. This companion site, built in 1997, presents their mission and exhibits to a worldwide audience by showcasing the galleries, and other available spaces, during the exhibitions.

Their success with presenting the museum to visitors who can't attend it in person is one of the most appealing aspects of the site. Not only is it a functional gallery-like project but it's also an informational vehicle that puts the exhibitions into the perspective of larger bodies of work. Artist bios and additional works are featured along with images from the exhibition space and books and catalogs commissioned for each show are available for purchase.



Although all sites can be considered works in progress, gallery sites present a special challenge. The core content is generally very limited—in this case, it consists of only a few informational sections and the shape of the building—and supporting content (dependent on people outside of the Web team) changes with each new exhibition. The designers have done an unbelievable job of merging both.

A large part of the task was to accurately

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maintain and represent the Prada style. The result is an elegantly neutral site that reflects the work and the space without overbranding it. The black background and spare copy are a perfect backdrop for the art and the designers have managed to incorporate into their minimalist design, a main navigation that is always a single click away. The interface is intended to duplicate the experience of wandering through the building and the exhibits. The concept is evident from the splash page where a primary navigation consists simply of a floating palette of words that work, through animated rollovers, to open pop-up windows.

Prada's internationally known minimalist approach to design and art applies equally well to the figurative arts. This site is testament to it.

Wanda Granata, art director

Dave Barnett, programmer

Marzia Teramo/Dave Barnett/Gianfrancesco Bullo, HTML programmers

Simona Zocchi/Roberta Leni, graphic artists

Francesco Calazzo, project manager

Winsome Italia, site design and development

Web site: <http://www.fondazioneprada.org>

Web site: <http://www.winsome.it>

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