

WHO'S ONLINE!

Milan, 30 July 2021 – Who's Online! is an online experience conceived in close collaboration with artist Simon Fujiwara as part of his major exhibition "Who the Bær" currently on view at Fondazione Prada's Milan venue until 27 September 2021.

In this unique digital experience, Fujiwara has conceived of an interactive tour of the exhibition that brings viewers into the world of Who the Bær - an original cartoon character he created in 2020. Using a specially developed technique that presents the exhibition tour as a user driven stop-frame animation, audiences dive into a coming-of-age story of a cartoon bear in search for an authentic self in the world of images.

While the physical exhibition "Who the Bær" brings viewers into a giant labyrinthine cardboard structure in the shape of a bear, the interactive digital experience broadens the scope of the exhibition with detailed images, animations and artist interviews.

Whether you have already visited the exhibition or are experiencing it remotely for the first time, Who's Online! is a digital experience that offers unprecedented perspectives into the original universe of Who the Baer.

Discover "Who the Bær" digital experience on your mobile phone at this link:
who.fondazioneprada.org

Press contacts

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