



CAUTION AND OPTIMISM

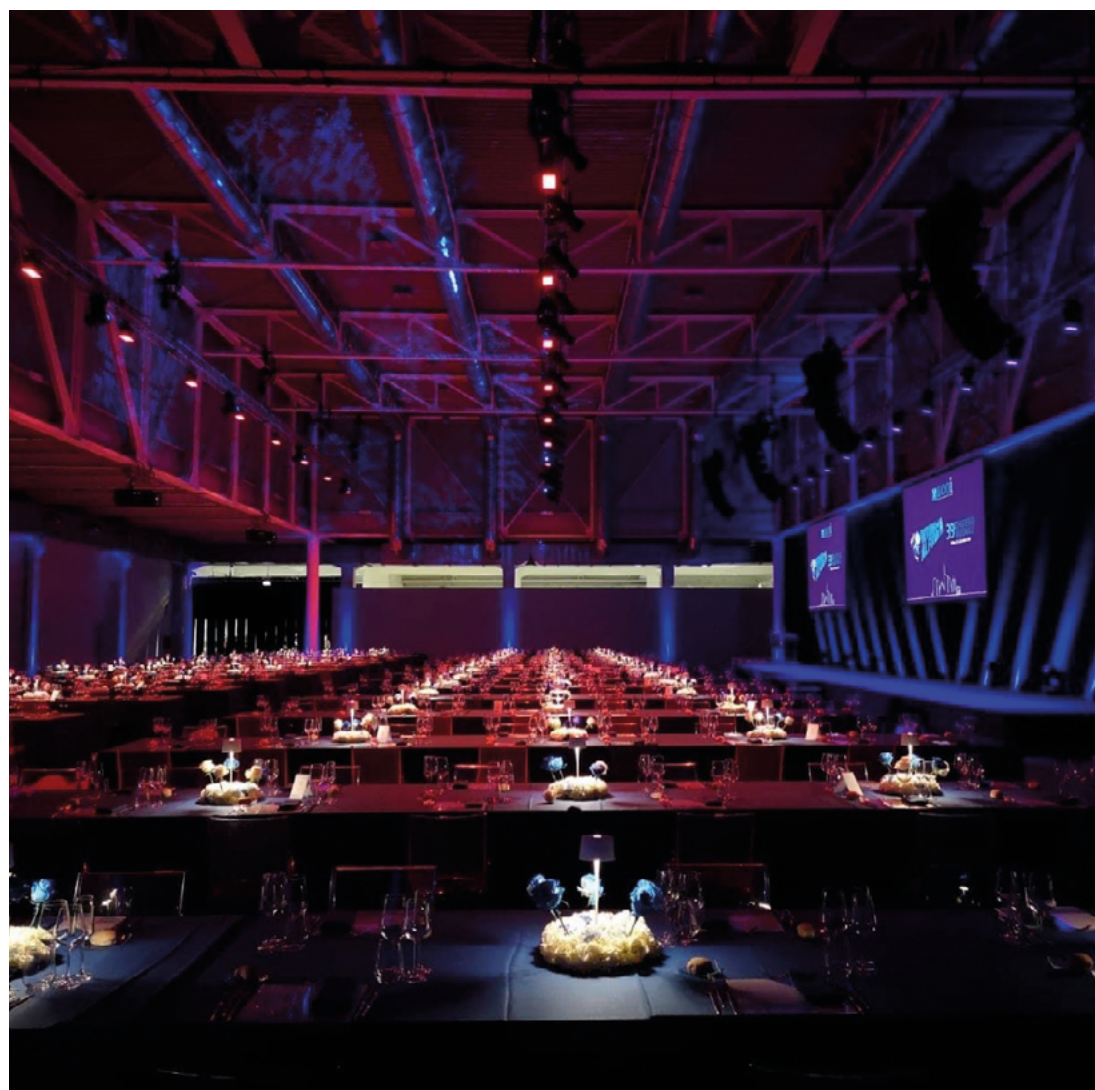
After many difficult months, we were all looking forward to a “lighter” autumn. The decline of infection rates, the following restoration of health service standards allowed us to return to our offices, shops, clubs, and events. Yet, the untrustworthy Covid white and red mass, despite resembling a harmless cartoon drawing, kept causing panic and destruction worldwide. The health situation scares us now again, also due to the many blaths of unqualified television personalities, crowds of anti-Vaxxers, anti-Maskers, anti-GreenPassers, anti-Everything, while at least vaccinations keep doing their duty to protect us a little.

From September on, there was optimism at Superstudio, when its three locations were reopened for exhibitions, conventions, fairs, fashion shows, video, photo shoots and meetings. Everything is back to normal thanks to fashion, design, digitalization, art, culture, and photography. Currently, Milan is beautiful and alive again, and we hope that no virus spiky ball stops our lives and that the economy continues to improve. With its festivities and warmth, Christmas is just around the corner. It takes a lot of responsibility and common sense to avoid unnecessary and slippery reversals. We all did our part in this period. A solid organization ensures safety at Superstudio in detail; the entrance checkpoint controls temperature, masks, and green passes, while a permanent medical device ensures rapid and molecular swabs in real-time, avoiding any risk.

We organized many successful and flawless events during the last weeks. Many others are on the list, and Superstudio is sure to be following all the rules and even more.

Caution and optimism, we said. That is why we look forward to seeing you at our and your parties. The spaces are ready, and they are only waiting for you to come. Merry Christmas everybody.

Gisella Borioli



The magic atmosphere of a hall of Superstudio Più set up for a big dinner with the guest distanced.
Photo by Rocco Soldini.

CHRISTMAS IS BACK TO SHINE AT SUPERSTUDIO

Our Christmas parties have in recent years illuminated December at Superstudio Più with their fabulous settings, magical lights, surprising projections, special effects, Lucullan catering. After the pandemic darkness, we are ready to start again with unforgettable parties this year, proposing the new Superstudio Maxi, which offers complete health safety. Every evening will be tailor-made for you with our “à la carte” and “all-inclusive” formulas. It’s time to book.

Be it a theme party, with a spectacular setting and dress code, a company party to welcome the New Year, a dinner show with famous guests, a large distribution of gifts in a magical atmosphere, a dinner with friends to celebrate the possibility of meeting all together (with guaranteed distance) or a great party that ends dancing with the stars... in any case, the wide rooms of Superstudio are ready to transform into enchanted landscapes evoking Christmas with the collaboration of set and light designers.

This year, two locations are available to host new end-of-the-year parties: the “traditional” Superstudio Più in Via Tortona – with its many independent rooms that can accommodate between 100 and 1000 seated people, a festive garden, if desired, internal catering and any other kind of facilities upon request; the new Superstudio Maxi, a location worth visiting.

Come and find the new Superstudio Maxi in Via Moncucco 35. It is a mix of elegance and industrial minimalism, with a large golden sculpture at its entrance, surrounded by greenery and the new architectures in Barona area. In its spacious hall, you can create areas of interest and entertainment while keeping all the necessary service areas connected without limiting the presence of people and maintaining the appropriate distance between them.

Both locations will be organized and managed by Superstudio Events. They will be all-inclusive and “ready to use”.



2 LOCATION FOR 2 OUTSTANDING PROJECTS

By Gisella Borioli

Milan Design Week 2022 aims to restore the city's role as the European Capital of Design. The event will raise the profile of Milanese genius loci and international creative movements, involving former emerging countries, which are today global leaders. Superstudio has followed this path since it began its activity. This year, the double event Super Design Show 2022 will confirm the company in its two ad hoc location: the “classic” Superstudio Più in Via Tortona 27 and the brand-new Superstudio Maxi in via Moncucco 35. For the Superdesign Show 2022, two distinctly different, synergistic, projects have been conceived, both inclusive of all the themes of their concept: **LOOKING AHEAD** at Superstudio Più and **DNA.DESIGNNATUREARCHITECTURE** at Superstudio Maxi.

Superstudio Più: where trends were born

LOOKING AHEAD is the theme Superstudio Più has chosen to rethink the exhibition mix. The company looks at the future while staying true to its fundamental principle, “Only the Best”. This theme invites people to discover the best of the Asian design with big brands, national pavilions, and installations; high-quality Native Italian design, infused with international horizons and many other participations, is on display. In the inner garden, the post-pandemic installation “Super Green” will show a new way to live leisure and work time. “Women & Design” i salso back to collect research on female creativity, innovative home, office projects, and home automation experiences. Not to mention the Dreamers, the innovations, the artists, who have all been an essential part of us. Many other projects are in progress and on demand. We will unveil them in future. Spaces are still available.

Superstudio Maxi: a look at the sustainable city

DNA.DESIGNNATUREARCHITECTURE is the Superstudio Maxi project: an original theme which deals with current events, urban and environmental changes. Design will be the new focus and will mix sustainability, beauty, and technology. Nature stands for the environmental crisis discussed through topics of renewable energy, respect, green interaction, climate change, wellness, and new lifestyles that cannot be delayed any longer. Architecture will have a special focus on prominent Architecture Firms, research and building centres for the world to come, careful to the development of Smart Cities, to innovative housing solutions, ambitious construction, human technology and urban planning on a human scale. We are ready to host free installations starting at 50 square meters in the huge exhibition hall. Once again, Gisella Borioli and Giulio Cappellini's artistic supervision guide the creative process. The exhibition runs from 3 to 10 April. To learn more about the projects and the application form, please contact design@superstudioevents.com

Contributions from the public to the participants in the Superdesign Show

- As a recognized “international exhibition center”, Superstudio provides you with these advantages. If you are an exhibitor looking for public contributions, you can consult the following websites: Bando Regione Lombardia and Portale Camere di Commercio. Also, SACE SIMEST – an organization specialized in export assistance and internationalization of Italian firms – enables agencies to apply for concessionary financing or non-repayable loans to participate in international fairs. For more information, please visit the Finanziamenti Agevolati section of the SACE SIMEST website www.simest.it

The first design collection of the young architect Leonardo Talarico unveiled during Design Week 2021 at Superstudio Maxi. Photo by Giovanni Cappellini.



EXHIBITIONS AND RARE BOOKS. CULTURE OF THE WORLD

I know a lot of things but I cannot speak, I pass from hand to hand but I keep not moving... Who am I? What a riddle! We are referring to the book, of course. The Salone Della Cultura moved to Superstudio Maxi and see the participation of 220 exhibitors, independent bookstores and antique dealers from ten different countries. Variety is the keyword: ancient books along with modern and second-hand ones restore the current image of the publishing sector. The novelties of this edition: six thematic exhibitions and the collaboration with BookCity. The event was as successful as expected, recording over 150.000 in a week-end.

In addition to the 500.000 volumes that were sold like hotcakes, Matteo Luteriani had the intuition to offer visitors a selection of six original thematic exhibitions of high cultural value. A fil rouge connect and weave them together, create dialogues and relations, original insights and representations.

Vinyl Warhol. This exhibition was about Andy Warhol LPs' covers. On show exceptional pieces, and the covers of the most iconic albums in music history.

Silone: the mystery of the original editions. Among these, viewers will find rare covers, such as the ones designed by the German designer Max Bill for Silone's most-known book, Fontamara.

Bruno Munari: Bompiani Satellites, Munari's imagination led him to create a unique series of 45 volumes: «the planet is a large black circle that contains the title dug in white around which dark dots rotate, the so-called satellites, whose number will increase on the cover as the publications progress».

War rugs. As cultural objects and valuable historical documents, carpets conceal in the fabric plots visions of wars fought with the last generation of weapons during the last thirty years.

Dino Buzzati. Through an exhibition dedicated to the illustrated novel that appeared on the Corriere dei Piccoli, The Bears' Famous Invasion of Sicily, the Salone Della Cultura paid tribute to the renowned writer, who was also a painter and illustrator.

Fortunato Depero, The unpublished manuscript. The corpus Il Pubblico e l'artista is the protagonist of this exhibition, an unpublished manuscript recently edited by Luni Editrice, the main sponsor of the event, which through the plot's device of three “haughty and laid-back ladies” shows Depero's perception of the art of the Twentieth Century.



AD. ANTIQUE DEALERS AND DESIGNERS

At Superstudio 13, eleven famous designers posed to demonstrate the relationship between antiquity and design. The photos taken by Maki Galimberti were used for the advertising campaign of AMART, the antiques exhibition held at the Museo della Permanente from 27 to 31 October.

Maki Galimberti is a highly regarded photographer who has snapped celebrities' portraits from the entertainment, sports and culture world, including Margherita Hack, John Grisham and Paulo Dybala to name only a few. He has also photographed some of the most important designers and architects on the contemporary Italian scene. Nicolò Castellini Baldissera, Gaia Chaillet Giusti, Aldo Cibic, Terry Dwan, Massimo Iosa Ghini, Massimiliano Locatelli, Fabio Novembre, Palomba-Serafini, Filippo Perego, Laura Sartori Rimini, Roberto Peregalli e Verde Visconti posed against colorful backdrops with an attitude of awareness along with precious antique objects to promote the second edition of AMART, the annual antiques fair at the Palazzo della Permanente in Milan. As if to say: past and present have much in common... interior designers and antique dealers are the protagonists of moments that draw their charm from contrasts of valuable and personalized choices.



GASTEL AND SOTTASS. TRIENNALE HONOURS THE BEST

The Triennale di Milano opens in rapid succession two exhibitions celebrating two great and eclectic protagonists of Milanese and international culture: Giovanni Gastel and Ettore Sottsass. Indeed, these personalities stand out for their extraordinary creativity and visionary approach to the most disparate fields, from writing to photography, architecture, graphics, philosophy, often merging codes. “Two great characters who have accompanied us with their genius for a long part of our lives” recall their friends Lucchini and Borioli. The first event (1 December 2021 – 13 March 2022) is a tribute to the recently perished photographer Giovanni Gastel (Milan, 1955

–2021) through two exhibitions: **The people I like**, in collaboration with the MAXXI National Museum of XXI Century Arts, Rome, and **The Jewels of Fantasy**, in collaboration with the Museum of Contemporary Photography. “The people I like”, curated by Uberto Frigerio set-up by Lissoni Associati, presents over 200 portraits that testify to the immense variety of encounters that has characterized Gastel's long career. A dedalus of faces, postures, dreams of characters

Gastel by Stefano Giundani



BIOARCHITETTURA. THE HOUSE AROUND THE FIG TREE SIGNED RATTI-ROTA

By Silvia Zanni

Paraphrasing Aristotle, “Man is a biophilic animal”, one could say. Also, adding: «who in 2021 lives around a fig tree». Carlo Ratti - Carlo Ratti Associati based in Turin, New York and London - and Italo Rota - Italo Rota and Partners based in Milan - came up with the idea of a house around a tree, which led to the design of a private home with a big fig tree in the middle.

We are located in Montechiarugolo, a town of 10,000 inhabitants in the Parma area, which for the beauty of its paths and its castle was included in 2020 list of the most beautiful villages in Italy. Here, since 1899 the king of passata is based, the Mutti company.

In 2018, Francesco Mutti promoted a competition for the recovery of an old farmhouse with a granary, a brick structure immersed in the countryside just a few steps from his company. His aim was to make it «a home for people, plants and animals»: all around a garden enhances the biodiversity of this particularly rich area of Italy, hosting a wealth of animals. Today, there are dogs, cats, even a monkey. In the photos one can often recognize Piero, the donkey of Mutti's family, captured while wandering around the house.

The Ratti-Rota duo has thus created “the Greenary”, a residence that under the pun green-granary rethinks the relationship between nature and technique. If, quoting a past interview of Ratti for our Atsuperstudiomagazine: «curiosity by definition is the key to the future», the two, prompted by the curiosity of future, brought to Mutti's house contemporary trends. First of all, the core of the project is the idea that the human being is a “biophilic” organism, that is, he spontaneously seeks – as a biological need – closeness to nature.

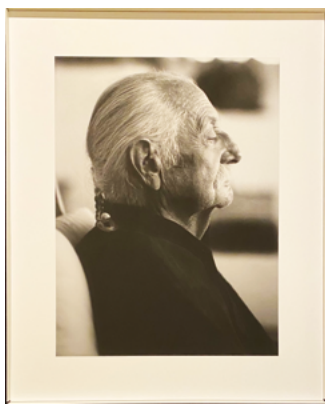
Like an ancient Roman domus, the house is organized around a “green” element, in this case Alma, a ficus naturalis, which is the supporting structure of the building. Alma represents twenty-first century nature as a technical element. Recalling the classical anecdote of the painter Zeusi who deceives birds by painting truthful grapes, the tree brings earth, roots and branches to the house but is forced to depend on technology to live: a very advanced technology creates a microclimate necessary for the life of the fig tree, regulating its water levels, temperature and pressure. On a symbolic level, then, Alma embodies the spirit of the house – as if it was an ancient Roman household gold – dictates the rhythm of domestic existence and, at the same time, marks its architecture. Seven terraced floors develop around the tree's 10 m height, providing a specific view and experience of the plant. Each floor hosts and modulates a different housing function, such as music, conviviality, lunch, meditation, reading and rest. Parts of the stairs are made from local earth, others from resin. Through a direct connection, nature and art are brought together, connecting the patron's personal history, fields, and factories. When do nature and art intersect?

LUCA GNIZIO. ECO-DESIGNER AT EXPODUBAI

The team of Superstudio met Luca Gnizio when he was very young and we were suddenly struck by his rare sensitivity, which oriented him towards the unusual sector of the recovery of industrial wastes. We offered him the opportunity to first exhibit his works at 2012 Design Week. 10 years later, in a period characterized by recurrent epidemic cycles and acute environmental awareness, we met him again. Meanwhile, he entered museums. These days, he is often tasked by factories with bringing new life to the industrial wastes or giving them a dignified death. Therefore, we invited him to participate in the September Design Week, when the new venue for the event, Superstudio Maxi, was launched.

His **Pandemic Design** installation emerged from the many visionary works of other artists and designers. Gnizio's work was made of a few, essential decors furnishing a hypothetical apocalyptic room: a chair, a table, a painting, a lamp were made of iron rods and asphalt. This kind of material suffered from nature's unstoppable appropriation of space: beet tops and little flowers ran through the cracks, making them luxuriant and verdant despite everything. Gnizio's job as an “Eco-Social Designer”, according to his own definition, also interested the Padiglione Italia board for Dubai Expo, which invited him together with other ten micro-companies to present his work during the meeting about sustainability, which will take place in March at ExpoDubai.

from the world of culture, design, art, fashion, music, entertainment, politics. “The jewels of fantasy”, a collaboration with the Museum of Contemporary Photography, exhibits one of Giovanni Gastel's first internationally successful works: 20 images part of a larger project that the Daniel Swarovsky Corporation commissioned to the author for the book of the same title and the exhibition of Twentieth-Century jewellery, both curated by Deanna Farneti Cera. The second appointment allows us to discover the reconstruction of Casa di Lana, a Milanese house in which the brilliant architect **Ettore Sottsass** (1917-2007) put his aesthetic and color sense. Ettore Sottsass. **Structure and color**, curated by Marco Sammiccheli, is the first out of a series of three exhibitions that will run from 3 December 2021 to 13 March 2022. “Structure and color” draws its title from an article Sottsass wrote in 1954, and presents pictorial works, drawings, photographs and objects that highlight the designer's particular attention to the relationship between man, his needs, his rites and the inhabited space.



Sottsass by Gastel. Triennale, Milano



Detail of the chair made of asphalt scraps recovered from the street. Nature takes it all. Design by Luca Gnizio. Photo: Erni Musitelli.

ACCADEMIA DI BRERA. OSSERVATORIO X AT SUPERSTUDIO PIÙ

A collaboration between the Accademia di Brera, Superstudio and the association Flavio LucchiniArt made room for young artists – both undergraduated and alumni – of the Accademia painting course. “Osservatorio X” is the title of the exhibition which brings together the newest artistic trends in the spaces of via Tortona 27. The exhibition runs until December 18.

X is the number of the edition of the project born in the biennium 2007/2008, involving 44 alumni and students enrolled in the painting school at the Accademia di Brera, a symbolic institution in Milan. However, that's not all. The participation of students on all fronts - from the photography to the set-up prepared by a team of young curators - aims to engage students in the total making of an exhibition. This exhibition tells the story

of a decade of changes in the Academy, as well as the practice of expanded painting that has always characterized Brera's classes. A focus on painting is followed by other techniques and media - sculpture, photography, drawing, video - in a plot ending with two opening performances that turning artistic attention to the body in art overtly connect to Flavio Lucchini's body statues. Twin-works gaze at each other in the exhibition spaces, scrutinize each other: they can be the result of artistic practices and experiences shared by multiple artists. The choice of setting up some works in the basement where once there were anti-raid shelters is very interesting: those who enter the area walk almost on tiptoe, conscious of entering a hidden place, where an intense relationship with the artwork arises.

The photos show the artworks by Maria Cristina Cavagnoli, Giulia Soldi and Nadia Marni.



LUCCHINI AND THE ART DIRECTORS CLUB

As a creative artist and talent, Flavio Lucchini is now enjoying a productive time in his working path. His artistic career started in 1967, when he was the art director of the newly-founded Italian Condé Nast, and together with Giancarlo Ippirandi and other designers, they created the first autarkic version of the **Art Directors Club**, a yearbook of art directors and their most significant works. In 1985, he gave then life to the current, official, recognized organization, the Art Directors Club Italia.

This year, Lucchini has been awarded the most prestigious prize from ADCL, the **Hall of Fame**, for his lifetime achievements. The award was properly granted to him as an entrepreneur and artist who taught generations of graphic designers, journalists, and photographers.

In the meantime, Flavio Lucchini's original solo exhibition of paintings, sculptures and bas-reliefs continues during ExpoDubai at Innovation House, Continental Hotel, and Dubai Marina, where his works embody contemporary Italian art in conjunction with furniture designed by leading design names such as Flos, B & B, Azucena, MaxAlto and Louis Poulsen, who transformed the large penthouse into an Italian-style home.



Lucchini by Giorgio Craig



The new Studio 4 at Superstudio Più. The big dance hall – with its numerous rooms – have become the biggest and nicest photographic set in Milan.

STUDIO 4. FROM SUPERSTUDIO 13 TO SUPERSTUDIO PIÙ

The legendary number 13 of Superstudio 13 (the historical photographic studios managed by Superstudio Set) in via Forcella13 has been missing a big part for years since the famous Studio 4, a spectacular daylight with terrace, was converted into a production room. Today, Studio 4 re-opens even bigger, more performing, more spectacular. However, it is going to move to the Superstudio complex headquarters, via Tortona 27, where Superstudio Più is located. To offer more and more possibilities, the Superstudio world continues to grow, update, and intersect.

During the early years of Superstudio Più, Studio 4 was the “Dance Point”, Milan’s largest and most beautiful dance hall: about 400 square meters of natural light with an assortment of adjoining rooms for dance of any kind. Gaja Lucchini in collaboration with Giuseppe Galizia directed it with an innovative vision, offering auditions, rehearsals, and lessons in contemporary and experimental dance. Many famous names have performed at Studio 4 over the years, including Luciana Savignano, Roberto Bolle, Alessandra Ferri, Micha von Hoeche, Susanna Beltrami and Matteo Bittante. After an interregnum dedicated to other functions, the bright room covered with natural fir parquet is now **Studio 4**. This newly renovated space is dedicated to fine art photography and offers an outstanding place (because of the high quality of its spaces and services) managed, of course, by the super professional team of Superstudio Set. Don’t forget to stop by the **Dada Café** below in case you need anything to eat or drink! A room/photo studio is located on the first floor of an independent building, measuring 17.90x20 meters with a height of 4.75 meters. With its electric curtains, the light in the space can be modulated and dimmed; it also features optional areas including a large reception hall, make-up and wardrobe areas, meeting and production rooms, and a balcony around the perimeter. Studio 4, the VIP studio for excellent productions, is ready to welcome professionals and celebrities: thanks to the available parking spaces at the studio entrance, everything can be handled at their discretion. Information: info@superstudioset.com - ph. 02 833961.

GREEN PASS: “PROTEGGO” PROTECTS YOU

Safety, quality of services, the tendency to anticipate and meet needs are the core of Superstudio’s functions. First in the list, health and respect for the rules. “Proteggio” is the medical device that Superstudio has chosen to control Superstudio Più as well as other locations: this way, Covid stays out.

With the resumption of fairs, conventions, and events it was pivotal that the anti-Covid system had no leaks. Superstudio – the only example in its category – has equipped itself with a permanent clinic of doctors and paramedics to control Green Passes and perform rapid swabs on site before entering the rooms.

“Proteggio” is a medical device available 7/7 during our events, also in case of emergency services in offices and at home. Coordinated by Alessandro Bertulesi, it has now found a permanent base in via Tortona 27, where it checks visitors and performs any test essential to access the events. The same control also applies to suppliers and workers employed in the fittings. Safety first.

info@proteggio.eu - www.proteggio.eu - ph. 340 7197048.

FROM SPACE FOR EVENTS TO THE CYBERSPACE

By Fulvia Ramogida

Things change, develop over time. We live in an increasingly interconnected world. In partnership with an expert in developing virtual solutions, AnotherReality, Superstudio Events is attempting to create a new platform for digital events endowed with “superpowers”.

Over the past year, we’ve heard more and more about onli- events, streaming sessions, presence, and distance. Physical and digital realities are no longer opposed, yet they share the same fluid space: “Pandemic has accelerated the transfer of physical events to digital media, rarely guaranteeing quality experiences – explains **Tommaso Borioli, CEO of Superstudio Events** – Superstudio Events has instead taken its time. We did not react to urgent matters, but we welcomed and studied the spontaneous digital evolution of events, creating together with AnotherReality a platform to meet the need of aesthetics, personalization, entertainment, variety of content that characterize high-quality events, both in physical and digital formats. We spent a lot of time thinking about what organizers and visitors expect from digital: real access, positive experience, ease of use and at least the same possibilities of communication, interaction and negotiation offered by physicality. Superstudio Cyberspace meets each of these expectations.”

This is how **Superstudio Cyberspace** was born as a unique digital platform. It was developed ad hoc in 3D in a privileged setting, that is the iconic spaces of Superstudio Più, which have hosted high-level events for decades, such as Superdesign Show, White Show, MIA Photo Fair, and Mapic. Cyberspace at Superstudio is a welcoming, customizable, and recognizable metaverse. The great attention to details allows to find even the sculpture Gran Sera by Flavio Lucchini in the garden of Superstudio Più in via Tortona 27. Functional, designed to enhance the content of exhibitors and event promoters, easy to use, endowed with high possibilities of interaction, Superstudio Cyberspace is definitely the place of the present and future. Therefore, Superstudio Events invites to see this video to have a closer look:

vimeo.com/638544098



IAB FORUM 2021: THE DIGITAL INNOVATION

The IAB Forum 2021 is the first event dedicated entirely to digital innovation, which took place in mid-November at Superstudio Più, following the phygital format.

After the annus horribilis 2020, 2021 was a “stop-and-go” year, still affected by the pandemic and while facing resumption, coping with climate change – through the climate agenda – investments in the fields of marketing and advanced technology. **“Back to Humans”** is the theme of this first edition – held with the participation of the audience and streamed online– that aimed to go back to humans as the (re)starting point for rethinking digital transformation. On stage, more than 100 speakers shared their ideas about renewal. Over the course of three days, the event focused on a wide variety of themes: digital sustainability during the first Italian conference dedicated to the theme Zero Emission Digital; digital marketing and its trends; the new CTV – connected tv – technology that, thanks to web services on television screens, makes our televisions increasingly “smart”.

CAREER AWARD TO OLIVIERO THE MAGNIFICENT

During the XIII Florence Biennale, an exhibition of contemporary art and design hosted at Fortezza da basso in Florence, Oliviero Toscani received the “Lorenzo il Magnifico Award” for his lifetime achievement (in the art field).



His stunning career began at the “school” of Flavio Lucchini in Condé Nast in the mid-60s, when together with the great art-director he innovated photography and fashion publishing, reaching the world and changing the way of communication. Throughout his career, Oliviero Toscani has been a constant presence at Superstudio 13, where he has carried out most of his provocative campaigns. As a result, we share his delight at receiving this award that crowns his unique career. Flavio Lucchini himself chose him as the model for a service for Amica. Oliviero returned then to the set as a young photographer chosen by Lucchini from among the students of his Swiss school. With Lucchini, he participated in the design and launch of fashion magazines as well as in the birth of Superstudio 13, a temple of fashion photography, which he has attended from the beginning with his dynamic visions. Oliviero received the **Lorenzo il Magnifico award** with a special dedication for his commitment to the most difficult fronts, from wars to AIDS, air pollution, racism, as well as for his extraordinary personality, which led him to transcend the fashion world to more socially relevant and acute issues.

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Editorial contact: communication@superstudiogroup.com

Superstudio Group - Via Tortona 27 Milan 20144.

Phone +39 02 422501 - info@superstudiogroup.com - www.superstudiogroup.com

Information. For Events: info@superstudioevents.com - www.superstudioevents.com

Photographic studios: info@superstudioset.com