

DESIGN • FASHION • ART  
INNOVATIONS • EVENTS  
TRENDS • ANTICIPATIONS



@AT - June/July 2021 - n. 29

**SUPERSTUDIO MAGAZINE**

## SUPERSTUDIO MAXI IS FINISHED! THE PARTY BEGINS

The long awaited moment is approaching: on September 5<sup>th</sup>, the third Superstudio's hub, Superstudio Maxi, will be inaugurated with an open days of five days. This is the biggest exhibition hall of the city, fully sustainable, obtained without land consumption from the regeneration of an old steel factory degraded for years that today turns into a cultural space that looks to the future.

After closing the construction site, laying the large outdoor sculpture - which is the symbol of beauty and creativity - receiving the well-deserved LEED Gold® certificate - that attests to its highest degree of sustainability - testing the system, furnishing work environments, laying the asphalt, finishing the fence and the long electric gate, posing the insigna, planting the trees and creating a garden that is ideally connected to the neighboring park, **Superstudio Maxi** is finally ready to use. That is to say that it is ready to open to fairs, exhibition, meetings entertainment and cultural events that will be animating this area of the Barona district, surrounded by greenery and characterized by the many architectures signed by great architects. The entire team is working in order to define the program of the "Passion Days", that is the events open to the audience of enthusiasts in 2021/22.

The official opening is scheduled for the next September, in parallel with Milano Design Week 2021. Its large exhibition hall (7200 square meters) and its outdoor area (2800 square meters) will turn into a single large stage for art, design, innovation, creativity under the title **Design beyond Design**.

Five days of Open Days to get around photographic exhibitions, art installations, unusual design pathways, virtual travels in international architecture studios, charity sale of design objects, bookshop, signature dishes, theatrical performances that will unexpectedly animate the hall, in-formation meetings with the IULM University about Artificial Intelligence, Communication and Design and a contest transforming objects into short films curated by the polytechnics' students. And much more.

**Superstudio Più**, the place where the expected **Superdesign Show Special Edition** event will take place on the same days with its thematic curatorial exhibitions on design and art, is not far from here. The path between one and the other location ensures an accurate view on the evolution of art and design among icons and objects of desire. And for those who want, there will be the instruction of the Design-Assistants, who have been recruited among the IULMs students, recognizable by red t-shirts, kindly provided by C.P. Company.

*Gisella Borioli*



Divine montage detail, the great sculpture-symbol of Superstudio Maxi.  
Photo Angelica Cantù Rajnoldi.

## A SYMBOLIC GOLDEN SCULPTURE

Fashion can be passion, inspiration, art. This is how Flavio Lucchini, who has long been a fashion protagonist, celebrates it with an amazing sculpture.



Flavio Lucchini in front of his Divine work, total height 9 meters.

Flavio Lucchini, as well as an architect, publisher, enlightened entrepreneur, is a refined or visionary artist. His great sculptures draw on his editorial background in the fashion world as creator of the most important magazines and they have become the evident symbol characterizing the three important creative hubs he founded in Milan, Superstudio 13, Superstudio Più, and, the last one, Superstudio Maxi.

Divine an incredible golden evening dress, shines in all its gigantic size (9 meters) in front of the entrance of Superstudio Maxi and lights up Via Moncucco. The fiberglass sculpture, coated with gilded resin specially produced by Gobetto, is a fashion mystery and fascination tribute, to the ability of art to look beyond things, to the intrinsic strength of beauty and harmony. Created in 2007 as a proposal for the fashion museum that should have been born at the time in Porta Nuova, it was recently completed by the author to accompany the path of the new great cultural space born in Milan that will be opened in September.

## INAUGURATION DAYS: DESIGN BECOMES (POP)ULAR

We wait for you all in via Moncucco: architects, design professionals, creatives but also students, young citizens, inhabitants of the area, curious and passionate about art and design. From 5<sup>th</sup> to 9<sup>th</sup> September, on the occasion of **Milan Design Week**, Superstudio Maxi invites you to discover the new exhibition centre and its programs, with a great multimedial and multicultural event.

Design is not a square piece of furniture, as a famous architect of the last century synthesized. Nowadays, design is really everything because the moment a project is born its design made of observation, imagination, technology, change, innovative answers to a thousand needs and desires arises. With its auspicious Inauguration Days, Superstudio Maxi shows the multidisciplinary aspects that can undertake in the path of design. These are training workshops telling about A.I., communication and with a contest representing objects through short films, all curated by IULM University, with which an intense collaboration is born. These are also pieces of furniture, unusual complements entering houses with joy and telling stories. Or again, "designer dreams", sculptures signed by great architects without taking into consideration the spectacular and symbolic artwork by Flavio Lucchini at the entrance. And unpublished photography exhibition. Or editorial initiatives that place fashion and design near each other. And even unexpected flash-mobs by the performers of the DanceHaus Academy, who will surprisingly animate the space with their movements drawn in the air. And much more.

**SUPERSTUDIO MAXI** - via Moncucco 35, Milan 20143  
5<sup>th</sup> - 9<sup>th</sup> September 2021, from 12 p.m. to 8 p.m. Admission by reservation only.  
[www.superstudioevents.com](http://www.superstudioevents.com) [info@superstudioevents.com](mailto:info@superstudioevents.com)

## THE THIRD SUPERSTUDIO. WHY?



The entrance of Superstudio Maxi, Via Moncucco 35, Milan.

The new Superstudio Maxi in Barona district has been conceived to physically and visibly prove to the city that even the suburbs can be renewed and become a place of culture, beauty, growth and aggregation. Our third big "container" wants to be a mark for entrepreneurs, exhibitors, architects, designers, creative professionals, enthusiasts and general public that this place has been chosen and created to satisfy every type of cultural and innovative event happening in Milan.

We thought of it as a recognizable "flag" even from afar, a symbol for all visitors and fellow citizens. We took care of its functionality, sustainability, aesthetics with great attention to detail.

Firstly, we thought about installing solar panels on the roof and the block colors of the facade that emphasize its architecture harmoniously inserted in the surrounding urban landscape. In addition, we have added the spectacular golden sculpture at the entrance of the court that tells us about art, design, creativity in progress. Secondly, at the entrance of the hall we have put large ceramic slabs that evoke Carrara marble highlighting the industrial space regenerated and transformed into an exhibition space.

Thirdly, we have created fully glazed meeting and production rooms for maximum brightness. Also, there is the "Vision Room", an independent room for presentations and meetings with the public. Even the toilets have been conceived as aesthetically pleasing places with an artistic touch.

While outside the red beeches parade and the linear garden emphasize the attention to green and the proximity of La Spezia park.

The coveted LEED Gold® certificate attests to the maximum level of sustainability, obtained for the energy saving, the water efficiency, the recycling of building site materials, the annual saving of CO2, the quality of the environment and the innovative solutions.

Superstudio Maxi is now ready to welcome the novelty that Milan can offer: fashion, art, design, architecture, real estate, automotive, culture, sports, technology, training, entertainment, good food, charity evenings, hip events. The future is at home here. Hoping that this will also become the home of those who live in Milan.

The founders Flavio Lucchini, Gisella Borioli, Tommaso Borioli



The large Superstudio Maxi exhibition hall. White industrial structures, black interior asphalt floor, by New Asphalt. Photo Rocco Soldini.



### superstudio maxi in preview

A very appreciated and pleasant visit at Superstudio Maxi of the Deputy Mayor for Urban Planning, Green Areas and Agriculture Pierfrancesco Maran and of the Councillor for Labour Policies, Economic Development, Commerce and Human Resources Cristina Tajani, always active and open to listening to city initiatives. This visit has been preceded by that of the Councillor Filippo Del Corno the day before. For all Councillors, a preview tour in the new venue of via Moncucco and a sharing of projects and possibilities for this interesting area of Milan: Barona district, an area in total transformation between parks, gardens and new architectures, that can no longer be called "suburbs".



From the left: Councillor Pierfrancesco Maran, Gisella Borioli, Councillor Cristina Tajani, Tommaso Borioli.



## PROUD TO BE LEED®

By Fulvia Ramogida

We are pleased to announce that Superstudio Maxi has achieved LEED certification Gold®! This result is the direct expression of our commitment to the enhancement of the territory and the protection of the environment. The first venue for events in Europe to obtain LEED Gold® certification.

Achieving a LEED® certification is an ambitious and non-obvious goal. It represents a practical and ethical investment that involves diversified professional figures and design aspects and draws a precise path in favor of the environment and the quality of life in urban spaces. LEED® (Leader in Energy and Environmental Design) is the program by U.S. Green Building Council® for the design, construction, maintenance and operation of high performance green buildings. The protocol is based on the combination and precise evaluation of eight project areas: transport and location, site sustainability, water efficiency, energy and atmosphere, materials and resources, quality of the internal environment, innovation, regional priority.

Superstudio Maxi's design process, that consists in conservative restoration and regeneration of an abandoned area, has responded brilliantly to the evaluation criteria of these areas, allowing us to obtain the status of the first European building dedicated to events equipped with LEED certification. Among the main green choices studied together with OGBC Studio and awarded by the LEED protocol there are the use of 100% renewable energy and the choice of the site, an outlying but emerging district of Milan, served by infrastructures characterized by places of culture and business to decongest the center, equipped with basic services at hand.

The right framework to project the world of events into the future, to nourish the temporariness with responsible choices able to look to the future, to the promotion of an increasingly livable world where creativity, work, leisure are realized in an alliance with the environment.

USGBC®, LEED® and related logos are trademarks owned by the U.S. Green Building Council® and their use is authorized.



The precious LEED Gold recognition attests the very high sustainability level reached by the new Superstudio Maxi venue in all its components.

## SUPERDESIGN SHOW 2021 - BETWEEN ART AND DESIGN

The preparation of Milan Design Week 2021 and Superdesign Special Edition is proceeding. The collective thematic exhibitions are a promise of interesting discoveries that include exclusive pavilions for big brands to present smart-homes and automotive of the future.

Following a path that ideally takes place on the red wire, for the appointment with design the r/evolution of Superstudio Più invites to participate in its return on the international scene with exhibitions, installations, inaugurations, interactions...

- The first step is with Oblong, the most important Italian gallery in Dubai and an exhibition of great artists curated by Ettore Mocchetti. ● Also the space brings us back with a flash to Expo Dubai for the coincidence of the curators, the archistars Carlo Ratti and Italo Rota. Here a top secret event of great impact awaits you. ● In the art garden of Superstudio there is the collective Outdoor Generation proposing beautiful and sustainable solutions to live open air in a scenario curated by Donatella Bollani. ● The wide-ranging exhibition Cult&Must, curated by Giulio Cappellini, proposes the most recent iconic pieces of the big brands and lifestyle that will enter the history of Italian design. ● Beside there is Supercampus, also curated by Giulio Cappellini, that creates hypothetical post-pandemic environments making it possible and safe to work and study better. ● 1000 Vases, an explosion of creativity of as many (or almost) international designers on the same basic typology, curated by Francesco Pirrello. ● Materials Village, in a succession of white houses, environment-friendly matters (a duty by now), salubrious and intelligent (a necessity), technologically advanced and aesthetically pleasing. Curated by Materially with Chiara Rodriguez and Federica Pastonesi. ● Discovering, innovative projects in balance between technology and craftsmanship, aesthetics and connections, sustainability and production. ● Curated by Fulvia Ramogida. Smart-home, the house driven by artificial intelligence is real: an invitation to discover home automation along with three big international brands Haier, Hoover e Candy. ● An entire pavilion is dedicated to the collective Donne&Design, curated by Silvana Annicchiarico. Designers of great importance present their projects, minimal objects, pieces of furniture, architectures. ● Also at Superstudio Più coinciding with the design, there is the inauguration of the "personal museum" FlavioLucchiniArt, with the archive of hundreds of works realized over the years and a program of no-profit initiatives to bring art and beauty to kids and disadvantaged categories. ● To complete Dig/Italy, solutions to live and live again on-line in the world the event that takes place in Milan. A digital platform of the exhibition, talks with protagonists that live on the web, a virtual theatre in collaboration with Hangar 21, private-room for meetings BtoB, broadband for all, digital presentation of the book DESIGN SUPER SHOW, online press conference, digital at-superstudiomagazine.com unpdated in real time, etc. ● And in collaboration with IULM University, the kind presence of our Design-Assistant who are recognizable from their red t-shirt by C.P. Company that highlights that "desgin is happyness". We think it's true.

## A PRIZE TO THE PROTAGONISTS OF THE COMPANY'S SUCCESS



Award ceremony for the last TopLegal 2019 event.

The last-minute news after almost two years of closure to events is the recovery (at last!) of a top appointment on the 15<sup>th</sup> of July: the Awards TopLegal. .

The first TopLegal Corporate Counsel & Finance Awards, which is a prestigious occasion to enhance the work of the company management for the success and the growth of the company business, will take place at Superstudio Più in Milan, thus beginning the

recovery of the trade fair, conventions and events fields. The competition occurs every year following an objective and rigorous selection and evaluation criteria, adopted by TopLegal to recognize the work done over the course of the year by teams and individual professionals, the excellence of the panorama financial, industrial and services of the main national and international companies present on the Italian market. More than 100 companies attend the selections. Finalists and their works will be judged by authoritative figures belonging to the entrepreneurial national financial reality gathered in a dedicated technical Commission. The awards ceremony will take place in full compliance with the anti-Covid19 regulations in force on the fixed date. To complete the picture, also this year it has been chosen to accompany the award ceremony with a moment of reflection on the market within the framework of Corporate Counsel & Finance Forum.

## SUPERSALONE, SUPERSTUDIO, SUPERBOERI...

A meeting at the Triennale that established the alliance between the various souls of the Milan Design Week. The architect Stefano Boeri was the creator, with the active collaboration of the Municipality of Milan.



The architect Stefano Boeri and the Mayor Beppe Sala.

A really super conference that brought together representatives of Triennale, Fiera di Milano, Salone del Mobile, FederlegnoArredo, Adi Design Museum - Compasso d'Oro, Fuorisalone network, Camera della Moda, Regione Lombardia, Federalberghi to talk about the future of Milan as a resilient design capital. But above all, they talked about Milan Design Week of September 2021, hastily born to give a signal of rebirth, which is becoming a moment of solidarity and collective creativity. The moment when Supersalone (as it was renamed on the occasion of Salone del Mobile), Triennale (turning into urban outpost of the Salone), projects of Fuorisalone (with Superstudio and all other operators) will be giving a sign of tangible renewal of projects and relationships.

Led by Stefano Boeri, Mayor Giuseppe Sala, the council member Cristina Tajani and with the support of the council member for Culture of the Region Stefano Bruno Galli, everyone brought proofs, projects and satisfaction for this event that finally seems to reassemble everyone under the new simple and essential claim "Design is Milano is Design", recognising the role of the city as a corollary to the great furniture fair. An objective that Superstudio has stimulated for many years in dialogue with Municipality and Salone. As Stefano boeri reminded us, in the multiple role of President of Triennale, designer of Supersalone and Triennale-Fuorisalone in September: "This conference is the expression of the creative energy of Milan that doesn't crush but enhances differences and identities of the numerous design souls in a common project".



One of Superstudio Maxi's independent rooms for meetings, productions and more. Photo Angelica Cantù Rajnoldi.

## neologismi. to say it with words

The neologisms here are a **divertissement** that revolves around the language of design, which makes us reflect on the mixologies that have enriched the domestic and urban landscape.

- 3Design:** 3D printed objects, from small complements to houses
- Abandonism:** the tendency to recover abandoned dwellings turning them into contemporary spaces
- All-In-One:** objects and furniture with multiple functions in a single piece
- Antistar:** designers of the new generation working freelance or on small projects
- App/artment:** domotic house or digital appliances working through apps
- Archistar:** famous architect working on big projects with international studios
- Architecture:** architecture with elaborated shapes, veritable urban artworks
- Artfloor:** unusual rugs and moquettes comparable to paintings or artworks
- Artmade:** handmade objects with artistic content made by artists/artisans
- Barock:** excessive contemporary decorativism
- Bathmore:** the transformation of the bathroom into a spa, a living room, a gym, etc
- Bestbed:** innovative bed offering different functions and solutions
- Contemporary Classic:** contemporary objects transformed into classical objects
- Crossdesign:** objects made up of elements with different cultural roots
- Curvy:** very curvilinear objects
- Domotech:** environments with high-tech systems and services
- eDesign:** design that is born and lives on the web
- Emotionism:** things, effects, marks or presentations that amaze and move
- Essentialism:** furniture and objects reduced to the essence without superstructures or decorations
- Ethicology:** the concept of ethic ecology applied to design
- Excentric:** eccentric or personalized objects that differ from industrial standardization
- Experienseat:** chairs-character, multifunctional chairs, technological seats
- Fantasylight:** high-tech and spectacular creative lamps
- Flatart:** home art-design, objects designed by artists, lofts as art galleries
- Foodesign:** food served by starred chef that differs from traditional food
- FreeDome:** eclectic home objects, free from preconceived schemes
- Funnyture:** funny, unusual, playful, pop objects that draw you a smile
- Glassmour:** attractive, sensual, elegant glass objects
- Glocal:** the typical made in Italy designed by designers from distant countries
- Handmade:** objects made by hand
- Handsign:** manual decoration for furniture, objects and complements
- Heritage:** current furniture or objects coming from the tradition
- Hotdoor:** outdoor objects with a strong impact

- Humanism:** anthropomorphic objects and furniture or that recall human shapes
- Ibridism:** décor objects and atmospheres combining different and contrasting elements
- Ikeali:** simple, linear, low-cost furniture and objects, easy to install and transport
- Ikon:** new design icons, particularly those who are really appreciated on Instagram
- Immaterialism:** dematerialization of real objects through video, the internet, holograms and virtual realities
- Immersive:** elements and atmospheres surrounding you and offering a full experience
- Industrialchic:** industrial style, metals, "hard" but elegant production
- Italysm:** the Italian style proposed by non-Italian designers
- Kitschic:** décor objects and complements that reinterpret popular aesthetic becoming trendy
- Linelight:** graphic or geometrized lighting fixtures with linear and essential lines
- Maker:** a designer that does it all by himself/herself
- Metalhouse:** metal furniture for the contemporary home
- Miniflat:** comfort apartments under 30 square meters
- Minimaluxury:** simple but exclusive homes and furniture. The essential luxury
- Naturalism:** objects that clearly recall nature, wood, leaves, flowers, earth, branches, water, etc.
- Newclassic:** contemporary objects that tend to become or to look like classical objects
- Nomadesign:** nomad objects, with wheels easy to carry from place to place
- Overdesign:** objects that go beyond design or that have changed the aspect of design
- Parametric design:** the digital vision of design that solves the complexity of the project with algorithms, computers and software
- Pastfutur:** objects characterized by a strong heritage but actualized
- Rockocò:** decorative redundancy ironically recalling the ornamental style of the early 18<sup>th</sup> century
- Romantech:** romantic or sensual but high-tech objects
- Rustichic:** rustic, country but elegant style
- Rustichoc:** rustic but unpredictable and strong style
- Self-production:** small independent production
- Slowdesign:** soft, fair, comforting objects for the comfort-zone
- Transformer:** multifunctional objects that by adding more components can have multiple uses
- Transpartout:** chairs or other transparent furnishings
- Trendysm:** objects that gave the go-ahead to a trend or that were inserted in it
- Unfunctional:** uncomfortable but beautiful furniture
- Upcycling:** beautiful and intelligent recycling and re-use ideas
- Visionary:** fantasy objects speculating a vision of the future life
- WelcHome:** housing structures, hotels, personalized malls where you feel at home
- Wooding:** wood as a guiding principle
- Zooming:** virtual meetings instead of physical meetings developed during the Covid-19 pandemic

From Design Super Show Book

## ADI DESIGN MUSEUM: THE NEW COMPASSO D'ORO HOUSE

The ADI Design Museum, inaugurated last May 25 in Piazza Compasso d'Oro in Milan, is a tale about the history of design. Its path takes the visitor back in time, involving and enchanting those who are immersed in it.

Inside the former industrial building with large windows a row of sofas surmounted by a majestic white sail is placed in the center of the hall; home appliances, cars, clocks, chairs and tables, lamps, clothes and footwear on the sides. This is how ADI Design Museum is presented. The museum is founded by ADI, Association for Industrial Design, which brings together designers, companies, researchers, teachers, critics, journalists around the themes of design as a cultural and economic phenomenon. Since 1958, the association also manages the Compasso d'Oro Award, the oldest award in Europe in the sector. Thanks to the commitment of the President Luisa Bocchietto, in office from 2008 to 2014, and of the Steering Committee composed of Giovanna Talocci, Alessandro Sarfatti, Roberto Marcatti, Giovanni Cutoli, in 2011 the City of Milan granted the ADI pavilion of 5000 square meters, intended to become the seat of the future museum and to realize a dream, which has become a reality today.

*Il cucchiaino e la città* (The spoon and the city), the permanent collection curated by Beppe Finessi, is an exhibition path enveloping the public in a chorus of unique

and different elements, arising wonder not only in design enthusiasts. Objects that we can take for granted today, because they are completely integrated into our daily lives, but at the time considered as revolutionary. They are grouped in a harmonious way, outlining a timeline that tells the history of Italian design, presenting the winners of all editions of the Compasso d'Oro award, from the Fifties to the present day. Inside every rectangular section, each one dedicated to a year and enclosed in brightly colored dividers, you can admire the winning object combined with complementary materials. The visitor has the feeling of entering a small room in which various types of documents are placed alongside the winners or hung on the walls, including the original drawings, sketches of designers, photographs, graphics, Italian magazines and newspapers that have helped spread the related projects around the world. An immersive experience that takes back in time those who visit the museum, guiding them in the present, to make a reflection on the evolutionary path of design, looking at future scenarios, such as the encounter between design and technology, electricity and robotics.



ADI Design Museum entrance.

Alessia Elli



Superstudio Café designed by Michele De Lucchi exclusively with natural wood elements and furnishings. Photo Angelica Cantù Rajnoldi.

## SUPERSTUDIO CAFÉ: ALL NEW



Café dehors.

**Fashion is at home when at Superstudio Café. This is obvious, since it is the addition to the most important photographic studios of both Milan and of its public of fashion enthusiasts and creatives, to whom the new look is dedicated: greener, fresher, more sustainable and more elegant. And the kitchen is no less.**

Superstudio 13 has been a reference point for international fashion for forty years and the legends of fashion photography and great creatives have passed through it and continue to be present. To the renewal of its photographic studios is added the renewal of its restaurant-café, created in 2008 on a project by the architect Michele De Lucchi. While maintaining the original idea, the overall image of the environment has been refreshed, taking into account the changing needs of its public. Natural wood all over the place with the integration of new furniture: the benches of the small tables have been replaced with design chairs always different from each other, less seats for more comfort, plants everywhere and photographic images of flying food on the walls to highlight the new food line: lightness, freshness, nature, elegance, simplicity. Everything is new, even the dehors that plays with colors. The touch of the chef Fabio Baldassare characterizes the full breakfast and the menu where in addition to the Italian traditional dishes now appear poké, avocado toast and Caribbean salads. The new management of New Team also awaits you at the evening appointment for an aperitif from 5 pm onwards.

### rattan: an ethichic woven

A resistant but at the same time delicate woven quite suitable for the realization of design pieces meant for both indoor and outdoor.

Chairs, headboards, bookcases, side tables, lamp shades, closets: a material that thanks to its malleability really fits any idea giving a touch of exoticism, freshness and lightness to your décor, while staying within an ethical choice thanks to the use of a biodegradable material.



## BEAUTY IS THE BASIS OF EVERYTHING

Interview with Gisella Borioli by Lisa Dansi

**Are the worlds of design, fashion and beauty increasingly close? This is the sense of the interview made by Lisa Dansi for the cosmetics magazine Cosmopolo to Gisella Borioli, who has something to say about the subject given her background as director of major fashion magazines, art-director for design events and observer of changes of the image company.**

*What has changed in the world of design from the 70s/80s to today? What were the imperatives of that time and what are the present ones?*

The 70s led us into modernity, into the industrial design where the search for form and function began to combine with provocation and experimentation. The evolution of society (contestation, politicization, speedup, sexual liberation and divorce) leads to a change that is reflected in life choices and design. The Made in Italy asserts itself. These are the years of the avant-garde, Archizoom, Superstudio, Alchimia that subvert all the rules and prelude to the arrival of Memphis and of the eccentric, colorful, imaginative 80s that will influence furniture, houses, fashion. Given the vent to fantasy, the movements, the trends, the styles follow each other and overlap, mixing minimalism, decorativism, industrialism, individualism, neoclassicism and kitsch-chic, Ikea and art-design. Houses become increasingly individualist, the architect's choices contaminate with memories of travel, craft pieces, ethnic pieces, vintage, collectibles, objects that tell a story. Today? Today design is a global phenomenon, with all the countries of the world to compete with the Italian production. The offer has widened enormously and is now accessible on thousands of channels, single-brand and sophisticated shops, concept-stores, galleries, outlets, shopping malls and low-cost warehouses, the Internet. Design has become fashionable, democratic, total and open to everyone. Today, even pots, toothbrush or plastic sandals convey are status-symbols signed by archistars.



Gisella Borioli with Giorgio Armani, an example of unmistakable style for fashion, home, beauty, packaging.

*The relationship between fashion and design is very strong, as that between design/fashion/beauty. How does one influence the other?*

It is as if the creative industry is in a continuous flow between disciplines and markets. There are fashion designers who also make furniture and create lines of beauty, as taught by Armani. Designer and architects who switch from buildings to objects and accessories, creative directors who indicate trends and the colors that then will influence all aesthetic choices of that period. Everyone feed on the same stimuli: social and cultural phenomenon, art, cinema, music, trends, socials, returns and anticipations. Nowadays, the ideas of protecting the environment and sustainability, the attention to young people and to diversity are very strong. And many choices will take into account, be it fashion, design, beauty.

*Let's talk about "new" values and trends in the design world: what are and how do they influence the design and development of new products?*

As I said, new values revolve around the individual and the sustainability, which means thinking about the needs and tastes of different people living in different worlds and social conditions, creating long-sellers and less disposable gadgets, regenerating things and materials, doing research in order to pollute less. To which, I would add technology that makes the object "easier" and more "performing". The development of 3D print and of the design with the help of Artificial Intelligence will give us many surprises.

*Functionality and aesthetics are increasingly linked in the design of a cosmetic packaging. Is it the same in the design world in general?*

Beauty and aesthetics are a global fact: from the label to the packaging and the consumer object, everything must speak the same language and not improvised. The quality and seriousness of a project can also be read from the details. I think you have to learn to recognize beauty from an early age and in small things.

*How do you would define the concept of luxury applied to the world of design?*

Something that makes you feel good, in a way "tailored" to you. Something that satisfies your desires, that you identify with and you fall in love with. Luxury is not the cost, it is not the precious material, it is not the exhibitionism of an exclusive piece. Luxury is the quality of thought, of design, its originality. Luxury is rather a "cultural" furniture telling a story that you love, that maybe only you love.

*What are the next challenges awaiting the world of design?*

I think the world of design, together with that of architecture, research, technology, sociology, agriculture, engineering, science, must work together to create a system capable of defending us from the threats that loom, including pandemics.



**AT SUPERSTUDIO MAGAZINE** is a monthly magazine published by Superstudio Group.

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This edition saw the collaboration of: Carlota Calvi, Alessia Elli, Angelica Cantù Rajnoldi, Lisa Dansi, Fulvia Ramogida, Ilenia Sileni, Rocco Soldini.

Magazine in Italian and English.

On-line digital version updated daily: [www.at-superstudiomagazine.com](http://www.at-superstudiomagazine.com)

Paper edition downloadable in PDF on: [www.superstudiogroup.com](http://www.superstudiogroup.com) and [www.superdesignshow.com](http://www.superdesignshow.com)

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