

Prada Laureate

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Miuccia Prada following the Miu Miu,
autumn/winter 2010-11 show



MIUCCIA PRADA is set to be honoured for her achievements in fashion and business on Wednesday, when she becomes the 2010 McKim Medal Laureate at the 6th annual gala - at the Villa Aurelia of the American Academy in Rome.

As well as her fashion prowess, the Award will recognise Mrs Prada's contributions to the visual arts as co-founder of the Fondazione Prada - which the designer created with her husband, Patrizio Bertelli, to support contemporary art.

"**Miuccia Prada** has achieved worldwide recognition for her inimitable vision, constant innovation, and exceptional contributions to fashion and the arts," Carmela Viricillo Franklin, director of the American Academy in Rome, told ARTDAILY.ORG. "The Fondazione Prada has gained respect as a top international not-for-profit fund for contemporary art. We are honoured to have her as the sixth McKim Medal laureate."

The medal was established by the Academy in 1894 to recognise individuals whose work has contributed significantly to the arts and humanities. Previous McKim Medal laureates include artist Cy Twombly and the architect and designer Renzo Piano.