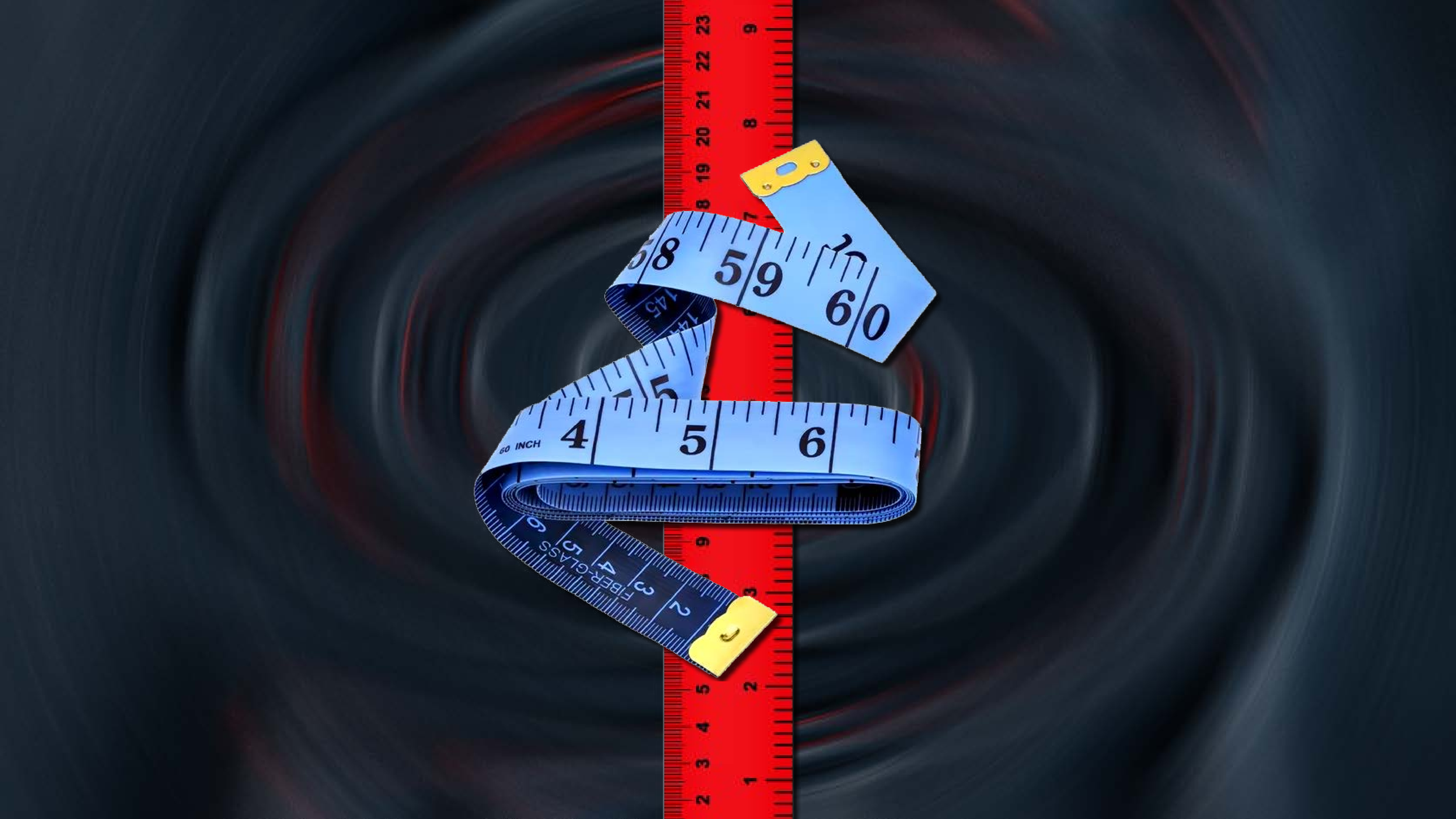
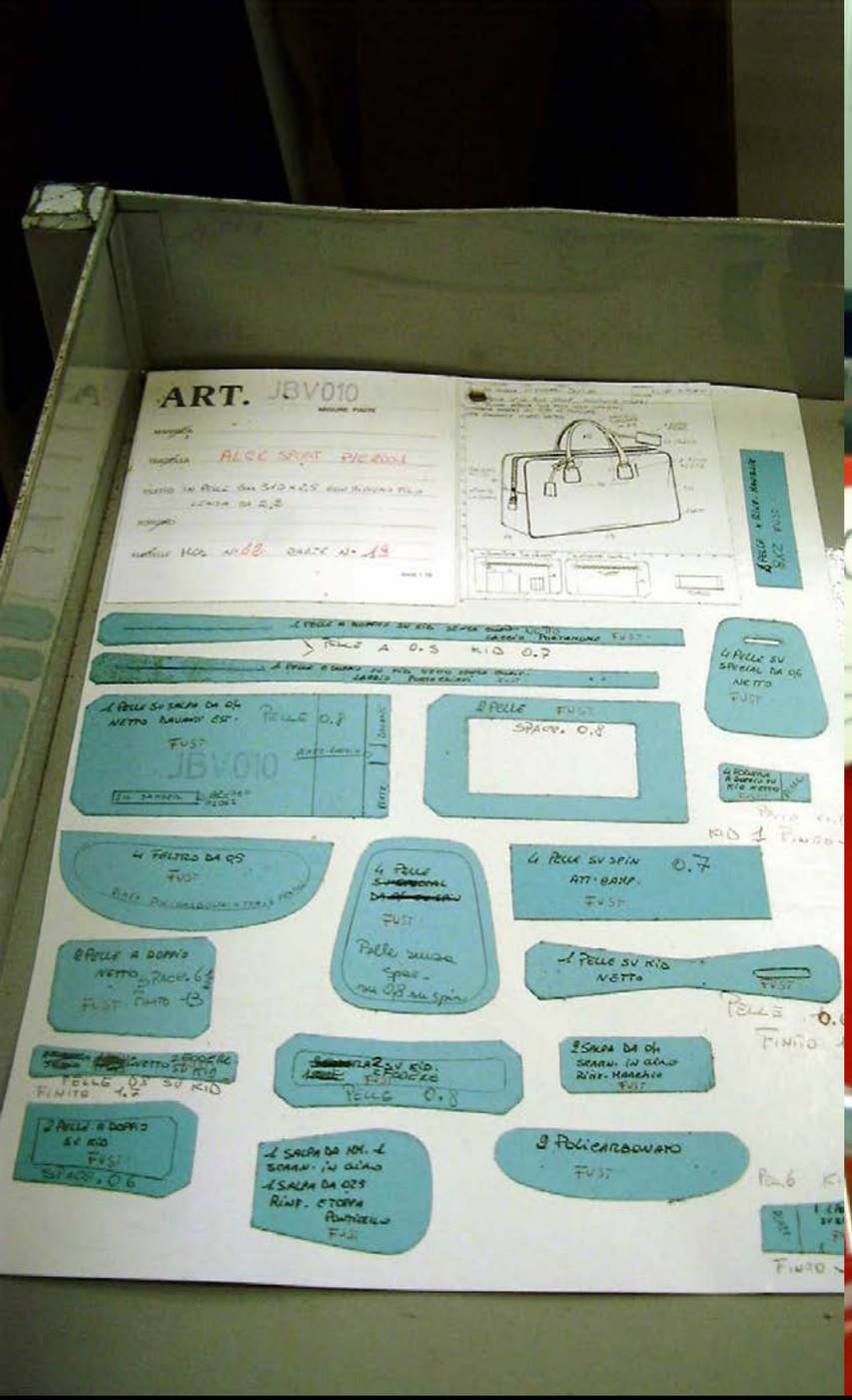

WELCOME




60 INCH
FIBER-GLASS



184 Prada le Cure, Production Centre and Warehouse, project by Herzog&deMeuron, 2000-2001



UNIQLO Shanghai, Wonderwall design studio, 2013



Hermès flagship store windows in P.C. Hooftstraat, Amsterdam

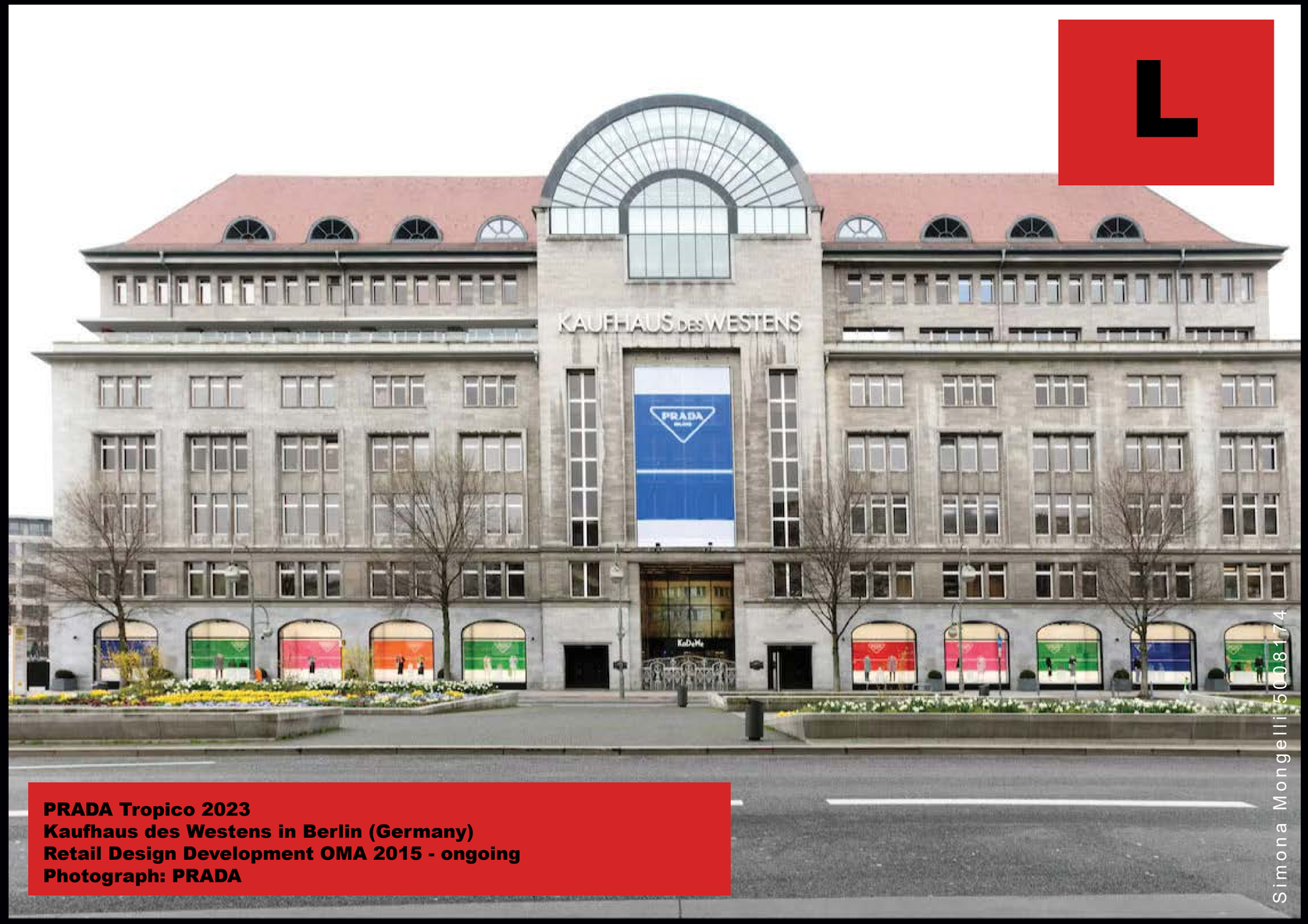


FW 2018 PRADA Frontpack by Rem Koolhaas
Photograph: Pietro D'aprano/Getty Images



PRADA Tropico 2023
New York City Prada Epicenter | OMA*AMO 2001
Photograph: Frameweb


M
PRADA FW 2018
Prada Warehouse in Milan (Italy) | OMA*AMO 2018
Photograph: OMA*AMO
Simona Mongelli 5008174



PRADA Tropico 2023
Kaufhaus des Westens in Berlin (Germany)
Retail Design Development OMA 2015 - ongoing
Photograph: PRADA

Simona Mongelli 5008174

Delft University of Technology
Faculty of Architecture and Built Environment

AR2A011
2024/2025

Simona Mongelli
5008174

SELLING PRADA

From Extra **Small** to Large

This research undertakes a critical examination of the intersection between architecture and fashion, with particular emphasis on the collaborative works of the architectural practice OMA*AMO and the fashion house PRADA. Situated within the broader discourse on spatial representation and brand communication, the study interrogates the role of architecture in articulating and enhancing the experiential and symbolic dimensions of fashion. The investigation is structured across four architectural scales: extra-small (XS), small (S), medium (M), and large (L). Each of them corresponds to distinct multidimensional interventions and user groups, ranging from the individual body to the collective public. Case studies include the design of a wearable object (the "Frontpack"), the scenographic set up of fashion shows, the architecture of flagship retail environments (the "Epicenter"), and large-scale commercial typologies embedded in the urban context. Through a transversal methodology incorporating archival research, critical analysis of primary sources, and an extensive review of relevant literature, the project aims to elucidate the ways in which architectural strategies contribute to the development of brand identity and the mediation of fashion as a cultural practice. In doing so, it positions architecture as an active agent in the production of meaning within the contemporary fashion industry.

Key words: fashion industry, brand identity, retail architecture, interdisciplinary design, architectural scales, OMA*AMO x PRADA, Prada Epicenters





PRADA Epicenter New York City, OMA, 2000-2001



PRADA Epicenter New York City, 25th anniversary (2026)



PRADA Epicenter New York City, OMA, 2000-2001



First CAMPER flagship store, Barcelona (1981), Fernando Amat



“Het openbare rijk”, Herman Hertzberger (1982/1984)


What if architecture could turn a luxury store
into a public space where the most
valuable experience is not for sale?

UNBOXING

Towards a public high-end

UNBOXING



Towards a public high-end

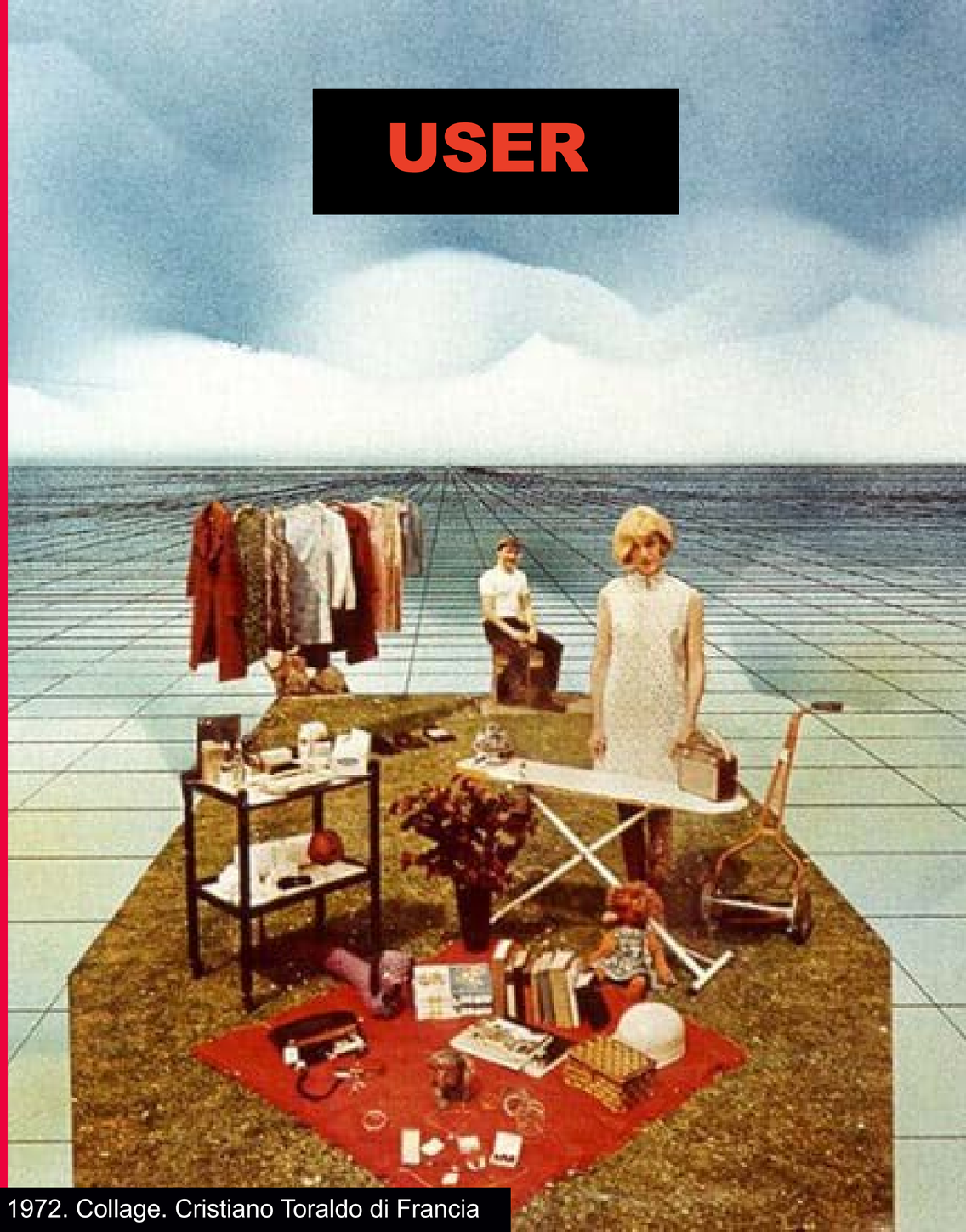


Miu Miu SS27

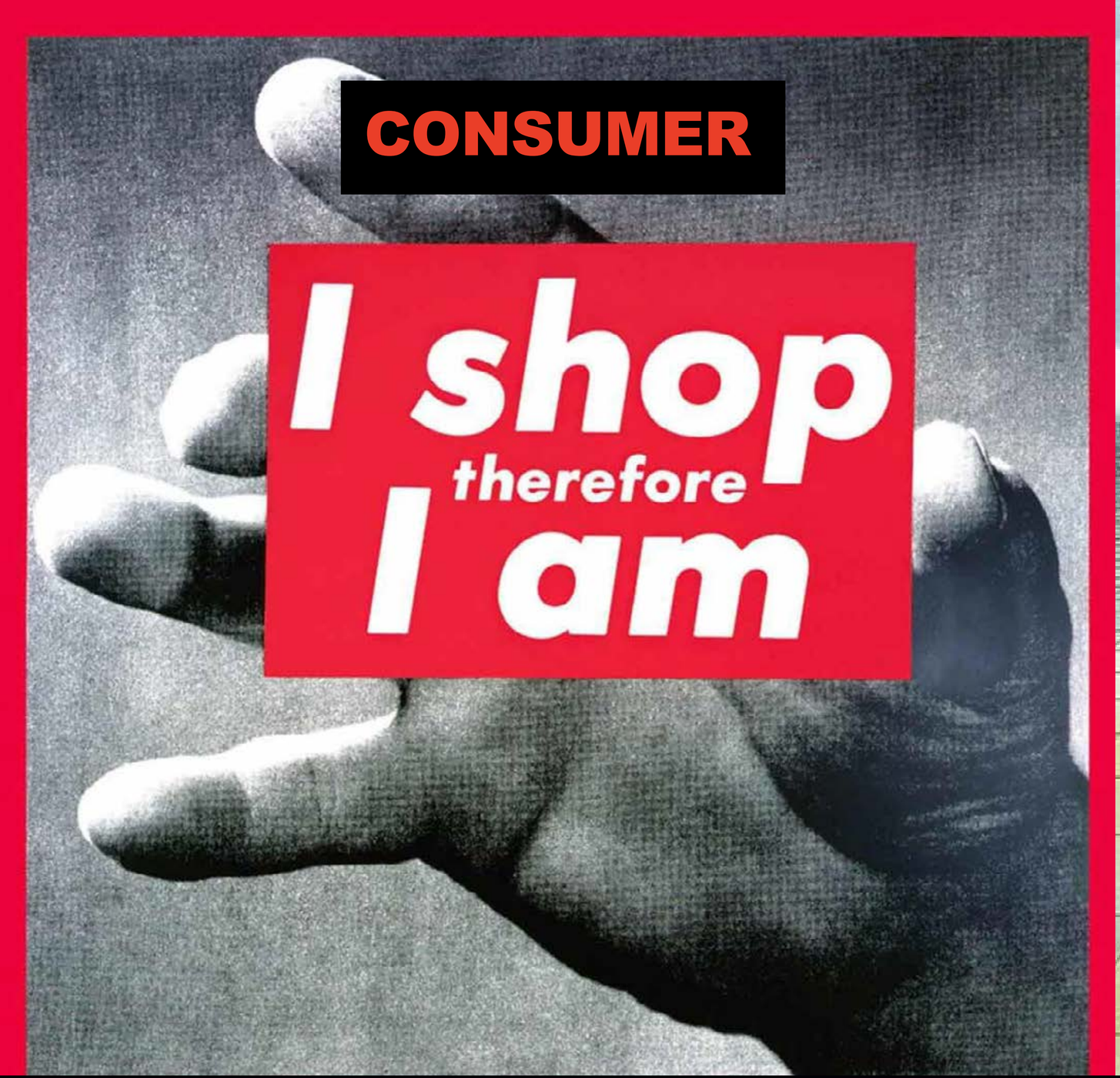


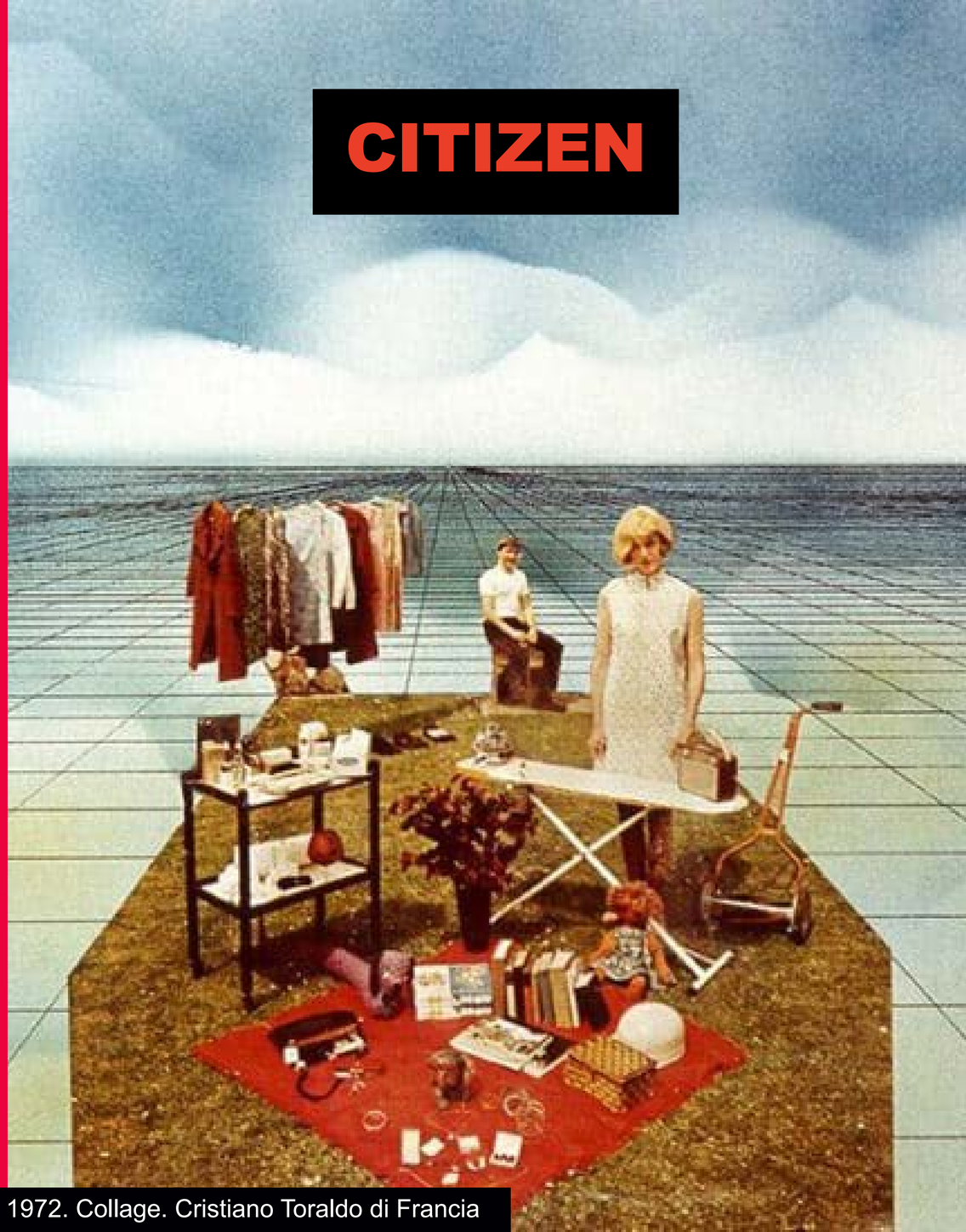
Miu Miu FW 2011 (Photographer: Bruce Weber)





I SHOP THEREFORE I AM, Barbara Kruger, 1987 + Superstudio (1966–1978), Supersurface: Happy Island, 1972. Collage. Cristiano Toraldo di Francia





I SHOP THEREFORE I AM, Barbara Kruger, 1987 + Superstudio (1966–1978), Supersurface: Happy Island, 1972. Collage. Cristiano Toraldo di Francia


ROTTERDAM

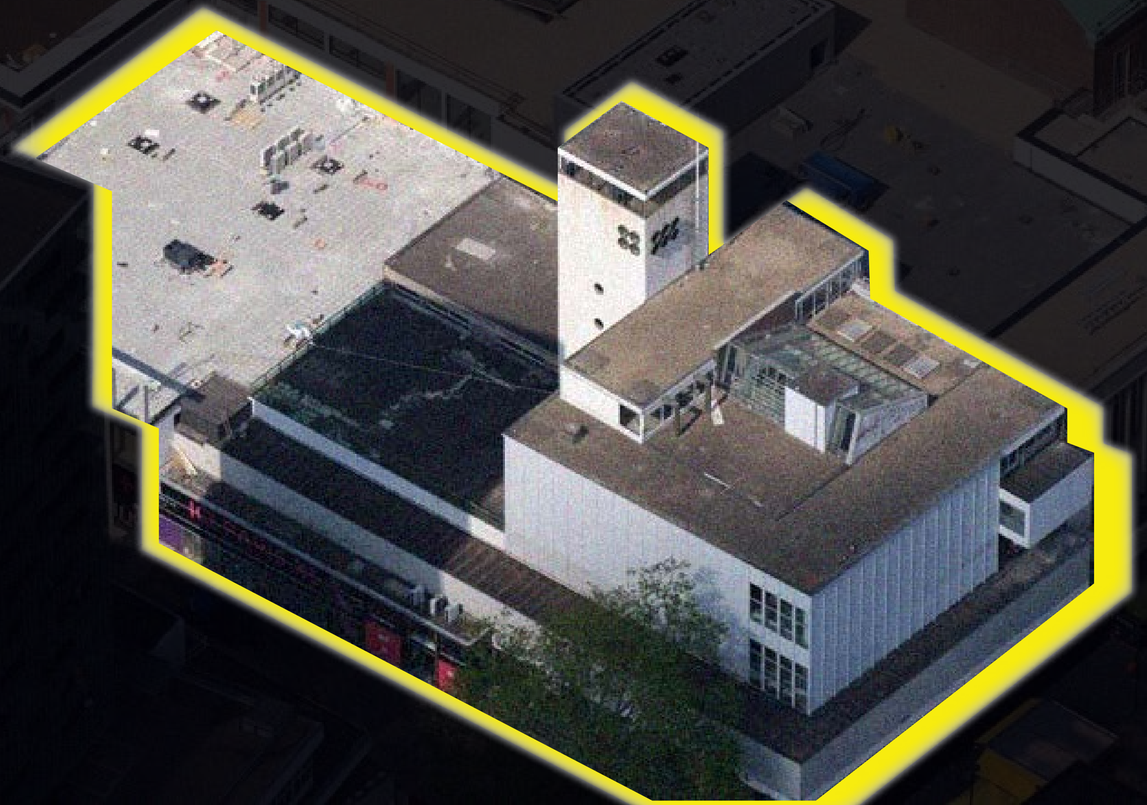

Lijnbaan



Korte Lijnbaan by Night, Jan Willem van Wessel, 2013



Lijnbaan 150




Stadsinformatie / City info



H.H. De Klerk
furniture warehouse



Selexyz Donner
bookstore



OX.Space
cultural pop-up and
community hub


esoterie
esoterie





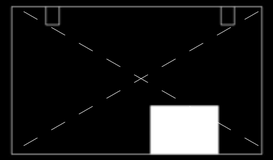
Het Binnenwegplein bruist, maar één winkelpand blijft maar leegstaan: ‘Nee, dit is geen standaardgebouw’

Binnenwegplein is buzzing with life, yet one retail building remains vacant: ‘No, this is no ordinary building’

AD.nl

TOWER VOID





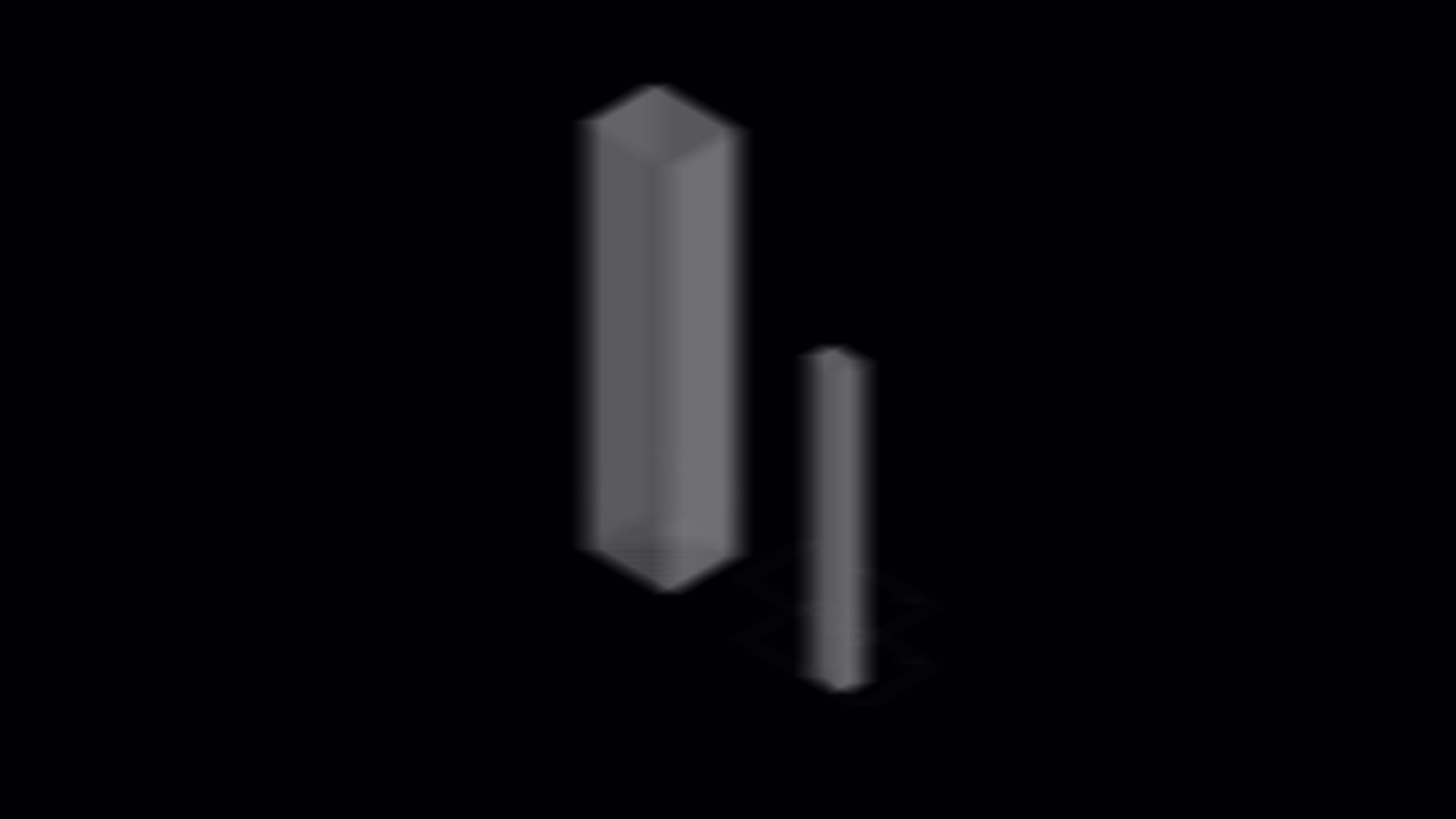
STAIRS

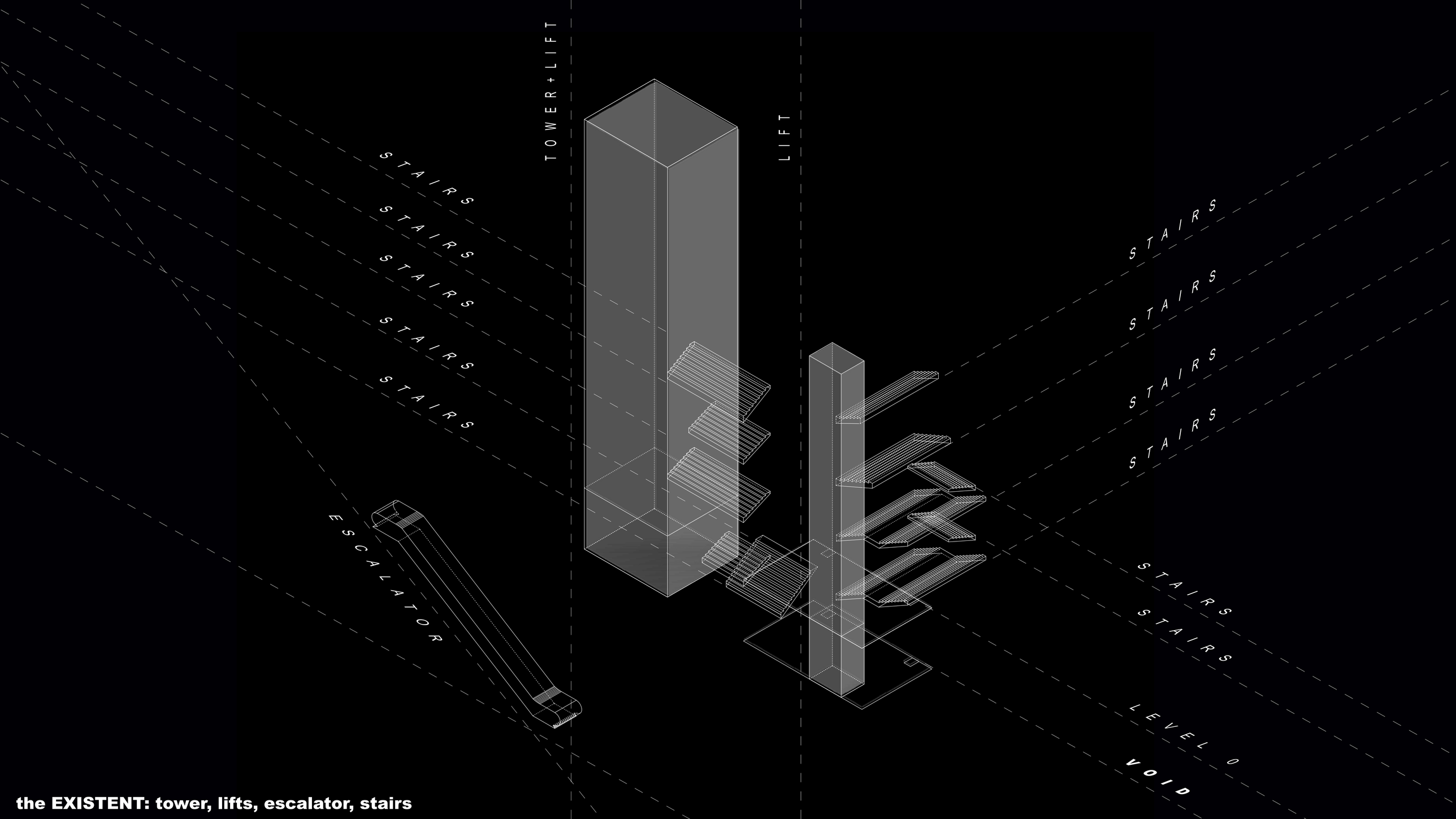


STAIRS

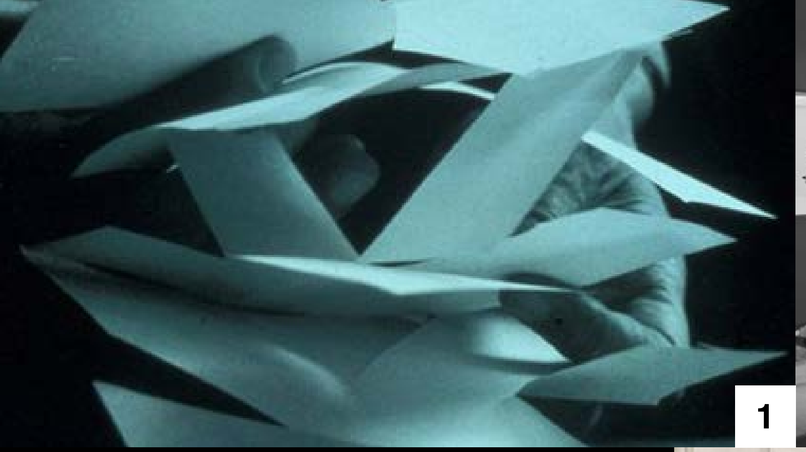
STAIRS

ESCALATOR

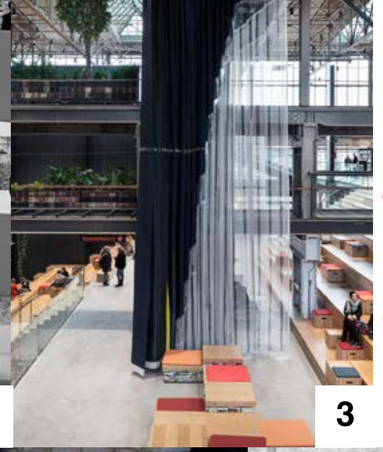


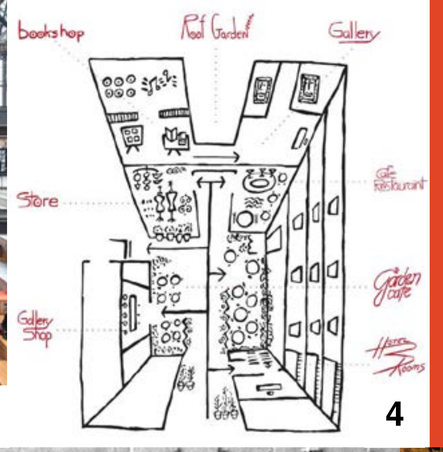


the EXISTENT: tower, lifts, escalator, stairs


1


2


3

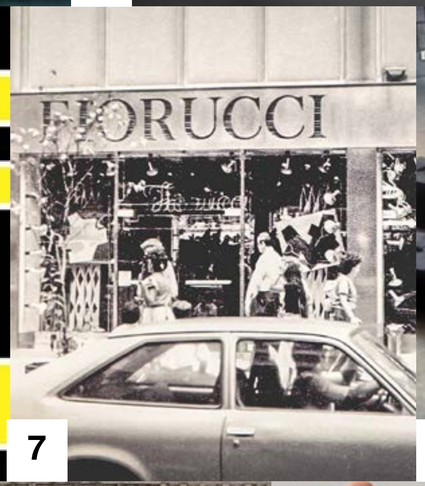


4

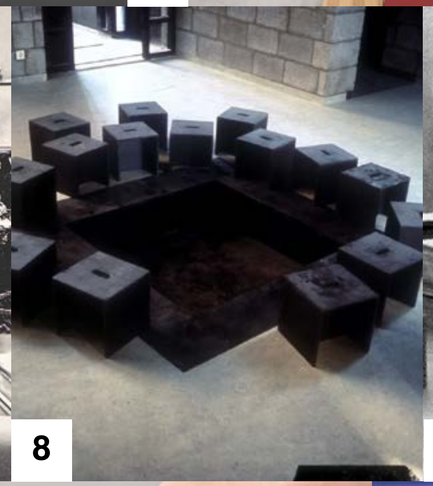


5


6

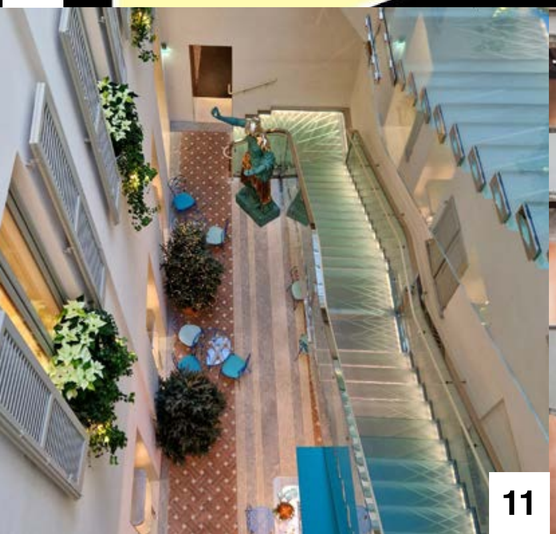


7


8

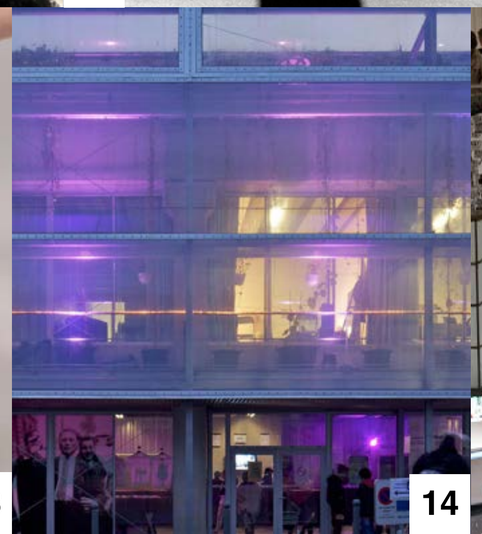

9


10


11


12


13


14


15


A


B

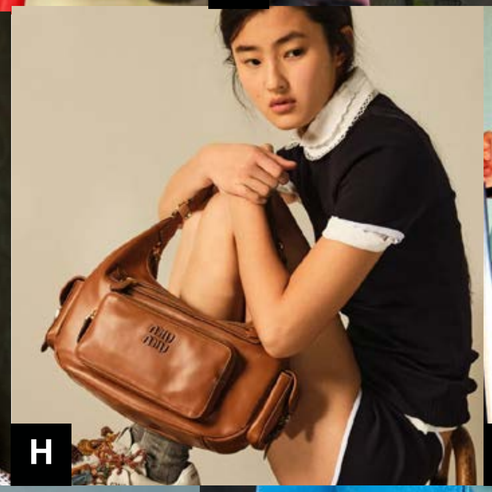

C


D


E


F


G

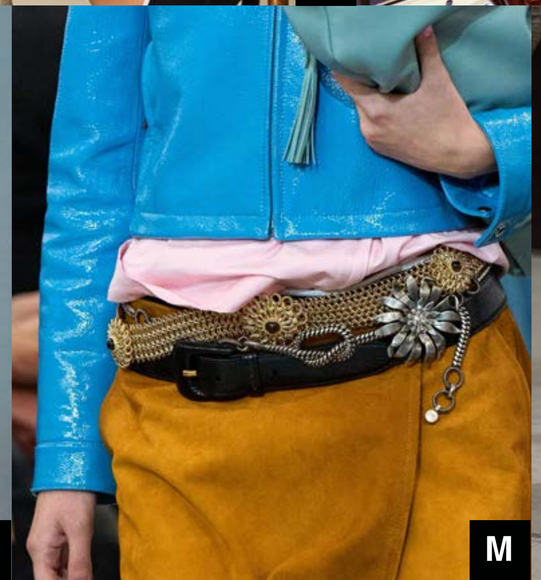

H


I

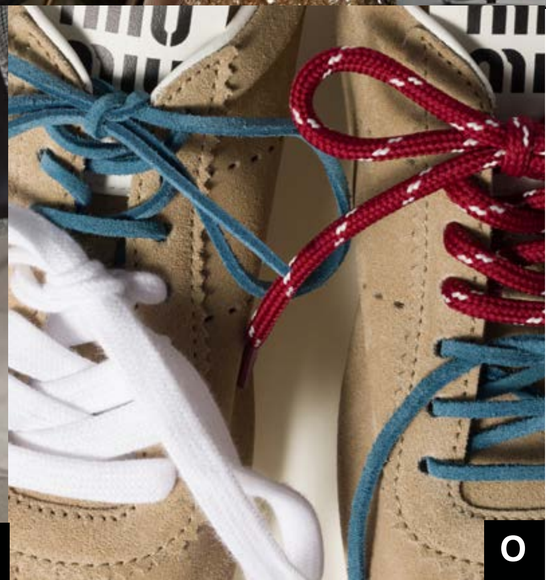

J

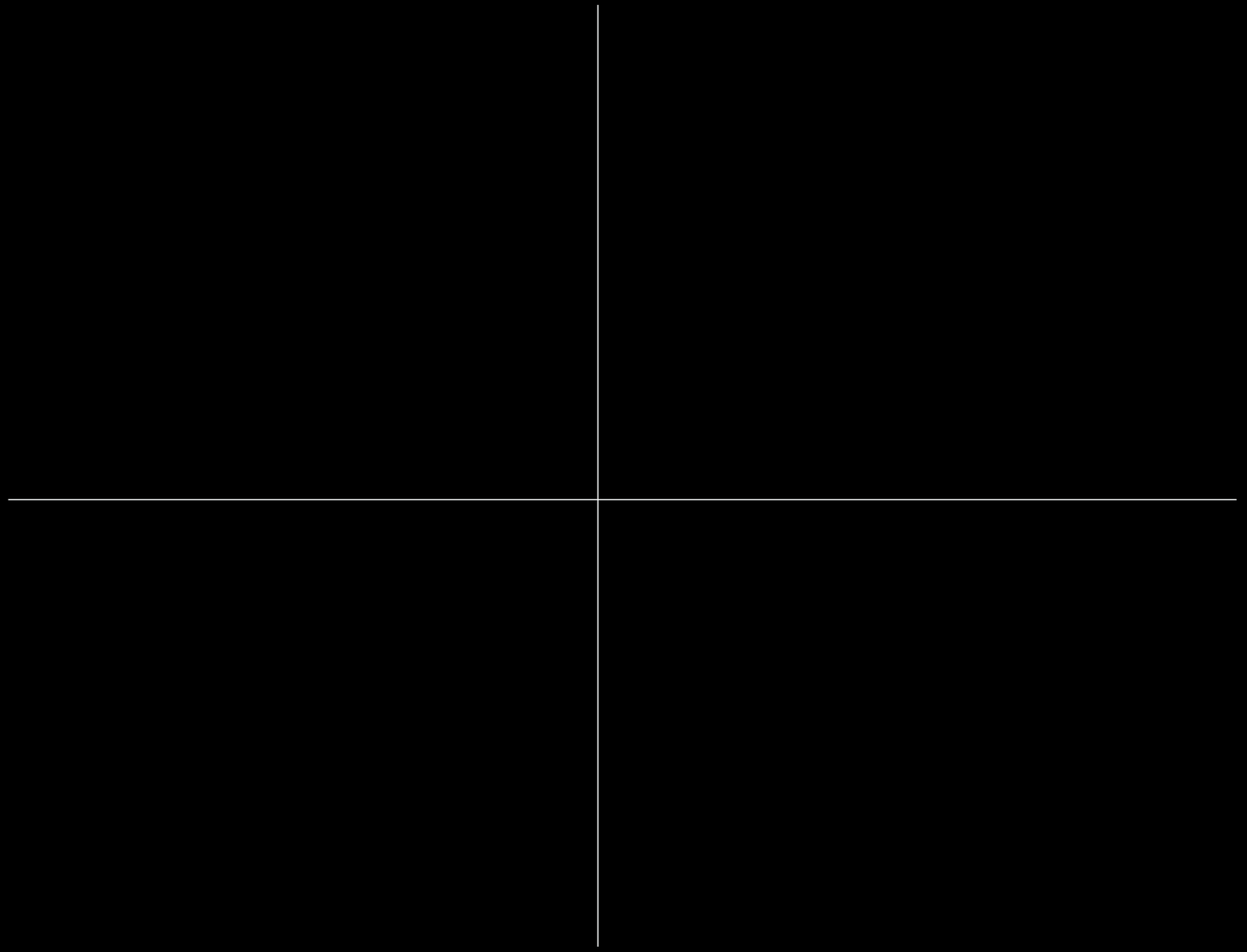

K

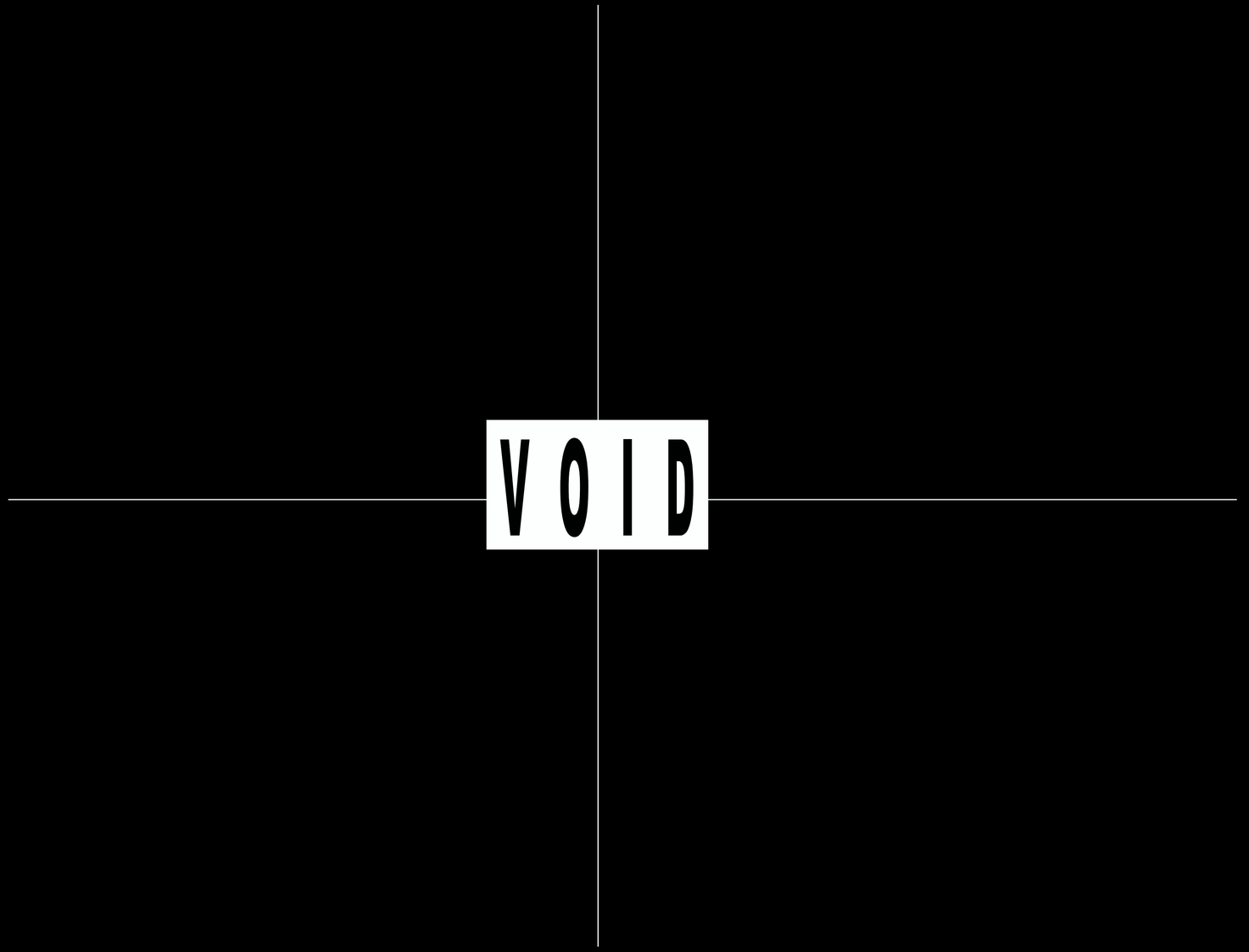

L


M


N


O




VOID

15 ARCHITECTURAL case studies (from XS to L)

1. Jussieu Libraries [Paris, 1992]
   Rem Koolhaas, OMA
2. Guggenheim Museum [New York, 1959]
   Frank Lloyd Wright
3. LocHal [Tilburg, 2018]
   Civic Architects, Braaksma & Roos Architectenbureau, Inside Outside / Petra Blaisse
4. 10 Corso Como [Milano, 1991 + 2024]
   Carla Sozzani, 2050+
5. Camper Temporary Shop [multiple locations, 1981_ongoing]
   different international architects
6. Forum [Groningen, 2019]
   NL Architects
7. Fiorucci San Babila [Milano, 1967]
   Elio Fiorucci
8. Montessori School [multiple locations, various years]
   Herman Hertzberger
9. Oki-ni [London, 2001]
   6a architects
10. Teatro Oficina [Sao Paulo, 1984]
    Lina Bo Bardi, Edson Elito
11. Tiffany Montenapoleone [Milano, 2025]
    Peter Marino
12. Il Fondaco dei Tedeschi [Venezia, 2016]
    OMA
13. KaDeWe [Berlin, 2015_ongoing]
    OMA
14. Polyvalent Theater [Lille, 2013]
    Lacaton&Vassal
15. Le Bon Marché Rive Gauche [Paris, 1852]
    Louise Charles Boileau, Gustave Eiffel

VOID

15 architectural **strategies**

1. vertical overlapping
2. la promenade
3. the infrastructural space
4. framing reality
5. walk in progress
6. fields of viral motion
7. urban stage
8. no-stop learning
9. neutral platform
10. collective performance
11. luxury discomfort
12. history re-activation
13. four quadrants
14. freedom of use
15. permeable exploration

VOID

15 ARCHITECTURAL case studies (from XS to L)

1. Jussieu Libraries [Paris, 1992]
   Rem Koolhaas, OMA
2. Guggenheim Museum [New York, 1959]
   Frank Lloyd Wright
3. LocHal [Tilburg, 2018]
   Civic Architects, Braaksma & Roos Architectenbureau, Inside Outside / Petra Blaisse
4. 10 Corso Como [Milano, 1991 + 2024]
   Carla Sozzani, 2050+
5. Camper Temporary Shop [multiple locations, 1981_ongoing]
   different international architects
6. Forum [Groningen, 2019]
   NL Architects
7. Fiorucci San Babila [Milano, 1967]
   Elio Fiorucci
8. Montessori School [multiple locations, various years]
   Herman Hertzberger
9. Oki-ni [London, 2001]
   6a architects
10. Teatro Oficina [Sao Paulo, 1984]
    Lina Bo Bardi, Edson Elito
11. Tiffany Montenapoleone [Milano, 2025]
    Peter Marino
12. Il Fondaco dei Tedeschi [Venezia, 2016]
    OMA
13. KaDeWe [Berlin, 2015_ongoing]
    OMA
14. Polyvalent Theater [Lille, 2013]
    Lacaton&Vassal
15. Le Bon Marché Rive Gauche [Paris, 1852]
    Louise Charles Boileau, Gustave Eiffel

15 architectural **strategies**

1. vertical overlapping
2. la promenade
3. the infrastructural space
4. framing reality
5. walk in progress
6. fields of viral motion
7. urban stage
8. no-stop learning
9. neutral platform
10. collective performance
11. luxury discomfort
12. history re-activation
13. four quadrants
14. freedom of use
15. permeable exploration

VOID

15 ARCHITECTURAL **case studies (from XS to L)**

1. Jussieu Libraries [Paris, 1992]
   Rem Koolhaas, OMA
2. Guggenheim Museum [New York, 1959]
   Frank Lloyd Wright
3. LocHal [Tilburg, 2018]
   Civic Architects, Braaksma & Roos Architectenbureau, Inside Outside / Petra Blaisse
4. 10 Corso Como [Milano, 1991 + 2024]
   Carla Sozzani, 2050+
5. Camper Temporary Shop [multiple locations, 1981_ongoing]
   different international architects
6. Forum [Groningen, 2019]
   NL Architects
7. Fiorucci San Babila [Milano, 1967]
   Elio Fiorucci
8. Montessori School [multiple locations, various years]
   Herman Hertzberger
9. Oki-ni [London, 2001]
   6a architects
10. Teatro Oficina [Sao Paulo, 1984]
    Lina Bo Bardi, Edson Elito
11. Tiffany Montenapoleone [Milano, 2025]
    Peter Marino
12. Il Fondaco dei Tedeschi [Venezia, 2016]
    OMA
13. KaDeWe [Berlin, 2015_ongoing]
    OMA
14. Polyvalent Theater [Lille, 2013]
    Lacaton&Vassal
15. Le Bon Marché Rive Gauche [Paris, 1852]
    Louise Charles Boileau, Gustave Eiffel

15 MIU MIU **features**

A. **[FW*13]** cardigans over shirts over skirts
B. **[SS**11]** bias cuts
C. **[SS25]** oversized coats with raw linings

D. **[FW24]** intellectual eyewear
E. **[FW11]** unexpected soles
F. **[FW22]** mini skirts, mazi tops
G. **[SS06]** sequined logos
H. **[FW14]** the uniform
I. **[SS15]** gender ambiguity
J. **[SS21]** underwear as outerwear
K. **[FW20]** paillettes
L. **[SS24]** matelassé bags
M. **[FW12]** statement belts
N. **[SS22]** ballet flats
O. **[SS22]** personal embellished laces

15 architectural **strategies**

1. vertical overlapping
2. la promenade
3. the infrastructural space
4. framing reality
5. walk in progress
6. fields of viral motion
7. urban stage
8. no-stop learning
9. neutral platform
10. collective performance
11. luxury discomfort
12. history re-activation
13. four quadrants
14. freedom of use
15. permeable exploration

15 ARCHITECTURAL **case studies (from XS to L)**

1. Jussieu Libraries [Paris, 1992]
   Rem Koolhaas, OMA
2. Guggenheim Museum [New York, 1959]
   Frank Lloyd Wright
3. LocHal [Tilburg, 2018]
   Civic Architects, Braaksma & Roos Architectenbureau, Inside Outside / Petra Blaisse
4. 10 Corso Como [Milano, 1991 + 2024]
   Carla Sozzani, 2050+
5. Camper Temporary Shop [multiple locations, 1981_ongoing]
   different international architects
6. Forum [Groningen, 2019]
   NL Architects
7. Fiorucci San Babila [Milano, 1967]
   Elio Fiorucci
8. Montessori School [multiple locations, various years]
   Herman Hertzberger
9. Oki-ni [London, 2001]
   6a architects
10. Teatro Oficina [Sao Paulo, 1984]
    Lina Bo Bardi, Edson Elito
11. Tiffany Montenapoleone [Milano, 2025]
    Peter Marino
12. Il Fondaco dei Tedeschi [Venezia, 2016]
    OMA
13. KaDeWe [Berlin, 2015_ongoing]
    OMA
14. Polyvalent Theater [Lille, 2013]
    Lacaton&Vassal
15. Le Bon Marché Rive Gauche [Paris, 1852]
    Louise Charles Boileau, Gustave Eiffel

V O I D

15 MIU MIU **features**

A. **[FW*13]** cardigans over shirts over skirts
B. **[SS**11]** bias cuts
C. **[SS25]** oversized coats with raw linings

D. **[FW24]** intellectual eyewear
E. **[FW11]** unexpected soles
F. **[FW22]** mini skirts, mazi tops
G. **[SS06]** sequined logos
H. **[FW14]** the uniform
I. **[SS15]** gender ambiguity
J. **[SS21]** underwear as outerwear
K. **[FW20]** paillettes
L. **[SS24]** matelassé bags
M. **[FW12]** statement belts
N. **[SS22]** ballet flats
O. **[SS22]** personal embellished laces

15 architectural **strategies**

1. vertical overlapping
2. la promenade
3. the infrastructural space
4. framing reality
5. walk in progress
6. fields of viral motion
7. urban stage
8. no-stop learning
9. neutral platform
10. collective performance
11. luxury discomfort
12. history re-activation
13. four quadrants
14. freedom of use
15. permeable exploration

15 ARCHITECTURAL **case studies (from XS to L)**

1. Jussieu Libraries [Paris, 1992]
   Rem Koolhaas, OMA
2. Guggenheim Museum [New York, 1959]
   Frank Lloyd Wright
3. LocHal [Tilburg, 2018]
   Civic Architects, Braaksma & Roos Architectenbureau, Inside Outside / Petra Blaisse
4. 10 Corso Como [Milano, 1991 + 2024]
   Carla Sozzani, 2050+
5. Camper Temporary Shop [multiple locations, 1981_ongoing]
   different international architects
6. Forum [Groningen, 2019]
   NL Architects
7. Fiorucci San Babila [Milano, 1967]
   Elio Fiorucci
8. Montessori School [multiple locations, various years]
   Herman Hertzberger
9. Oki-ni [London, 2001]
   6a architects
10. Teatro Oficina [Sao Paulo, 1984]
    Lina Bo Bardi, Edson Elito
11. Tiffany Montenapoleone [Milano, 2025]
    Peter Marino
12. Il Fondaco dei Tedeschi [Venezia, 2016]
    OMA
13. KaDeWe [Berlin, 2015_ongoing]
    OMA
14. Polyvalent Theater [Lille, 2013]
    Lacaton&Vassal
15. Le Bon Marché Rive Gauche [Paris, 1852]
    Louise Charles Boileau, Gustave Eiffel

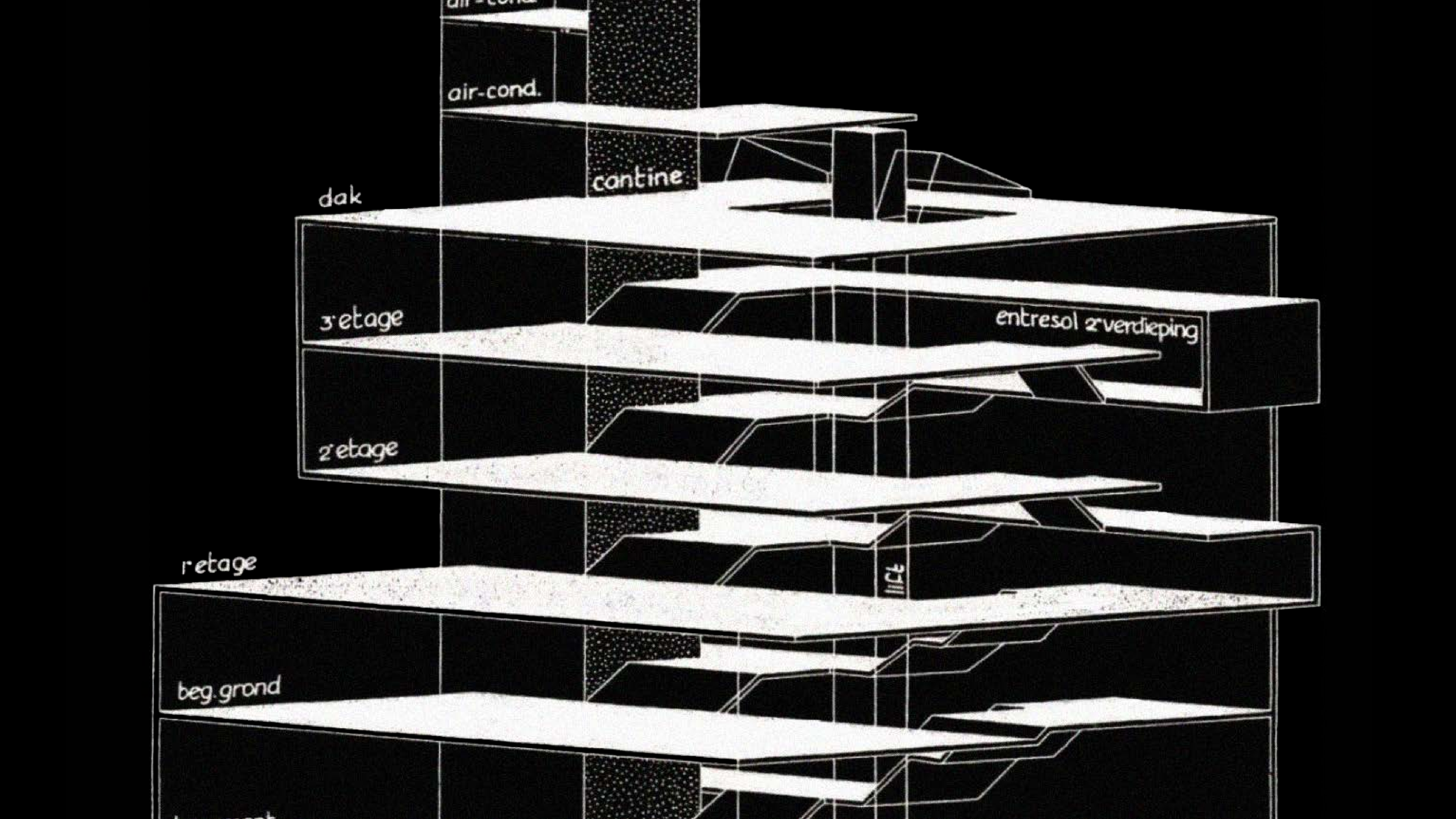
V O I D

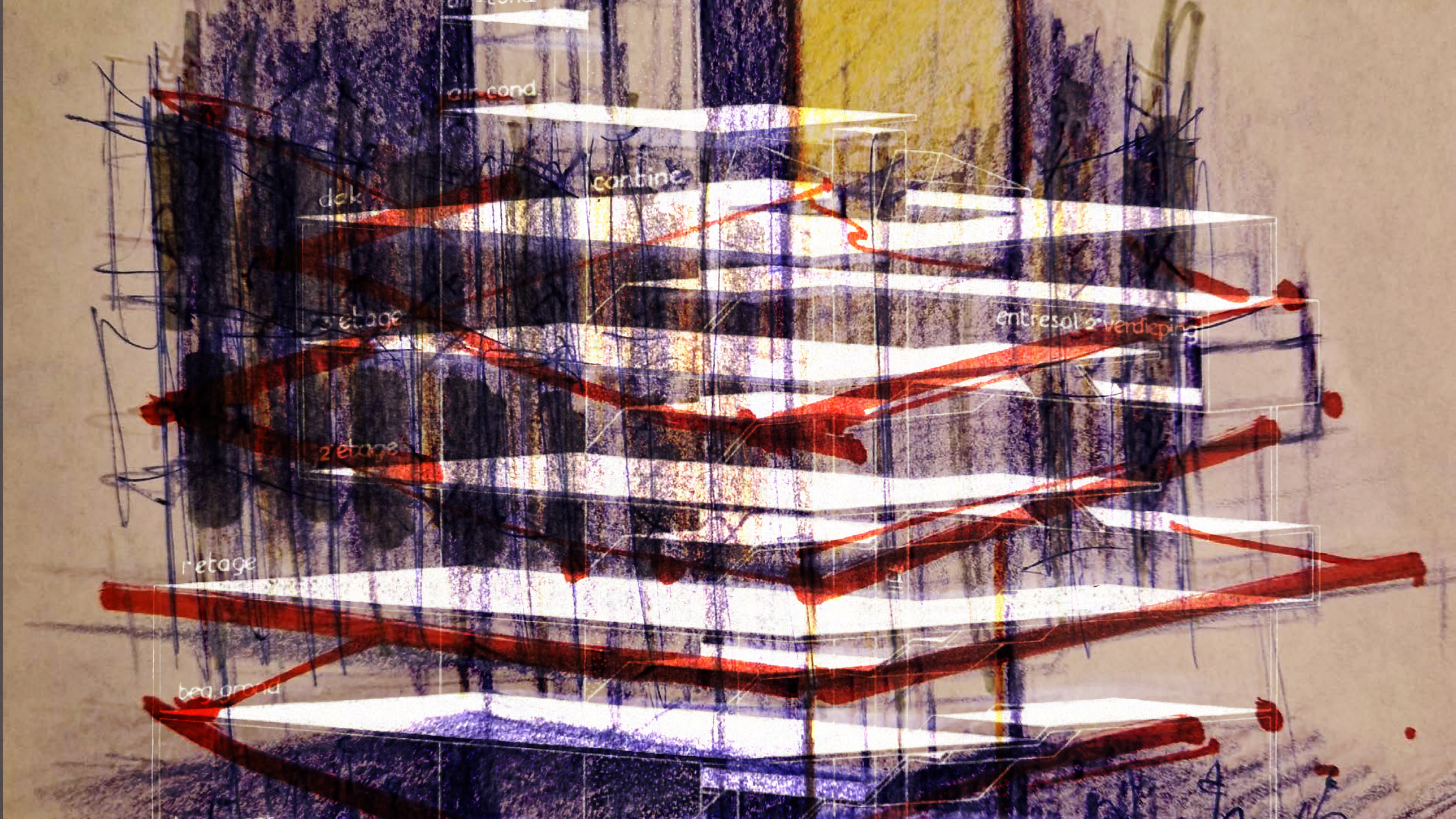
15 MIU MIU features

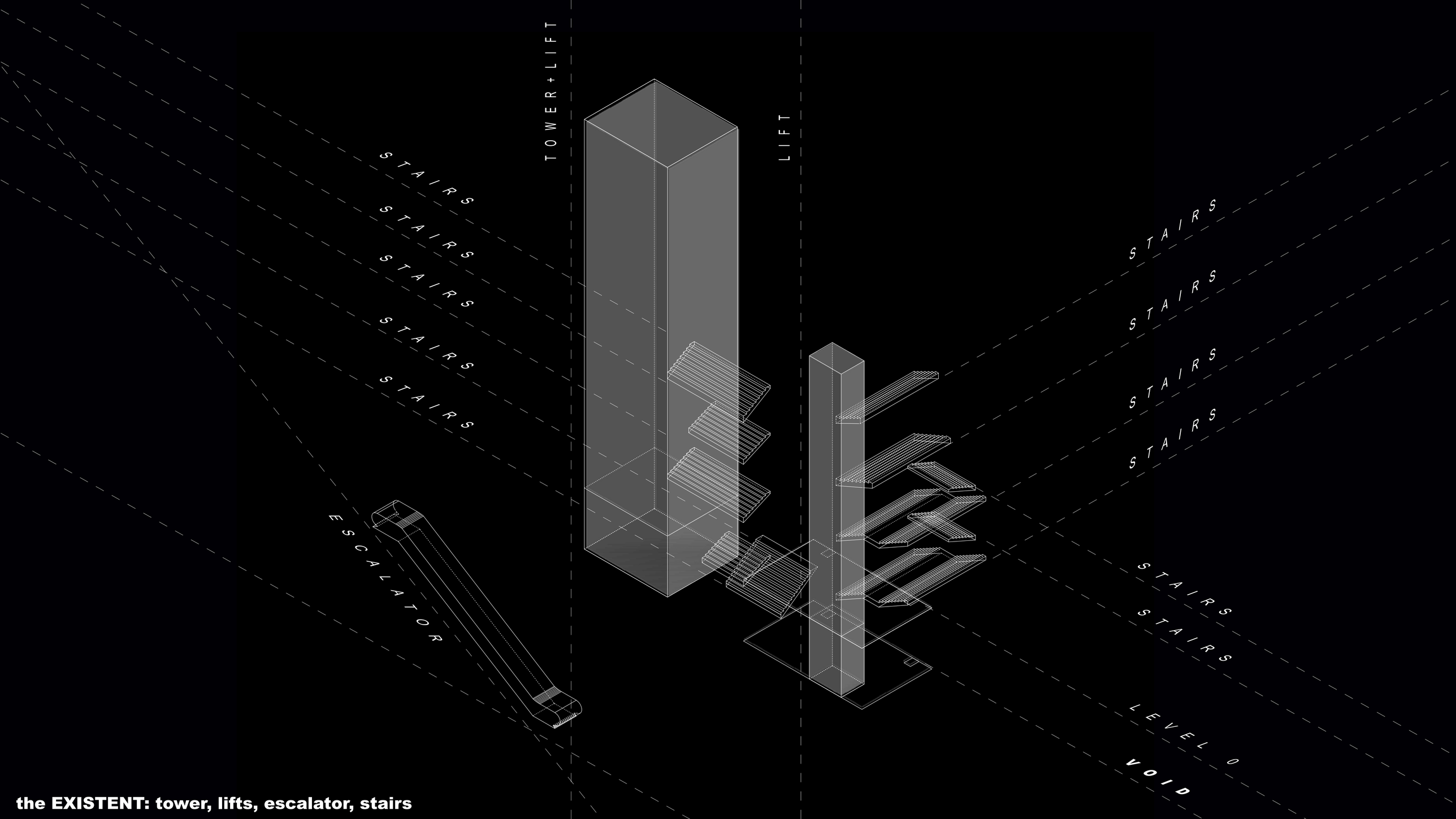
- **A. [FW*13]** cardigans over shirts over skirts
- **B. [SS**11]** bias cuts
- **C. [SS25]** oversized coats with raw linings
- **D. [FW24]** intellectual eyewear
- **E. [FW11]** unexpected soles
- **F. [FW22]** mini skirts, mazi tops
- **G. [SS06]** sequined logos
- **H. [FW14]** the uniform
- **I. [SS15]** gender ambiguity
- **J. [SS21]** underwear as outerwear
- **K. [FW20]** paillettes
- **L. [SS24]** matelassé bags
- **M. [FW12]** statement belts
- **N. [SS22]** ballet flats
- **O. [SS22]** personal embellished laces

15 design ideas

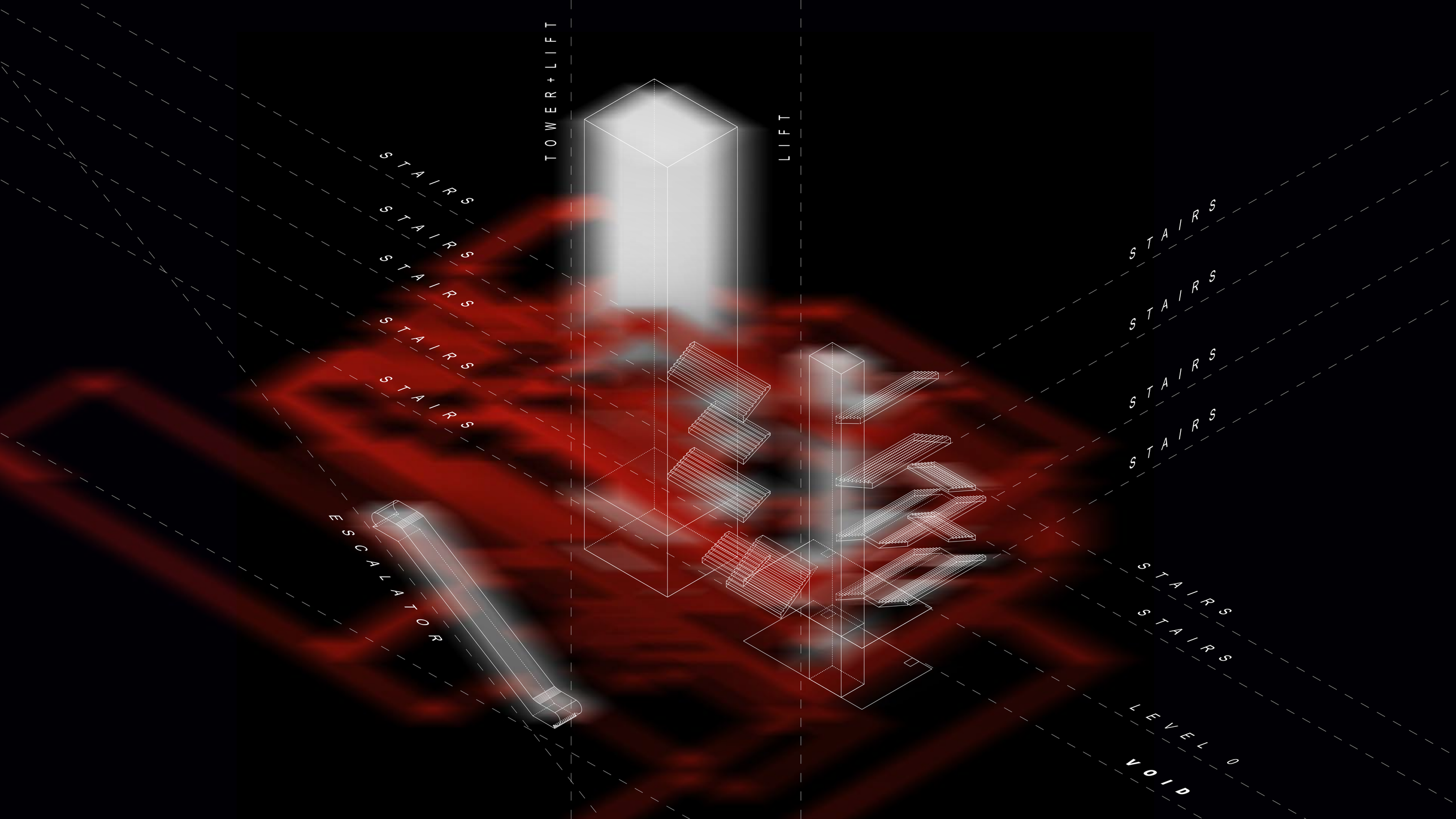
1. LAYERING
2. ESCALATORS
3. RAIL TRACKS
4. OPTICAL BRICK
5. THE RAMP
6. SQUARE/PLAYGROUND/ROOFTOP
7. CITY LOUNGE
8. LABS
9. “GRAND” FLOOR
10. SCAFFOLDING
11. ENERGY PERFORMANCE
12. FANTASY ECOSYSTEM
13. THE BELT
14. LAUNDRY CLUB
15. DRAWERS

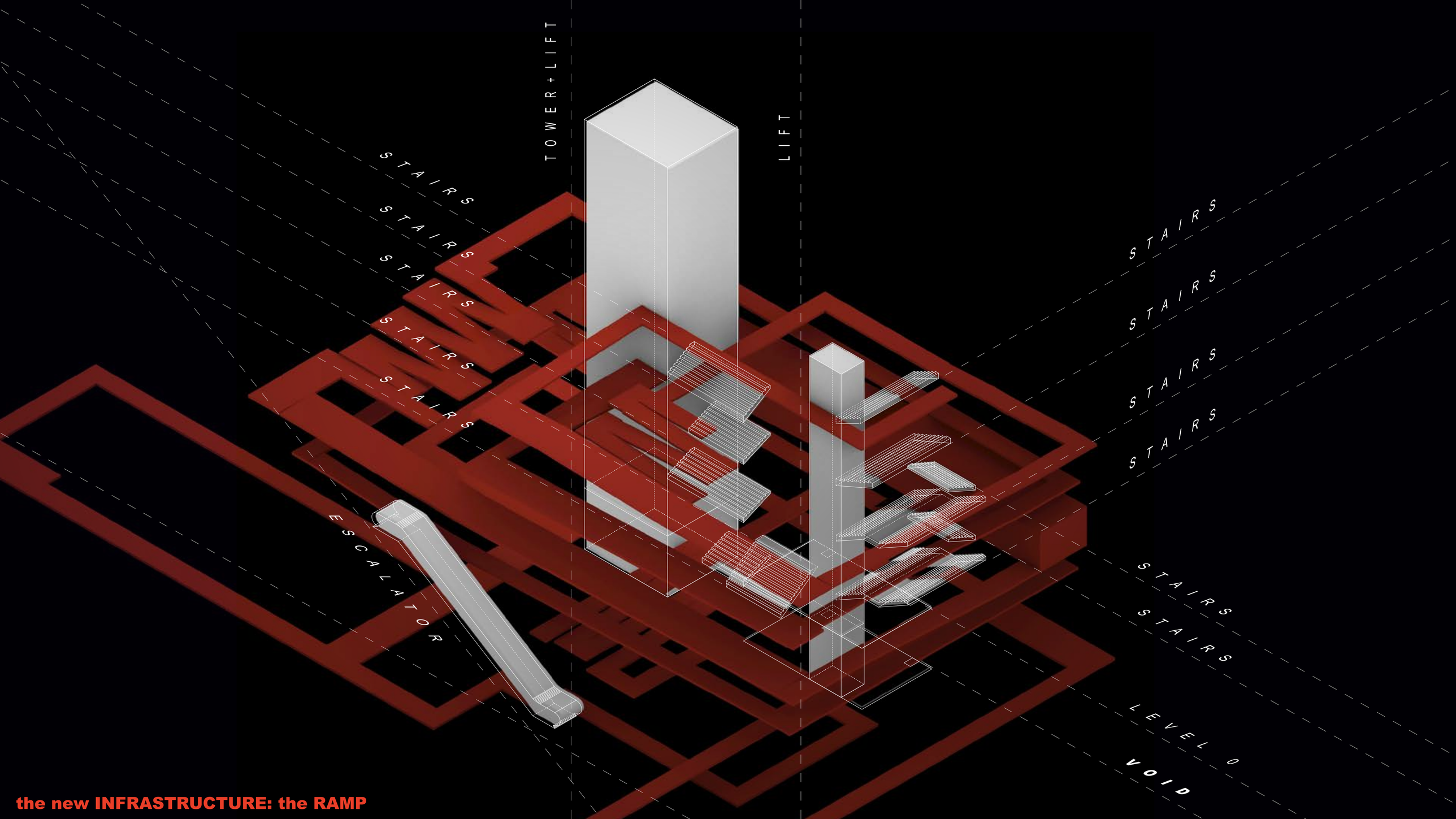

air-cond.
cantine
dak
3e etage
entresol 2e verdieping
2e etage
1e etage
beg. grond


air cond
cantine
dak
3 etage
entresol 2 verdieping
2 etage
1 etage
beg grond

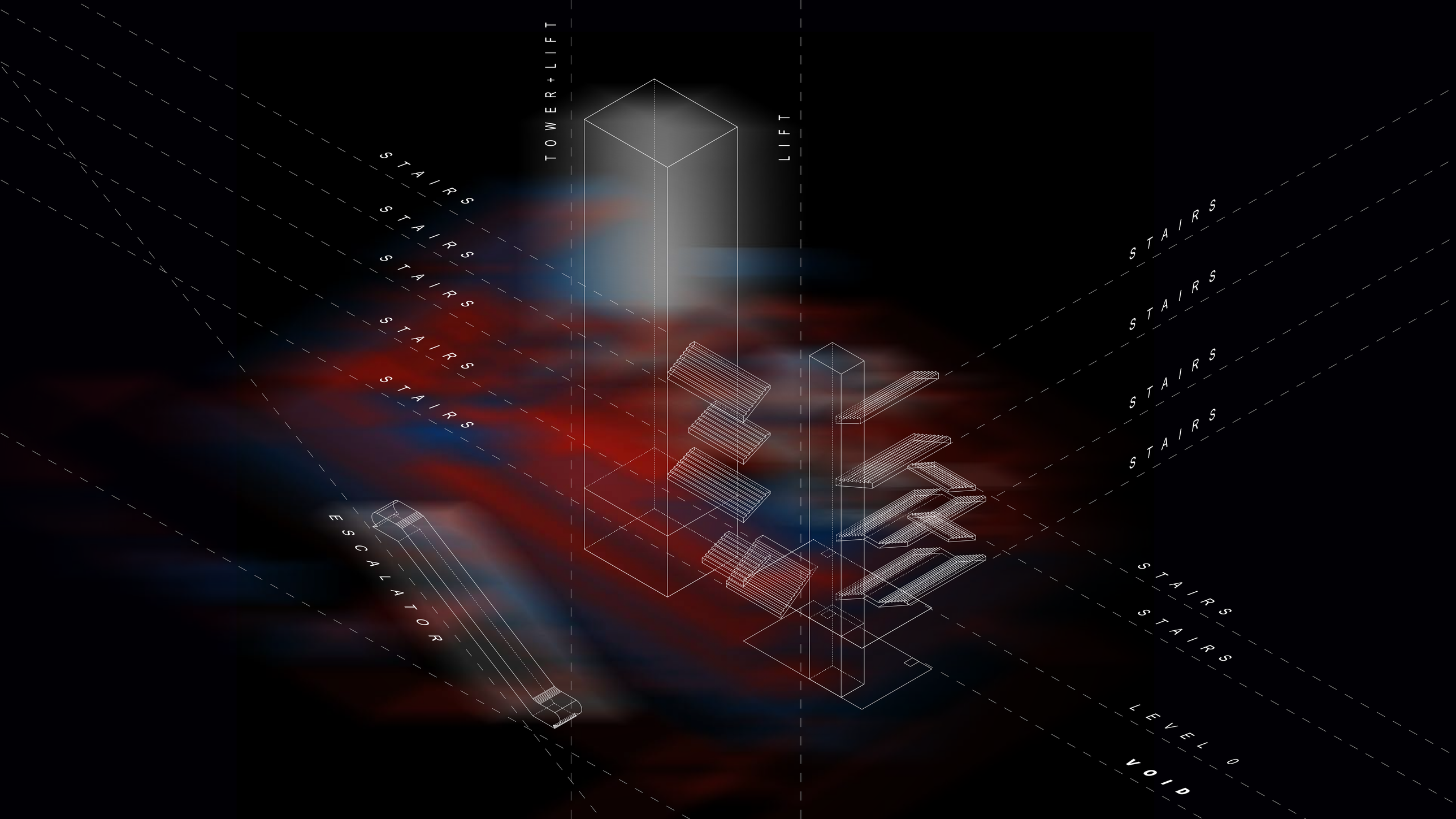


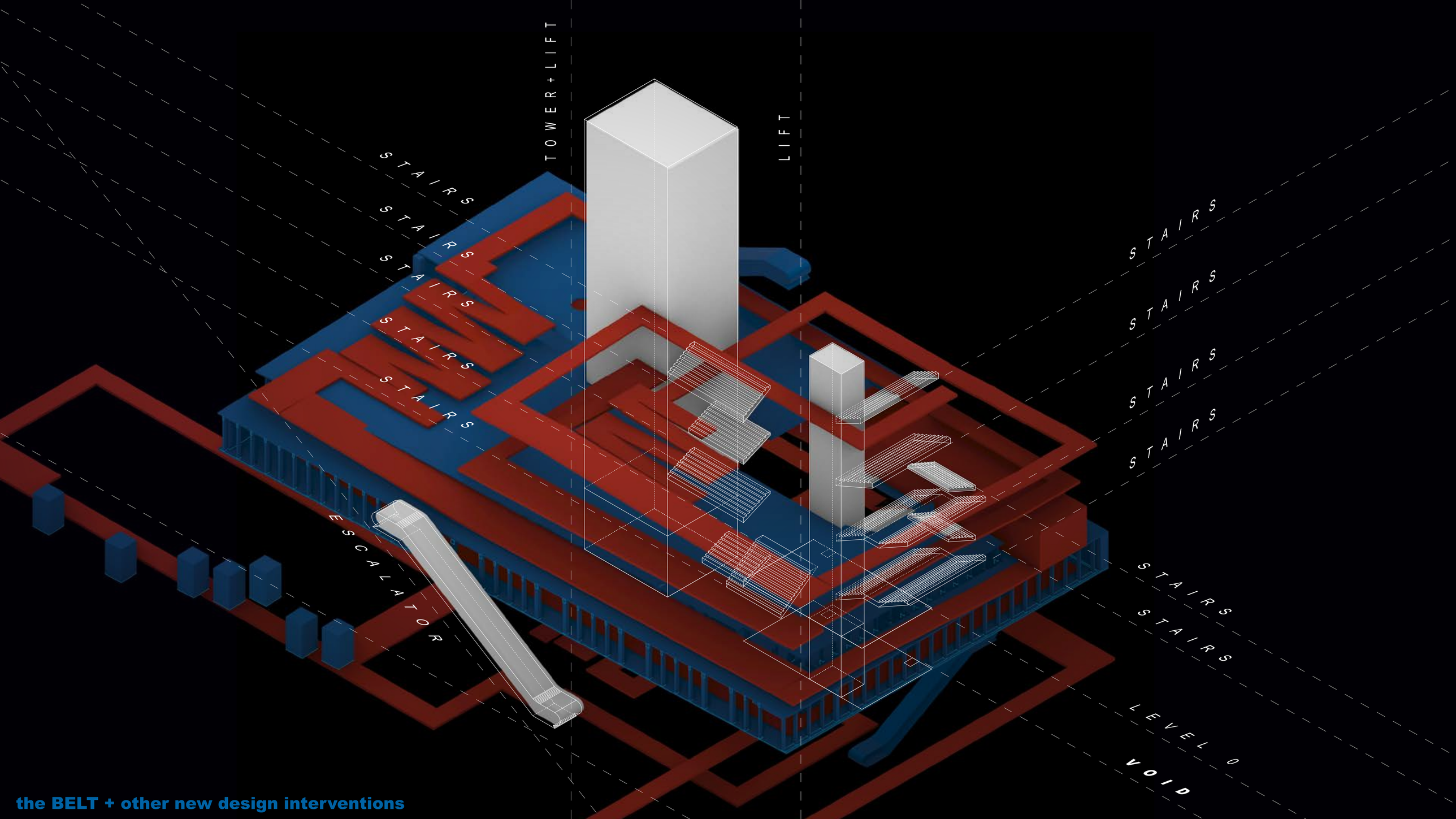
the EXISTENT: tower, lifts, escalator, stairs


TOWER+LIFT
LIFT
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
ESCALATOR
LEVEL 0
VOID

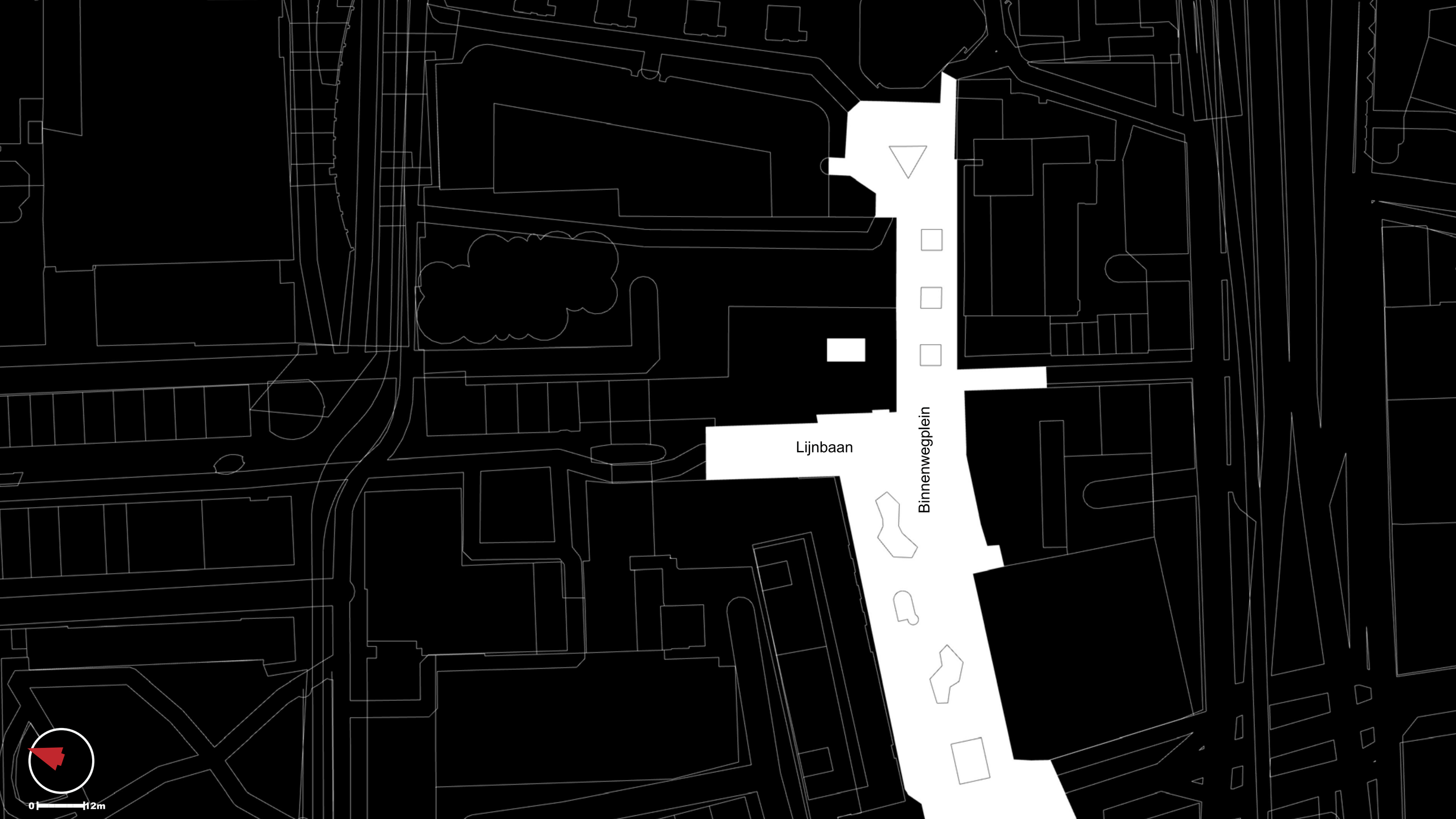


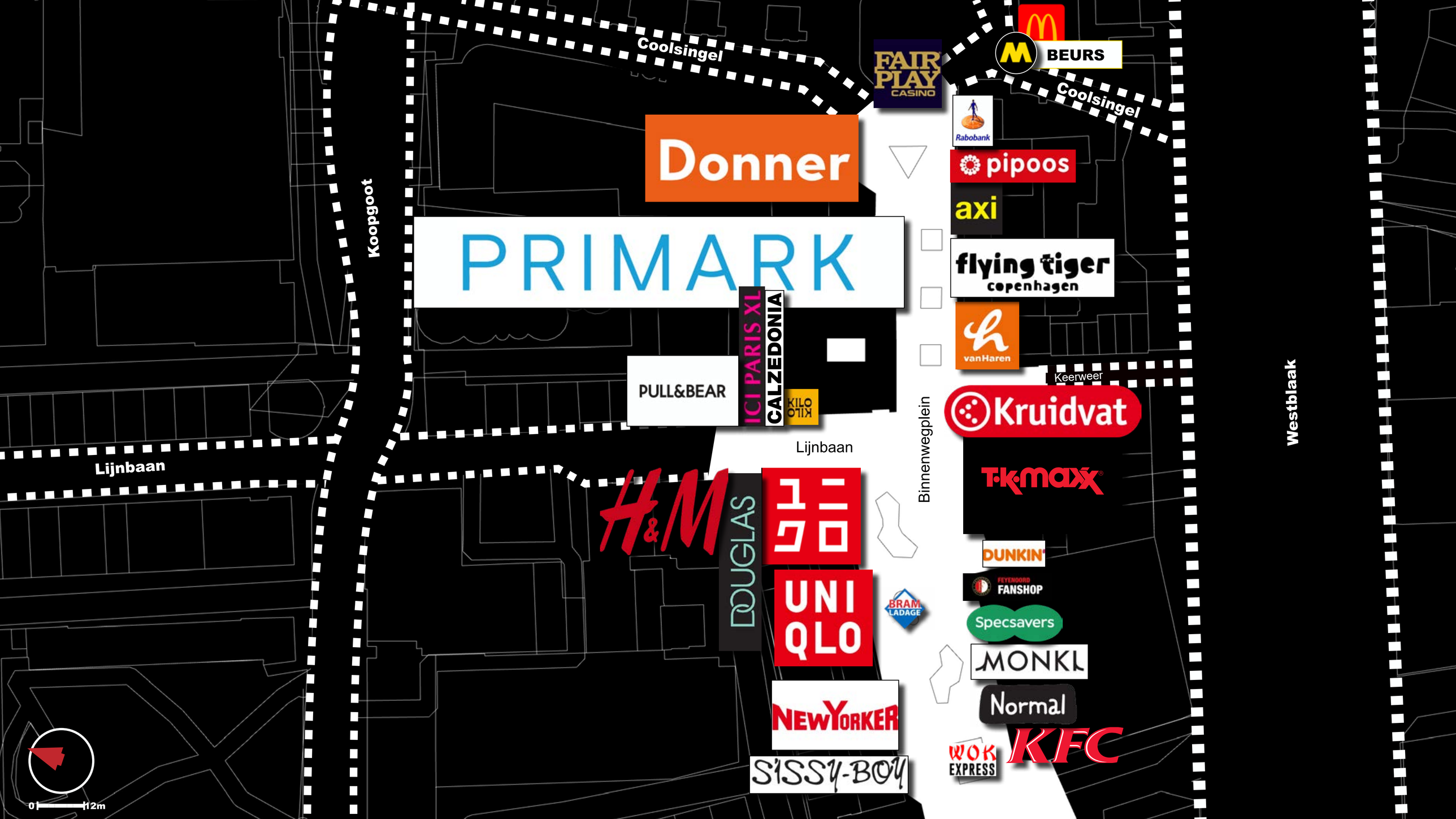
the new INFRASTRUCTURE: the RAMP

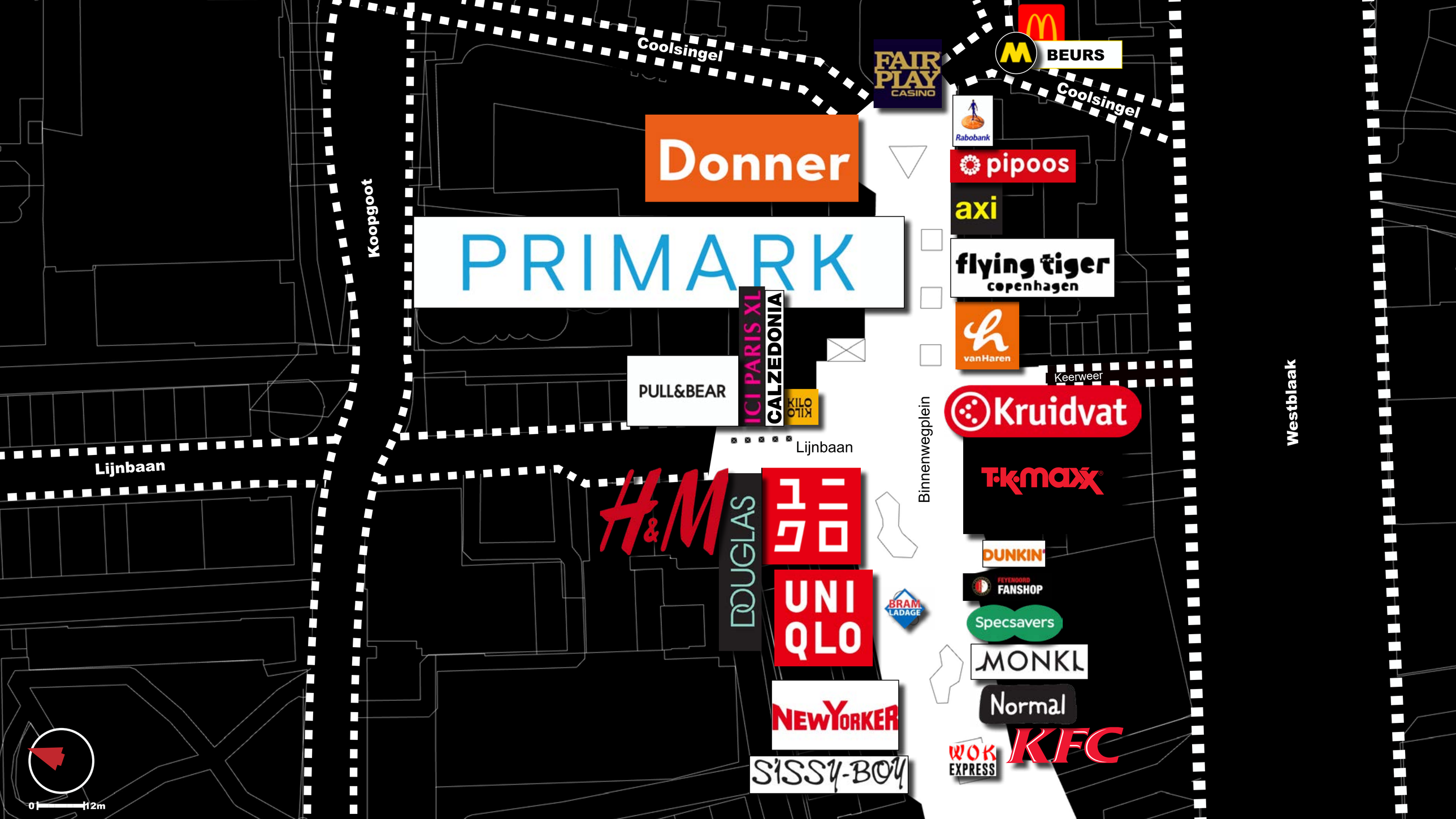

TOWER+LIFT
LIFT
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
STAIRS
ESCALATOR
LEVEL 0
VOID



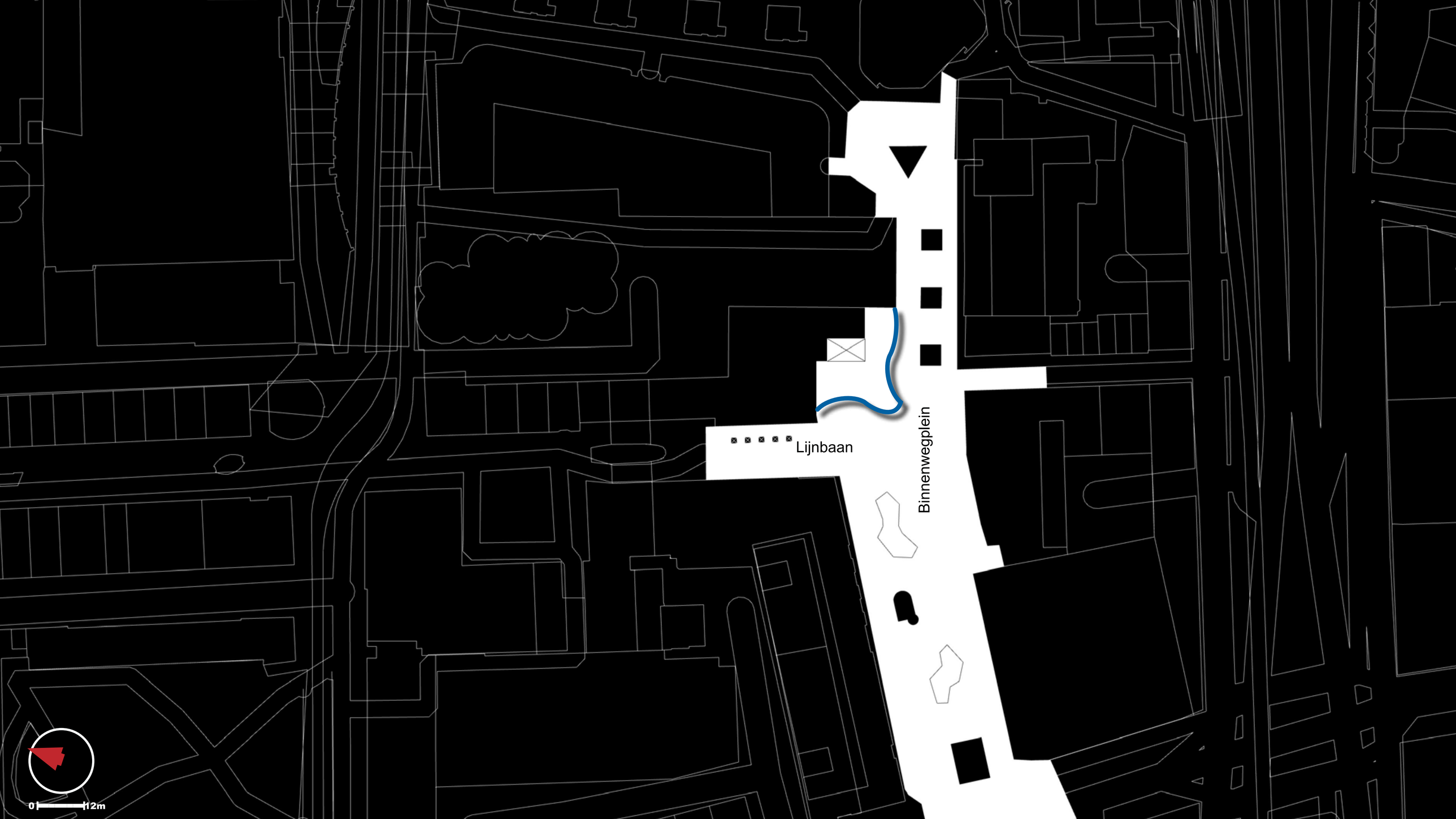
the BELT + other new design interventions


Lijnbaan
Binnenwegplein
0
12m


Coolsingel
Koopgoot
Donner
PRIMARK
PULL&BEAR
ICI PARIS XL
CALZEDONIA
KILO
Lijnbaan
H&M
DOUGLAS
UNIQLO
NEW YORKER
SISSY-BOY
FAIR PLAY CASINO
BEURS
Coolsingel
Rabobank
pipoos
axi
flying tiger copenhagen
vanHaren
Keerweer
Kruidvat
T.K.maxx
Binnenwegplein
Lijnbaan
DUNKIN'
FEYENOORD FANSHOP
BRAM LADAGE
Specsavers
MONKI
Normal
WOK EXPRESS
KFC
Westblaak
0
12m


Coolsingel
Koopgoot
Donner
PRIMARK
PULL&BEAR
ICI PARIS XL
CALZEDONIA
KILO
Lijnbaan
Lijnbaan
H&M
DOUGLAS
UNIQLO
NEW YORKER
SISSY-BOY
FAIR PLAY CASINO
BEURS
Coolsingel
Rabobank
pipoos
axi
flying tiger copenhagen
vanHaren
Keerweer
Kruidvat
T.K.maxx
Binnenwegplein
DUNKIN'
FEYENOORD FANSHOP
BRAM LADAGE
Specsavers
MONKI
Normal
WOK EXPRESS
KFC
Westblaak
0
12m


Lijnbaan
Binnenwegplein
0
12m


Lijnbaan
Binnenwegplein
0
12m



the SKIRT (secured)



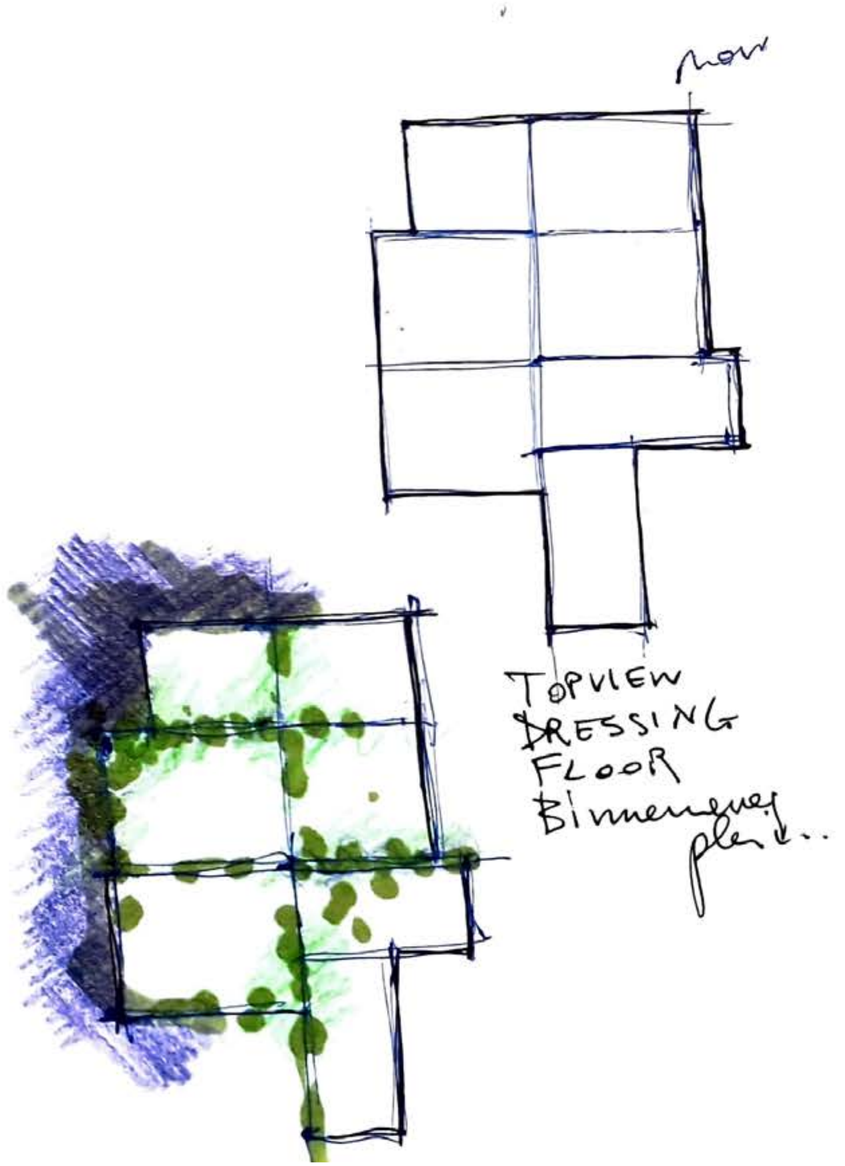
the SKIRT (live)

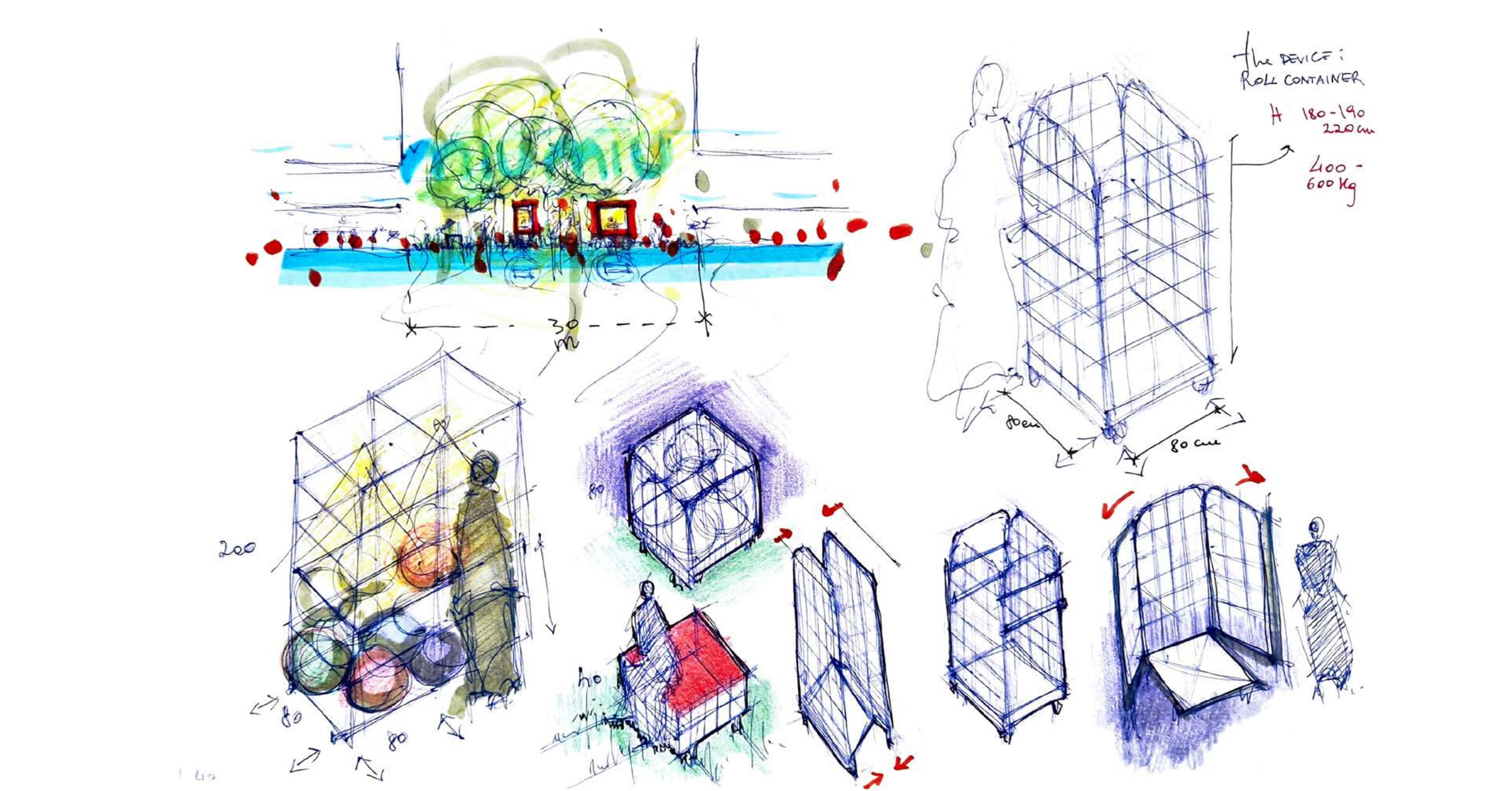


the SKIRT (special event)

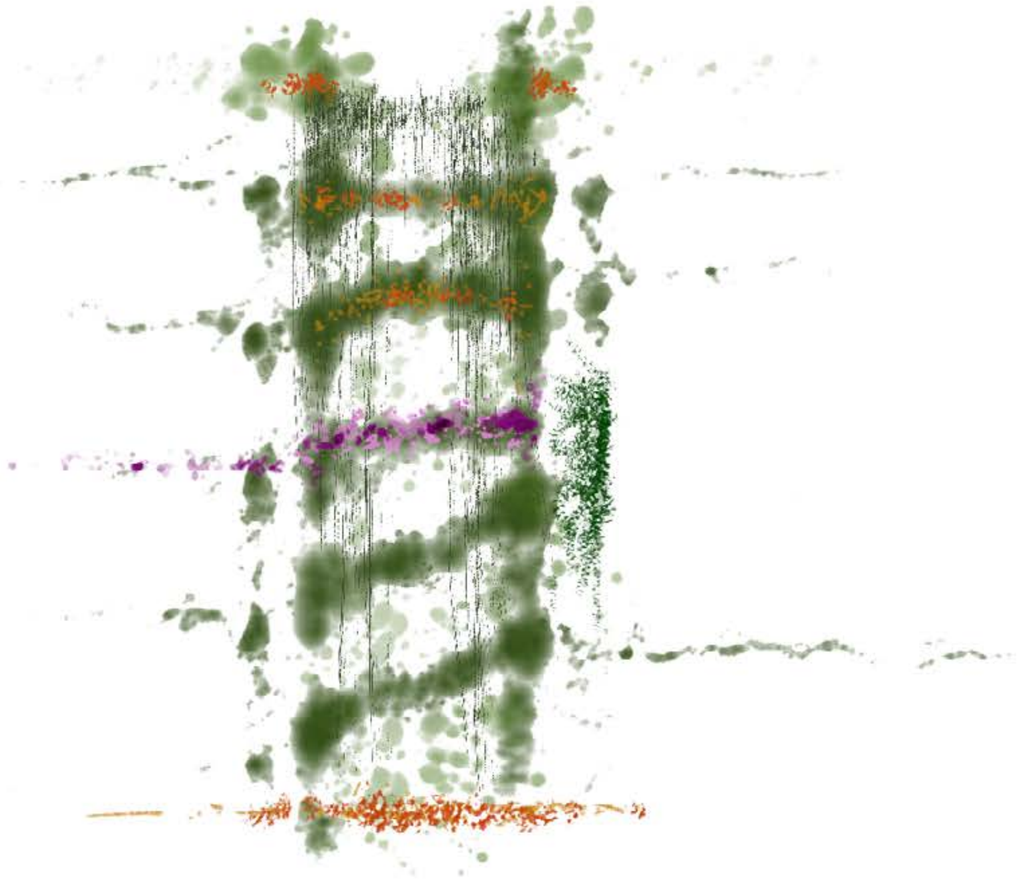


BINNENWEGPLEIN

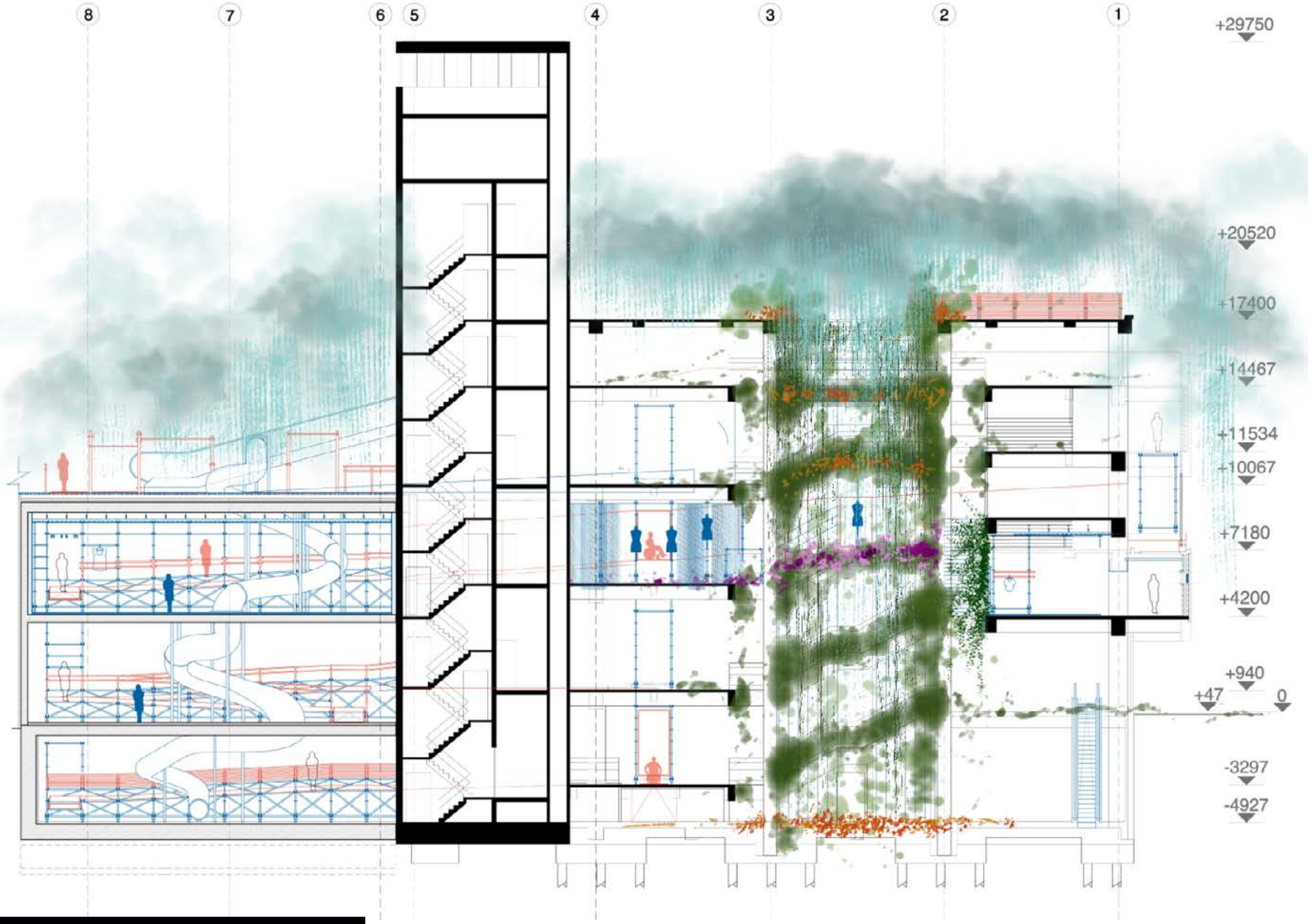




the CAGES at BINNENWEGPLEIN



the **VOID** also becomes a **LIVING FACADE**



a new VERTICAL GARDEN: section EE' (originally on scale 1:100)



Inside the VOID, at basement level [-1]

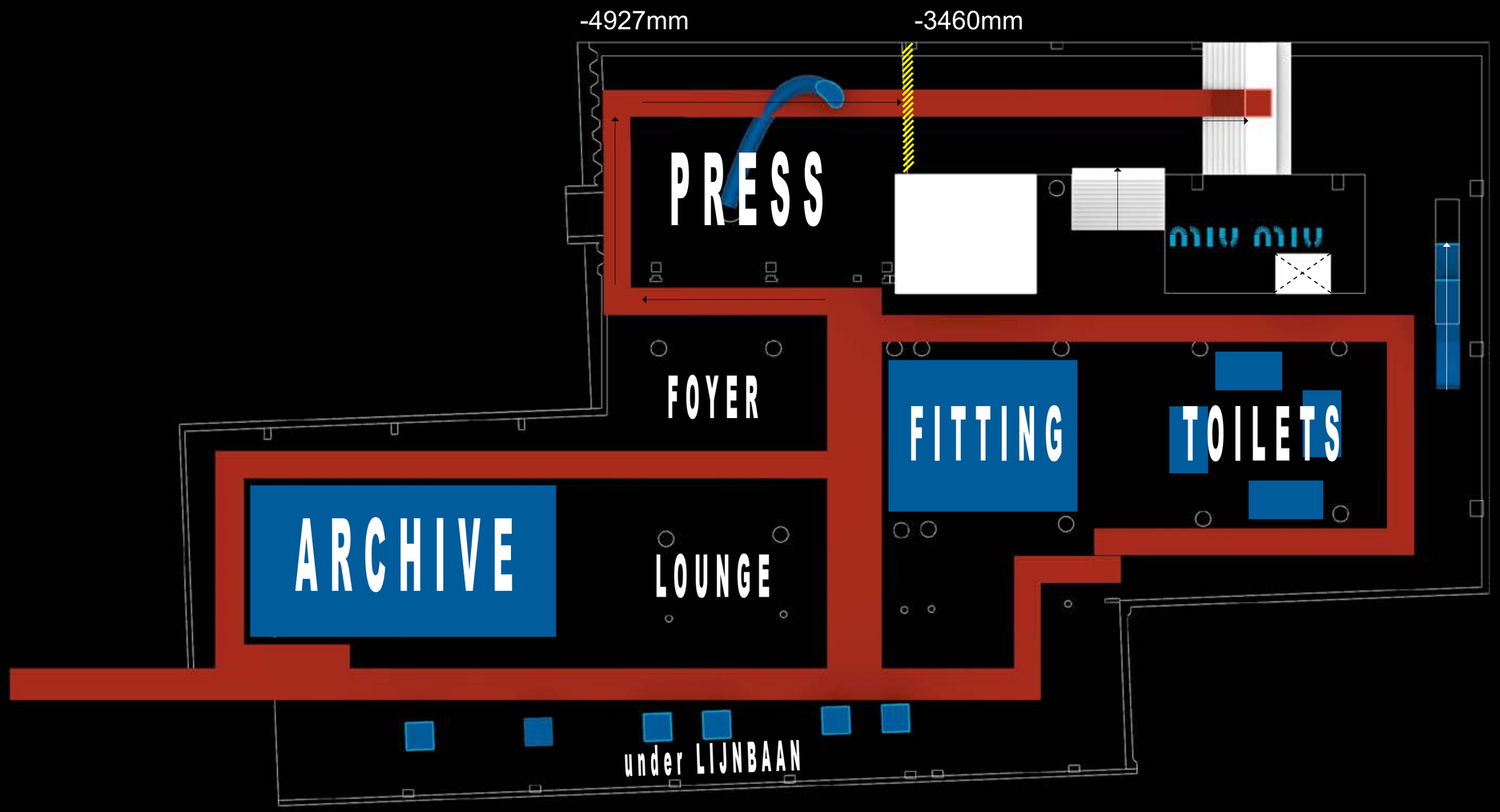


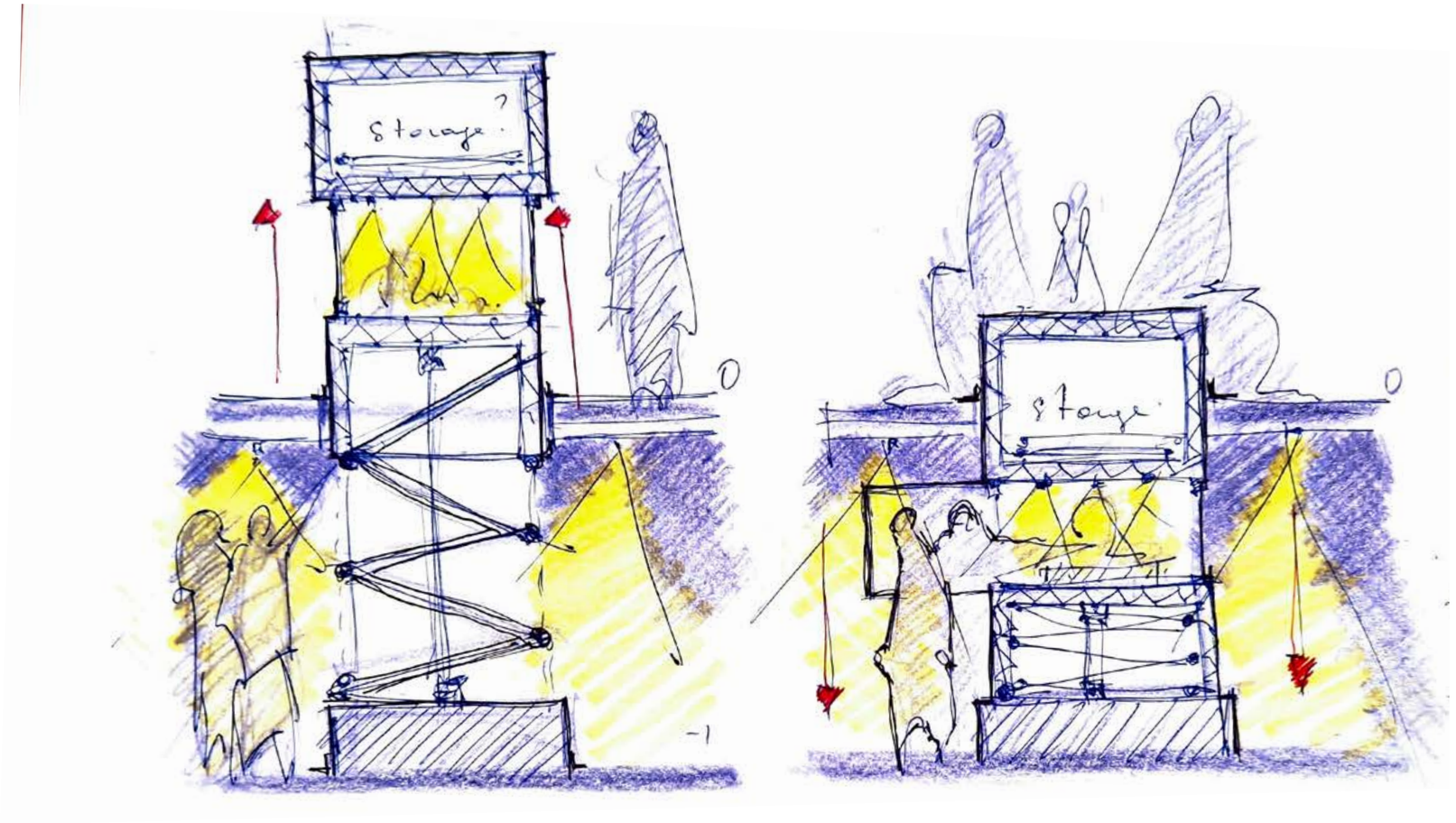
the VOID harvests rainwater

Level [-1] [-2]
the BASEMENT



Level [-1] [-2]
the BASEMENT

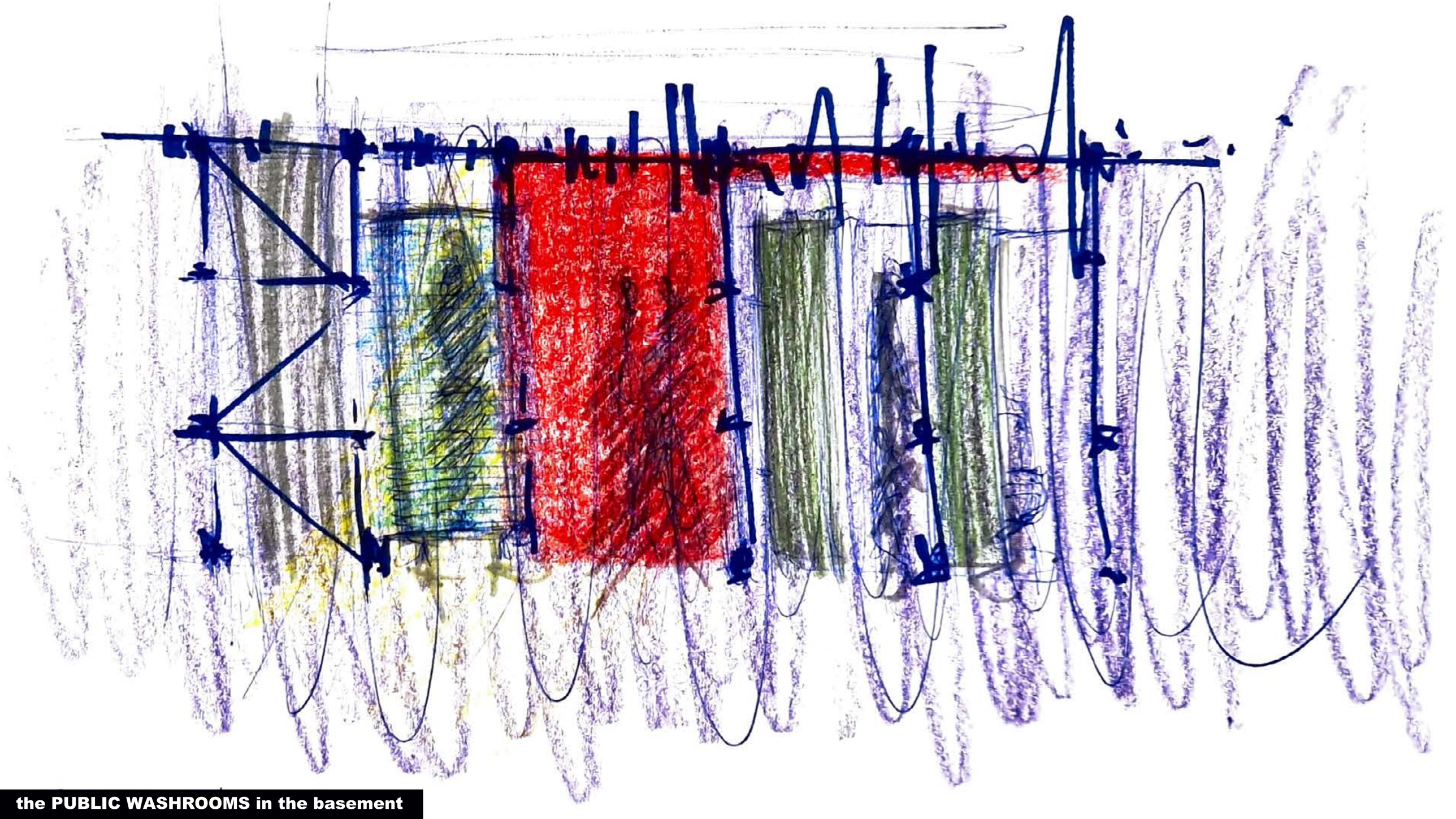




the DISPLAY BOXES along Lijnbaan



the DISPLAY BOXES in the basement, beneath Lijnbaan

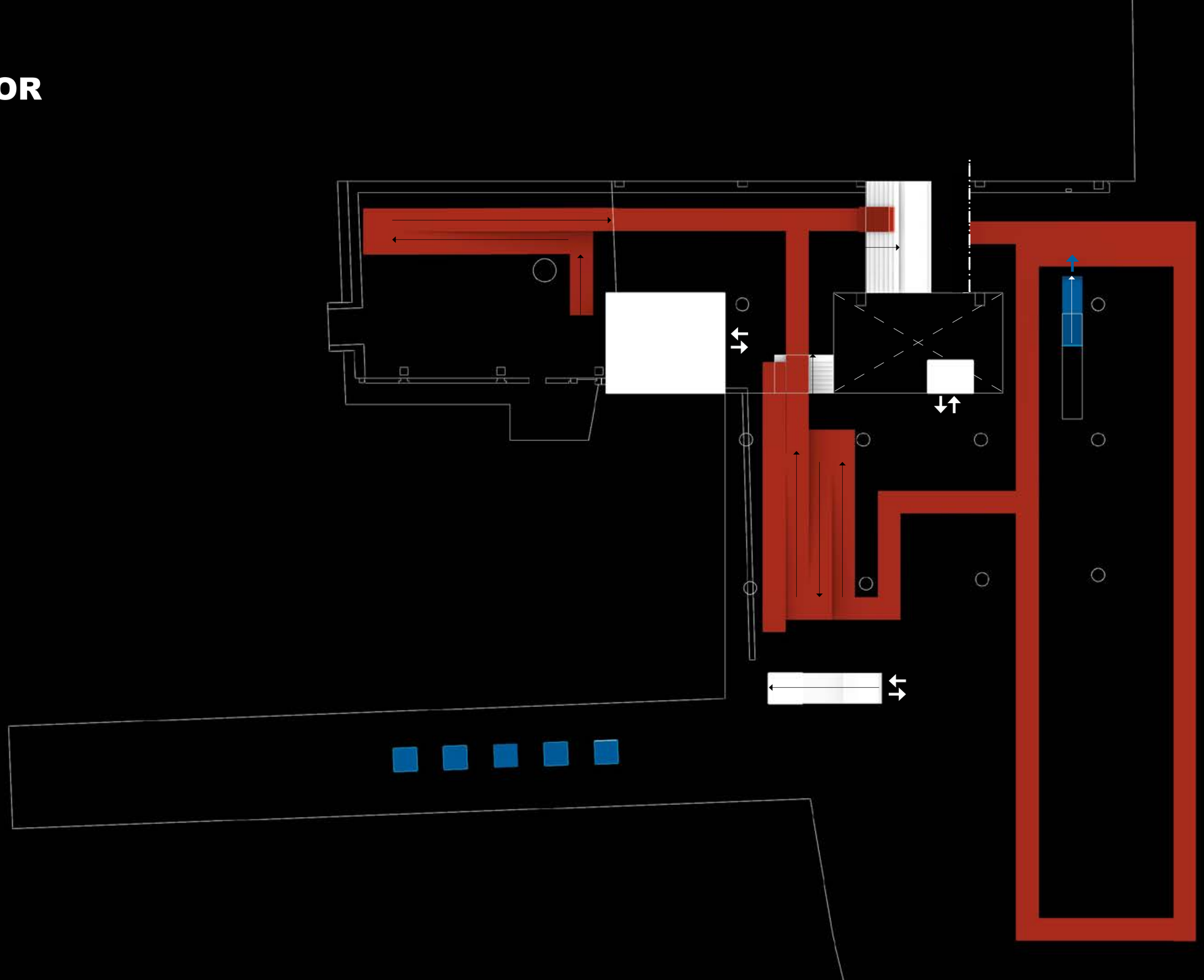


the PUBLIC WASHROOMS in the basement

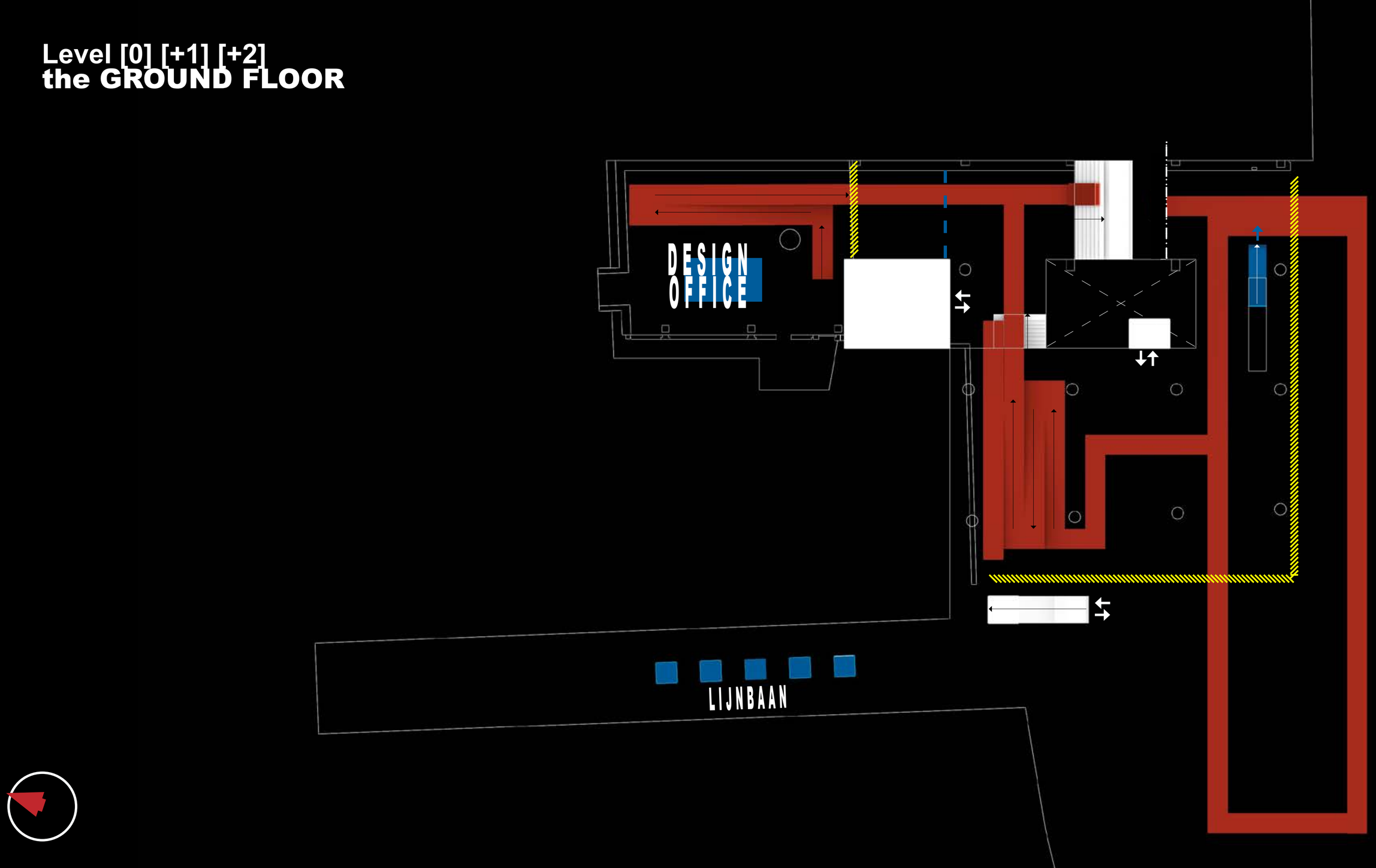


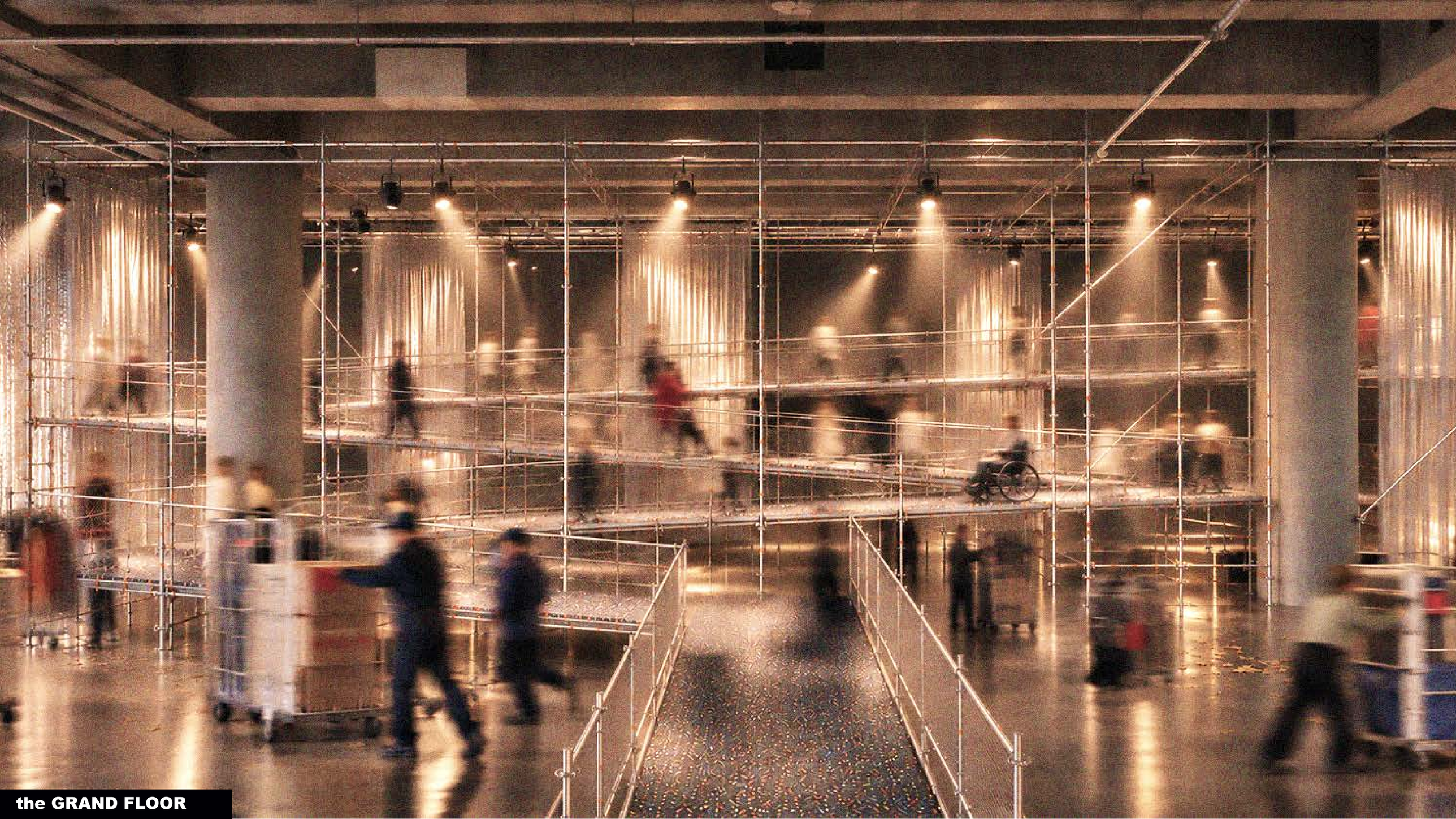
the PUBLIC WASHROOMS in the basement

Level [0] [+1] [+2]
the GROUND FLOOR



Level [0] [+1] [+2]
the GROUND FLOOR





the GRAND FLOOR



the GRAND FLOOR


THE RAMP WEARS...

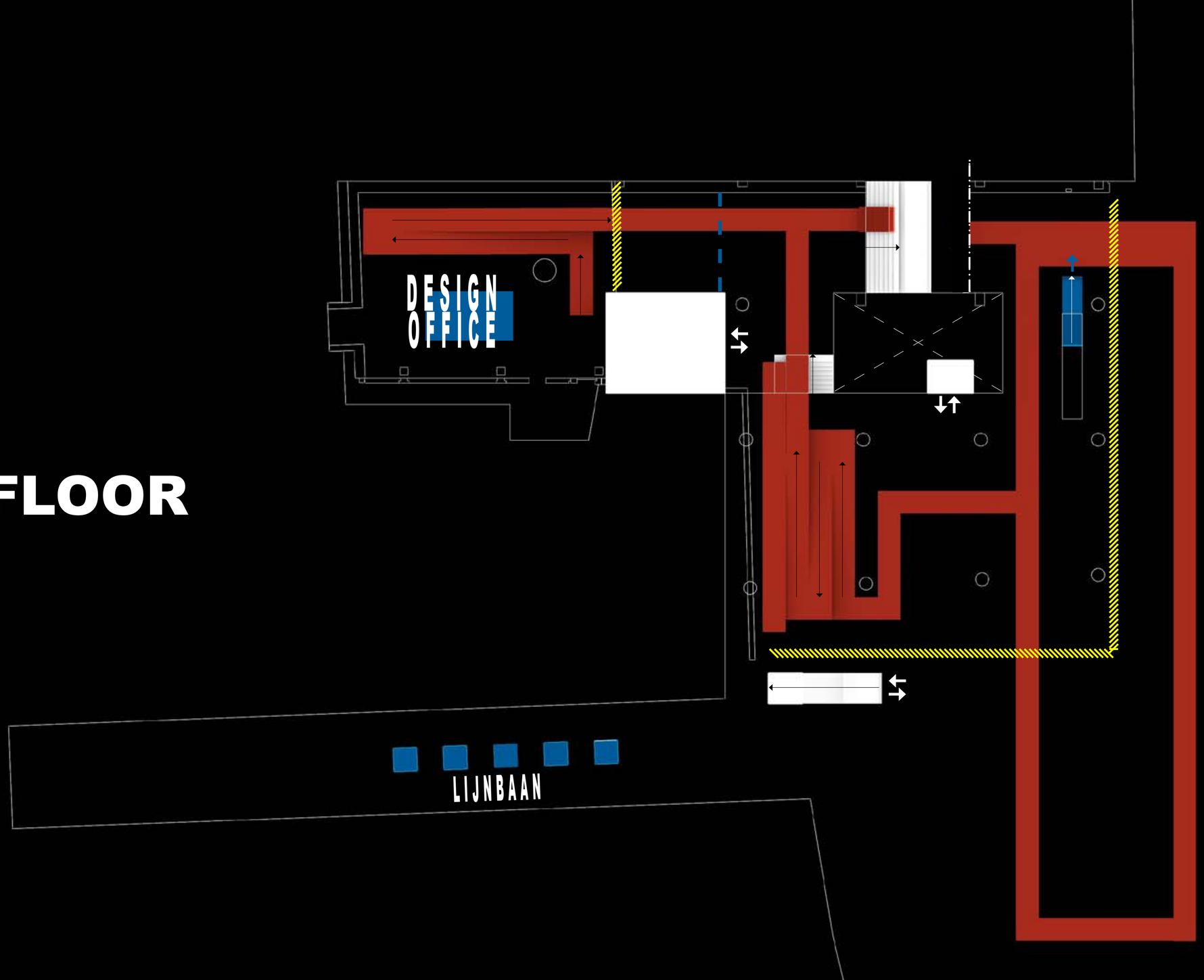

... RECYCLED RUBBER ...



...FROM FOOTWEAR MANUFACTURING WASTE

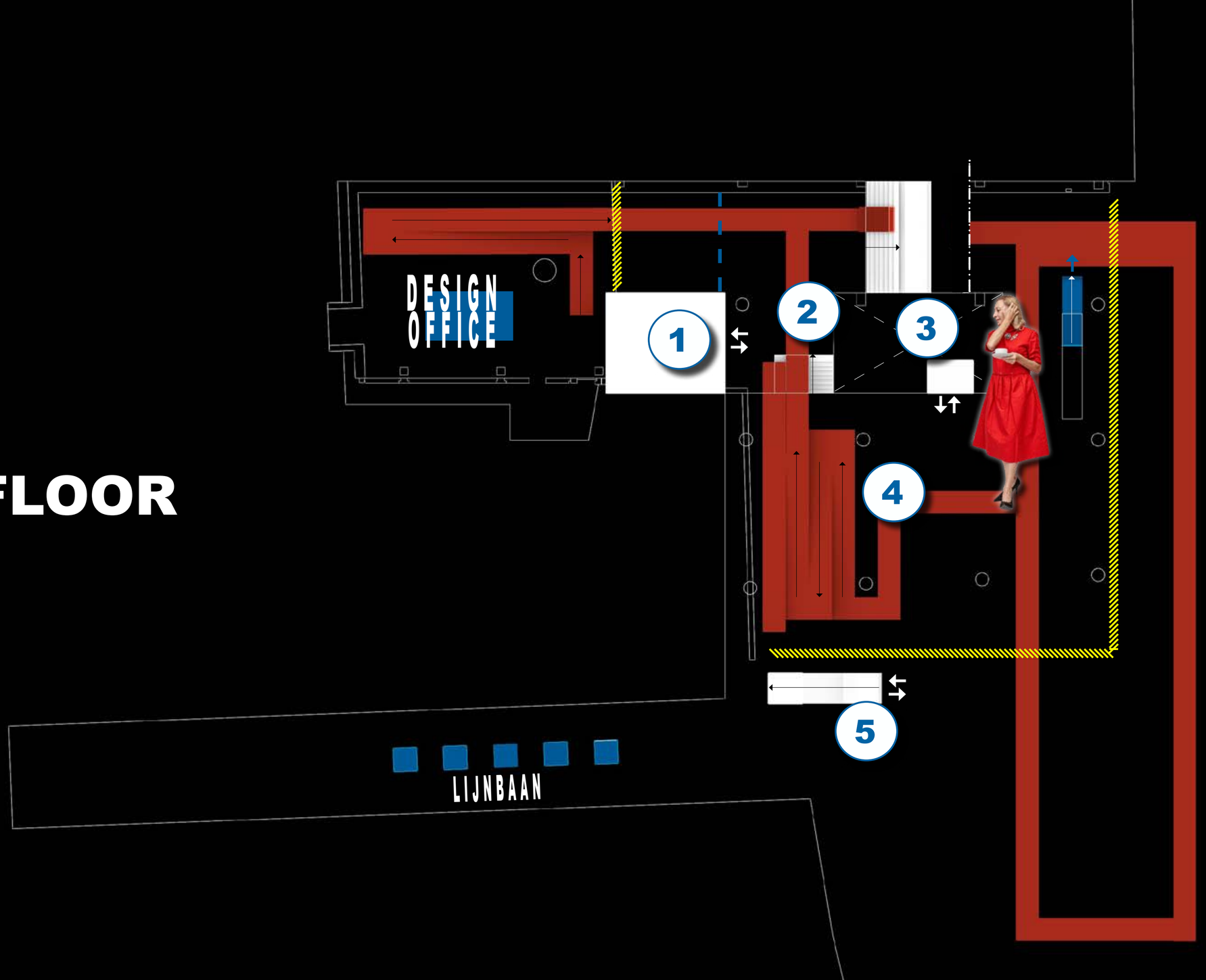
Level [0] [+1] [+2]

GROUND FLOOR



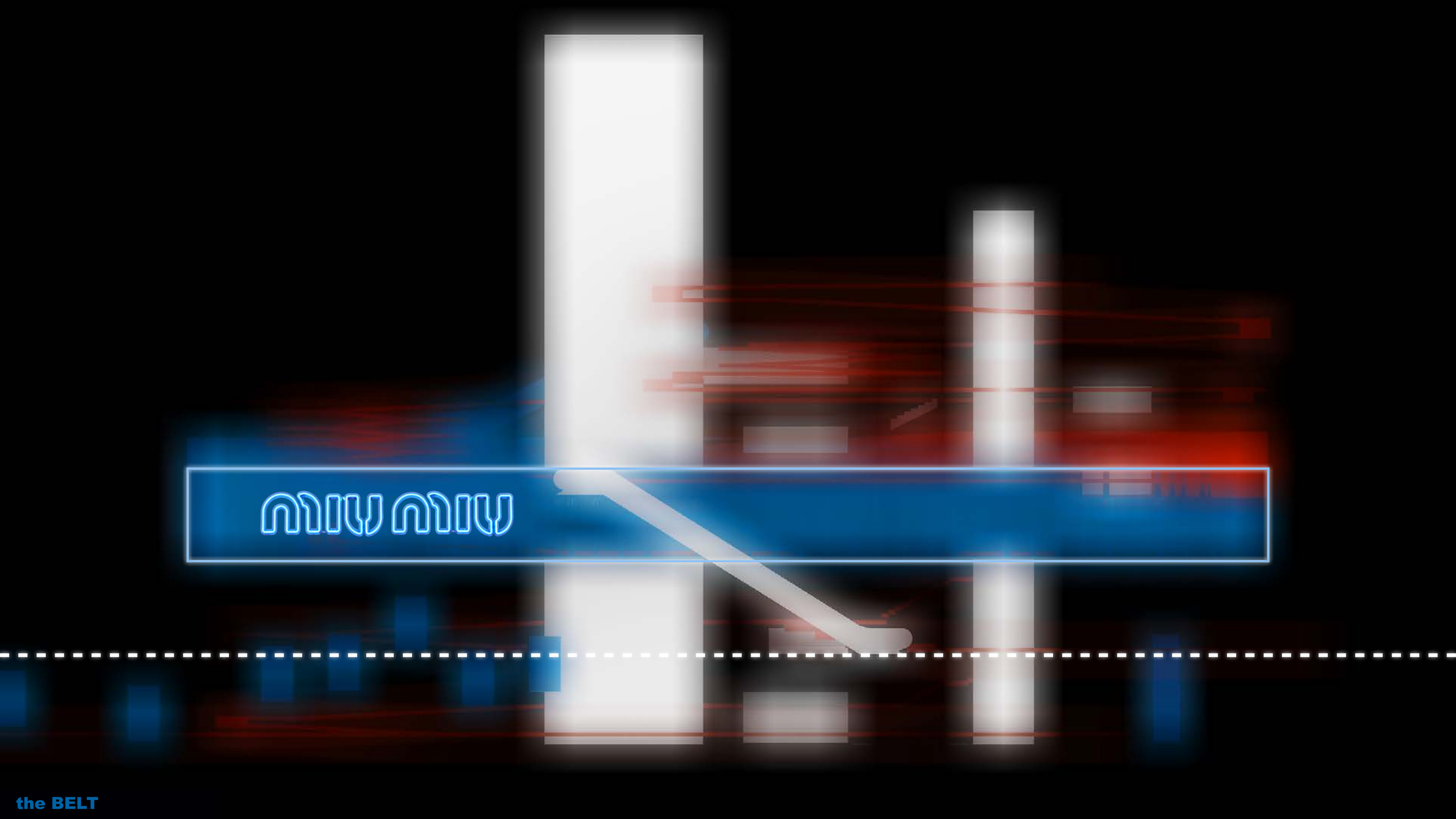
Level [0] [+1] [+2]

GR A ND FLOOR



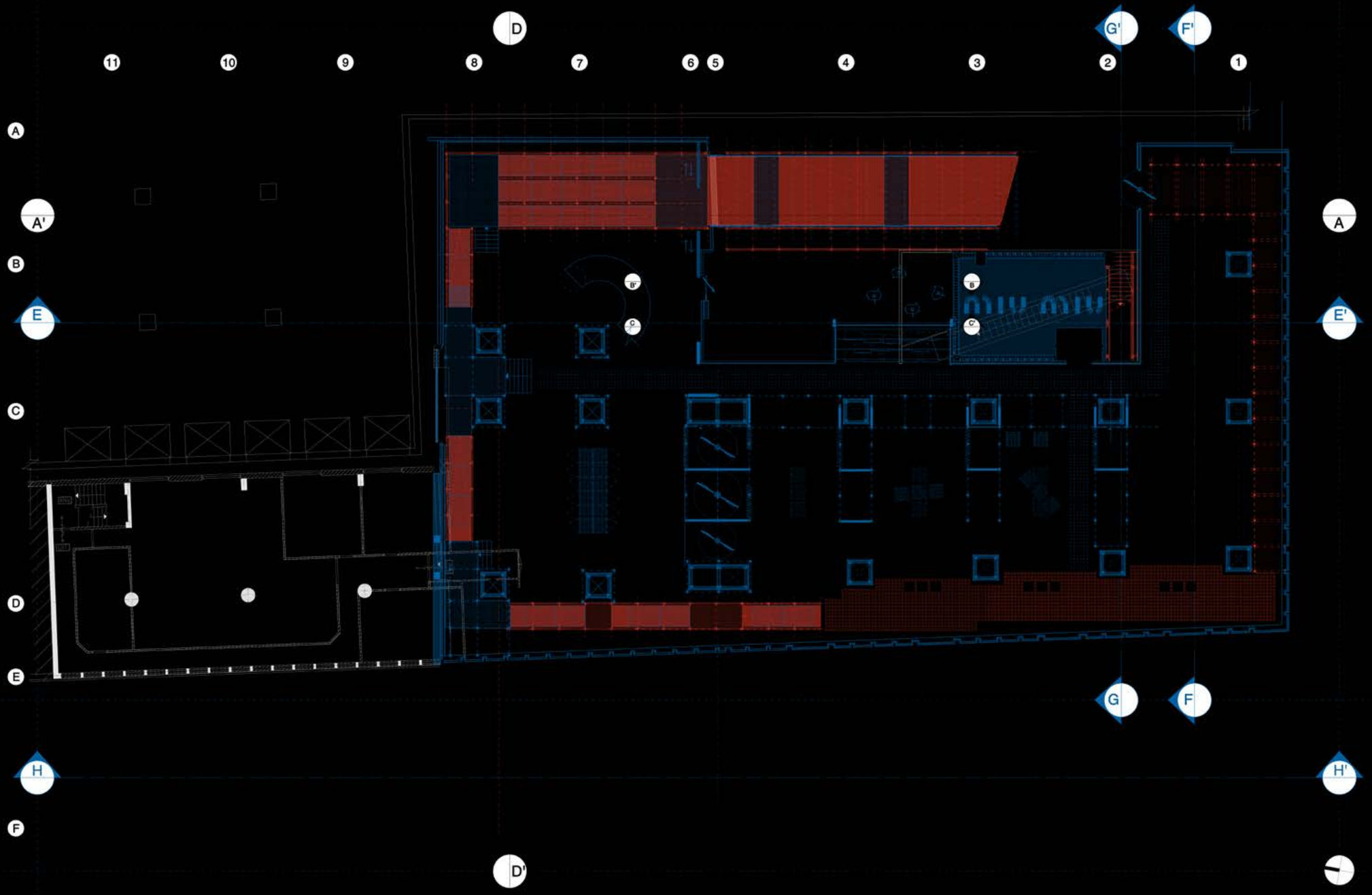


the BELT entrance

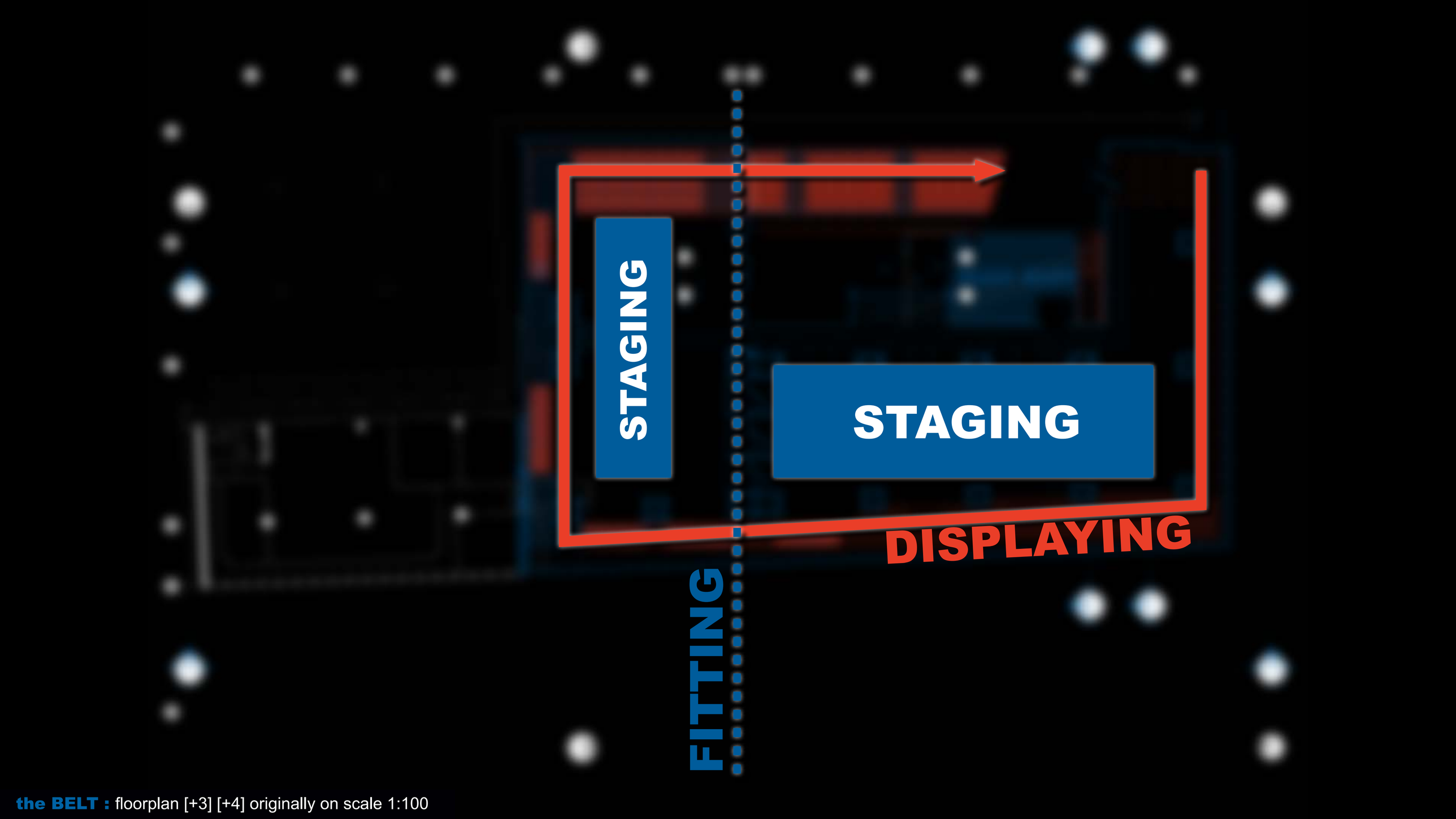

MIU MIU



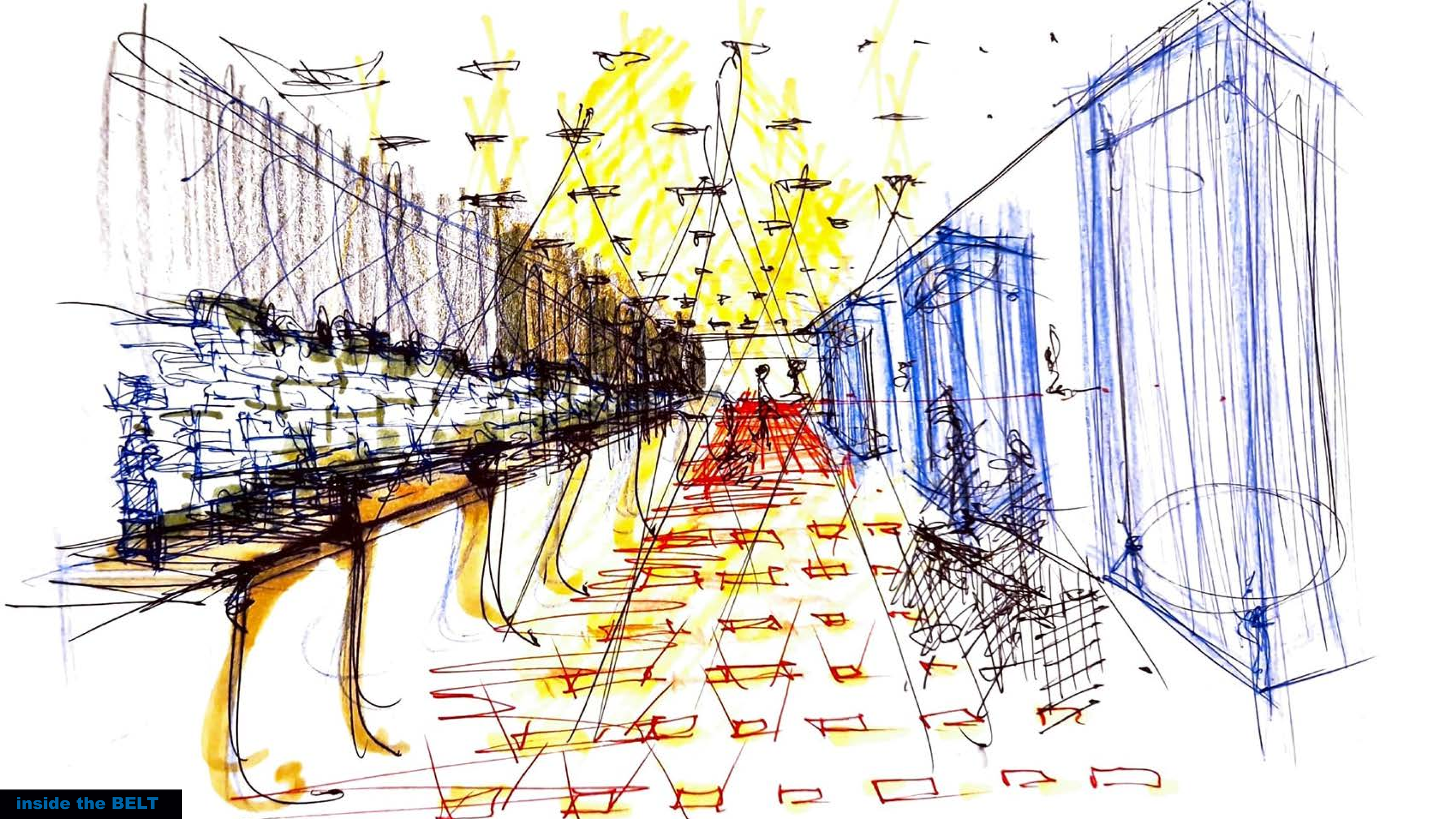
the BELT : floorplan [+3] [+4] originally on scale 1:100



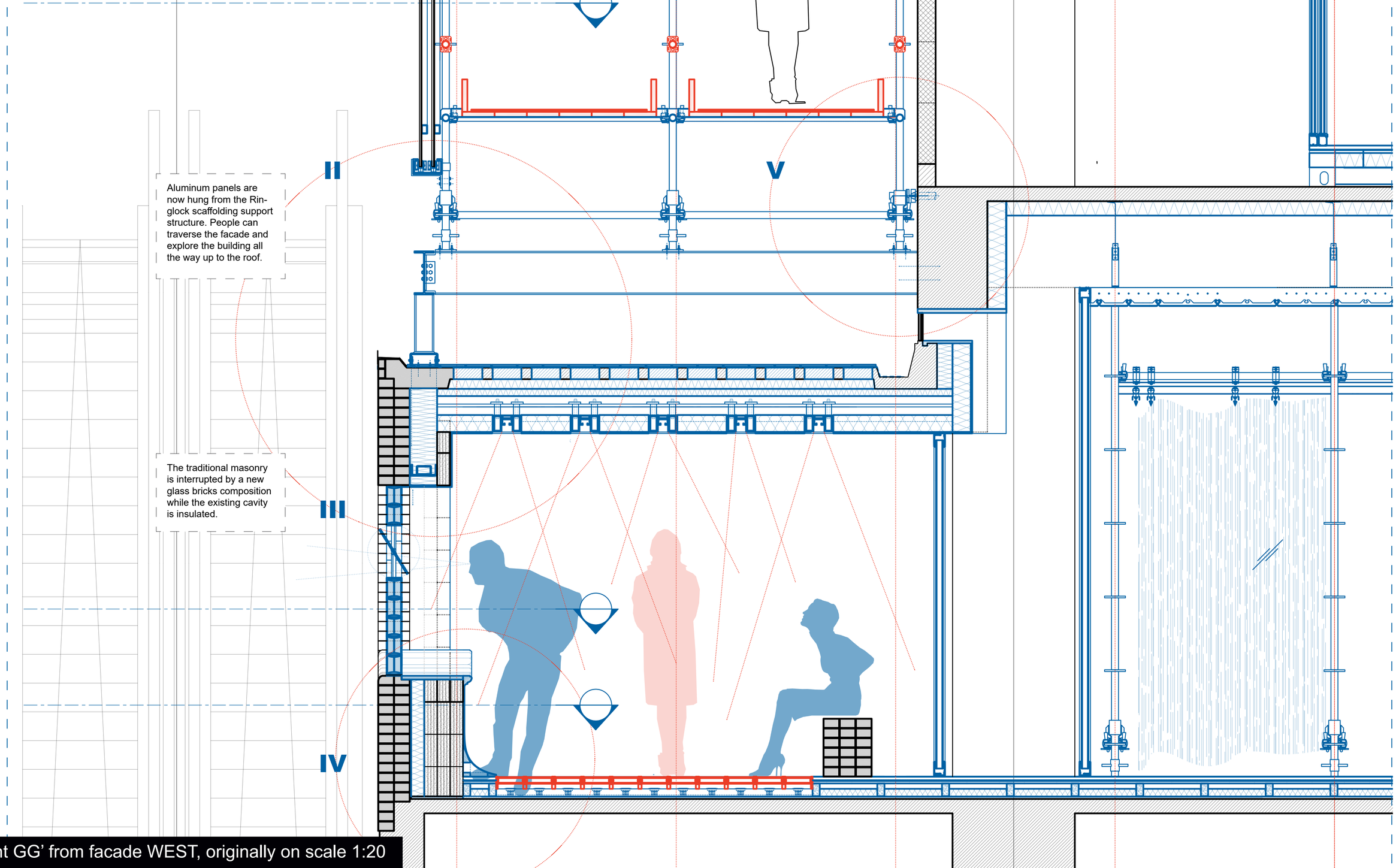
the BELT : floorplan [+3] [+4] originally on scale 1:100



the BELT : floorplan [+3] [+4] originally on scale 1:100



inside the BELT



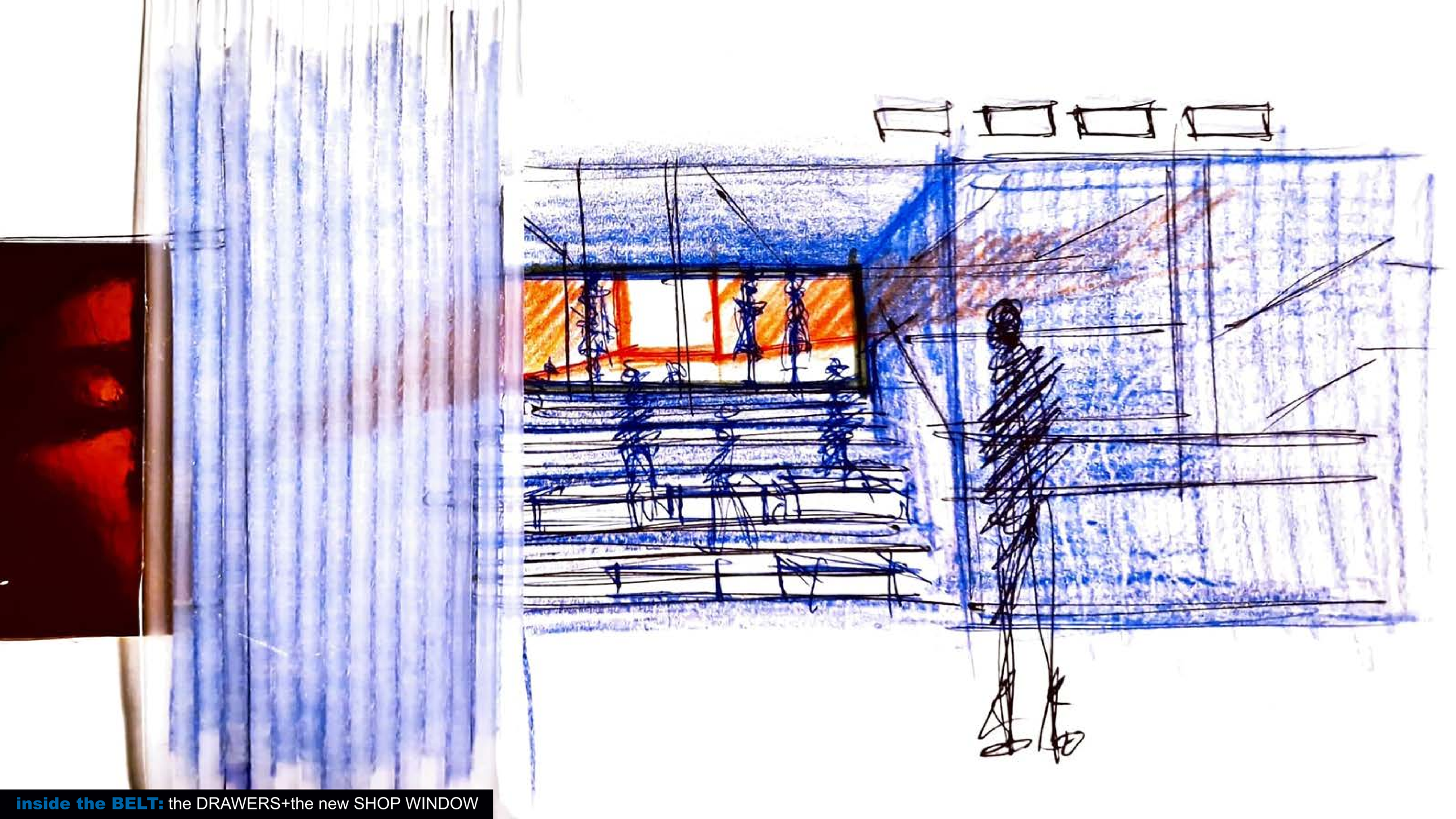
Fragment GG' from facade WEST, originally on scale 1:20



the BELT’s facade



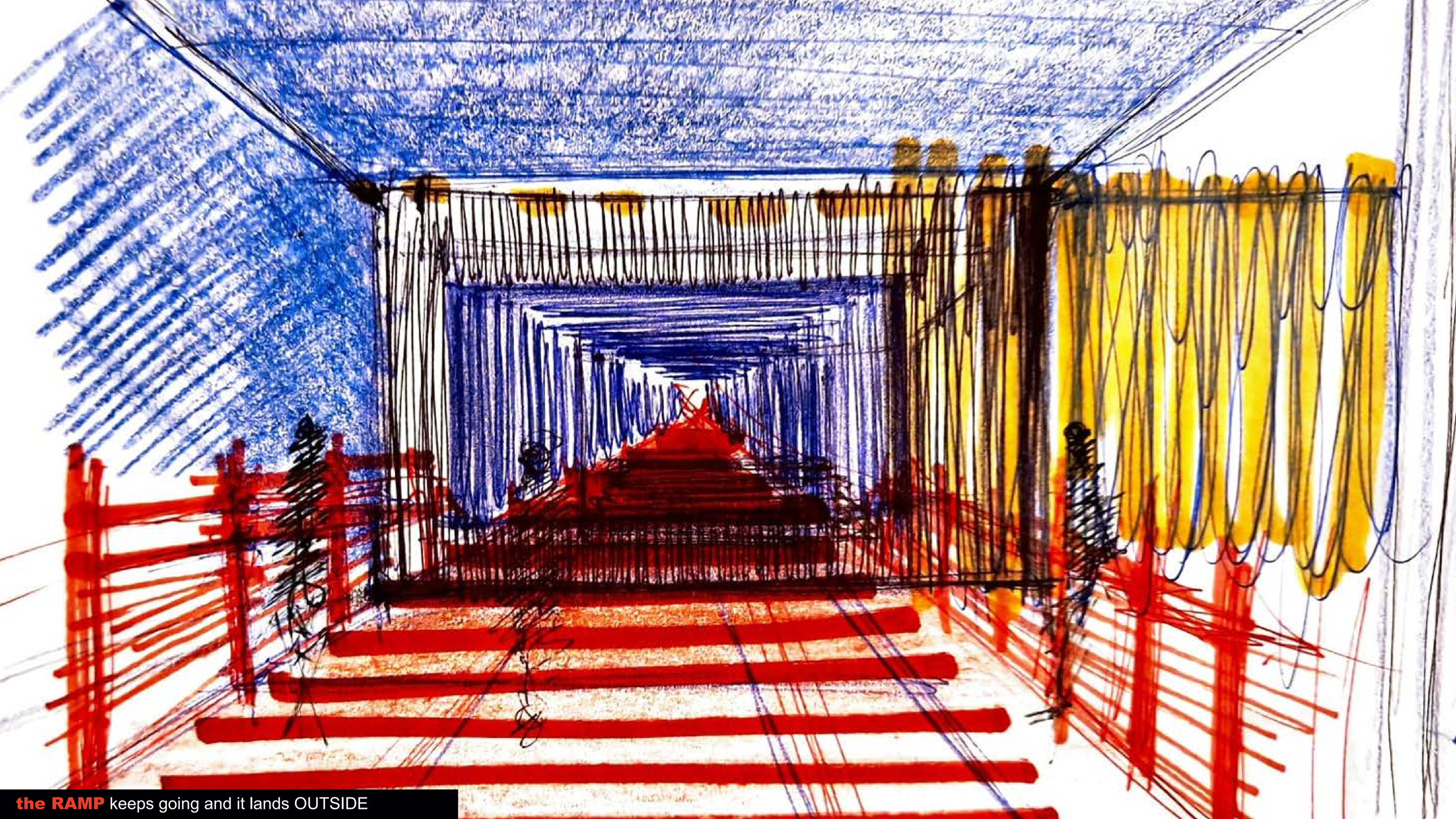
inside the BELT



inside the BELT: the DRAWERS+the new SHOP WINDOW



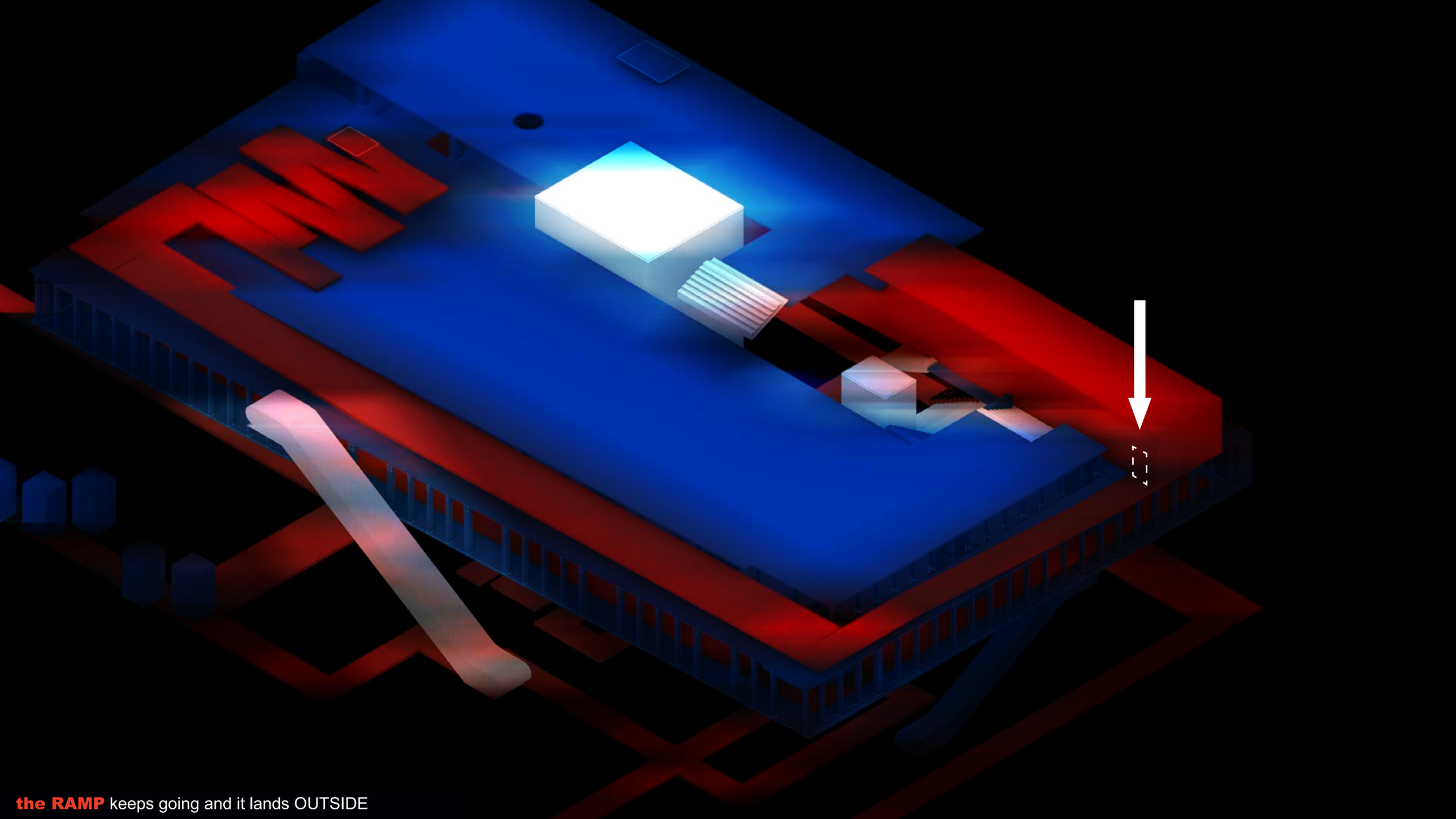
inside the BELT: the DRAWERS+the new SHOP WINDOW



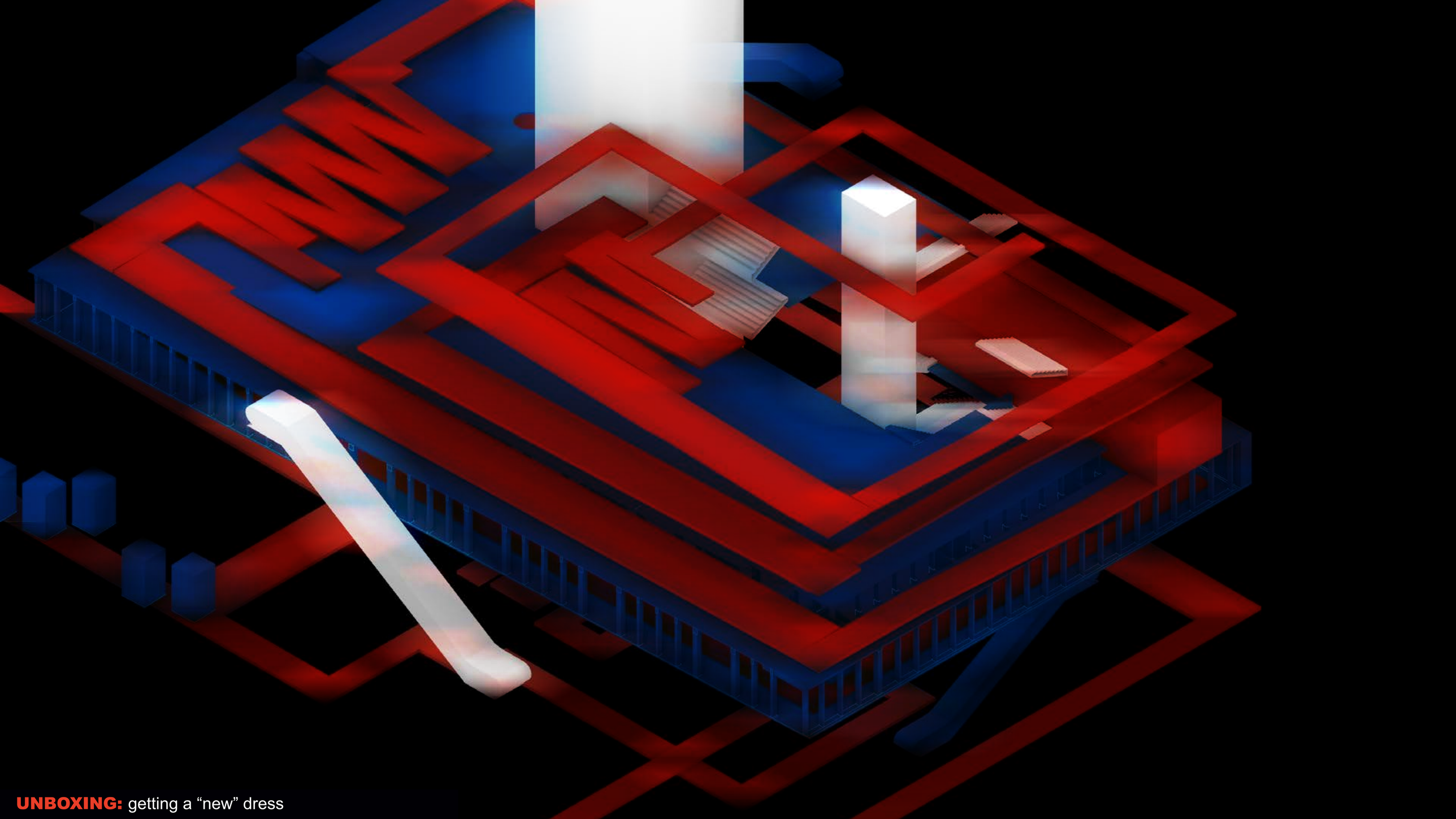
the RAMP keeps going and it lands OUTSIDE



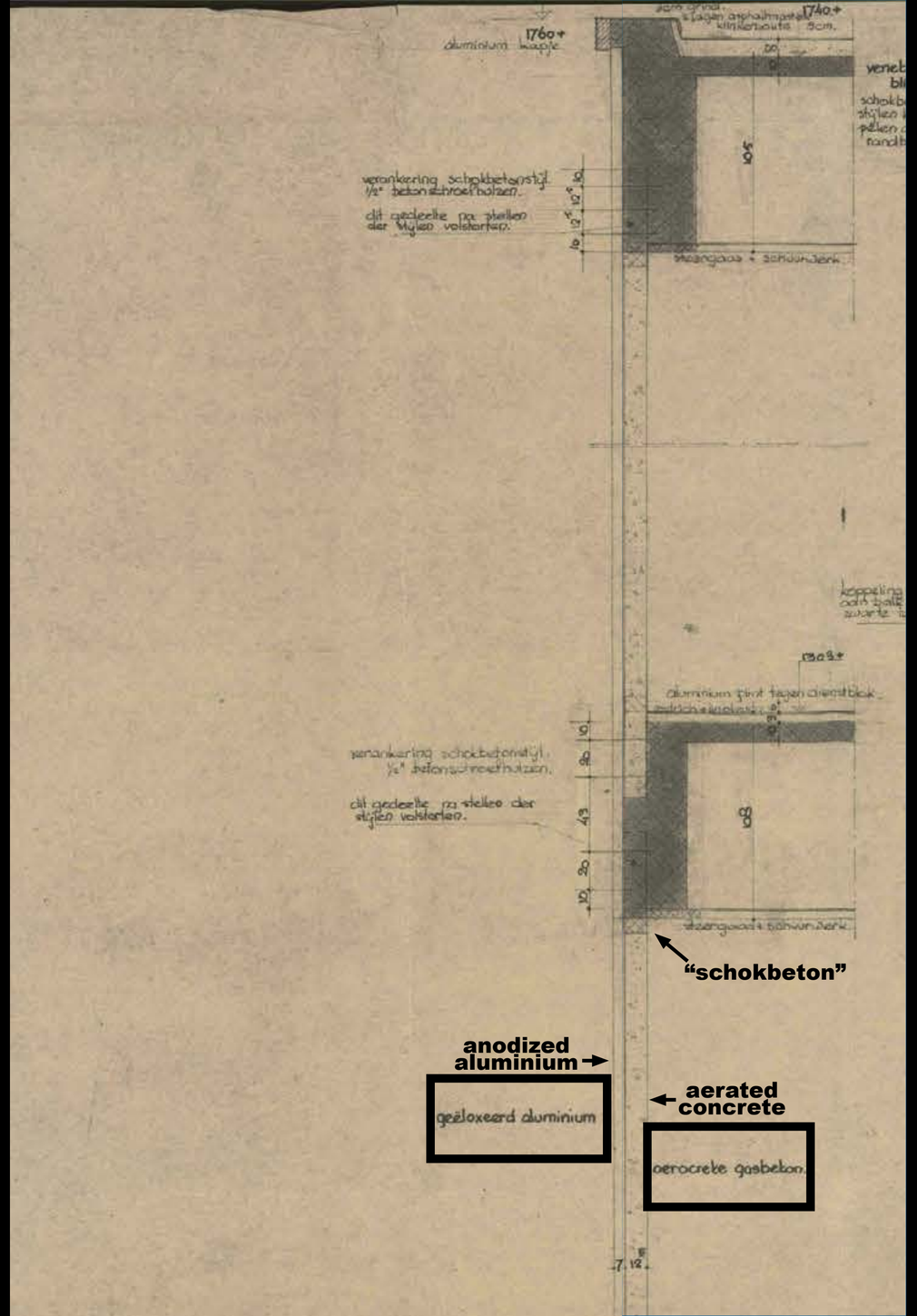
the RAMP keeps going and it lands OUTSIDE



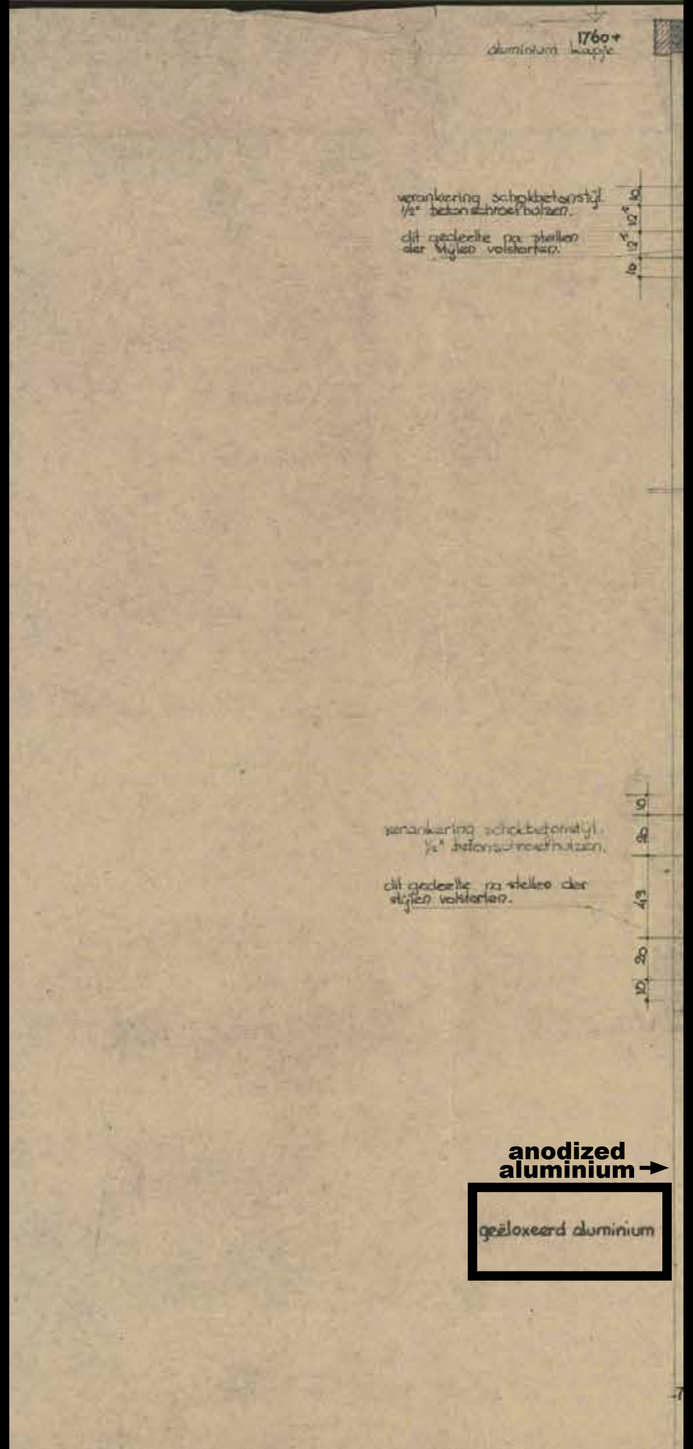
the RAMP keeps going and it lands OUTSIDE

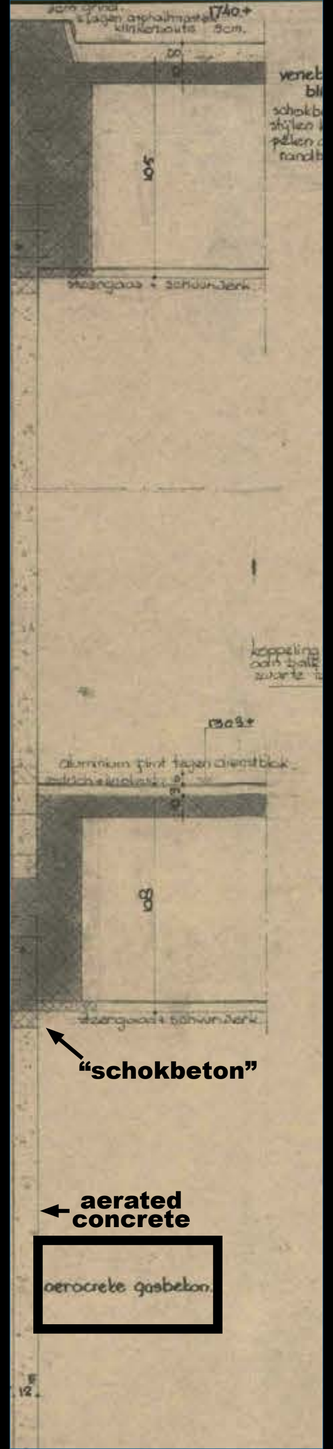


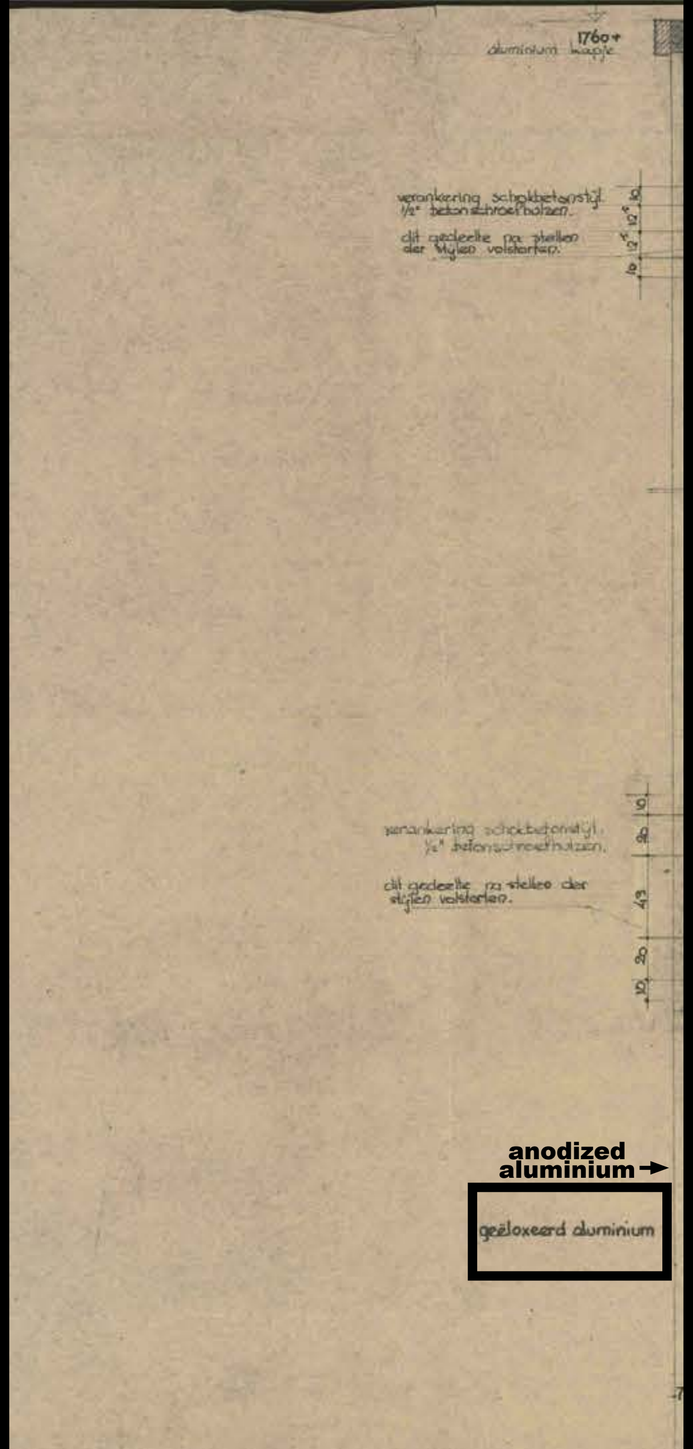
UNBOXING: getting a “new” dress


1760+
aluminium kapje
1740+
verankering schokbetonstijl
½" betonschroefhulzen.
dit gedeelte na stellen der stijlen volstorten.
1303+
aluminium plint tegen dienstblok
verankering schokbetonstijl
½" betonschroefhulzen.
dit gedeelte na stellen der stijlen volstorten.
"schokbeton"
anodized aluminium
geëloxeerd aluminium
aerated concrete
aerocrete gasbeton

RAMP

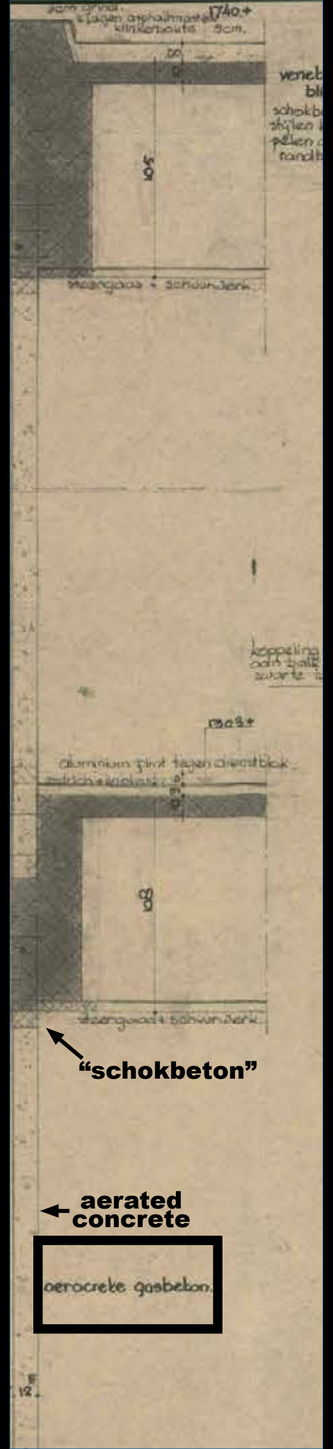

1760+
aluminium kapje
verankering schokbetonstijl
½" betonschroefhulzen.
dit gedeelte na stellen der stijlen volstorten.
verankering schokbetonstijl
½" betonschroefhulzen.
dit gedeelte na stellen der stijlen volstorten.
anodized aluminium
geëloxeerd aluminium


1740+
1303+
"schokbeton"
aerated concrete
aerocrete gasbeton



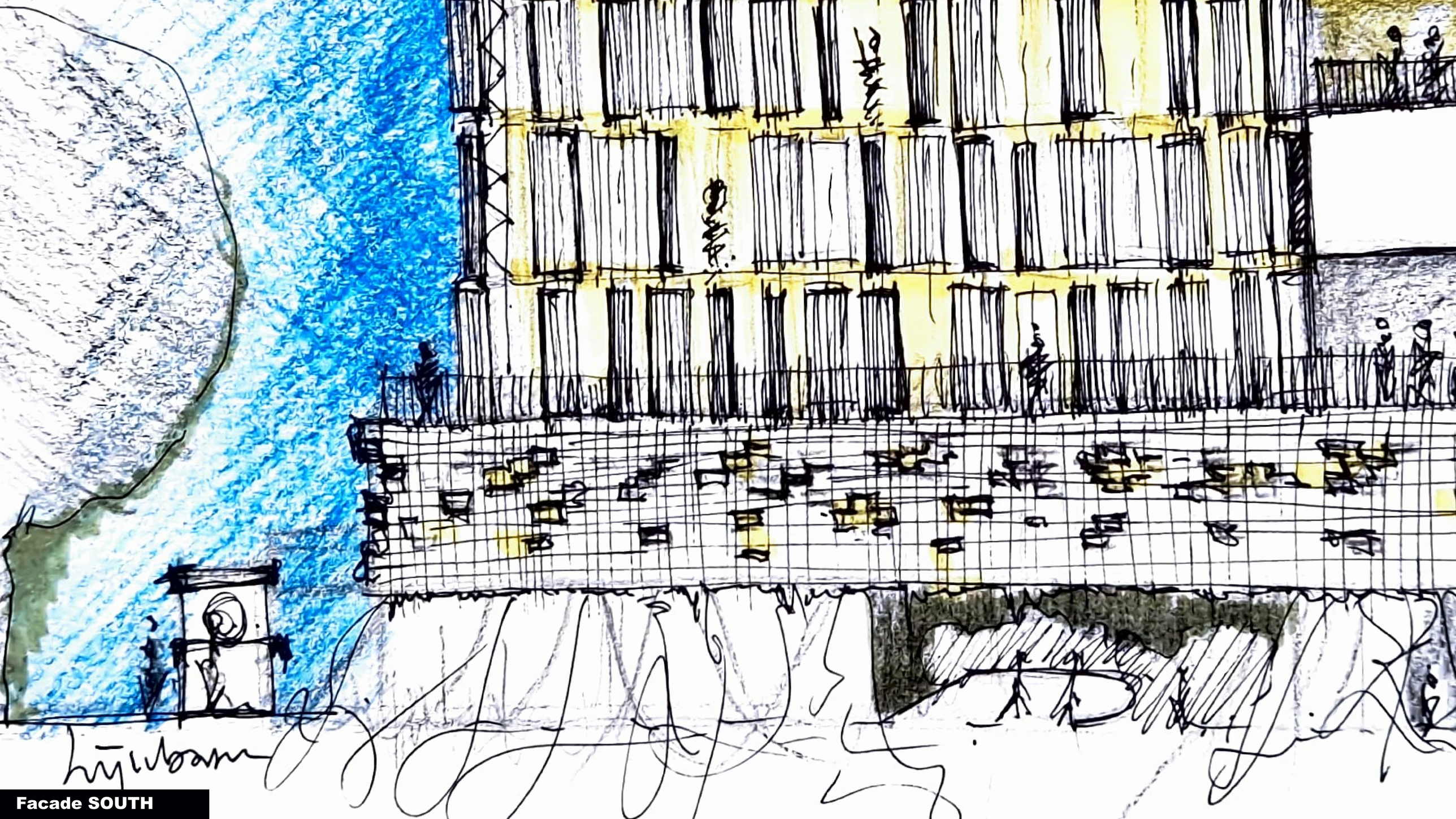
RAMP

RINGLOCK
SCAFFOLDING

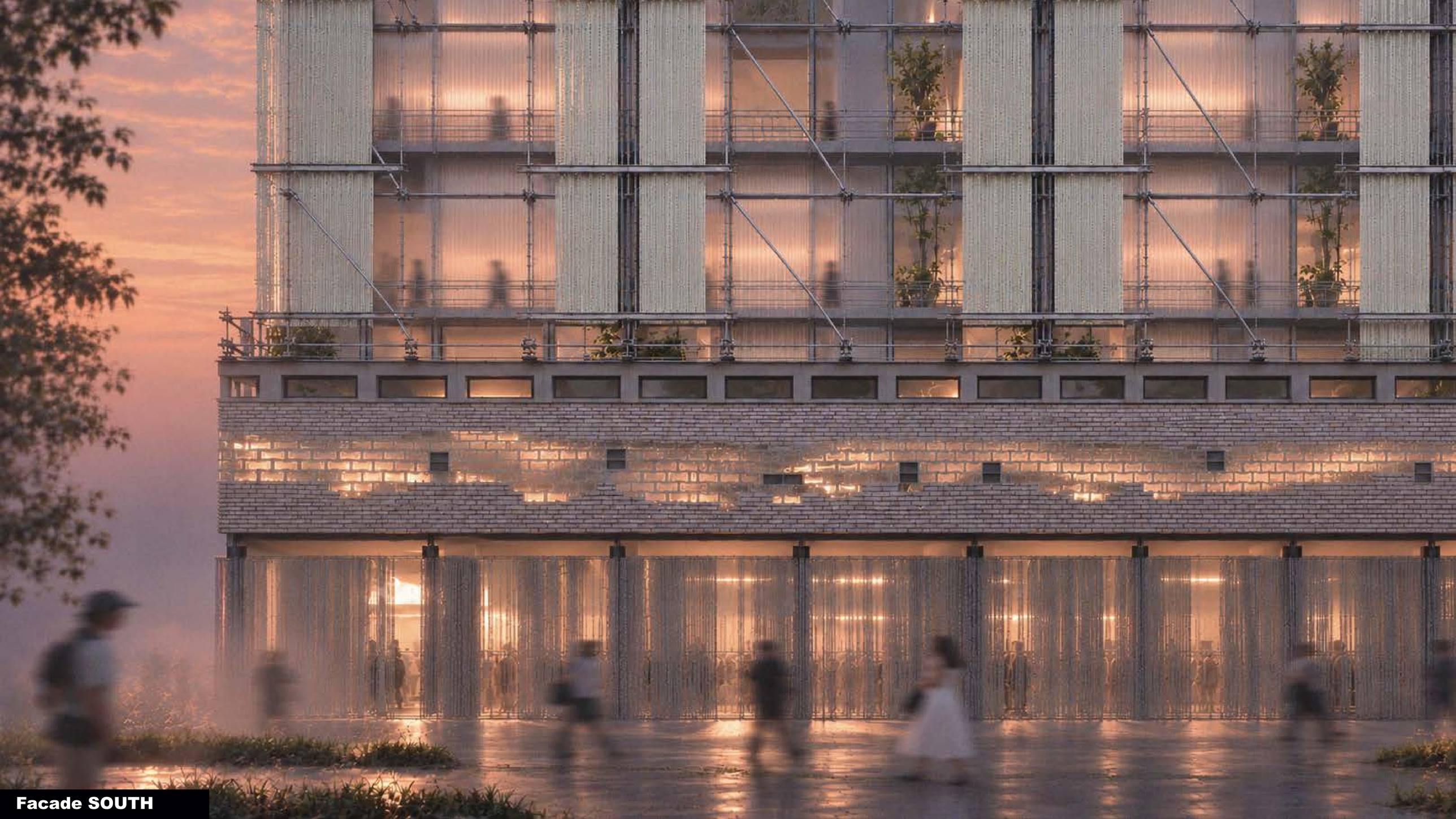




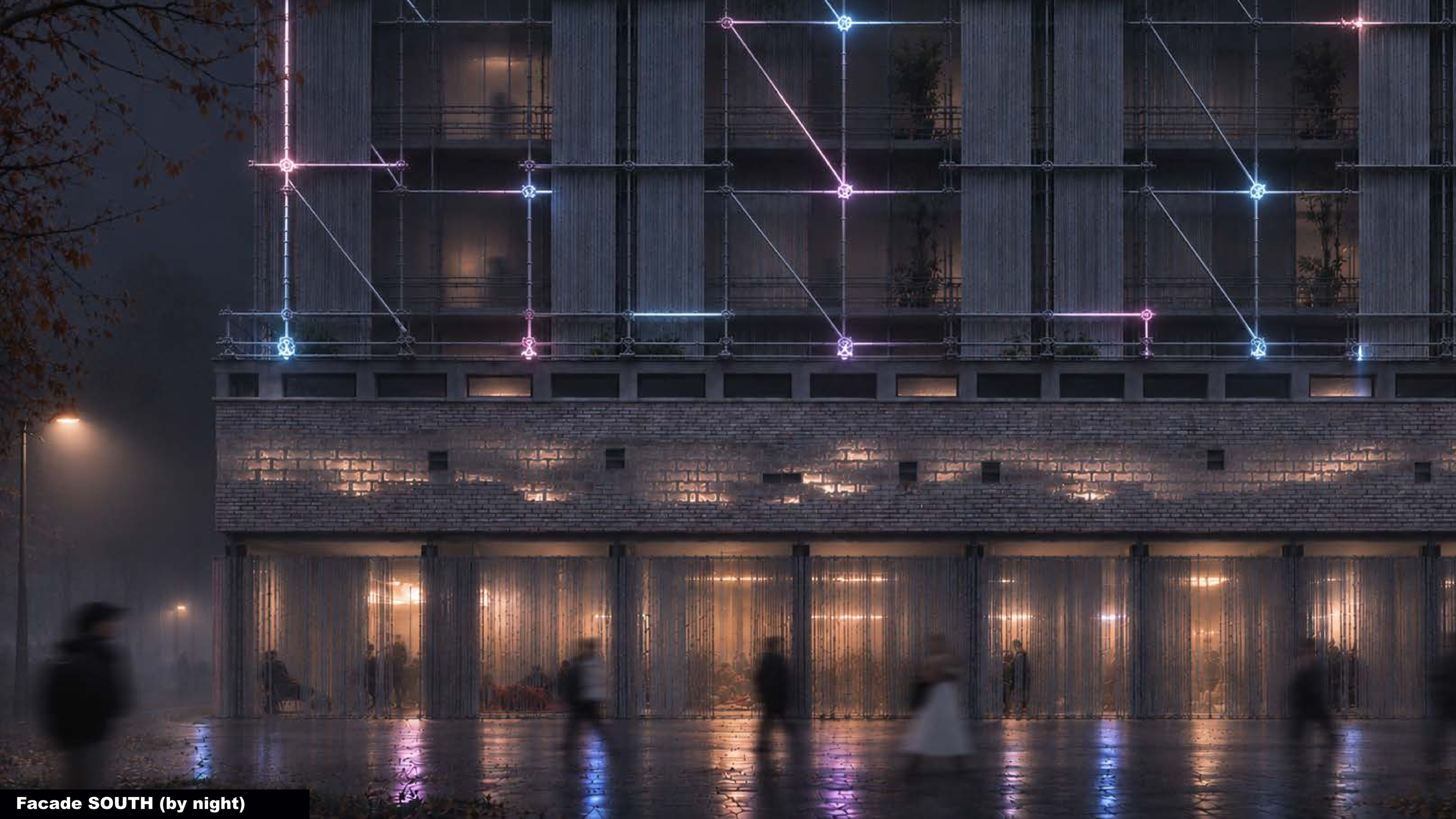
Facade SOUTH



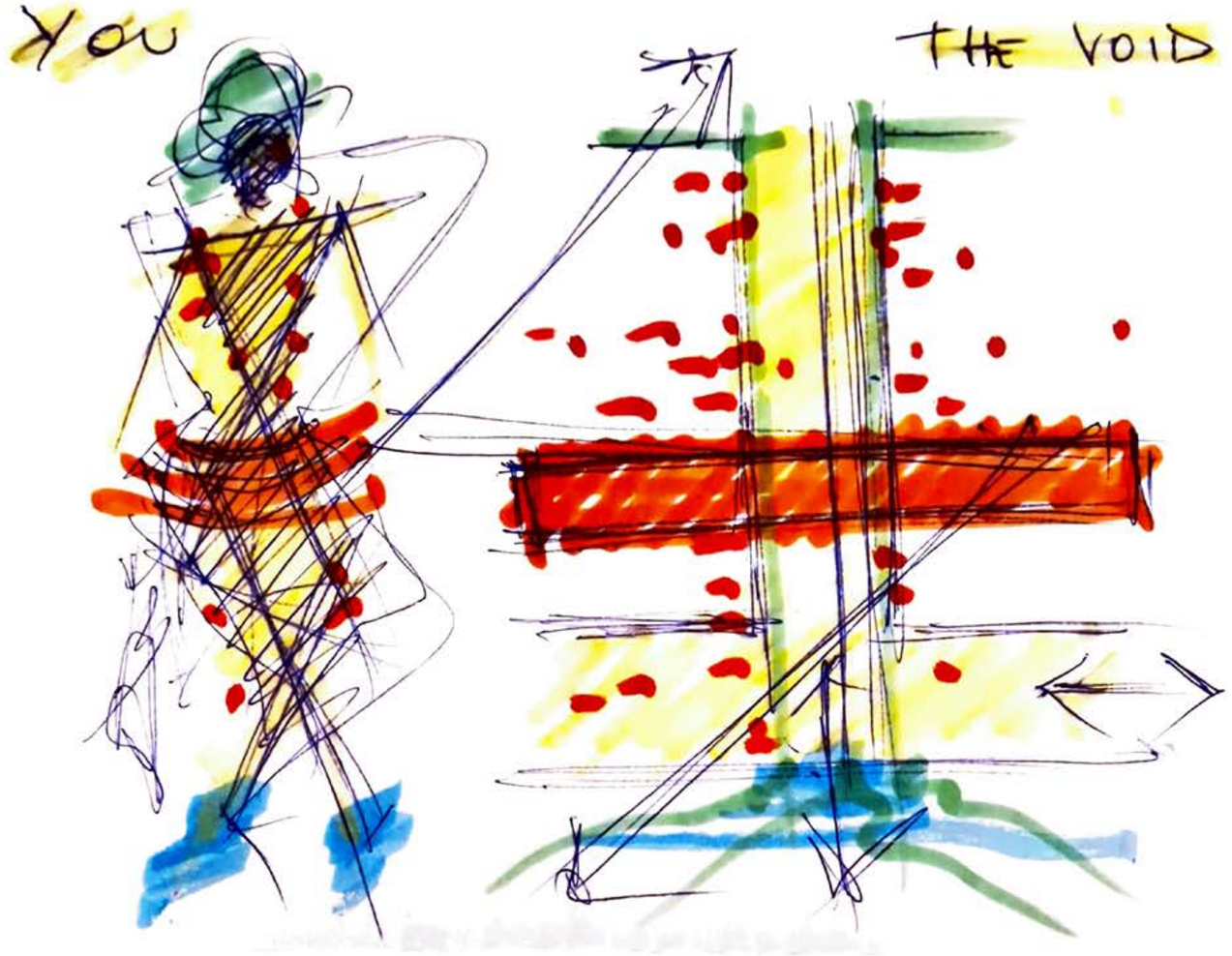
Facade SOUTH



Facade SOUTH



Facade SOUTH (by night)



What would you like to be?

many ways of BECOMING =
many ways of ACCESSIBILITY =
of DRESSING

the VOID: WHAT I AM vs WHAT I WOULD LIKE TO BE

MIU MIU GAME RULES

MIU MIU GAME RULES

01. FIND A VOID.
02. READ ITS INFRASTRUCTURE.
03. INTRODUCE AN EXCEPTION.
04. UPCYCLE WHAT EXISTS.
05. USE YOUR TOOLBOX.
06. PLAY WITH THE LAYERS.
07. ENGAGE WITH THE CITY.
08. REMEMBER: *MIU MIU* IS JUST AN ACCESSORY.
09. TRANSFORM THE ORDINARY INTO EXTRAORDINARY.
10. MAKE THE SYSTEM **READY-TO-WEAR**.