

The new Sumida Hokusai Museum dedicated to Katsushica Hokusai, houses the casts of the Italian artist Desirée Prada

Desirée Prada will be the first Italian artist to exhibit human casts at the new **Sumida Hokusai Museum**, in the Sumida district of **Tokyo**. A great achievement for Italian art that exports the artistic sculptures of Desirée Prada, a cousin of the world famous Brand. The ten works of art currently work in progress will be linked to the personal story of Desirée, reflect desires, passions, transgressions and to say of the sculptor: *"It will be on an emotional level, the strongest provocation of recent years in contemporary art"*. A determined artist who has exploded in recent months with the casts of pregnant pigeons and the casts of family hands on commission, which today decides to create art in a project that will make people talk. Already present, with enormous success at the **Arte Padova international fair**, Desirée goes beyond doubling its path. The commissioned casts and artistic casts that express his being.



The project titled **Red & White**, will be composed of ten Works of the new path of Desirée that will land in Japan in September 2018 and will return to Italy at the end of December to be presented at the fair **Affordable Art Fair 2019 in Milan**.

For some months in Italy the fashion of the cult of the casts has broken out, now more than ever destined to become objects of art and furniture, which one can no longer do without owning one. To remember the old

Lava Lamp object of design and cult exploded in the sixties and seventies, when each house contained at least one.

Desirée Prada is undoubtedly the greatest exponent in Italy of this art and is the first to transform it from handicrafts to contemporary art. The young but talented Milanese artist has much to say and knows how to express herself in the artistic world in an excellent way both in drawing and in sculpture.

Brought into the world of casts on the occasion of her first pregnancy; with his very elegant Brand Calchi Prada, he creates casts of hands, casts of pregnant pions, with high quality hypoallergenic materials.

Contacted by the company **Conphident Spa**, Prada will be the testimonial of one of the most important international companies producing plaster and Alginate. This will give birth to a totally revolutionary Kit for casts, personalized by her and created together with the company's chemists.

