

A campaign image of the Cass x Prada sneakers capsule.



FASHION

# Cassius Hirst Talks Prada's Arty Sneakers Capsule

- The collection dropping on Tuesday nods to art, music and fashion from the '90s.

BY MARTINO CARRERA

**MILAN** — Suggesting an ongoing appetite for '90s and early Aughts-inspired fashion, Prada has been resurrecting its America's Cup sneakers and reissuing them in their original design.

Now the Italian luxury brand has tapped artist and musician Cassius Hirst, known as Cass, to develop a 22-item capsule collection of four styles in different nuances based on that design, known by the product code PS0906 and introduced in 1997 as part of the Linea Rossa technical collection. This is not to be confused with the Luna Rossa line, which is named after Prada's sailboat.

Since their introduction the sneakers, which never went out of production but have been revisited design-wise over the years, have become a pillar of the Linea Rosea collection, resonating with consumers far beyond sailing enthusiasts and ranging from young shoppers in Milan and Paris to hip-hop stars in the U.S. They somewhat anticipated the luxury sneaker trend, as WWD reported.

The son of acclaimed artist Damien Hirst, a longtime friend of Miuccia Prada's and a serial collaborator with the Prada brand (he recently teamed with it for Moscow's iteration of Prada Mode), Cassius Hirst has made a name for himself in the sneaker world almost by chance, turning him into the best candidate for such a project.

The 22-year-old Hirst doesn't have teenage memories linked to the America's Cup but found in them the perfect canvas to deploy his art and spray-paint them based on abstract designs, with different effects, from crackled and distressed to white-out. Experiments included 3D design and hybrid models combining two different shoe styles together. "I created

loads of this absurd concept shoe and Prada said, 'We don't know if we can do that, it's a bit too far,'" Hirst said in an interview.

"I said if anyone can do it, it's Prada and so I guessed I had gone probably too far," he admitted. Hence he focused on painting and engaged in a back-and-forth process with the luxury brand, he said.

"The Cass x Prada collection finds parallels between the bold work of this fresh talent and the heritage of Prada — the sense of the hand, an excellence in manufacture, a constant search for innovation, a restless urge to reexamine and reinvent our history," said Lorenzo Bertelli, Prada Group's marketing director and head of corporate social responsibility.

"The iconic silhouette of the Prada America's Cup sneaker becomes a canvas for creation, offered in a special capsule. Something unique, something new," he added.

Hirst linked with Miuccia Prada via

his father. While painting a pair of Nike Air Force 1s, his father's cult sneakers, he came to a middle stage when the shoe was covered in stencil-like tape, which he found interesting. Damien Hirst sent pictures to Prada and she was enthralled. "They look great, we should do something," she is quoted as answering.

The young artist approached sneakers culture by chance in his late teenage years, spray painting Nike Air Force 1s. "It was experimentation and seeing other people do it [online] and thinking maybe I'll have a go. It was small at the start; it was just messing around," he said.

A skateboarding enthusiast, he used to wear only shoes he could hop on the board in and he "didn't have any engagement really with the inside world of sneaker culture....I've always had a kind of distance from it....I didn't stay up to date with every release, for me it's a kind of different thing, it's more that they are just a great canvas for me," he said.

Asked about approaching a different shoe style than what he was used to, he revealed that it was easier and freer because, unlike with Nike styles, he could paint the sole as well and achieve better results. "With the America's Cup I started painting the whole thing....They looked so much better like that, full color. It was fun, I think they'd be a lot more fun, less boring work [tapering] and more just painting," he offered.

Long before gaining a following among celebrities drawn to his artistic reinterpretation of sneakers, including A\$AP Rocky, Playboi Carti, Offset, Rihanna and AJ Tracey, among others, Hirst had customized his first pair at age 14 on Father's Day with paint pens for Hirst senior. He then transitioned to tapering the shoes and soles and spray painting the uppers to achieve patterns suggested by instinct.

A turning point was receiving praise and approval from Virgil Abloh. After purchasing one custom pair via a mutual friend, the late designer invited Hirst to host one of the inaugural workshops at NikeLab's Chicago Re-creation Center in 2019 and sell his shoes out of the Church & State pop-up at the Museum of Contemporary Art Chicago. Hirst even got to paint a pair of Air Force 1 Off-White MCA University Blue, signed by Abloh.

"With Prada and the collaboration with Virgil Abloh, it's like to be given the opportunity is the main thing, to be given the opportunity to experiment," Hirst said. "I think I'm open to anything, it's just a matter of trying," he said about venturing into other collaborations.

Nodding to Hirst's other creative passion, music, the four styles are named after its vocabulary, with such monikers as Att4ck, D3cay, Sust4in and Rel3ase given to the four styles, each in different color combinations. Obsessing over synthesized music and "dance-y stuff," as he put it, he used his improving skills as a musician on the soundtrack of the collection's campaign video by Alex Morin. It showcases types wearing the sneakers and matching one-of-a-kind masks painted in the same style moving inside a lab-like white space.

"It's weird because I'm not really a musician or a tech fanatic...but having to learn and having to improve my skills has just been fun because there just have been problems constantly....It's been good to tie it all together really, with my music in the campaign video as well," Hirst said.

Retailing at \$1,790 and available from Tuesday at select Prada boutiques and on the brand's online store, the Cass x Prada sneakers are a limited run of 3,000 pieces and bear the brand's logo and Cass' signature. The box features the brand's and artist's logos, the latter being a scan image of Hirst's brain.



The Cass x Prada sneakers capsule collection counts four families and 22 different styles.

**DAZED**



## The story behind artist Cassius Hirst's exclusive Prada collaboration

FASHIONQ+A

We talk to the artist about reinventing Prada's most iconic sneakers in his signature style and gaining a cult following of famous fans

IN PARTNERSHIP WITH PRADA

19th May 2022

Text Emily Dinsdale

Artist Cassius Hirst – who goes by the moniker [Cass](#) – has always been drawn to sneakers as canvases on which to express himself. The unique sculptural qualities of trainers combined with their rich evocations of popular culture; their status as objects of design added to their ubiquitousness as everyday articles of clothing

make them compelling cultural artifacts. “Trainers are amazing to work with,” he tells Dazed. “Mostly because they have so many layers and so much depth.”

He was 14 when he first painted a pair of trainers. He gave them as a gift for his father – art world luminary [Damien Hirst](#). “Those shoes were so different from what I’ve been making in the past few years,” he recalls. Since then, his practice has developed and Cass’ customised, hand-painted sneakers have achieved a cult following among some of the most influential figures from the worlds of fashion and music, including the likes of [A\\$AP Rocky](#), Playboi Carti, Offset, [Rihanna](#), [AJ Tracey](#), and the late, great [Virgil Abloh](#).

Now, the cutting-edge artist has partnered with [Prada](#) Linea Rossa to reimagine their iconic America’s Cup sneaker in a limited edition range of special pieces, each pair totally unique with labels featuring the artist’s distinct signature. The co-branded Prada box is hallmarked by the Cassius Hirst logo – a scan of his brain, a symbol which holds significant meaning for Cass.

“The brain scan represents hope and knowledge in a world of shadows and uncertainty,” he explains in a statement from Prada. “The brain is where the thoughts happen – for me it all became about creativity and the creative process. I’ve learned that sometimes we have to look inside ourselves to see what’s really going on. We shouldn’t be afraid of that.”

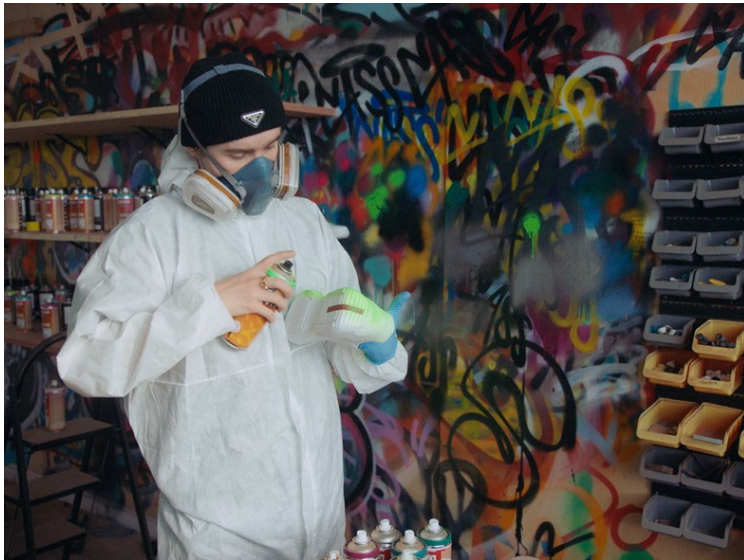


Taking their names from musical terminology denoting the ‘life’ or ‘evolution’ of a sound, the collection comprises four distinct designs: ATT4CK, D3CAY, SUST4IN, and REL3ASE. In each expression, Cass displays his evolved techniques of painting footwear – from the textural innovation of ATT4CK, the layered, distressed style of D3CAY, the bright simplicity of SUST4IN, and the pure neon two-tone spray paint of REL3ASE.

He loves the immediacy of spray paint – the way the paint “moves through the air” and the rapidity at which it allows him to work. Music is also a seminal aspect of his practice as an artist, touching every part of his creative process. He composed the soundtrack which features on the campaign accompanying his Prada collab – a stunning, conceptual series of still and moving image shot by [Axel Morin](#). “I wanted everyone in painted masks to keep the focus on the designs, the shoes and the amazing Prada outfits,” Cass recalls, describing the one-of-a-kind painted masks he created for the shoot.

Take a look through the gallery above for a glimpse of Axel Morin’s campaign for Cass x Prada. Below, we talk to Cassius Hirst about growing up on the radical vanguard of the

British art world, his relationship with the legendary America's Cup sneaker, and how he reconfigured this iconic design for a new generation of Prada wearers.



Photographed by Prudence Cuming Associates Ltd. © Cassius Hirst

Please could you begin by talking us through the collection?

Cass Hirst: To me, the whole series feels like a display of the evolution of styles and techniques I have learnt in my own exploration of painting shoes. ATT4CK is my way of expanding the shoe and creating extra texture for the paint to work with. D3CAY is many of my techniques layered on top of each other and then blended together through distressing. SUST4IN is the top point of the series in my eyes, like flying through the clouds and getting to the clear skies above. It has simple, bright colours with white on the sides and is definitely one of my favourite designs. REL3ASE feels like the perfect place to end the series... pure neon two-tone to show off the organic shape of the America's Cup.

The America's Cup sneaker is such an icon of design. What appeals to this trainer in particular? Does it hold special significance for you in any way?

Cass Hirst: The significance of the America's Cup sneaker has only become apparent to me through the process of painting, I didn't know much about the shoe before this project. Looking at the shoes from a purely visual perspective helped me to make the right decisions when coming up with these designs.

**"I think growing up around art made me quite rebellious towards the art world" – Cassius Hirst**

How did you approach customising this design classic? How did you begin to reconfigure this design classic for a new generation of Prada wearers?

Cass Hirst: My first approach when painting these was to try out the techniques I was used to, and seeing how the results differed from my previous work. This process showed me what worked best and what didn't work so well. In terms of the new generation of wearers, I wanted to create enough colourways and styles for everyone to find something they like and to appeal to a broad range of people, rather than creating designs that only show one way of thinking.

Please could you tell us about your practice? Do you have any creative rituals? How and when do you work best?

Cass Hirst: It feels like I'm wired to work in a particular way. I normally wake up and go straight to the studio, pretty much every day. I mostly just fuel myself with tea and cigarettes and eat much less than I should. Definitely not the best rituals.

Growing up surrounded by art must've given you such a unique perspective. In what ways do you think your background has inspired your interest in fashion? And how do you think this has informed this particular collaboration?

Cass Hirst: I think growing up around art made me quite rebellious towards the art world. When I was younger, I hated art and thought it was stupid... probably because I was being dragged around art galleries a lot. But nowadays, I enjoy everything a lot more and I feel

like that negative energy has become positive. In fashion especially, I find myself asking a lot of questions like, 'Why didn't they just do *this*?' And this collaboration has been an opportunity to have my input and create a final product I'm proud of.



Photographed by Prudence Cuming Associates Ltd. © Cassius Hirst

What's the allure of trainers and why do they make such an exciting canvas to work on?

Cass Hirst: Trainers are amazing to work with mostly because they have so many layers and so much depth. They're all so unique and it feels like every time I paint a pair, I learn something new.

What appeals to you about working with spray paint as a medium?

Cass Hirst: Spray paint is my favourite medium for so many reasons, it was so fun for me at such a young age, mostly because of the ground you can cover in such a short space of time. I always hated how much time you have to put in when drawing and painting... so much time to doubt your own decisions. With spray paint, it's all very fast-paced. I also love

how the paint moves through the air – the REL3ASE series is a great display of that, it's a technique that's pretty much impossible with any other medium.

You first customised a pair of trainers aged 14, as a gift for your father. Please could you tell us about your memories of these shoes and your inspirations back then?

Cass Hirst: Those shoes were so different from what I've been making in the past few years, they were pretty hilarious, to be honest. If I remember correctly, they had funky lettering all over and little drawings covering the shoe. I was in a totally different world back then.

“In terms of the new generation of wearers, I wanted to create enough colourways and styles for everyone to find something they like and to appeal to a broad range of people, rather than creating designs that only show one way of thinking” – Cassius Hirst

Please could you elaborate on the image of the brain scan and why that speaks to you as a motif?

Cass Hirst: I like to hope the brain scan speaks for itself, simply as an image. I'm glad I made the decision to use it in my work because I prefer using an image to present myself rather than words.

Your trainers have acquired a cult following among some of the most high profile figures in the current moment of popular culture. Aside from these amazing individuals, who else would you most love to see wearing your artwork?

Cass Hirst: I don't think there's anyone in particular at the moment, it would be awesome to see the guys from Slipknot wearing them. Would be great to give them some of my work as I've enjoyed their work for most of my life.





Photographed by Prudence Cuming Associates Ltd. © Cassius Hirst

The collection is showcased in a still and motion-image campaign by Axel Morin. Could you tell us about this? How did you and Morin collaborate? And what was your vision for this aspect of the campaign?

Cass Hirst: The campaign was a great opportunity to showcase some of the visual ideas I've had on the side, while painting shoes. I wanted everyone in painted masks to keep the focus on the designs, the shoes and the amazing Prada outfits. Working with Axel was amazing, and he did a brilliant job at displaying these ideas and pulling the whole thing together.

It seems like music is an important part of your practice as an artist. Could you tell us a bit about how music feeds into your work?

Cass Hirst: I've been working on music on the side whilst working on this project and it's naturally become a big part of my work. One of my goals has been to be able to use my own music within videos because choosing songs for these kinds of things is always tricky. It's fascinating working on music because it's a lot more challenging than anything else I've

involved myself in. It's just a case of spending as much time as possible learning as much as possible.

In what ways do you see your practice developing in the future? What areas would you most like to move into?

Cass Hirst: I'd love to put more time into video work and 3D design. It's definitely an overwhelming idea considering how much I've had to put towards music to get to where I'm at, but I'd definitely love to get more involved in those mediums.

*The Cass x Prada collection is an edition limited to 3,000 pairs globally, sold through a selection of Prada boutiques and via [prada.com](https://prada.com)*

**hypebae**

# PRADA TAPS ARTIST CASSIUS HIRST TO UPDATE ITS AMERICA'S CUP SNEAKERS

Arriving in four styles: "ATT4CK," "D3CAY," "SUST4IN" and "REL3ASE!"

By YeEun Kim



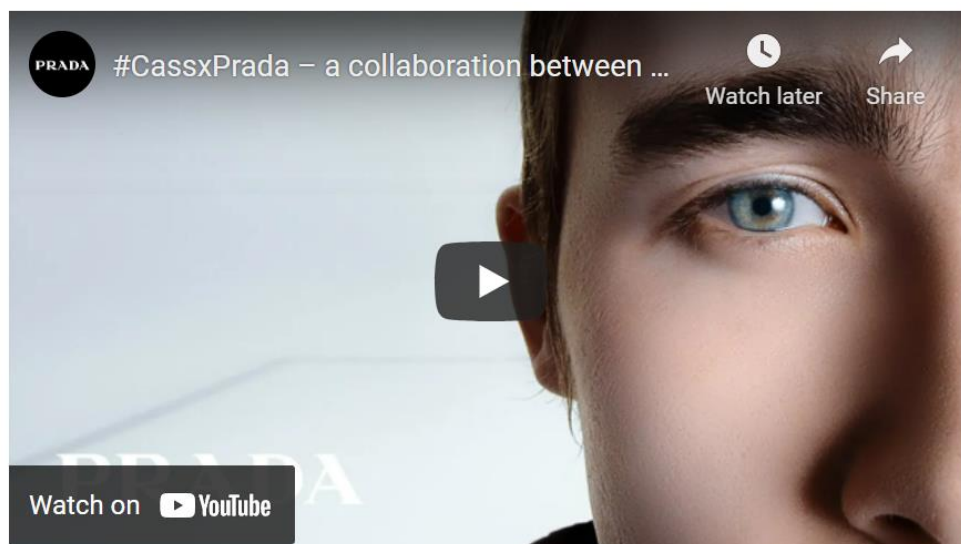
**Text:**

Prada has joined forces with artist Cassius Hirst — also known as Cass — to update the America's Cup sneakers from its Linea Rossa line.

The collaboration features four styles with names inspired from the world of music. “ATT4CK” comes with molded spikes and is given a three-dimensional effect with crinkled spray paint, while “D3CAY” is given a distressed look with multiple layers of colors. “SUST4IN” is spray-painted with two different shades of the same color for a tonal look, and “REL3ASE” is a bicolor design with two contrasting colors sprayed on each side of the shoe. All four models feature Cass’ name repeatedly printed on the lacing system, and Prada’s iconic red stripe runs down the rear.

In an interview with HYPEBEAST, Cass explains that the spray paint theme came from when he was experimenting with painting Air Force 1s. “I would mask off part of the body of the shoe, and then wrap the whole shoe in the stencil. It looked crazy. And I kept taking photos of them when I was doing it,” he shares. “Compared to other sneakers, the Prada America’s Cup shoe is totally different. It actually confused me for a bit because I just thought: what can I do? I explored 3D design — I put a shoe inside a shoe, creating a new shoe but with the substance of both. And that felt so Prada — but that was too much. So then I began painting — I painted 44, trial and error, and narrowed down to 22. And then worked with the factory, to reproduce them.”

Peep the campaign above. Limited to 3,000 units worldwide, all four Cass x Prada America’s Cup styles in 22 iterations are now available online and at select Prada boutiques.



Interview

FASHION!

## Cass Hirst Wants You to Shred in His New Prada Sneakers

By **Ernesto Macias**

May 16, 2022



### Full Text:

As a kid, Cassius Hirst never really cared for art—that was more his dad’s thing. Now, at 22 years old, Hirst’s self-described “chaotic” creations are sitting pretty inside of Prada stores. What started out as a clever birthday gift for his father Damien—Hirst painted his first pair of sneakers when he was 14—later evolved into a DIY cottage industry with a cult following that includes Rihanna, A\$AP Rocky, and the late Virgil Abloh. This week,

the young multi-hyphenate celebrates the release of Cass x Prada, a 3,000-unit limited edition footwear collaboration that uses the Italian house's iconic '90s America's Cup sneaker as a canvas for bold experiments with texture and color. Ahead of the release of Cass x Prada, Interview caught up with the young artist at the Prada store in SoHo, for a chat about skateboarding, working at Tesco, and his dad's Prada collection.

INTERVIEW: What's in your system right now?

HIRST: A lot of water and a couple of croissants.

INTERVIEW: We know that you grew up in an art house, but when did you realized that you were an artist?

HIRST: Actually pretty late in my youth. I hated art growing up, I thought it sucked. I used to want to work at Tesco, which is like a British Walmart. I would say, "I don't want a job, I just want to skate and work at Tesco." When I was 16 was when I realized that I actually enjoyed creating things, and that you can do anything with art.

INTERVIEW: What's your first Prada memory?

HIRST: Probably my dad's dress shoes. My dad used to wear slick dress shoes all the time, and he used to wear Prada sunglasses a lot. I never questioned it as a child, but it's pretty weird to realize that the same brand I grew up seeing him in is selling my work.

INTERVIEW: The first shoe that you painted was a gift for your dad. Now, you have a whole wall at Prada of shoes. How does that feel?

HIRST: Unbelievable. It's one of those things that never settles in. You just can't believe it until it's all over. I always wonder, "why don't these brands go crazy and really embrace all these wild ideas?" It makes me happy to see that Prada has taken the leap and gone for it.

INTERVIEW: You took something that was part of Prada's heritage and made it into something new. What is the importance of reimagining iconic pieces?

HIRST: It's super important, because otherwise these iconic things can die. There are definitely people who don't believe in reimagining those pieces. They're like, "You can't touch that, because it will ruin its timeless value." This shoe is older than me, so it was exciting to put a new spin on it and punch it up again.



INTERVIEW: How would you describe the shoes? There are four iterations, but what's the overall vibe?

HIRST: It's a study on colors and shapes. I tried to accentuate everything the shoe already has. It's less about offering my own artistic vision and more about using my vision to expand on what Prada has already done. All of this is about making the shoe go crazy.

INTERVIEW: The names are ATT4CK, D3CAY, SUST4IN, REL3ASE'. Can you explain the origin of those names?

HIRST: I realized I had to name them. I had been making music on the side for the past three years or so, and I realized I could borrow something from that. I was looking through the manual for my synthesizer trying to find words. I found ATT4CK, D3CAY, SUST4IN, REL3ASE'.

INTERVIEW: Where do you envision people wearing your shoes?

HIRST: There's a shoe here for every setting. I can't wait to see what people do with them and what outfits they'll pair with them. Wear them in the club, wear them in the house, wear them at a wedding. Why not?



INTERVIEW: Speaking of using things, you have three Instagram accounts. One of them is just videos of finger skating. Who is your favorite skater, and can you skate in these shoes?

HIRST: That's a good question. My favorite skater has changed so many times. Right now, it's probably Jaakko Ojanen. He's crazy. He's unbelievable. He can skate like no one else. Also, I think you can skate in anything. People skate in Timbs.

INTERVIEW: Have you tried skating in these?

HIRST: I haven't actually. They've always been a bit big for me. I need some bigger socks if I want to skate in these, but I'll probably try it at some point. I'd love to see someone shred in these.

INTERVIEW: What are you doing for the rest of the day?

HIRST: I'll probably get some food, go shopping. I'm kind of freestyling here in New York.







FASHION

## Prada Taps Cassius Hirst to Reimagine Its Classic Sneaker

Plus more of the latest designer drops and capsule collections of the season.

by **Christina Holevas, Andrea Whittle** and W Staff

Updated: 05.18.22

Originally Published: 01.10.22



### Full Text:

#### Cass x Prada

For the artist Cassius Hirst, son of Damien, sneakers have always been a canvas of choice. At 14, he painted a pair as a gift to his father. Now, Prada has tapped the Gen-Z star to reinterpret their classic America's Cup sneaker in a range of four styles with hype-appropriate names that reflect the look and feel of each. See: the ATT4CK style's molded neon pikes and D3CAY's faded and distressed leather. The accompanying campaign by Axel Morin showcases the sneakers with custom masks that create an anonymous character around each look. The limited edition collection is available at select Prada boutiques and on [prada.com](https://www.prada.com).



Cass x Prada America's Cup "Att4ck" Sneakers, \$1,790

[Prada](#)

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Courtesy of Prada

# V MAGAZINE

## CASSIUS HIRST & PRADA COLLABORATE ON REIMAGINED AMERICA'S CUP SNEAKER

Cassius Hirst and Prada have joined forces to release contemporary styles of the classic Prada shoe designed by the UK artist.

May 18, 2022

TEXT: NATALIA FINNIS-SMART



### **Text:**

Prada's signature Linea Rossa American Cup Sneaker emerges once more. The luxury fashion house has tapped artist Cassius "Cass" Hirst to create his take on the shoe which has existed within the Prada catalog since 1997, its initial creation for the Luna Rossa sailing team for America's Cup. Cass' work has been sported by Rihanna, A\$AP Rocky, the late Virgil Abloh, and more.

Arriving in four distinctive styles and twenty-two colorways with no identical pairings, Cass reinvents the sneaker's 20th century composition for the newer generation. Their names ATT4CK, D3CAY, SUST4IN, REL3ASE, take inspiration from the world of music while showcasing Cass' interests in sonic artistry and his passionate fans. Each title dubs after the 'envelope,' or life of a sound and its evolutionary stages, a translation to the American Cup Sneaker and its transformation over time. They also indicate each shoe's distinctive nature that suggests its look and feel like ATT4CK's hard-edged arrangement, molded spike embellishments and finished with neon spray or the distressed leather of D3CAY.





Prada's and Cass' trademark also appears on the footwear, accompanied by a co-branded Prada box including Cass' logo and a scan of his brain. "The brain scan represents hope and knowledge in a world of shadows and uncertainty," Cass expressed in a statement. "The brain is where the thoughts happen – for me it all became about creativity and the creative process. I've learned that sometimes we have to look inside ourselves to see what's really going on. We shouldn't be afraid of that."



The UK-native has always had a knack for fine art, growing up in a household where art exposure was imminent. Cass' involvement with sneakers started at age 14 where he painted his first pair, a gift for his father, world-renowned artist Damien Hirst. The rest is history. "I was painting shoes, taking photos, and turning those photos into complex vinyl stencils that became abstract designs. I would mask off part of the body of the shoe, and then wrap the whole shoe in the stencil. It looked crazy," shared Cass. "I sent a photo to my dad, and then he sent a photo of that to Miuccia [Prada]. And she said, 'This looks amazing, let's do something.' The best part about this project – this collaboration – was how willing Prada are to invest their time, to be open to ideas, to challenges. And to really commit to something new."







"The Cass x Prada collection finds parallels between the bold work of this fresh talent and the heritage of Prada – the sense of the hand, an excellence in manufacture, a constant search for innovation, a restless urge to re-examine and reinvent our history," conveyed Lorenzo Bertelli, Prada Group Marketing Director and Head of Corporate Social Responsibility. "Here, the iconic silhouette of the Prada America's Cup sneaker becomes a canvas for creation, offered in a special capsule. Something unique, something new."

The Cassius Hirst x Prada capsule sneaker collection is available now on Prada's official website and in select Prada boutiques.



## HYPEBEAST

### Prada 携手艺术家 Cassius Hirst 打造定制胶囊系列

为 [Prada America's Cup](#) 运动鞋注入新鲜活力。

为 [Prada America's Cup](#) 运动鞋注入新鲜活力。









英国当代艺术家 Damien Hirst 之子 Cassius Hirst 自 2018 年开始以如 Nike Air Force 1 运动鞋作为自己的画布，通过手工喷涂重新绘制鞋体形貌，打造出独一无二的一双双鞋，逐渐形成自己的创作风格。2019 年 5 月，Virgil Abloh 邀请 Cassius Hirst 在 Nikelab 的芝加哥再创造中心主理首批推出的工坊之一，并在芝加哥当代艺术博物馆的「Church & State」限时店出售其设计的鞋履。他的喷绘设计吸引了包括 A\$AP Rocky、A-COLD-WALL\* 设计师 Samuel Ross、24KGoldn 在内的众多名人关注。2019 年 6 月开始，Cassius Hirst 回归到传统画布上作画，通过简化的形式实现与在运动鞋上创作接近的成果。

此番，Prada 便携手 Cassius Hirst 打造定制胶囊系列，以 Prada Linea Rossa 系列中品牌上世纪 90 年代末为 Luna Rossa 帆船队而设计得 America's Cup 运动鞋为蓝本，藉由 22 款多变设计塑造全新 4 种风格，透过 21 世纪现代视角再现 20 世纪的经典之作。四组不同风格的 Cass x Prada 运动鞋名称来源于音乐世界，ATT4CK、D3CAY、SUST4IN、REL3ASE 皆得名于「envelope」（即声音的生命力），每一款式的名称皆暗合其观感。棱角分明的模塑饰钉 ATT4CK 呈霓虹喷绘效果；简约的做旧皮革 D3CAY 刻意褪去一抹色彩；绚丽纯色的 SUST4IN 漆以白色浮雕感细节；REL3ASE 的霓虹喷绘饰面引人注目。

谈及这次合作的开始，Cassius Hirst 说到：「我对鞋子进行手绘、拍照，将照片制作成复杂的乙烯模板，最后创作出抽象设计。我会遮掩部分鞋身，然后用模板将整只鞋包裹。这看起来很疯狂。我把照片发给我爸看，他又发给 Miuccia [Prada]。她说：『这太棒了，我们得做点什么。』这次项目合作期间，给我印象最深的是 Prada 愿意投入时间，乐于接受想法和挑战，并致力于探索新鲜事物。」

Cass x Prada 系列款式均由 Prada 于意大利手工制作，全球限量 3000 双，每双的标签皆有独特的 CASS 签名，鞋盒上印有 Cassius Hirst 的标志——其脑部扫描。「脑部扫描寓意在充斥着黑暗与不确定性的世界中，浮现出希望与智





识。大脑孕育思想，于我而言，思维则是创造力与创作的过程。我意识到：有时我们必须审视内心，看清真相。我们不应畏惧于此。」 Cassius Hirst 表示。

[PRADACASSIUS HIRST](#)



# Numéro



## La collaboration arty : l'artiste Cassius Hirst réinvente la basket Prada America's Cup

MODE 16 MAI 2022

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Le fils de la star de l'art contemporain Damien Hirst signe avec *Cass x Prada* une collection capsule de baskets ultra arty, colorée et désirable. Travaillée par le jeune artiste comme une toile vierge, chaque paire est absolument unique. Cassius Hirst dévoile pour *Numéro art* les dessous de cette collaboration.

Par [Thibaut Wychowanok](#) .

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Cass x [Prada](#)

**Cassius Hirst n'a que 14 ans lorsqu'il peint sa première paire de baskets**, un cadeau de son père la star britannique Damien Hirst. Depuis, le jeune artiste a développé sa pratique en utilisant la Air Force 1 Classique comme une toile vierge – la retravaillant à la manière d'un peintre et d'un graffeur. Repérées par Vigil Abloh, ses sneakers sont vendues en 2019 au Musée d'art contemporain de Chicago à l'occasion de l'exposition du créateur qui n'est pas le seul à avoir succombé à ses chaussures peintes à la main. Toute la scène musicale leur voue un culte, d'A\$AP Rocky à Rihanna en passant par Playboi Carti et Offset.





**Mais ce printemps, c'est bien pour la maison Prada** que Cassius Hirst a imaginé, pour la première fois, toute une collection : quatre modèles déclinés en 22 variations. “Lorsque j’ai montré à mon père mes premières chaussures peintes, nous confie Cassius Hirst, je lui ai dit que j’avais très envie de créer un jour une véritable collection. Il m’a simplement répondu : “Peut-être que je devrais envoyer quelques photos de tes œuvres à **Miuccia Prada**.” Et elle s’est montrée très intéressée ! Je ne pouvais pas y croire mais, quelques mois plus tard, j’étais en Toscane, au sein des ateliers Prada où les chaussures sont réalisées.” Le jeune homme reçoit alors chez lui des dizaines et des dizaines de boîtes de chaussures. S’éloignant de sa pure pratique de peintre, il décide de s’essayer au design 3D, scannant les modèles avant de les réajuster sur ordinateur, puis de les sortir en impression 3D, encore et encore, avant de les peindre à la main. “Je suis passé par de nombreuses étapes avant de finalement revenir à la pure peinture au spray sur les chaussures et l’ajout de textures sur les modèles.”

**Le modèle ATT4CK** associe ainsi de la résine et un effet 3D avec de la peinture fluo en spray lui offrant un impressionnant aspect craquelé. Le fluo est à nouveau à l’honneur avec la **REL3ASE** et son effet bicolore saisissant. Pour la **D3CAY**, un traitement spécial vient donner un effet usé, épuré et volontairement délavé. Le modèle **SUST4IN** joue quant à lui sur des effets de couches de peintures bluffantes : la tige est recouverte de peinture en spray de deux nuances de la même couleur avec une couche de base plus foncée et une couche supérieure plus claire. “Quand j’étais plus jeune, explique l’artiste, je voulais vraiment être bon en dessin. Je dessinais des animaux marins, des requins, des baleines, des calmars... Mais c’était avant tout pour m’amuser. Et puis j’ai commencé à utiliser la peinture en spray vers l’âge de 10 ans. J’ai ensuite étudié le design graphique et la photographie si bien que j’ai appris à produire de différentes manières. A la sortie de l’école j’ai réalisé ma première chaussure. C’était une manière de mettre en pratique tous ces différents apprentissages.”





**Confectionnés à la main en Italie par Prada**, tous les modèles associent à merveille la créativité débordante du jeune artiste, le savoir-faire traditionnel et l'innovation de pointe de la maison pour offrir des objets entre technologie et peinture ultra contemporaine. "J'étais particulièrement inspiré par silhouette iconique de la [Prada America's Cup](#), ajoute Cassius Hirst. [Prada](#) est l'une des rares maisons à avoir trouvé sa marque de fabrique : une forme presque abstraite, organique." La base massive de la [Prada America's Cup](#) forme un parfait terrain de jeu pour le jeune homme. Tout comme ses lignes courbées.





**Cassius Hirst, qui est aussi musicien**, a réalisé la bande-sonore du film de la campagne. “C’est encore quelque chose de nouveau pour moi, même si j’ai commencé à jouer de la batterie quand j’étais plus jeune. A l’époque, j’avais une manière très précise de jouer en tête mais mon corps ne suivait pas. C’est des années plus tard, en découvrant les synthétiseurs et les boîtes à rythme que j’ai enfin pu concrétiser mes envies.” Le jeune artiste se consacre désormais à une autre passion : la vidéo. “J’ai réalisé de nombreuses peintures et chaussures ces dernières années et j’aimerais arriver à réunir toutes mes pratiques en une grande vidéo. J’aimerais également réaliser des gants. Les mains forment une partie du corps totalement incroyable !” Le prolifique Cassius Hirst n'a pas fini de faire parler de lui.

**La collection Cass x Prada est disponible en édition limitée de 3 000 paires dans une sélection de boutiques [Prada](#) et sur [prada.com](#).**





## HIGHSNOBIETY



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### CASSIUS HIRST EXPLAINS THE SOUND OF HIS PRADA COLLABORATION

12 MINUTES AGO IN SNEAKERS  
WORDS BY ALEXANDRA PAULY

#### Full Text:

Art runs in Cassius Hirst's blood — he's the son of Brit Art star Damien Hirst so naturally, the 22-year-old was exposed to his father's oeuvre at a young age.

The elder Hirst's creativity must have rubbed off on Cassius, AKA Cass. An impressive milestone in his career, the burgeoning artist and musician was recruited by Miuccia Prada herself to rework the Italian label's America's Cup sneaker, originally designed for Prada's Luna Rossa sailing team in 1997.







► 17 maggio 2022 - 11:21



Cass might be young, but this isn't his first rodeo. He began painting sneakers at age 14, an entrée into creative expression that eventually garnered him an A-list following (he counts Rihanna, ASAP Rocky, and the late Virgil Abloh among his fans).

For [Prada](#), Cass transformed the enduring America's Cup into an objet d'art. In fact, the reworked shoes look more like paintings than footwear: some are airbrushed in neon; others are coated in vibrant lacquer and sanded down; an all-white version features texturized globs of paint at the lateral. And thanks to their hand-customized nature, no two pairs are exactly alike.





It's not just Cass' painting skills that informed the release. "Throughout the whole process of painting the shoes, I was messing with music on the side," he told Highsnobiety during a visit to Prada's New York City flagship. Four iterations of the shoe — ATT4CK, D3CAY, SUST4IN, and REL3ASE — are named after music production terms, uniting the collection.

"It's a really technical stuff. I've only been doing it for like three years or so, but it's all to do with how sound travels," he says, running me through each term. Attack refers to the buildup of a note: "a slap sound would have no attack, whereas a plane taking off would have loads of attack," he explains.



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Sustain refers to the amplitude of a sound at its maximum intensity, and decay is the rate at which said sound fades to silence. Release is the time it takes for a sound to decay from its sustain level to an amplitude of zero.

Cass' take on the America's Cup reverberates with his multi-disciplinary practice — to cop a collectible pair of your own, head to [Prada's](#) website.



MODERN WEEKLY

NEW WORLD NEW LIFE

## Cassius Hirst x PRADA | 披荆斩棘的艺二代

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凭借与Prada合作完成的Cass x Prada鞋履系列，年轻的创意骄子Cass Hirst展现了超乎寻常的创作锐度。喷绘技法闪烁Cass的童年，而恣意、不可预估的图案更指向他强大的想象张力与永不停歇的探索欲。



Cass Hirst的工作室位于伦敦西部Hammersmith区，这里有着巨大的窗户和宽敞的空间，还有美丽的泰晤士河景，可以说，是所有创意工作者都梦想的工作之所。身为传奇艺术家Damien Hirst的儿子，Cass Hirst当然知道自己有着非普通人能及的特权。“只有一小部分人能有机会在伦敦建一个这样的工作室，所以，对此我很感恩。”这位22岁的艺术家每天都在这个工作室工作，全身心地投入到创意与创作进程中。

Cass是他全名Cassius的缩写。近日，随着他与Prada携手推出的美洲杯限量版运动鞋系列面世，他开始看到了自己努力工作的成果。Cass x Prada整个系列共有3000双鞋，其中每双鞋都在意大利工厂经过手工喷漆完成制作。这一超凡脱俗的鞋款系列，将Prada白色皮革网面运动鞋的华丽品质与Cass喷漆艺术那种乱中有序的活力感，完美融合于一体。这是Cass的喷漆设计之作第一次进行批量生产，他与Prada工厂的工匠们共同合力，完成了这个系列的制作。那些工匠们曾经习惯用空气刷来进行喷涂，而Cass则为他们展示了强大的喷枪技艺。“刚开始，我觉得自己要求他们改变喷涂工艺，对他们来说可能是个负担，不过后来整个团队都很适应了这种方式。”Cass说道。



此次合作系列的制作和生产其实已经进行了三年，最初的鞋款始于Cass设计的一款定制运动鞋，后者采用了静电贴作为装饰，上面印着Cass自己的头部扫描图案，鞋底装饰网纱格纹。“我把这双鞋的一张照片发给我爸爸，他又把图片转发给了Miuccia Prada女士看。随后她就说，“这太好看了，我们来做点什么吧。”这是三年前的事，在当时看起来，是如此的不真实，不过，后来，我真的受邀到意大利的工厂去了解Prada的制作工艺。他们要我挑选出一些鞋款用来进行创作。我简直不敢相信！于是我开始试着用一些贴纸来进行创作，最后我决定试试更疯狂和大胆的做法。”回忆起他灵感乍现的那个时刻，Cass笑着说道。



可以说，这次合作源于他对喷漆艺术的着迷。Cass在十八、九岁时就开始帮朋友们喷涂运动鞋，而且，ASAP Rocky、Playboi Carti、Offset、Rihanna和AJ Tracey等人都曾聘请他喷涂设计鞋款。Virgil Abloh则曾在2019年邀他创作了MCA运动鞋的一个系列。“我做了20双鞋，全部由手工喷涂完成，后来，Virgil邀我一起去芝加哥参加研讨会。他非常热情，也很开心。当他在芝加哥当代艺术博物馆办展览的同时，这些鞋款就在他的快闪店“Church&State”中出售。它们以3000美元一双的价格全部售罄。疯狂的是，后来，这些鞋款以20000美元的价格被转手卖出。” Cass将运动鞋收藏市场比作为艺术市场，产品往往会因为稀缺而价值飙升。Kanye West设计的Nike Air Yeezy在苏富比拍卖会上就以破纪录的180万美元成交，而Virgil Abloh x Louis Vuitton的Air Force 1在今年2月的一个慈善拍卖会上则以35万美元成交。





在Cass的工作室里，随处可见他“疯狂”的实验作品。在这里，你可以看到一排排3D打印的陶瓷手工喷涂运动鞋模型——它们色彩斑斓，从鲜艳的橙色到苹果绿，不一而足，色彩中则带有复杂的错视画褶线、裂纹和做旧感的磨损痕迹。从这些鞋模巨大的尺寸和独特感来看，它们堪称雕塑作品。工作室同时也展示着一排真实的运动鞋，每一双同样都由手工喷涂完成，喷涂的效果各种各样——从云层暴图案到珠光迷彩图案，琳琅满目，旁边的架子上则摆满了五颜六色的喷漆罐。“我做了大约100个样板。那些3D打印的样板，在手工喷涂之前，仅仅打印工序就大约需要花费7个小时。我把这些和喷漆运动鞋一起送到了Prada，但他们觉得有点太多了！”Cass谈到，他为这次合作投入了很大的精力。Prada集团营销总监兼企业社会责任主管Lorenzo Bertelli是此次合作的负责人，他曾经是美洲杯Linea Rossa运动鞋项目的推动者，而他们此次新的定制系列计划，也由此走上了日程。



Cass并不是一个运动鞋迷，也算不上是个奢侈品牌狂热者，但他确实喜欢好鞋款。“我以前并没有追随高级时装，直到我在学校里开始喷涂鞋子之后，才开始产生了兴趣。以前，我穿的都是滑板时可以穿的鞋——比如Nike和Adidas——后来我喜欢上了Airforce 1，我才意识到它们真的非常舒适。我知道Prada以其精湛华美的服装制作而著称，也因其在现代和传统之间的完美平衡而为人所知。我喜欢这一品牌

作为顶尖奢侈名品的锋锐一面——它们有超级流畅而简洁的设计，比如那些霓虹色边框的太阳镜，在视觉上非常有冲击感。” Cass 说道。他接受采访当日的装扮，则是滑板爱好者的典型搭配：带有REAL字样logo的黑色连帽衫配工装裤。“美洲杯（Prada Linea Rossa运动鞋项目）系列的设计，是一系列纯白色的鞋子，它们就像是一辆辆非常经典的跑车，从造型上来说不需要做出任何改变，所以这次合作重点是喷漆上的设计。”他补充说道。这次的喷漆设计，曾经一度扩大到多达44种配色，是后来经过再次精挑细选，才缩减到了现在4种图案鞋款、22种配色的最终方案。



在美洲杯经典运动鞋甚为符合人体工程学的设计基础上，Cass进行了大胆而又颠覆传统的改造，给它们注入了新的活力与动感，在其原本华丽、精英型的设计上实现更大的提升。“这一系列，实现了这位天才大胆的设计理念与Prada的历史传承之间的呼应——不论就其手感、卓越的做工、持续的革新意识，以及不断重新自我审视、再创历史的使命而言。Prada美洲杯运动鞋那些标志性的经典鞋款，变身成为可让人自由创作的画布，进而加入了一些独特的、新的东西。”此次合作的负责人——也是Miuccia Prada与Patrizio Bertelli的长子Lorenzo Bertelli如此评述。





同为文化偶像之子，Cass和Lorenzo Bertelli两人彼此找到了一种自然的共鸣，这一点并不令人觉得意外。34岁的Bertelli曾是一名职业赛车手，如今他负责着Prada的市场营销和数字化工作，此外，他亦曾推动了Prada逐步淘汰新尼龙使用的进程。美洲杯Luna Rossa Challenge和Linea Rossa功能性服装的系列项目也都由他率领。而Cass则是先锋艺术家Damien Hirst和设计师Maia Norman的二儿子。

Cass的父亲Damien Hirst是闻名世界的艺术家，也是特纳奖获得者。身为这样一位大艺术家的儿子，对Cass来说既有利，也有弊。他说：“我爸爸让我看到，就艺术创作来说，万物皆有可能，这对我而言受益匪浅。而负面影响是，我很不喜欢自己的成长经历，因为，我只想做一名普通的孩子。在学校里，那些教艺术的老师很难像对待普通学生那样对待你，而我更希望他们把我当作普通学生看。我想，大概我做任何事都很难不与他联系在一起，但我只是想继续做下去，看看会发生些什么。”Cass说：“我记得小时候总被家人拖着在画廊里看这看那，我当时觉得很无聊，并不想去看雕塑作品。但是有一次假期里我和我爸爸一起做木剑，那时候我才意识到——这就是艺术，艺术就是一个制作的过程。”Cass说。他在去学校学习平面设计、摄影和艺术课程之前，从很小的时候就已经开始给鞋、物体和家具进行喷漆。“我一直觉得画画很没意思，但喷漆艺术对我来说，却是一种非常即时、又舒适的创作媒介。你可以用喷漆方式来画任何东西。我从摄影图像中提取素材，经过切割，将其制成乙烯树脂模板——这就是我创作的起点。”说到这里，Cass拿起一个3D打印制成的面具，上面印着游泳池地砖的图案，而这图案正是源自于他自己拍摄的照片。“我所喜欢的一切，都是艺术——重要的不是要做出什么伟大的

艺术——而是要享受你正在做的事，享受它带给你的感觉。我对任何事都可能感兴趣，也能从中找到艺术。”他说道。



上述对于创作和实验的热爱，也正是他父亲Damien Hirst的艺术创作核心。当然，Cass的创作旅程刚刚开始，尽管，他说自己心中并没有一个明确的“目标”。他更注重的是当下，他享受当代艺术、时装、音乐的融合，也喜欢探索如何运用我们手中简单的工具设备，让它们发挥出更大的妙用。他笑着说：“你可以用手机制作视频，我正在学用合成器和机器来做自己的音乐。大概一年前我就开始了，这令人上瘾。学习永远不会让我觉得无聊。我常常会觉得，有些事超出了我的能力范围，但是你必须持续下去，继续努力”。像他父亲一样，他做事从不半途而废。

持续努力，不断尝试的精神，似乎也延伸到所有他感兴趣的事情之中。作为一名滑板运动爱好者，Cass在玩滑板的一路上，经历过摔断手腕、脚踝扭伤、脊椎骨折等等伤痛。“我只是想学会在空中滑翔，” Cass说。生长在德文郡的Cass是一个在海边长大的男孩，他说：“我妈妈是个冲浪爱好者，但是对我来说，要穿着湿衣服，在冰冷的海水里等待海浪来临，对我就毫无吸引力。”



此次完成的Cass x Prada 美洲杯运动鞋系列，体现的正是Cass所向往的那种大胆和活力。系列中的四个鞋款——ATT4CK、D3CAY、SUST4IN、REL3ASE，其设计灵感都来自音乐领域。每一鞋款的名字其实均显示出了它们的外观与设计感：ATT4CK有着硬边设计和铸模鞋钉，喷漆采用霓虹色；D3CAY则采用做旧的褪色感皮革；SUST4IN在高光感基础上，饰有加厚喷涂的白色浮雕感细节；而REL3ASE呈现的是轻快感的霓虹色喷涂效果。每一双都是独一无二的，它们被包装在带有Cass的大脑扫描图案包装纸和贴纸的定制盒里。“（打开箱子）的感觉，就像是你小时候打开玩具盒一样，”在谈及整体设计细节时，他这样描述道。此次推出的3000双鞋共有22种配色，将在全球上市发售。这些鞋之后会不会被高价转手进入转售市场？那恐怕是任何人都无法预估或控制的。Cass还与导演Axel Morin一起拍摄了一部广告片——Axel Morin曾与Dior男装、Saint Laurent和Ambush等多家品牌合作。在这个广告中，可以看到很多戴着面具的匿名人士影像画面，还用了Cass自己做的配乐。

“我觉得每个人都应该尽可能参与更多事情中去。融合的感觉非常之棒。”这是Cass的总结之言。





UK

FASHION

## Damien Hirst's son Cassisus Hirst is the Gen-Z artist behind Prada's new sneaker collab

The 22-year-old son of Britain's most notorious artist is making waves in fashion



By [Samuel Hine](#)



In an industry that's still deep in thrall with the idea of collaborations, Prada remains famously picky when it comes to working with other labels or designers. Yes, [Miuccia Prada's](#) partnership with Raf Simons atop the brand is technically something of a collaboration, and the company produces a tightly edited line of pieces [with Adidas](#). But beyond that, Mrs. Prada turns

down pretty much every collaboration pitch that lands on her desk. As she once [told Vogue](#), “I’ve been asked to do a collaboration since ages! They always seemed to be just about selling more—about clichés, banality, and not about ideas. I was never interested.”

So when Miuccia Prada told the artist [Cassius Atticus Hirst](#) that they should create something for Prada together, Cass, as he’s known, reacted as if in a dream. “Obviously, it didn’t feel real at all,” he recalls via Zoom from his studio in London. But she was serious, and today the 22-year-old’s name is on a limited-edition run of Prada America’s Cup sneakers.



Courtesy of Prada

Cass doesn’t consider himself a fine artist like his father, legendary British artist Damien Hirst, though he does make paintings. He’s more specifically a consummate Gen-Z creative who has thrown himself into a wide-ranging set of passion projects and pursuits, some of which happen to be art-making. When we spoke, I thought he was in an art studio until he turned his camera to show me the professional grade recording equipment he was sitting next to: this, it turned out, was his beats lab. The studio where he works on visual projects is nearby, and with upcoming free time he’s going to be traveling to Germany to [finger-board](#) with friends—the schoolhouse pursuit otherwise known as tech-decking. “Waiting in the morning for your teacher to come in and you’re just playing with Tech Decks—well, I’m the kid that never stopped,” he says. A different sort of teenage pursuit grabbed Mrs. Prada’s

attention. Inspired by a workshop Virgil Abloh did with Nike where participants could paint Air-Force 1s, Cass started buying blank white sneakers and spray painting them with [trippy, abstract gradients](#). He didn't intend for it to become an independent artistic hustle—he was just a kid with a lot of art supplies at his disposal, messing around. “It's just fun for me. As soon as it's fun, then the ideas keep going. I don't really consider what I want from it, other than focusing on the actual shoe that's in my hands at the time,” he says.



Courtesy of Prada

Cass grew up skateboarding, and when we spoke he was wearing a Supreme T-shirt and a North Face five-panel hat. He has an intuitive nose for hype, and when he started posting his custom kicks on Instagram, the likes of A\$AP Rocky and Playboi Carti got in touch to buy them. Cass's real breakthrough, though, came when he showed his dad one of his more ambitious designs: an AF1 wrapped in tape and vinyl, which he then painted over to create a textured, almost lunar colorscape. (Father, like son, is a hardcore sneakerhead.) “I was speaking to my dad about it and he said, ‘You should try and make them,’” meaning produce a proper line of his custom kicks. Being, you know, a teenager whose hobby project was only just beginning to feel serious, Cass didn't know where to start. So Damien contacted a family friend who knows a thing or two about fashion production for advice. “[My dad] was like, ‘Oh, maybe I'll just send a photo to Miuccia.’”

Miuccia was impressed: “She was just into it, really, and said, ‘Let's do something,’” Cass recalls.



Courtesy of Prada



Courtesy of Prada

After a trip to Prada’s Tuscany production facilities, Cass’s art studio was filled to the rafters with boxes of America’s Cup sneakers, the iconic design Prada introduced in 1997 for members of Prada’s Luna Rossa sailing team. His mandate was simple and open-ended: to come up with a collection of painted shoes. “The game plan was initially for me to paint 3,000 pairs,” Cass says, an idea that only makes sense when you consider he’s the son of our time’s most prolific mega-artist. “I thought, ‘Yeah, let me just get the shoes and get it done.’ I thought it would be fun. It would be chaos, but definitely a learning experience,” he says. Eventually, he acknowledged that Prada would “have a much better system to do it than I would probably have.” Instead, Cass painted 80+ pairs of sneakers to come up with four final designs (in 22 colours) that showcase his eye for silky-smooth gradients and subtle textural embellishments. As a fan of Prada’s nylon pieces—“There’s one jacket, it’s sleeveless with a hood, that I saw and I thought, ‘Wow, that’s unbelievable”—he was immediately drawn to the funky blank canvas that is the America’s Cup. “It’s an amazing shoe, really. It was a lot of fun to paint and it’s got so many beautiful contours,” he says. Compared to the straightforward AF1, the America’s Cup called for a more abstract approach: “The America’s Cup feels a lot more organic, and I think that came through in the process. I realised that I could be a lot more free with it.” It took the greater part of a year before Cass felt ready to send the final designs to Milan.



“It was nerve-wracking, for sure,” he says.



Courtesy of Prada



Courtesy of Prada

So, did he ask pops for feedback as he worked on the sneakers? “He’s a good person to have” around, Cass says. “If something’s shit then he’ll probably say so.” But his most important focus group was his London skater pals, a demographic with a keen sense for cool, and the one that will likely be lining up to buy the Cass x Prada kicks. “Whenever my friends would come to the studio and I’d just go, ‘Which one’s your favourite?’ And if one stood out in particular, or if one of them doesn’t get mentioned by anyone, then I took that into consideration,” Cass says.

Cass, who says he practically grew up in London’s white-cube galleries, does credit his father as a source of inspiration. “Naturally, he’s pretty dark and I think I have a bit of that as well,” he says. More importantly, though, is how Damien has encouraged Cass to follow his pursuits wherever they may lead him: “He doesn’t care what I do. He doesn’t want me to be an artist. If I’m skating, it’s the same thing as art. I think he can always see the relation between everything,” he says.

Now that the sneakers are out in the world, Cass is looking forward to getting back to finger-boarding. And the Prada collaboration no longer feels like a

dream. "It's becoming real now," he says. "It's like, *Okay, the whole world's going to see it, really.*"



Courtesy of Prada



Courtesy of Prada

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**Wonderland.**

# CASS × PRADA

The artist teams up with the Italian fashion house to create  
an evolutionary lineage of sneakers.

The artist teams up with the Italian fashion house to create an evolutionary lineage of sneakers.



Fashion and art are often considered synonymous, yet taking the relationship to new heights, artist Cassius Hirst collaborates with Prada to create a spellbinding collection of sneakers; featuring four styles in 22 variables. Whilst sneakers have always been considered a canvas to Cassius Hirst, who goes by Cass, the new capsule stands for more than just painting something

new — rather, it is a transformative project that takes the 20th-century design of Prada's America's Cup sneakers and catapults them onto the feet of a 21st-century generation.



“The brain scan represents hope and knowledge in a world of shadows and uncertainty. The brain is where the thoughts happen – for me it all became about creativity and the creative

process. I've learned that sometimes we have to look inside ourselves to see what's really going on. We shouldn't be afraid of that," says Cass.

Captured in still-motion style imagery, the collection consists of four sneaker styles: ATT4CK, D3CAY, SUST4IN and REL3ASE. From the studded features to the distressed fabric, from the solid brights to the neon-spray finishes, each sneaker perfectly embodies its namesake — bringing the concept of evolution full circle.

*To explore the collection in full, head to [prada.com](https://prada.com) now.*





CR



## ARTIST CASSIUS HIRST REINTRODUCES PRADA'S ICONIC AMERICA'S CUP SNEAKER

CR SPEAKS WITH THE ARTIST ON HIS FIRST LUXURY COLLABORATION CREATING 3,000 PAIRS OF HAND-WORKED PRADA SNEAKERS FOR THE CASS X PRADA COLLECTION.

BY VIENNA VERNOSE MAY 17, 2022

Officially titled the Prada Sneaker, the America's Cup shoe has been one of the house's beloved favorites since its initial release for the America's Cup race in 1997. The shoe initially debuted as a performance sneaker for Prada's Luna Rossa sailing team to wear during competitions utilizing technical mesh fabric and anatomical leather overlays to create a unique sneaker design. Prior to the high-end sneaker drops and collaborations that command the public attention today, the America's Cup pioneered the idea of blending luxury fashion and sportswear for the first time ever becoming the luxury shoe of choice for burgeoning sneakerheads.



25 years after its inception, the iconic sneaker has maintained its status as a fan favorite and symbol of Prada's heritage. The house has seen great success in recent years with modernizing classics; from its Prada Linea Rossa revival to the ultra-popular Prada Re-Edition handbag, Prada has looked to its past to inform a new future.

In a string of buzzy projects that use fresh eyes to envision the house's staple pieces, Prada has welcomed a new project tapping rising artist Cassius Hirst aka Cass to envision a new take on America's Cup shoe. "The best part about this project – this collaboration – was how willing Prada are to invest their time, to be open to ideas, to challenges. And to really commit to something new," said Hirst.



Courtesy of Axel Morin / Prada



Courtesy of Axel Morin / Prada

Seen on Rihanna, Playboi Carti, A\$AP Rocky, and many more, Cassius has been cultivating his craft since he first started using sneakers as his canvas at 14 years old. For his first-ever luxury collaboration, the Cass x Prada collection explores the artist's signature mediums in four new styles that reintroduce America's Cup Shoe to the house: ATT4CK, D3CAY, SUST4IN, REL3ASE. The titles all borrow their names from the evolution or "envelope" of a sound while also suggesting the shoes' look and feel. For example, the overpainted white relief details on the ATT4CK sneaker create a striking texture that's amplified by a gradient neon spray. Or the D3CAY sneakers, which feature rugged, intentionally-distressed Italian leather and hand-worked details. When asked his favorite, Cass says each of the 22 iterations part of the collection are all his babies. Although he's wearing the red SUST4IN sneakers during our interview, he claims to have a soft spot for the orange SUST4IN sneakers.

Each pair is infused with the artist's spirit right down to the packaging, which features a scan of Cassius' brain. "The brain is where the thoughts happen – for me it all became about creativity and the creative process. I've learned that sometimes we have to look inside ourselves to see what's really going on. We shouldn't be afraid of that," he said.

Ahead of the house's latest release, Cassius sat down with *CR* to discuss his latest project with Prada.



Courtesy of Axel Morin / Prada

***Talk me through your creative process in the initial design of the shoe what did you consider?***

I wanted to expand on the shape of the shoe and to go somewhere with that, but without designing something or like building specifically. Instead, I found this technique that works really similarly to the techniques I've used on the other shoes, but with a different material. I found this way to pull texture out of the shoe, but while still having the texture of the shoe beneath so that it's not obnoxious. I wanted it to be kind of a balance between subtle but also chaotic.

***Was there a reason you wanted that balance between simple and eye-catching?***

I went with the neon because I thought it has to have that white for balance and also the neon because I think with the neon and white [pairs], you always expect it to be like super clean cut. Throwing in the texture and color makes it just a bit more a bit more confusing, I guess less predictable in some way.

***This is your first large scale collaboration collection, so were there any unexpected challenges along the way?***

There were a lot of unexpected challenges, I had to expect that. When I went to the factory to show and explain my prototypes, that was one of the most difficult parts. It really became a case of showing them how I do stuff. In the end, I think the best thing I've learned is that if you just push for it, then it's actually totally doable. There's always points in something like this where you think it's hopeless, and you're not gonna get it done. If you just kind of keep going, it just works itself out.



Courtesy of Axel Morin / Prada



Courtesy of Axel Morin / Prada

***So what made you gravitate towards America's Cup shoe?***

I just love its cuts. There were a lot of different Cup shoes that I was testing. They all had that organic mesh and the way everything lines up, the paneling, and the soul is super elegant. It's a very elegant shoe—like a sports car, really. At first I was a bit hesitant and kind of unsure about what I wanted to do with it, but with every shoe that I've painted, the more you paint it, the more you grow to love it, the more you feel like invested in it.

***You've been painting shoes since you were 14, what have you learned about reimagining the silhouette of a sneaker using artistic mediums?***

I think most of my kind of discoveries have been based on the materials and how to work with them. Part of that is finding the materials that are right for me, I think a big one was discovering the spray paint button. I've kind of always loved spray paint, but then realizing that I can just involve it in shoes was like the best discovery really. It's just experimentation, trying to push limits; like this yellow and pink pair, I initially came up with designs that were too far out and threw off the balance.

***Tell me a bit about working with Axel Morin to create the campaign?***

It was bizarre, because I've obviously never done anything like that before, but it was based on some previous ideas. I think, while I was doing Air Force 1s I had this idea to shoot someone wearing them but I didn't really know who, and then I decided that I wanted to go for no one. I had these masks that I'd been painting and I did this one

shoot like years ago with all my friends wearing latex suits, these black masks, and bright colored Air Forces. We did this shoot and then never did anything with it, then years later, I was like what if we just throw this into the campaign? I painted the masks like the shoes, and everyone was kind of like let's go for it. Then combining it with the product clothes, that all came together perfectly. It was crazy because it was an idea I've had for a while but was a bit unsure of how to power it.

[SHOP CASS X PRADA](#)



# THE IMPRESSION

WHERE FASHION GETS CREATIVE



Cass X Prada  
SPRING 2022 AD CAMPAIGN

Review of Cass X Prada Spring 2022 Ad Campaign by Creative Director Frosty with Photographer Jonathan Baron with Director Axel Morin

Prada collaborates with artist Cass (AKA Cassius Hirst, son of immensely successful contemporary artist Damien Hirst) on a limited edition shoe capsule. The campaign features creative direction from Frosty, direction by Axel Morin, and photography by Jonathan Baron.

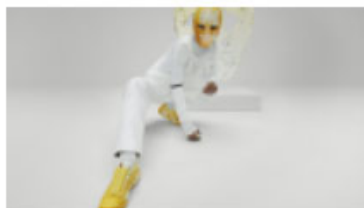
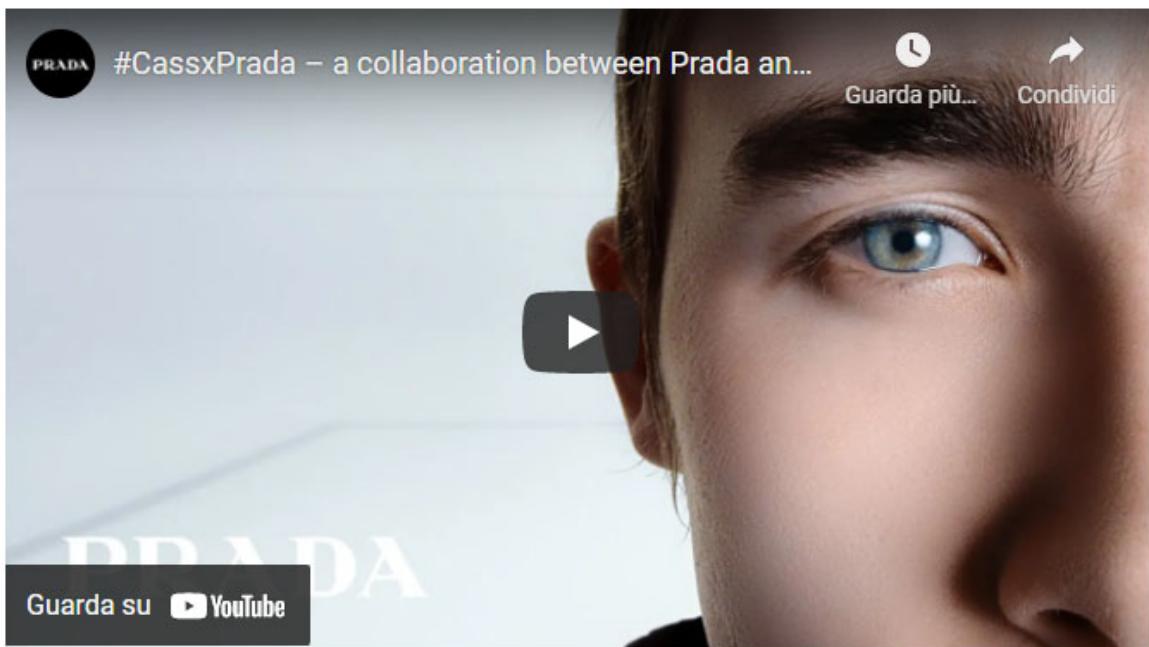
The collaboration came about organically (or as organically as these things can in the nepotistic world of fine art and fashion), with Cass experimenting with the spray-paint process that would eventually become the designs for the capsule, applying them to Prada's iconic America's Cup sneakers.

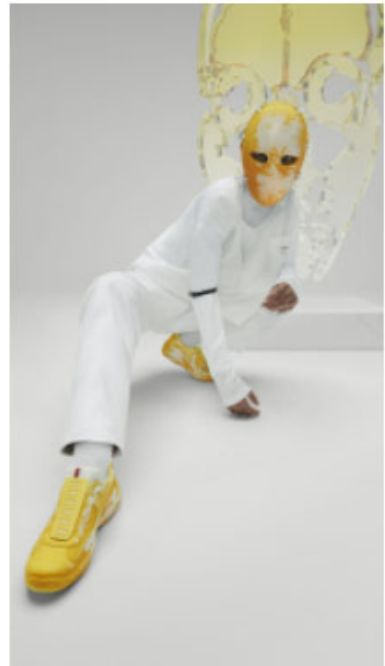
“I was painting shoes, taking photos, and turning those photos into complex vinyl stencils that became abstract designs. I would mask off part of the body of the shoe, and then wrap the whole shoe in the stencil. It looked crazy. I sent a photo to my dad, and then he sent a photo of that to Miuccia. And she said, ‘This looks amazing, let’s do something.’ The best part about this

project – this collaboration – was how willing Prada are to invest their time, to be open to ideas, to challenges. And to really commit to something new.”

– Cassius Hirst

The sneakers are captured in a simple yet striking campaign, wherein anonymous figures wearing masks that echo the designs of the shoes occupy and move ritualistically about a stark white space, which also features the artist’s freshly launched logo – a scan of his brain. An accompanying short film follows Cass as he reflects on the inspiration for the names of the styles, which come from the vocabulary of synthesizer musical instruments.











Creative Director | Frosty

Director | Axel Morin

Photographer | Jonathan Baron

Music | Cassius Hirst



**SHOWstudio**  
THE HOME OF FASHION FILM



NEWS

## PRADA AND DAMIEN HIRST'S SON CREATE THE ULTIMATE SNEAKER FEVER DREAM

BY CHRISTINA DONOGHUE ON 17 MAY 2022

From spray painting a pair of trainers for his father Damien Hirst to teaming up with [Prada](#) for an exclusive capsule collection, rising star Cassius Hirst is one to watch.

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In 2014, London's *Evening Standard* ran a feature titled 'Chips of the Old Block', referring to famous offspring Connor Hirst and Sascha Bailey (detailing the former's debut sculpture at Covent Garden's 17 Floral Street Gallery, curated by David Bailey's son Sascha). Beginning with the age-old debate, 'Does artistic genius run in the family?', the piece made a case for when 'the work of' belongs to 'the son of' and whether this naturally translates to talent. You decide, but Connor Hirst isn't the only son of famous father Damien to make his own way in the art world.

Cassius - known as Cass - may not be as well known as others in his family (yet), but his talent sure does compare in equal measure, proven by his





recent sneaker collection made in collaboration with the Italian luxury house [Prada](#), reimagining the label's America's Cup Sneaker.

For me, shoes are special compared to other items of clothing, they're like cars, they're like skateboards, they're like swords - Cassius Hirst



#### [Prada](#) x Cassius

Cass' first pair of spray-painted sneakers were intended to be a gift for his father, made with love when he was 14. Growing up in a household where exposure to art was inevitable, sneakers became his canvas: sculptural objects whose topographies were reworked through hand spray-painting, meaning no two pairs were exactly alike. Confessing in a Q&A with [Prada](#), young Cass spoke of his love for shoes by commenting, 'For me, shoes are special compared to other items of clothing: to me, they're like cars, they're like skateboards, they're like swords. They're objects.' And so naturally, his work eventually (and, inevitably) garnered a cult following, purchased by the likes of A\$AP Rocky, Playboi Carti, Offset, Rihanna, AJ Tracey and the late Virgil Abloh.

However, it's worth mentioning that this collection is probably his most experimental yet. Recognising the shoe's unique design, Cass also admitted that his original thought was 'Compared to other sneakers, the [Prada](#) America's Cup shoe is totally different. It actually confused me for a bit because I just thought: what can I do?' Working to transform the 20th century design classic ([Prada's](#) America's Cup sneaker) for Gen Z, the shoe's surfaces have been radically reworked, presenting a total of four styles in 22 colourways. Initially invented in the late 90s for the sailing crew of [Prada's Luna Rossa](#) line, the sneakers could always be identified by their leather with distinctive cross-hatched breathable bike fabric inserts, a detail that still exists today re-seen through Cass' lens.





Although there are only four styles, the young artist's explorations of colour were actually nailed down from 44 to 22; so it's not hard to guess which part of the process Hirst enjoyed most while working on this collaboration. 'My favourite part is always the painting. Coming up with the different colourways to best highlight the design of the shoe was so much fun and I'd love to paint more', Cass told SHOWstudio. However, he also went on to admit he 'did enjoy the final stages, too, where all the decisions and components were coming together to create something everyone could be truly proud of.'



#### Prada x Cassius

I've learned that sometimes we have to look inside ourselves to see what's really going on, we shouldn't be afraid of that - Cassius Hirst

All styles have been made in Italy and are sold in a co-branded Prada box, featuring Cass' logo, which, to all who don't know, is a scan of his brain, a 'kind of like a weird self-portrait', if you will. Opening up about why the young creative thought it relevant to include a scan of his own brain as his logo, Cass declared in a statement, 'The brain scan represents hope and knowledge in a world of shadows and uncertainty. The brain is where the thoughts happen – for me, it all became about creativity and the creative process. I've learned that sometimes we have to look inside ourselves to see what's really going on, we shouldn't be afraid of that.'

Each shoe style takes its name from 'the world of music', reflective not only of Cass' passions but the passions of his fans too. Titled, *ATT4CK*, *D3CAY*, *SUST4IN* and *REL3ASE*, the names takes after the 'envelope' or life of a sound and the stages of its evolution, mirroring the evolution of Prada's own America's Cup sneaker. The shoes' titles also give way to the individual four styles: the hard-edged, moulded spikes of *ATT4CK*, sprayed with neon; the distressed leather of *D3CAY*, stripped and intentionally faded; the solid brights of *SUST4IN*, with overpainted white relief details; and the neon-spray finish of *REL3ASE*.





Asked where he thinks this collaboration sits in the world of sneakers today, Cass divulged:

This collaboration feels new to me. It feels like something I haven't seen before, and I hope it pushes other brands to consider branching out in the way that Prada have. I feel like 'customs' are being painted everywhere in the world on a daily basis, whether it's shoes or other clothing, and people often don't see the potential. Hopefully, this collaboration can show brands what is possible.

The Cass x [Prada](#) collection is an edition limited to 3,000 pairs globally, sold through a selection of [Prada](#) boutiques and via [prada.com](#).



[Prada](#) x Cassius





Prada x Cassius



Cassius Hirst by Prudence Cuming Associates Ltd





# COMPLEX

## How Cass Hirst's New Prada America's Cup Capsule Pushes the Envelope

POWERED BY 

BY ANDREW D. LUECKE

Writer, editor, and friend to dogs. All killer, no filler.

May 17, 2022



### Full Text:

Though still in his early 20s, artist and sneaker customizer Cass Hirst has already created a unique visual code. Where many sneaker customizers rely on precise paint placement and technical reconstructions, Hirst's style is more organic, if just as well considered. Instead of imposing his vision via precision brush strokes and X-Acto knives, Hirst prefers "when things line up naturally," spraying colors on his shoes to create textured, gradient finishes that hum with visual energy.







This spring, Hirst brings that technique to a limited edition selection of [Prada](#) America's Cup sneakers, using his skills to transform the clean, athletic shoe into something more naturalistic. Here, four versions of the America's Cup each represent a different part of the envelope—or lifecycle—of a sound. From the sharp, neon molded spikes of the ATT4CK shoe to the stripped, distressed leather of the D3CAY and the overpainted brights of the SUST4IN model to the neon-spray finish of REL3ASE, each shoe is a creation unto its own, that also fits neatly into the collection as a whole.

Curious to learn more about his Cass x [Prada](#) America's Cup capsule, we reached out to Hirst—who is the son of renowned contemporary artist Damien Hirst—to talk to him about his process, his inspirations, and even why fingerboarding remains one of the last true subcultures. Check out what he had to say below, then keep your eyes out for the May 17 Cass x [Prada](#) drop—limited to 3,000 pairs globally—at select [Prada](#) boutiques and via [prada.com](#).



Image via Prada

**When I think of the [Prada](#) America's Cup sneaker, I envision a technical athletic shoe, often in patent leather. Your versions retain that sporty silhouette, but with the spray techniques you use, they appear very handmade and worn in, which is a contrast to that shiny, technical look. Was that an intentional departure from the original design for you? Or did you just sort of trust your style and intuition to get that outcome?**





It was mostly a case of trusting myself and experimenting. However the original design of the shoe was a big part of it. I wanted to take it to a more hectic place, which was a challenge considering how clean the shoe is. I also didn't want to make it so chaotic that it's unappealing—balance was a big part of the decision making. I love the D3CAY series mostly because it steers so far from the original design and still accentuates the design of the shoe. It's fun to see how far it can be pushed.

**The America's Cup quickly became a Prada hallmark when it dropped in the late '90s. As someone who wasn't born when the original came out, how did you approach redoing such a well-known shoe? Did that history sort of loom over you or were you excited to put your own spin on it, almost like a total refresh on the model?**

I went into this shoe totally blind to be honest. I'd had very little interaction with the America's Cup sneaker before this project and I went straight to painting them in the studio, probably before even wearing them. I think that helped me to find my love for the shoe visually and personally, rather than researching its history and understanding what it means to the world.



Image via Prada

**And then going back to your artistic style. Your sneaker designs are all very unique and individualized. No two appear exactly alike. Why do you think that hyper-custom look is something today's sneaker fans value so much? Is it about standing out? Or is it more personal and private, like valuing something only you have?**





I think uniqueness is so important these days. Maybe people need it because of how much copying and following there is at the moment. I think people love to stand out, but they also want to feel like they've been thought about in some way. Throughout the whole project I kept thinking about what it would be like to open a pair of these, which is why I've chosen to have softer, painted insoles in the shoes, painted lace-ends, a poster within the shoebox and a box that's been printed on the inside and the outside. I've opened shoeboxes before and I know how amazing it can feel when everything has had extra thought put into it.

**Prior to customizing sneakers, what were your experiences with art and design?**

I spent my last two years of education focusing heavily on graphic design, photography, and art—having three projects on the go at the same time was intense but fascinating. I also did 3D design at school, which I loved but unfortunately couldn't do as an A level. Other than that my experiences of art and design mostly came from my childhood—spray painting skateboards when I was 11, or drawing miniature graffiti pieces on fingerboard ramps. I think everything merged together once I finished school though. Seems like the lines between everything no longer exist. It's nice.



**NYLON** MENU

FASHION

# PRADA'S '90S-ERA SNEAKER GETS AN ARTSY MAKEOVER

Cassius Hirst is the Italian fashion house's next collaborator.



INDIA ROBY 1 HOUR AGO

COURTESY OF PRADA/AVEL MORIN

## Full Text:

The TikTok-approved DIY trend has been on the rise for quite some time, and it seems that Prada has caught onto it, too. Following its latest campaign starring Euphoria star Hunter Schafer, the Italian fashion house announced a new collaboration with artist Cassius Hirst, also known as Cass (and the son of contemporary artist Damien Hirst), to apply his own creative take on its ‘90s-era America’s Cup sneaker.

In partnership with Prada Linea Rossa, the 22-year-old is launching a total of four styles to reflect the evolution of the sneaker’s silhouette. Inspired by the life of a sound, the styles are titled “ATT4CK,” “D3CAY,” “SUST4IN,” and “REL3ASE,” which reflect their unique designs made from neon spray paint, distressed leather, and more. Each sneaker also comes with a “CASS” signature on the front, along with a co-branded Prada box and an image scan of the brain — Hirst’s own logo.

Hirst has been painting sneakers as his go-to canvas since he was 14 years old. Over the years, Cass’ work has grown a celebrity following with purchases from the likes of A\$AP Rocky, Playboi Carti, Offset, Rihanna, and the late Virgil Abloh.

The opportunity to collab with a major brand like Prada came about after working on a pair of Air Force 1s. “While I was painting Air Force 1s, I would end up with this result that I really liked and was a bit far out to sell as a custom shoe, but I thought it looked awesome. There was masking tape on the shoe and all these vinyl stickers and stuff,” Cass tells NYLON. “I sent a photo to my dad, he sent a photo to Miuccia [Prada] and she thought it looked amazing and she wanted to do something. That was like three years ago, so this has been a slow project in the works.” In Hirst’s own words, the collection is full of details and colors, but there’s a simplicity to it, too.

The Cass & Prada collection will be sold in limited quantities of 3,000 pairs globally through a selection of Prada stores and online at Prada.com. While we wait to get our hands on a pair of the artsy shoes, read more Hirst, his creative process, fashion nostalgia, and more, below.



Courtesy of Prada/Axel Morin



Courtesy of Prada/Axel Morin



Courtesy of Prada/Axel Morin

**Were you familiar with the America’s Cup sneaker at all?**

What were some of your first memories or impressions of it? I don’t really think I had many memories. The only memories would be out of the corner of my eye because growing up, it wasn’t really a shoe I would wear since I was into wearing more skater shoes. It’s crazy because the shoe is older than me but I’ve had my eye on it for the past five or so years.

**You’re known for custom painting AF1s exclusively. What was it like working with a new sneaker silhouette?**

It was a lot of fun because as I grew a bit older, I realized the Air Force 1s had issues and it can be difficult on many points, especially when it came to painting the soles. I’d always have to mask it off with tape and always having it stay white at the bottom was kind of limiting. For Prada, it was amazing to have the opportunity to just cover the whole thing, seeing the pattern and learning about the physical shape of the shoe. I also enjoyed finding the balance between colors, such as finding the right tone of pink. Those kinds of things were the most satisfying.

**Tell us about your inspiration and creative process behind reinterpreting the sneaker. Any details or designs that you’re particularly proud of?**

I’d have to say the D3CAY because it was a technique that, while I was painting and experimenting with the Air Force 1s, I never really got good results out of it. With this project, it just kind of appeared in front of me and I began to just create loads of layers and I was like, ‘Oh, this is the exact same thing I was doing with the Air Forces, except this time, it’s working and I can do it in any color.’

**The America’s Cup sneaker comes from the late ‘90s, and fashion nostalgia is huge right now. Are there any trends from that era that you’re into right now?**

I’m not huge into nostalgia, but I would say maybe those heavy metal kids of the 2000s — they always had a pretty hilarious look. I think that was good. I’d probably say that that’s kind of the main one that would come to mind, but I don’t think I’d go for it now, like the big jeans and the terrible red hair. I normally just go for good trousers and I want to find a nice T-shirt. As for me, it’s always more about the individual pieces because I feel like if I’ve got good trousers and a nice jacket that I love to wear, for instance, then it’s easy since then you can

kind of create endless variations. Whereas if you’re into a certain trend, then you could change one piece and someone could say that you’re not part of the trend anymore.



Courtesy of Prada/Axel Morin



Courtesy of Prada/Axel Morin





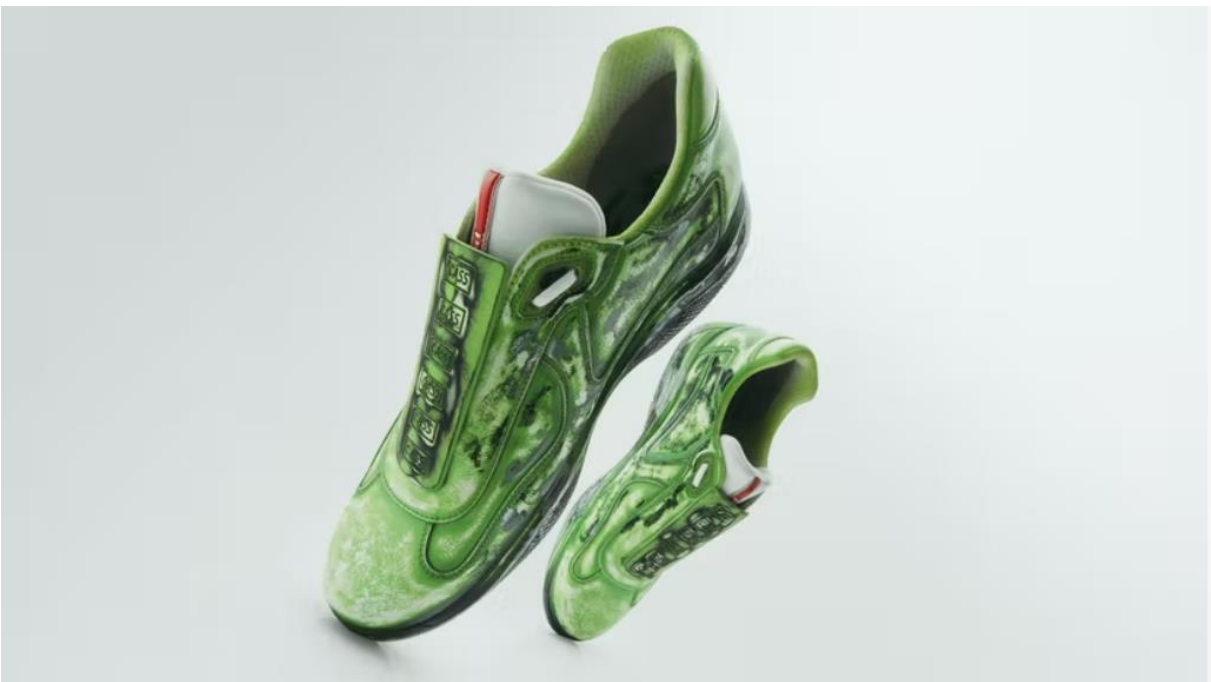
Courtesy of Prada/Axel Morin



Courtesy of Prada/Axel Morin



Courtesy of Prada/Axel Morin



Courtesy of Prada/Axel Morin

# Crash



## FASHION

### CASS X PRADA RELAUNCH THE AMERICA'S CUP SHOE

By Roisin Breen

Cassius Hirst spoke to Crash about his latest collaboration with [Prada](#): “Cass X Prada.” It is a four style collection featuring twenty-two unique colorways for the relaunch of the iconic and pioneering America’s Cup shoe. Growing up in Devon, in the south of England Cassius Hirst was always bored with school and looking for more. Naturally curious and experimental, his “can-do” attitude led him into spray painting shoes that have gathered a cult internet following and a place in the Museum of Contemporary Art in Chicago.

RB – It’s evident from looking at your Instagram account that you’ve already accumulated a huge body of work. Can you talk to us about how you first got into the idea of painting shoes?

CH – I started by painting a few pairs at my studio because I had seen other people doing it online, and it inspired me to have a go. A friend of mine at school was also into the idea so we started bouncing ideas between us about the different methods we could use. She was into using leather paint, but I was more interested in spray painting because I thought the leather paint would probably crack and peel. When you start looking you realize there’s so many products that are made for it, paints that are specifically designed for shoes, but I knew that it wouldn’t work quite as well. So she went ahead and tried with the paint and brush and it did end up cracking and peeling. I had a go with stencils and spray paint and I was pretty happy with the first result to be honest, even though it was nothing compared to what I did later, it wasn’t bad for a first shot. I continued experimenting and I gave them to friends so they started to spread around, and the more I





experimented the more my ideas became stronger and I started to develop my own style. I made an Instagram account specially for my shoes because I thought it was a great tool to use as a digital gallery. I just wanted it to be very simple, with nice consistent photos of the shoes and nothing else. I thought I should keep it separate from everything else so that if someone looks, they can just see shoes. I had used Instagram in this way before for other projects so I was quite prepared with a strong idea of how I wanted it to be curated. It was all just so much fun! I took all the photos of myself on a big piece of foam board in the garden in the sun. It's great being able to manage everything from your phone.

RB – It's great to be able to look back to see the progression of your work and your aesthetic as a designer in that way. Can you talk to us about how you got into this collaboration, CASS X [PRADA](#) and the relaunch of the America's Cup shoe with [Prada](#)?

CH – It was an idea that began whilst I was painting some Air Forces. I was experimenting with one pair and I had taped up the sole and the tongue and then I took some vinyl stickers and wrapped them around the shoe and painted it. Usually I would take everything off at the end, but I loved how it looked, with the taped up sole and tongue, and the stickers, so I sent a photo of it to my dad (Damien Hirst) and then he said, "Maybe I'll just send this to Miuccia ([Prada](#)) and see what she thinks!" So, of course I was like, "Oh wow, ok then!" (Laughing) I mean I thought it looked cool and I thought it was amazing, but it wasn't anything that I could create myself because it's not feasible to sell a pair of shoes that's covered in tape, that would be a bit too far! But Miuccia thought it was amazing and she was into the idea of starting a project together and taking it further. I didn't really believe it was real for a long time, but then they invited us to Tuscany to the factory where they make everything and it was all of a sudden very serious. They had all the shoes out on display for me to pick which ones I thought that I could do something with. That was all around three years ago and they sent me a selection of shoes to start experimenting on and it's been a case of kind of exploring and creating since then.

RB – Wow, three years is a long time!

CH – Yeah, it's been a very long project with a lot of stages to it, but it was really beneficial to work through the process in that way. There were moments when I went a bit crazy with my designs because I had an idea that I wanted to try and expand from what, at the time I saw as "just painting shoes" and I was trying to be more creative and inventive. I almost ended up creating an entirely new [Prada](#) shoe! (Laughs) And the feedback I got from the team there allowed me to reign it back in and find my way back to the project. (Laughs) It was at that point when they suggested the idea of working with them on the relaunch of the America's Cup and they sent me a selection of them to paint and try out and that's when I really found my way back and got into the painting, taking the processes I had done previously when painting the Air Forces and developing it, eventually ended up with a nice family of styles. I've learnt a lot from it, there were points where I was frustrated that it was going back to how I started but once I really settled into it, I got my rhythm back and it was great.

RB – What was the factory in Tuscany like to visit?

CH – It was unbelievable! It was a crazy experience for me because I don't come from a fashion background, so I didn't have that prior knowledge about the endlessness of their creations, so it was amazing to see the factory where they keep all their leathers and the archives where they have one of every pair of shoes they've ever made together in one room. It was crazy, the whole thing was really surreal.

RB – Did you work with the design team at [Prada](#)?

CH – In some ways yes, although they gave me a lot of freedom to experiment and try things out on my own. The way we collaborated was that I would pitch certain ideas and they would give me feedback, and then I would rework on something, and wait for further feedback. It was a lot of back and forth in this way before we came to a final product that we both agreed on.





RB – You presented the styles in “ADSR” order, which is a common type of music parameter control and stands for “Attack, Decay, Sustain, Release.” Can you talk more to us about how you came up with this naming system?

CH – I have been making music on the side for around two years, which is not very long at all but I’ve gone in pretty deep, quite quickly. It was difficult at first trying to come up with the names because it’s something I always find quite challenging so I was brainstorming with my dad and I was looking through a manual of synthesizer when I saw a diagram of the four words and I just thought it felt right, it made sense to me. I do always worry with my explanation of it because I feel like as I said I’ve only done music for two years and it’s fairly technical stuff. (Laughs)

RB – What kind of music do you make then?

CH – I’m really into machines, I had a sequencer that sequences some drum machines, but it’s a mix of stuff. A mix of really chaotic stuff that’s almost horrible to listen to (laughs) and then lately I’ve been getting into funky baselines and fast drums which is funny because I don’t like clubs or raves. I’ve never been into them at all (laughing) but now I’m finding myself making music that would be appropriate for that environment.

RB – I feel like that happens a lot with DJs, they’re not necessarily the person that goes to the party, but they’re the person that makes the party (laughing.) So, where do you get your inspiration as an artist?

CH – For me, there’s kind of two sides of inspiration, there’s the inspiration that gives you the motivation to create, and inspiration that’s driven by styles and visuals. I find the inspiration that gives me motivation everywhere. Anyone that I’ve looked up to as inspiration I always find they share a common thing that inspires me, it’s people who put years and years into their craft and I think that by doing that, you will go on to create great things. I take that as my inspiration. In terms of visual inspiration, it’s something that I always find a bit tricky to explain, because I don’t really go to exhibitions or use Instagram in that way. I’m much more dictated by the tools, in the same way that I make music. It’s about searching and experimenting what all the different tools have to offer. When it comes to shoes if I’ve got masking tape, stencils and spray paint then the possibilities are endless. It’s a lot of just trying stuff out. I think it also comes from seeing people doing things that I’m not so into myself, for example, when I was painting Air Forces I saw a lot of people who would paint a footballer or something on the shoe, really meticulously. Seeing that made me think that I would prefer to do stuff that’s more abstract, not using designs but just painting it instead. It’s hard to describe, it’s abstract and I guess it’s universal, I like coming up with universal designs.

RB – Style is much more universal these days, and we are able to see that much more through the internet. The [Prada America’s Cup](#) shoe was huge when I was at school, everyone wanted a pair. I’ve since heard that they were huge everywhere, Paris, Milan... everywhere, but it wasn’t information we necessarily had access to back then.

CH – Yeah, I mean think it’s all about accessibility, you know, I mean if you paint a person on something, it only means something to the people that know who that person is but that’s why a good shoe is amazing, you know you don’t need to understand anything to understand it. It says what it is itself.

RB – You can just love it for what it is. (Laughs) CH – Yeah, and if you love it you love it! (Laughs)

RB – You can see the influence of skate culture and street art in your work, where do you think this comes from?

CH – When I was really young, I wanted to be a motor bike or motocross rider who could fly through air! I got into skating I think when I was six or so, It was similar to my foray into shoe design, I saw someone else doing it and I really wanted to be able to do it, and then I spent years being terrible at it (laughs) but then eventually kind of got good at it (laughing.) I think a part of it definitely came from growing up in Devon, it can get





slightly boring and there's not much to do, so skating became everything to me. I hated school, so I just wanted to get through the weeks so that I could go and skate all weekend. Finger boarding was funny, I started that when I was about eight, just copying people on YouTube but it started as a very private thing that I only did at home and I never met anyone else who did it. A couple of people warned me that I would have to stop at some point (laughs) so I decided that fourteen would be a good age to stop, I figured that's when you start to become a real teenager. Then, instead of stopping, I decided to make an Instagram and I would just film videos of it and upload them to YouTube, mainly because fingerboarding is really hard to film and phones had got good enough to do that. When I was younger, I had always wanted to film it, but I couldn't because of camera limitations, but I just started posting clips every day for a few years, and then it suddenly went crazy. I learnt about Instagram through that, and realized that I should never stop no matter what my age, I should just keep going, because it's fun. I do it less so now because I've been busy, but it's the same as skating, I'd never quit. I've learnt a lot from it. I went to LA recently to film a video, and I'm going to Germany this month to film some clips with a group of other fingerboarders. It's shocking because if I'd seen myself when I was younger, I would have been blown away. Why should you ever stop if it's something you enjoy?

RB – That's a good motto to stick to. When you first started painting shoes did you envision it would turn into a career for you at some point?

CH – Not really, I think I've always just seen it as “a thing I do.” (Laughs.)

RB – You're very humble!

CH – It would be very good for it to turn into a career because it would be very good to use it to fuel other projects and get a cycle going, but I didn't really see it as my career beforehand. I think I've always had a feeling it's “just painting shoes.” There's a lot of people that do it and you can't go and meet your girlfriend's dad and tell him your career is painting shoes. (Laughs)

RB – But you could tell him you did a collection for [Prada](#)! (Laughs)

CH – Exactly! It's reached a point where it's breaking through now, and I can see the value in it and I can see that other people can see the value in it too. For [Prada](#) to see the value in it was really amazing, and I know that I've got more to give so hopefully everyone's going to get into it and want more.

RB – Do you have plans to branch further into fashion?

CH – I'm open to it because I think that a lot of the techniques that I have learnt from painting shoes are applicable to other clothes. I think I could apply the process to anything but the tools would need to change. I don't really know what those tools are to paint a dress for example, but I think it could be a lot of fun. Someone did ask me to paint a leather jacket for them, but they never sent it to me which is a shame because I was really looking forward to doing it!

RB – Do you have any plans for the next step or any upcoming projects you can tell us about?

CH – Not really to be honest as I've been chowing through this over the past few years. It was a three-year project so it's been a lot of work, I'd like to take a little bit of space afterwards. I do have some Air Force ones that I've been painting on the side, but other than that, nothing specific.

RB – Does your dad have an influence over you as an artist?

CH – Yeah, he does, we always have a back and forth and he's always good to talk to because he won't tell you it's good if it's crap (laughs.) I ask his advice more when I'm making music actually, his feedback on my music is fascinating because he's always telling me to give a bit more, but with shoes he always just says that



they're amazing. With all the [Prada](#) styles he thought they were amazing from the beginning, but with the shoes I feel a lot more confident with my own perspective on it.

RB – Do you think you'd ever collaborate with him on a project?

CH – Probably not. I think it would be weird because I think we'd clash quite a lot. He'd want to let me do everything and I'd want to let him do everything, and we'd just never get anything done (laughs.) But it's a nice idea!

The Cass x [Prada](#) collection is a limited edition of 3,000 pairs globally, sold through a selection of only 18 [Prada](#) boutiques worldwide and via [prada.com](https://www.prada.com). In France the shoes are available in Paris at the Faubourg Saint-Honoré store.

Discover the collection below.





## HYPEBEAST

# Cassius Hirst and Prada Unveil "ATT4CK," "D3CAY," "SUST4IN" and "REL3ASE" America's Cups

22 iterations, four categories, and only 3,000 pairs worldwide.



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[Prada](#)/Jonathan Baron







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[Prada](#)

Italian Luxury Label





Rank 31

[Prada](#) (HKSE:1913.HK +0.55%) [Linea Rossa](#)'s [America's Cup](#) sneaker is an icon, having transformed from a technological design created exclusively for [Prada](#)'s sailing team to compete in the 1997 America's Cup race to becoming one of the most lauded luxury sneakers ever made, and now [Prada](#) welcomes [Cassius Hirst](#), aka [Cass](#), to create his own versions of the shoe.

Cass has broken his collaboration with [Prada](#) into four sections: ATT4CK, D3CAY, SUST4IN, and REL3ASE. Each takes its name from music, specifically the “envelope” or life of a sound and the various stages of its evolution, while also reflecting on how each sneaker looks. For example, ATT4CK pairs are hard-edged with molded spikes and sprayed in neon, while D3CAY are made from distressed leather, stripped and faded on purpose. SUST4IN is overpainted with white relief detailing, while REL3ASE is also covered with a neon-spray finish. To further enhance the applied techniques, all pairs are hand-worked in Italy by [Prada](#), meaning no two pairs are quite the same.

In true Cass form, his signature graces the tongue multiple times, while a co-branded box featuring a scan of Hirst's brand rounds out the sneakers. “The brain scan represents hope and knowledge in a world of shadows and uncertainty. The brain is where the thoughts happen — for me it all became about creativity and the creative process. I've learned that sometimes we have to look inside ourselves to see what's really going on. We shouldn't be afraid of that,” said Hirst.

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Prada

In support of the collaboration's announcement, Cassius Hirst also sat down with [Prada](#) for an interview about the project:

**Prada:** How did this project with Prada begin?

Cassius Hirst: I was painting Air Force 1s – painting them, taking photos and turning those photos into complex vinyl stencils that became abstract designs. I would mask off part of the body of the shoe, and then wrap the whole shoe in the





stencil. It looked crazy. And I kept taking photos of them when I was doing it. Compared to other sneakers, the [Prada](#) America's Cup shoe is totally different. It actually confused me for a bit because I just thought: what can I do? I explored 3-D design – I put a shoe inside a shoe, creating a new shoe but with the substance of both. And that felt so [Prada](#) – but that was too much. So then I began painting – I painted 44, trial and error, and narrowed down to 22. And then worked with the factory, to reproduce them.

### **How did painting shoes begin?**

I saw other people do it – and I tried it, and I enjoyed it. When I started painting shoes, they were just for myself and friends, and a few people I met with thought they were cool, so I thought, maybe I'll do another pair and I ended up making designs I was really happy with. And it came from there. For me, shoes are special compared to other items of clothing: to me, they're like cars, they're like skateboards, they're like swords. They're objects.

### **Please tell us about the Cass x [Prada](#) campaign and why you chose to put the masks in it.**

Shoes are a format for my work. And in this project with [Prada](#), I used the same approach to create the masks on a different, rigid object. It's clothing, but it doesn't quite sit in the realm of normal clothing. I've always been into masks. As a kid I just wanted to hide really. And superheroes were always fascinating. I loved the Power Rangers. The idea that the mask could give a power. I also loved the band Slipknot too when I was younger. I used to be quite a scared kid – the masks were pretty scary and powerful, but you could always see the humanity in them. Also, within the streetwear scene – it's not something I've ever really invested myself in much, but I look from an outside perspective – there are shoe collectors, toy collectors, art collectors, and people who make masks. It's all connected, closely knit together.

### **When did you become interested in art?**





I think an interest in art was inevitable, growing up in my house. But it was all about my own realization of it. These days, it's less of something I got into, more of a realization that everything I'm already into is art. When I was a teenager, I went through a period of declaring 'I hate art' but since then I've realized that everything I love, everything I enjoy, is art. And it is a lot more abstract than painting or drawing – suddenly, anything I enjoy... the reason I enjoy it is the art of doing it. I used to skateboard when I was younger – that is art. It's a way to express yourself. It's about trying, failing, learning. I think in any form of creativity, you have to enjoy the process – if you don't enjoy the process and just want the end product, it's going to be a nightmare. It's the same with painting shoes. The collaboration with [Prada](#) is amazing – I love the whole process of doing it and the satisfaction of having the shoes. It's not competitive.

### **Can we talk about the creative process of this capsule?**

It was a great process – long and slow. But fun. There are so many possibilities, just with color, working with the form of the America's Cup sneaker. The simple power of color. All the techniques I use, they come from the shoe itself. The colors create a range, transitioning between the different styles. Everything links. It's all spray paint. At some point during my childhood, I got into spray painting skateboards. I just loved it because it was so quick. Anytime I tried painting by hand when I was younger was a nightmare, I got so frustrated. It was so slow. With spray paint, it's like shining a torch onto something – like painting with light. So here, I am working with that – even the white, the textured paint, was spray paint – sprayed onto paper, and pressed against the shoe. I experimented with texture. Texture is created with molding paste – using the same technique as the white paint, pressed against the shoe. It's the idea of altering the form, changing it three-dimensionally trying to 'pull out' the surface of the shoe. The texture in the ATT4CK series is the only thing, actually, that wasn't sprayed. This is the first time my work has been industrialized. It was about finding a balance. I love the handmade and I was scared that these shoes were going to become really industrial, really rigid. But working with the [Prada](#) factories changed everything –





I realized they were actually painting them, by hand, doing what I do. There was a dialogue, too, between me and the artisans. The best part about it for me was how willing [Prada](#) are to invest their time, to be open to ideas, to challenges. And to really commit.

### **Can we talk through the specific styles – there are four: ATT4CK, D3CAY, SUST4IN, REL3ASE. Where did the names come from?**

There are four sneakers, named ATT4CK, D3CAY, SUST4IN, REL3ASE. They all interconnect. They sometimes contradict. I make my own music, with drum machines and synthesizers; electronic music in general, and they have a thing named ADSR: attack, decay, sustain and release. With sound, attack denoted the time it takes to reach its highest volume; decay is the amount of time it takes for it to fade from the top of attack, to sustain. Sustain is how high of a volume is when it's held – once it's past the decay. Release is after you let go of the key, how long the sound continues. And like my own knowledge of those words in a synthesizer world, I could see them as aesthetics, in the shoes. SUST4IN for instance is the 'held' point of the series. ATT4CK is aggressive – the neon has a punch. And with D3CAY, the shoe itself seems decayed, worn. And REL3ASE – you see the color, fading, letting go. They are all conceived as a series, which work really well together.

### **The key motif of the series – the kind of logo – is a brain scan. Can you please explain its meaning?**

The key motif of the series – the kind of logo – is a brain scan. I like the idea that everyone's got their own sort of version – in their head. I had a seizure, when I was a teenager, and had all kinds of tests – the visuals come from there. Full scans, cross-sections. I find them fascinating. I had stencils made – and I've been using it ever since. It fits with the masks too – it's kind of like a weird self-portrait.





Cass' [Prada America's Cup](#) sneakers are limited to just 3,000 units worldwide across all 22 styles. They are available via [Prada's website](#) and a select range of [Prada](#) boutiques now, and cost £1,400 GBP apiece.





## ≡ HERO

# Cassius Hirst sprays and spikes Prada's classic America's Cup Sneaker



Fashion | 17 May 2022

At fourteen, Cassius Hirst gave his dad – renowned artist Damien Hirst – a unique gift, a hand-painted pair of his beloved AF1s. Born into a world where art was a lifestyle, at this moment Cassius found *his* canvas and unique form of expression. What began as a casual hobby has today turned into a thriving business saluted by the likes of A\$AP Rocky, Offset, Samuel Ross, Rihanna and AJ Tracey. Now comes a new project and fresh challenge: reimagining the Prada America's Cup sneaker for a customised capsule collection.







Photographed by Prudence Cuming Associates Ltd. Ó Cassius Hirst

First released in 1997 for the [Luna Rossa](#) sailing team, the America's Cup sneaker has become a pillar of the Italian fashion house's footwear range. But now it's time for a refresh. Cue Cassius' expressive neon spray paint graphics, DIY detailing and authentic distress. Divided into four styles, in 22 variables, each holds distinctive characteristics, drawing their name from the world of music: ATT4CK, D3CAY, SUST4IN, REL3ASE are all named after "the 'envelope' or life of a sound, the stages of its evolution."

Hand-crafted in [Prada's](#) Italian ateliers, each pair is wholly unique and comes packaged in a co-branded box featuring the logo of Cassius Hirst, a scan of his brain. "The brain scan represents hope and knowledge in a world of shadows and uncertainty," says Cassius. "The brain is where the thoughts happen – for me it all became about creativity and the creative process. I've learned that



sometimes we have to look inside ourselves to see what's really going on. We shouldn't be afraid of that."

*The Cass x Prada collection is an edition limited to 3,000 pairs globally, sold through a selection of Prada boutiques and via prada.com.*





NEWS | Par [Julie Le Minor](#) | 18 Mai 2022, 6:18pm

## La Prada America's Cup vu par Cassius Hirst

L'iconique basket Prada America's Cup se réinvente sous le regard du jeune artiste Cassius Hirst.



Peindre sur une toile deviendrait presque *old-school* à en voir la nouvelle série limitée de la basket [Prada America's Cup](#) designée par le graffeur et peintre [Cassius Hirst](#), fils du maître de l'art contemporain, Damien Hirst. Pour sa première collection, le jeune artiste âgé de 22 ans, surnommé Cass, présente 22 modèles confectionnés à la main dans les ateliers mêmes de Prada, en Toscane, où il s'est rendu pour créer ces paires de baskets arty et ultra-modernes. Regroupée en 4 styles différents - D3cay, Att4ck, Rel3ase et Sust4in - chaque paire est unique et témoigne du savoir-faire artisanal de la maison de luxe italienne mais également de véritables technologies de pointe. Réalisé à la peinture au spray, la marque de fabrique de Cassius Hirst, dans des teintes fluos et colorées, chaque modèle présente sa propre particularité comme l'ATT4CK dont la réalisation en résine allié à un effet 3D permet un véritable effet craquelé. Repéré très jeune pour ses baskets customisées à la main, exposé au Musée d'art contemporain de Chicago sous l'égide de [Virgil Abloh](#) en 2019, Cassius Hirst poursuit son ascension dans la planète mode. Après avoir séduit A\$AP Rocky, [Rihanna](#), Playboi Carti et maintenant Miuccia Prada, le travail de cette nouvelle idôle de la Gen Z est sans aucun doute à suivre de très près...

*La collection Cass x Prada est disponible en édition limitée de 3 000 paires dans une sélection de boutiques Prada et sur [prada.com](#).*



# VOGUE

## Le sneakers più famose di Prada incontrano l'arte di **Cassius Hirst**

Prada collabora con Cassius Hirst - in arte Cass - per una capsule in edizione limitata che reinventa l'iconica sneaker degli anni 90

DI ELENA BARA

17 maggio 2022



Prendete una delle sneakers di Prada più celebri degli anni 90, aggiungete la creatività di un giovanissimo artista, parecchie bombolette di vernice spray e un sottofondo musicale che mescola drum machine e sintetizzatori. Quello che ne viene fuori - geniale in questo caso è l'unione delle due parti - è una





capsule in edizione limitatissima che reinventa secondo la precisa visione di Cass l'iconica sneaker **Prada America's Cup**, quella creata per l'equipaggio di Luna Rossa e poi diventata un fenomeno virale impossibile da dimenticare.



L'incontro tra l'artista ventiduenne figlio di Damien Hirst e la maison Prada, nata quasi per caso circa tre anni fa, ha portato alla genesi di quattro modelli, in 22 varianti, per un totale di 3.000 paia in tutto il mondo. Poche, pochissime, se si considera il potenziale di crescita del giovane Hirst e l'evoluzione sempre più veloce del mercato del reselling. Cassius, tra l'altro, è ben conosciuto nel settore e grazie al lavoro di pittura a mano sulle sneakers si è già guadagnato un discreto seguito. Il primo modello dipinto? A 14, anni, un regalo per il padre. Gli altri, tutti pezzi unici, sono finiti tra le mani di star come A\$AP Rocky, Playboi Carti, Offset, Rihanna e AJ Tracey.





“La collezione Cass x [Prada](#) trova dei parallelismi tra il lavoro audace di un nuovo talento e il patrimonio di [Prada](#): il senso della manualità, l’eccellenza nella manifattura, la ricerca costante dell’innovazione, l’impulso irrequieto a riesaminare e reinventare la nostra storia. In questo caso, l’iconica silhouette della sneaker [Prada](#) America’s Cup diventa una tela su cui creare, proposta in una speciale capsule collection. Qualcosa di unico e nuovo”, ha dichiarato **Lorenzo Bertelli**, Direttore Marketing & Head of Corporate Social Responsibility del Gruppo [Prada](#).



ANNUNCIO PUBBLICITARIO

La collaborazione con [Prada](#), a questo punto della sua carriera, segna una svolta importante. La collezione, che rispecchia in ogni dettaglio la tradizione





artigianale del made in Italy, rappresenta infatti la prima vera serie dell'artista, con modelli esclusivi caratterizzati da etichette CASS firmate singolarmente. Anche la campagna di lancio realizzata da **Axel Morin** rispecchia l'anima del progetto, con una performance surreale, maschere personalizzate e con musiche create appositamente per l'occasione. Volete saperne di più? Leggete l'intervista qui sotto.



## L'intervista con Cassius Hirst

Come è iniziata la collaborazione con Prada per questo progetto?

Stavo dipingendo le Air Force 1, facevo delle foto e le trasformavo in stencil di vinile molto complessi, che poi diventavano disegni astratti. Coprivo una parte della scarpa e la avvolgevo con lo stencil, proteggendone solo una parte, il risultato era pazzesco. Ho fotografato ogni fase di questo esperimento e ho mandato una delle foto a mio padre [Damien Hirst]. Lui l'ha poi inviata a Miuccia [Prada], che ha detto: "E' fantastico, facciamone qualcosa". Così siamo andati in Italia, nello stabilimento in cui Prada produce le calzature, e ho scelto qualche modello. Tutto questo risale a circa tre anni fa, se non sbaglio. Le Prada America's Cup sono totalmente diverse dalle altre sneaker. All'inizio ero un po' confuso e pensavo: cosa posso inventarmi? Ho esplorato il design 3D, ho provato a inserire una scarpa







nell'altra e creare un nuovo modello che racchiudesse l'essenza di entrambe. L'idea mi sembrava molto Prada, ma era davvero eccessiva. Allora ho iniziato a dipingere, ho dipinto 44 scarpe, facendo diverse prove, ho ridotto la scelta a 22 esemplari e poi ho lavorato con lo stabilimento per riprodurle.

### Come hai iniziato a dipingere le scarpe?

Ho visto altri farlo, ho provato e mi è piaciuto. Quando ho iniziato, dipingevo scarpe solo per me e i miei amici. Ho incontrato alcune persone che le apprezzavano, così ho pensato ne faccio un altro paio e alla fine ho creato dei design che mi piacevano davvero. È partito tutto da lì. Per me le scarpe sono speciali rispetto al resto dell'abbigliamento: sono come automobili, come skateboard, come spade. Sono oggetti a sé stanti.

### Parlaci della campagna Cass x Prada e della scelta di usare le maschere.

Nel mio lavoro, la base sono le scarpe. Per questo progetto con Prada, ho provato ad applicare lo stesso approccio per creare le maschere su un oggetto diverso e rigido. Si tratta sempre di abbigliamento, ma non rientra propriamente nel normale abbigliamento. Ho sempre trovato le maschere interessanti. Da bambino cercavo spesso di nascondermi e mi affascinavano i supereroi. Mi piacevano i Power Rangers. L'idea che indossare una maschera ti desse un potere. Da ragazzino, sono stato fan degli Slipknot. Ero un bambino un po' pauroso, le maschere mi sembravano spaventose e potenti, ma in loro c'era sempre un lato umano. Se pensiamo all'ambiente dello streetwear - di cui non ho mai veramente fatto parte, ma che osservo da spettatore esterno -, ci sono collezionisti di scarpe, di giocattoli, di arte, e persone che creano maschere. Tutto è collegato, tutti i fili sono intrecciati.

### Quando hai iniziato a interessarti all'arte?

Credo che avvicinarsi all'arte fosse inevitabile in una famiglia come la mia, ma per me è stata più una presa di coscienza. Adesso non la vedo tanto come





qualcosa a cui appassionarmi, ma ho la consapevolezza che tutto quello che già mi piace è arte. Da adolescente, ho attraversato un periodo in cui dicevo che odiavo l'arte, ma poi mi sono reso conto che tutto ciò che amo, tutto ciò che mi fa stare bene è arte. Ed è un concetto molto più astratto della semplice pittura o del disegno: all'improvviso mi sono accorto che il motivo per cui mi piace fare determinate cose è l'arte di farle. Quando ero più giovane andavo sullo skateboard, quella è arte, è un modo di esprimersi. È tentare, fallire, imparare. Credo che in qualunque attività creativa deve piacerti il processo - se non ti diverti e vuoi solo arrivare alla fine, tutto diventa un incubo. Questo vale anche per le scarpe che dipingo. La collaborazione con [Prada](#) è splendida, amo ogni singolo passo del processo e veder realizzare le scarpe è una grande soddisfazione. Non ha nulla a che vedere con la competizione.

## Ci descriveresti il processo creativo dietro a questa capsule?

È stato un gran lavoro, lungo e lento, ma divertente. Ci sono tantissime possibilità da esplorare, lavorando con i colori e con la forma della sneaker America's Cup. Il potere del colore, puro e semplice. Tutte le tecniche che uso nascono dalla scarpa stessa. I colori creano una gamma, si muovono fra diversi stili, tutto è collegato. Uso soltanto vernice a spray. Da bambino coloravo gli skateboard con le bombolette spray, mi piaceva molto perché era veloce. Quando provavo a dipingere qualcosa a mano ne uscivo frustrato, era un vero incubo, lo trovavo lentissimo. Con la vernice a spray, invece, è come accendere una lampadina, come dipingere con la luce, per questo ho scelto di lavorare con questa tecnica. Anche il bianco, la vernice testurizzata, è a spray: viene spruzzata sulla carta e poi premuta sulla scarpa. Ho sperimentato con la texture, l'ho creata con una pasta da modellatura e con la stessa tecnica della vernice bianca, ovvero premendola sulla scarpa. L'idea è di alterare la forma, cambiarla in senso tridimensionale per "far emergere" la superficie della scarpa. La texture della serie ATT4CK è l'unica cosa che non è stata ottenuta con la vernice a spray. È la prima volta che il mio lavoro raggiunge una dimensione industriale ed è stato importante trovare un equilibrio. Io amo le cose fatte a mano e temevo che queste scarpe sarebbero diventate un prodotto rigido, fabbricato in serie. Ma lavorare con [Prada](#) ha ribaltato questa





visione, perché mi sono accorto che negli stabilimenti le dipingevano davvero a mano, come farei io. Ho stabilito anche un dialogo continuo con gli artigiani. La parte migliore per me è stata vedere che [Prada](#) aveva davvero intenzione di investire del tempo, accogliere nuove idee, nuove sfide, impegnarsi fino in fondo.

**Parliamo adesso degli stili, ce ne sono quattro: ATT4CK, D3CAY, SUST4IN e REL3ASE. Da dove vengono questi nomi?**

Le sneaker sono quattro e si chiamano ATT4CK, D3CAY, SUST4IN e REL3ASE. Sono tutte collegate fra loro, a volte si contraddicono. Mi diverto a creare musica con le drum machine e i sintetizzatori, musica elettronica in generale, e c'è una cosa che si chiama ADSR, un acronimo che viene dall'inglese Attack, Decay, Sustain e Release (attacco, decadimento, sostegno e rilascio). L'attacco è il tempo che un suono impiega a raggiungere il volume massimo, il decadimento è il tempo che ci mette a scendere dal picco dell'attacco fino al sostegno. Il sostegno è il volume che il suono riesce a mantenere, una volta superato il decadimento; mentre il rilascio indica per quanto tempo continua quando si alza la mano dal tasto. Ho deciso di applicare all'estetica, in questo caso alle scarpe, le mie conoscenze legate al mondo dei sintetizzatori, quindi: SUST4IN è il punto di "mantenimento" della serie; ATT4CK è aggressiva, con il neon che le dà mordente; D3CAY è una scarpa che sembra quasi decaduta, logora; REL3ASE ha il colore che sbiadisce, si lascia andare. Le ho concepite come una serie, credo che funzionino molto bene insieme.

**Il motivo centrale della serie, una sorta di logo, è una scansione cerebrale. Ci puoi spiegare il suo significato?**

Sì, il motivo centrale della serie, una sorta di logo, è una scansione cerebrale. Mi piace l'idea che ognuno di noi abbia in testa una propria versione. Quando ero ragazzino ho avuto una crisi epilettica e ho fatto analisi di ogni genere, le





immagini vengono da lì: scansioni intere, sezioni trasversali, le trovo affascinanti. Ne ho ricavato degli stencil e li uso da allora. Si sposano bene anche con l'idea della maschera, è una specie di bizzarro autoritratto.



**NSS MAGAZINE**

## I mille volti della nuova capsule di Prada con **Cassius Hirts**

La Prada America's Cup in 4 nuove declinazioni e 22 nuance



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Autore [nss staff](#)

**Prada** Linea Rossa e **Cassius Hirts** hanno collaborato ad un progetto molto speciale in uscita oggi: 3.000 paia sneaker parte di una capsule collection limitatissima che vede protagonista la sneaker **Prada America's Cup** in 4 nuove declinazioni e 22 nuance. Presentata attraverso una campagna realizzata da **Axel Morin**, con immagini fisse e in movimento, una performance surreale che invade uno spazio incontaminato, maschere personalizzate che rendono ciascun personaggio allo stesso tempo anonimo e unico e una colonna sonora realizzata da Cass per l'occasione, la capsule rielabora l'iconica calzatura secondo la visione estetica dell'artista e musicista 21enne.





L'**America's Cup**, creata alla fine degli anni '90 per l'equipaggio di **Luna Rossa** e realizzata interamente in pelle con i caratteristici inserti in tessuto traspirante a trama incrociata, una silhouette è immediatamente riconoscibile, diventa la tela di infinite reinterpretazioni. **Cassius Hirst** dipinse il suo primo paio di sneaker all'età di 14 anni come regalo per suo padre, l'artista **Damien Hirst**. Esposto sin da piccolo al mondo dell'arte, le sneaker sono diventate difatti la sua prima tela: oggetti scultorei le cui topografie sono state reinventate attraverso la pittura a mano con vernice spray, che gli sono valsi la stima di fan del calibro di **A\$AP Rocky**, **Playboi Carti**, **Offset**, **Rihanna**, **AJ Tracey** e del compianto **Virgil Abloh**. La collaborazione con **Prada** è nata per caso, in un pomeriggio di sperimentazione: «Stavo dipingendo le **Air Force 1**, facevo delle foto e le trasformavo in stencil di vinile molto complessi, che poi diventavano disegni astratti. Coprivo una parte della scarpa e la avvolgevo con lo stencil, proteggendone solo una parte, il risultato era pazzesco. Ho fotografato ogni fase di





*questo esperimento e ho mandato una delle foto a mio padre. Lui l'ha poi inviata a Miuccia che ha detto: "E' fantastico, facciamone qualcosa"».*



I quattro modelli di sneaker Cass x **Prada** prendono il nome dal mondo della musica, riflettendo gli interessi di Cassius e le passioni dei suoi fan. Le **ATT4CK**, **D3CAY**, **SUST4IN**, **REL3ASE** prendono il nome dalle fasi di vita di un suono. Il titolo di ogni modello ne suggerisce l'aspetto e la sensazione: tacchetti spigolosi e sagomati per le ATT4CK dai colori fluo; pelle consunta, strappata e volutamente sbiadita per le D3CAY; tinte unite forti con dettagli in rilievo dipinti in bianco per le SUST4IN; finitura spray con vernice fluo per le REL3ASE. Tutti i modelli sono realizzati a mano in Italia da **Prada** in un connubio di tradizione artigianale e immaginazione all'avanguardia, con etichette CASS firmate singolarmente: non ne esistono due paia uguali. Il design della scatola presenta sia il logo **Prada** che il logo di Cassius Hirst - una scansione del suo cervello, una sorta di trademark che prende ispirazione da una vicenda personale: «Quando ero ragazzino ho avuto una crisi epilettica e ho fatto analisi di ogni genere, le immagini vengono da lì: scansioni intere, sezioni trasversali, le trovo affascinanti. Ne ho ricavato degli stencil e li uso da allora. Si sposano bene anche con l'idea della maschera, è una specie di bizzarro autoritratto. Mi piace l'idea che ognuno di noi abbia in testa una propria versione».

