

# TOUCH OF CRUDE - A conversation between Miuccia Prada, Raf Simons and Nicolas Winding Refn

This is a transcription of the interview

## Nicolas Winding Refn

<<So last night, I was thinking about a way for us to talk. And I began to think about the great Sergio Leonis who directs the film, The Good, The Bad and The Ugly. And at that film, in the end, there's a scene where the three characters have a duel.

## Miuccia Prada

<<When they look at each other's eyes.>>

## Nicolas Winding Refn

<<Yes, and it goes on for a very long time and it's only music. But I began to think about us in that category, that in a way, we are three individuals all searching for gold in our creativity.

And I thought it could be a kind of a funky question to ask which one of us would be the good and the bad and the ugly? Like, how would you see yourself in what role? Like, who would you be?>>

## Miuccia Prada

<<I can be any. If I would be an actor, I would play. In life, you're more or less everything. Sometimes you're good, sometimes you're bad.>>

## Raf Simons

<<I think I would be the ugly. Okay, so feel safe.>>

## Miuccia Prada

<<It's true that this situation, it's a bit like that. >>

## Nicolas Winding Refn

<<It's like we're all, our eyes go cross and path.>>

## Miuccia Prada

<<Maybe we can start talking about why we decided to work together and I can start saying why I like the idea because I think that in these difficult moments to enlarge the conversation, to know more of other people opinion, more and more the problem of fashion is that more and more is required.

Seems that to do good clothes sometimes is not enough because you have a lot of social relevance, millions of people followed and so on and fashion is kind of becoming a pop thing. I think about, I always try to say something, of course, with my shows. To get the spirit of the moment, doing maybe a subtle criticism, something happening and try to answer with my job, which is my only instrument, to what I see around.

So now the fact that you are here for me, it's like making the conversation more rich and possibly more interesting and because we spoke about humanity, crudeness, whatever we will talk about after, the idea of this home, the home, it's a great idea, but maybe we talk about it.>>

**Nicolas Winding Refn**

<<Well, I think in a way we come from such separate worlds, but they're worlds that are very depending on each other in a way. Creativity has so many tentacles, but it all leads back to the same spider, even though it's a giant web.

Obviously what we're doing right now, fashion, in a more futuristic approach, that everything is becoming more infused into each other. It's becoming more like one stream of constant just accessibility and because screens are so much our life now, we depend so much on what we see and everything we see is based on how we react. >>

**Miuccia Prada**

<<What I like about your movie, the beginning of this short that we are playing in the room is that there is the bathroom, the kitchen, the bedroom and the living room.

And so it goes to essential of life. So because at the end, a lot of things happen in the home and they can represent what's relevant. And for me, the only interesting part of my job in this moment is trying to do something useful.

And this time we did something that we're relating to this idea. We talked about crude, we talked about raw. >>

**Raf Simons**

<<Especially, we talk a lot about reality also.

I am very interested in the idea of an abstract narrative. And since forever, I like the idea that you have a narrative but you can't really literally analyze it. >>

**Nicolas Winding Refn**

<<And I find it very interesting when people have the ability to actually achieve something like that.

Like what inspires you? Like what gets you? >>

**Raf Simons**

<<But that goes both ways, I guess. I mean, I think that's what is for us very natural. It's a very natural, instinctive, ongoing process.>>

**Miuccia Prada**

<<Also because probably it's your work. Yeah. To represent reality.>>

**Raf Simons**

<<It's our nature, I would almost say. That's our nature. I think the same about so many creative people whose work I find phenomenal.>>

**Miuccia Prada**

<<Our work is to transform ideas, vision in an object. It's our job. So for us, it's natural to think about all these different elements because of course, when you do the company, the fashion show, it's a lot of different things.

You transform your beliefs in your movie and we transform our beliefs in what people would need to.>>

**Raf Simons**

<<I think in the core, it's not so different. I think in the core, it's like what's going on in your brain, in your mind, in your heart.

And you feel as a creative animal, I think you do feel constantly this desire to bring out what's in you in terms of creative output, let's say. And then it's a medium. Like for you, the medium is directing.

For us, the medium is the collections.>>

**Miuccia Prada**

<<A director is an artist. We are creative people dedicated to company.

We work for a company who has to sell stuff. So we can be as creative as we can, but I never saw myself as an artist. You as a film director, you are an artist as a profession.>>

**Nicolas Winding Refn**

<<But what's an artist? I always ask myself that question because I never went, I dropped out of film school. >>

**Miuccia Prada**

<<Did you go?>>

**Nicolas Winding Refn**

<<No, I started it and I dropped out and everyone got very angry at me because they felt it was very arrogant. But my mother always said I was a genius. So I had the confidence of arrogance. >>

**Miuccia Prada**

<<It's difficult to be an artist because when you have the whole possibility, it's even more difficult.>>

**Nicolas Winding Refn**

<<Yeah, it's like I almost, because I feel very envious of your field because I like, oh my God, look at all that easy creative freedom they have.

God, I have to fight for mine every day. I consider myself an expressionist because I express what I feel. And hopefully some people will like it and some people will eventually hate it.

But I always feel that's the only way that you can achieve anything.>>

**Raf Simons**

<<It's not very different from us. I think when we started, it's the same.

You have the desire to do it. And then actually, I think that our freedom is, we have more freedom if people like what we do. You know what I mean? Like we have obviously the freedom to do what we wanna do, but I think you have more freedom if people like what you do.

Because it's like you just said, it's not art what we do. We create a product for people.>>

**Miuccia Prada**

<<We are creating and we have to be creative in a different context, I would say.>>

**Raf Simons**

<<But people need to like it. Otherwise it cannot exist because if people won't like it and they don't buy it, then we cannot exist. It cannot exist without people.

**Nicolas Winding Refn**

<<And what about failure? I always>>

**Miuccia Prada**

<<Failure? >>

**Nicolas Winding Refn**

<<Well, I mean, it's a constant, you know, friend of ours named failure. And I, in the beginning of my life, I didn't know it existed in the beginning because in the beginning you don't know failure. And then I experienced terrible failure.

And I suddenly had a new friend in my life called failure.>>

**Miuccia Prada**

<<I agree. We all have that >>

**Nicolas Winding Refn**

<<Or disappointment. And it's like, I have found, he has been a big part of my life.>>

**Miuccia Prada**

<<Now he's a friend, the failure?>>

**Nicolas Winding Refn**

<<He became a friend because I figured out how to trick failure. I found a way to put him in checkmate because at a certain point, I realized I was not going to be the greatest. And that was also okay.

But then I was going to be the greatest at what I did. And I, you know, having a mother that supported me very much all my life, maybe it came from that. But how do you, I'm interested in, because I deal with it very practically now, you know, that it's all around me,

but I found a way to put it in its place because you cannot be, no one can ever take away your authenticity.

You can never be criticized for being real. But still we live certainly more than ever in a society that is so judgmental of everything we do. So we have to watch every words we say now.

Every, our thoughts have to be watched. We are very conscious more than ever. We're in a way less free.

Even though we are in an interesting time of evolution and accessibility and there's so much of everything, we're in a way not very free because of what's going on right now. And so failure has kind of come back to kind of haunt, at least in my situation, a little bit, but I have to put failure checkmate again.>>

### **Miuccia Prada**

<<I think it's a constant part of your life.

Thanks God, very often is a failure here, success there. So basically, It balances out. Not the total failure of everything.

But sometimes you fail in something, sometimes you succeed in something. Of course, it's always present. And you fear it, the day you're not able anymore to do anything and anything you do, it's wrong and so on.>>

### **Raf Simons**

<<But I do think, which relates, is that I think that the next always needs to be better. We need, you know, I always feel like, ah, I want to do better. I want to do better.

Which clearly doesn't always work, of course, which is then maybe the failure. But it needs to be like that. I need to think that the next one needs to be better.

I think otherwise I would stop because I think you need to have that challenge. You need to have the challenge to make it better, more interesting, more exciting, more whatever you want it to be.>>

### **Nicolas Winding Refn**

<<I've suddenly realized right now in this conversation how, at least for me, of a personal thing it's turned into.

I mean, all these ideas that we have been talking about for the last six months and meeting about and some things worked, some things didn't. But now that it's all becoming, it has a great philosophy because I think in a way it's like an expression of what it's like to be an artist. I think it's a beautiful thing.

And I want to thank you both for giving me that opportunity to be part of this. Thank you to you.>>