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ANTICIPATIONS



# SUPERSTUDIO MAGAZINE

@AT - April 2022 - n. 36



## SUPERSTUDIO. A HEART OF SOLIDARITY

Today is the war in Ukraine, with its mothers, grandmothers, children evacuated and suddenly thrown into a completely different reality, with only ruins behind them. Yesterday it were the homeless struggling with the pandemic to which we donated 12.000 hard-to-find masks through the Municipality. And again it was the Afghan women, helped to free themselves from the yoke, as much as possible, through the chat *le-donnexledonne* and the fundraising at Superstudio Più. Tomorrow it will be other disadvantaged categories: autistic kids, isolated women, women who have been hit in body and soul through the non-profit activities of the *FlavioLucchiniArt* Museum. The world is continuously wounded. Helping it has become a duty that we gladly fulfill.

Tommaso (Borioli, Ceo Superstudio Events), the young nephew who has been working with me for several years in managing the Superstudio also through subsidiaries companies controlled by him, is moving with the turbo towards the future. Suddenly he tells me that he has a new project, and even more suddenly he informs me that he has found the location and is already operational. But how? Following the line indicated by Superstudio in all these years, bringing creativity and events also in the decentralized areas of Milan in order to help them regenerate: after via Forcella, after via Tortona, after via Moncucco, it has identified via Negrotto, in Bovisa, the place for a new Superstudio hub.

Three industrial warehouses abandoned for years, and a building with the offices a little more tidy. The design, the renovation, the work can wait, because the idea immediately springs to mind: let's do our part in this horrible war and welcome here the Ukrainian women escaping with their children! Let's do everything possible to make the premises soon welcoming for women and children who are arriving by any means, every day, every night.

In one week, the companies that normally work for Superstudio make the miracle, painting, fixing, connecting, assembling, transporting, redo bathrooms and showers, bringing water, electricity, wi-fi in a race against time. Nadia, the Russian architect and Tommaso's companion, organizes the arrivals and acts as a valuable interpreter. Then the online solidarity is triggered: the tam-tam between facebook, instagram, associations, friends of everyone and no one, friends of friends and mainly still the chat *donnexledonne* move an army of benefactors who send us beds, furniture, furnishings, utensils, appliances, sheets, blankets, toys and shopping for the basic necessities of the thirty and more people we will host, infants and teenagers, mothers and "babushkas", as grandmothers call themselves. The Village of Superstudio, as we have provisionally provisionally called, slowly fills up.

If the work in our offices still suffers from the tail of the pandemic that the war that closes the flights and postpones the events, our heart smiles in seeing these children and these blue-eyed women, exhausted, find friendship and friendship and solidarity in the new community that is forming, where the welcomes them with the word love and each family unit has its own room and in common a large improvised kitchen, a bright and spacious dining room, a laundry room, a game room, even a first aid room for tampons and eventual needs. Now it's time for phase two: with the collaboration of volunteers, artists and creatives, Ukrainian women themselves are taking shape entertainment projects, auctions, workshops and other initiatives allow support to daily life with fundraising directly disbursed to our special guests.

If I have told you this story is not only to share an action and an emotion, but to invite our readers, our friends, our customers to join us in this adventure of solidarity.

*Gisella Borioli*



The Superstudio complex at Bovisa in Milan, which houses Ukrainian refugees.

**A wonderful proof of solidarity for Ukraine. Superstudio thanks...** those who who generously accompanied us in the first part of this journey: **Haier** for new household appliances, **Cowntry Lab** for new interior and exterior furniture, **Bongianino Foundation** for computers and televisions and more, **Caffè Vergnano** for machines and coffee, **Blanc MariCio** for new sheets and bedspreads, **Kellogg's** for cereal pallets, **New Team** for crockery and water pallets, **Phoenix** social cooperative for 100 kg of food, **Proteggio** for medical assistance, **Emergency** for the indispensable help and all the the indispensable help and all the associations and other donors often arrived personally with their packages and who prefer to remain anonymous because it was enough for them to see the smile in the eyes of these unfortunate women.

For information [info@superstudioevents.com](mailto:info@superstudioevents.com) - [info@superstudiogroup.com](mailto:info@superstudiogroup.com)

### LAST CALL FOR SUPERDESIGN SHOW

**LOOKING AHEAD** is the theme of the year for the appointment of Superstudio with the Milan Design Week in June. A fascinating subject especially in this moment of uncertain future that invites the designers who think about tomorrow to to reinterpret desires and needs of everyday life, both for normal and extraordinary moments. The project of the new edition of **Superdesign Show 2022** touches on all the hot topics that involve the world of design, the floor-plan is defined but we still have the last free spaces for projects and architecture focused on solutions for the future.

Hurry up and apply to [design@superstudioevents.com](mailto:design@superstudioevents.com)  
Final deadline April 15.



The Big Red velvet silk Pontoglio and damask Vionnet, by Carla Tolomeo

## SALONE DEL MOBILE TURNS 60

The 60<sup>th</sup> edition of the Salone del Mobile – from 7 to 12 June at Fiera Milano – was presented in a mood of renewal.

2021 was the annus mirabilis of the Salone. The 59th edition of the Salone represented a “restart”, that the unexpected growth of 14.3% from 2019 proved”, says the President of the Federlegno Arredo Claudio Ferlin.



2022 Salone poster by Emiliano Ponzi.

What about 2022? Yesterday, everyone was talking about rebirth. Over the past two years, the crisis has impacted many aspects of our lives, resulting in a major change in our lifestyle. As always, the Salone did nothing but reflect a change in times through design objects and their designers. Mayor Giuseppe Sala claims that “talking about a restart doesn’t make sense any longer”, and that the commitment of the Milanese to the Salone is an “act of participation in the hard-work and creativity of which the city is a landmark in Italy”.

Renewal is also present in another way. If we had to find the iconic term to explain to someone in the future the beginning of our century, we would probably choose “sustainability”. The Architect Mario Cucinella, one of the protagonists of this Salone, speaks of an “overused” word, “We must learn how to take care of it, and measure it out parsimoniously as we don’t have another choice. There is value in words, as well as in their meanings. What model of development is appropriate for a planet that is saying, “I am slowly burning out”?” Cucinella’s project Design Nature tries to answer this question at the crossroads between design and nature. It is an exhibition and an interactive show where visitors can physically experience the renewed need to return to interpersonal exchange.”

The Superdesign Show 2022 at the Superstudio Più in via Tortona confirms its own event on the same days. The present and future, technology, research and sustainability. Don’t miss this historical stop in the city, where there will also be an info-point with information about the Salone in Rho.

## THE METAMORPHOSIS OF VIA TORTONA

One opening, one project. Once again, the Tortona District in Milan is looking ahead. Thanks to Luxottica and Armani.

Those who remember how via Tortona once looked, from the point where it crossed with via Bergognone where today’s Piazza delle Culture is, until its outer ring road, understand how much its shape and functions have changed since then. It all began with Superstudio that with its two hubs, Superstudio 13 in via Forcella (opened in 1983) and Superstudio Più in via Tortona (opened in 2000), has brought back to the area design,



The brand-new office of Luxottica in via Tortona.

fashion, art, and communication, which have gradually occupied old laboratories and factories in decay, such as the big Post Office Building (now Deloitte) and the former Ansaldo (now Base). The very multifunctional cultural center “Base” began its transformation through the intervention of Gisella Borioli, who was a member of the Strategic Council at the time. This was created by Letizia Moratti, who suggested and guided the passage to its new function of street for creativity.

The project of the Mudec, the Museum of Cultures, the construction of which ended in 2015, dates back to 2000. In that same year, Superstudio Più was founded in the former General Electric space with its numerous pavillons.

We are today eager to welcome soon Luxottica’s large and elegant black-glassed building at the end of the Tortona District, which retains the external façade of the industry, thus ending the modernisation of the area.

Giorgio Armani, another key figure in the renewal of the area through the reconstruction of the entire avenue in front of his locations in Via Bergognone, the Arma-

ni Silos museum, and the Armani Theatre, as part of his activity, is expanding his headquarters by buying the red building on the square now owned by Deloitte. There’s a reasonable chance it won’t be red anymore... who knows what else.

Tortona is a street that deserved to become the symbol of an entire neighbourhood: the Tortona (fashion and design) District is actually a case study explored at university and an example for other cities in the world to follow. Moreover, la Scala’s labs relocation to via Rubattino will then open up new possibilities. Superstudio is pleased about it all, of course: indeed, we first envisioned the potential of this dismantled post-industrial neighbourhood and invested in it by bringing our creativity to the area, over 40 years ago.



Deloitte building soon Armani in Piazza delle Culture.

## THE ARMCHAIR-SCULPTURES OF CARLA TOLOMEO

A unique, ingenious, sophisticated artist, Carla Tolomeo has become famous for her seductive soft sculptures. She will be at the Superdesign Show in June with new exclusive works.

Carla Tolomeo does not use metal marbles or materials “cold” but soft stuffing, she obtains her colors not from paints but from precious fabrics, she creates inviting and mysterious forms where flora, fauna and other imaginative creatures penetrate the space, rising above a cushion on which it is sweet to snuggle. They are sculptures to sit on, or armchairs to use with caution as a work of art.

After thousands of exhibitions and infinite successes in galleries and museums, Tolomeo felt the desire to measure herself in the world of design, so apparently distant from herself and to do it in her own way, by placing an exhibition of works of art in the world of design. installation of works specially created at Superstudio, during the Design Week, fascinating even if defiled: Flavio Lucchini’s former atelier, today an exhibition room for his works, and, exceptionally, for the exhibition of other artists who are close to Lucchini’s feelings. Such as Carla Tolomeo, so close in her search for beauty, emotion and uniqueness. Formitalia Luxury Interiors supports the exhibition celebrating 20 years of friendship and collaboration with Tolomeo.



Pisces’ seat. Ph Balestra.

## POST PANDEMIC HOME

By Gisella Borioli

From pre-pandemic to post-pandemic, the design has changed a lot, with a new normality replacing its previous uniqueness. From character-like furniture to cocoon homes.

If someone had asked me two years ago, “where is design going?”, I would probably have answered differently. I would have mentioned a frantic, eclectic, fun, trendy, using



Nemo armchair, Fabio Novembre.

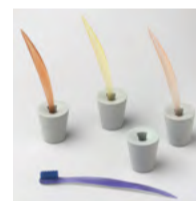
basic and essential furniture version of it, designed by renowned architects (like Lissoni, Jasper Morrison, for instance). Also sided by other designers who stood against the current on the edge of kitsch (think of Philip Starck’s dwarfs for Kartell), antropomorphism (like the Nemo chair by Fabio Novembre for Driade), animal-like (Mooi’s horse lamp, Stefano Giovannoni’s monkey lamp), ironic and iconoclastic objects (Mendini’s Proust chair for Cappellini) or holiday souvenirs and ethnic objects in an enjoyable mix of our global and travelling lives. Transparent plastic in our living rooms descended from the Olympus of Kartell to the products of the fast



Budapest Sofa, Paola Navone.

design. While Ikea introduced a type of democratic design that didn’t disfigure next to the elite design, the internet was rapidly approaching. Lofts became the dream of creative Italians, or assumed to be so...

Over the past twenty years, design power had become an alibi to make everyday objects with a specific purpose more desirable: this is when the architects started to sign and add value to pots (Patricia Urquiola), toothbrushes (Philip Starck), anti-rain boots (Jean Nouvel), luggage and trolleys (Marcel Wanders), and even a lift (Marco Piva). Plastic materials made metamorphic and renamed after more intriguing names were still



Dr.Kiss Toothbrush, (typo), Philip Starck.

ruling at full blast, as new technology revealed new possibilities and a nouvelle vague of sustainability slowly crept into production.

During the pandemic, things came to a halt. It was an invaluable lesson. As a society, we were forced to consider our true values, the needs of our world, a different and a more circular economy, along with the realisation of our responsibilities. So our homes are now “cozy” again: a protective cocoon that welcomes and protects. Trends in furniture currently include more wood and softness, more nature and recycling, more solutions and hybrid as well as changing furniture, more outdoor and simplicity. More space is accorded to new designers, niche productions, authorial craftsmanship, art-design, makers, and objects about other stories. Good design is just around the corner.

With high anticipation we are looking forward to June Milan Design Week to discover new harmonies, an updated vision of the future, international horizons, in the hope that the war on course will not drop bombs on the world of production and economy as well. Indeed, it is no coincidence that the next Superdesign Show at Superstudio Più is titled LOOKING AHEAD.

## UKRAINIAN CREATIVITY

By Silvia Zanni

The terrible news about Ukraine these days keeps attention focused on a country that, despite the war, continues to demonstrate the same creativity that a group of talented Ukrainian designers demonstrated at Superstudio last year. Among them, Victoria Yakusha with her brand Faina.

Faina has recently won the Dezeen Award 2021 (the prize awarded annually to remarkable examples of architecture, design and interiors) for the category bars and restaurants and was chosen as the best emerging design studio of the year. The collection exhibited during the Superdesgin Show 2018 was conceived in 2014 as an artistic consideration on the Ukraine Revolution (that same year the pro-Kremlin President Viktor Janukovyč was removed from office) to restore dignity to the nation.

The style of the brand is unmistakable: the objects combine curvy and primordial shapes with a minimal and contemporary design, looking anciently modern. Dezeen has awarded the restaurant Istetyka in the historical centre of Kiev, for which the studio has designed more than the aesthetics of the place, completely inventing the image of the brand together with a true food philosophy.

Four years have passed since the 2018 Superdesign Show, and Faina has continued to stay true to itself and its style: the ancient and primitive shapes of culture and nature

are conveyed through the choice of local materials (willow, clay, felt, linen and wood) that allows for knotted and rough surfaces that give objects a sense of the "unfinished", both natural and ancestral.

Faina retrieves the fascinating craftsmanship of local masters and workshops, answering the call to equal, simple and sustainable design. "We did hear eternity and the voice of Mother Earth, and we chose materials. We didn't search for shapes, yet we remembered them as if we had already known them" says the designer Viktoria Yakusha, who studies cultures from the fifth to the third millennium BC. Thanks to this analysis, she has restored the sacredness and magic of objects, conveying them in her armchair "Domna", that takes its cue from the curvy lines of a ceramic artifact from the Cucuteni-Trypillia culture, that archaeologists compared to the original feminine form of the divine mother.

Based in Kiev, a second studio is in Brussels, and a brand-new design gallery in Antwerp has recently opened.



Viktoria Yakusha's armchair for Faina.

## the first truck as beautiful as a design object

On display at Superstudio is the latest Volta Truck from Carl Magnus-Norden's Swedish Company. Volta Zero is an electric carbon-neutral truck. Its mantras? Security and design.



Trucks account for less than 4% of traffic in London, but they are involved in 70% of fatal car accidents. Carl-Magnus Norden, with no background in automotive, had a vision of a truck whose strength was security in urban centers, one which could provide a 220 degree panoramic view with lateral cameras. Interestingly, Volta Zero is a private truck with a green twist: no blind spots due to the removal of the cumbersome diesel engine, which is

why traditional trucks reach heights of no less than 2 meters, but Volta Zero uses batteries located below the work environment, allowing the driver to access at ground level. It also features a pleasant design with low lighting, comfortable interiors, and air conditioning without direct jets, but with gradual heat diffusion through the cabin.

In 2023, the first 5000 trucks are expected to be on the roads of London, Paris, Madrid, Rein-Ruhr, and, from 2024, in the United States.

## THE NEW AMICA MAGAZINE. TODAY AS YESTERDAY?

Amica Magazine has been renewed and recalls in an editorial the glorious debut of the prestigious magazine, today directed by Danda Santini, to whom the new edition seems to be inspired. It is necessary to remember the trio of pioneers who gave life to the magazine 60! years ago, but one has remained in the pen or in the computer. Let's make up for it here.

After the years under the direction of the legendary editor Paolo Pietroni, Amica has often changed its skin: periodicity (from weekly to monthly), directors, art directors, style, contents, but it has always remained a magazine that pays attention to the independent and evolved protagonists of Italian society. A recipe that was in its initial DNA, since 1962, when it was born, of course, with the name suggested by the great writer-journalist



Amica, limited edition, 2012. Sculpture-like cover by Flavio Lucchini.

by the great writer-journalist Dino Buzzati and the direction of Enrico Gramigna, but with the strong and innovative project, totally in contrast with the popular and "calm" image of women's magazines of that time, of Flavio Lucchini. The young graphic designer from Mantova who had just arrived in Milan, where he had already created Fantasia for De Agostini and who would revolutionize the publishing industry and the language of fashion magazines, designing all the cult magazines from the 60s to the 90s, including, after Amica, Vogue, L'Uomo Vogue, Lei, Donna, Mondo Uomo, Moda and other publications. After the conclusion of his editorial career he continued to be involved in fashion with his Superstudio hubs in Milan and with a long activity as an artist, today visible in the new fashion-art museum FLAVIOLUCCHIART. For the fiftieth anniversary of Amica, the then editor-in-chief Cristina Lucchini (no relation, just a namesake) published a special edition that recalled its evolution, and had a sculpture made by Lucchini in a plastic material that reproduced exactly the look of the original artwork made for the cover of the limited edition version reserved for a selection of fashion and art stars.



Detail of the MIA Artfair 2022 poster.

## MIA. THE MOST PRESTIGIOUS IMAGE FAIR

In less than a month, the 11<sup>th</sup> edition of MIA Fair, Italy's most important art photography fair in Italy, will take place. Born in 2011 from an idea of Fabio Castelli, at first at Superstudio Più and now, for the second year in a row, moved to Superstudio Maxi, is waiting for you from April 27<sup>th</sup> to May 1<sup>st</sup> with galleries and top photographers, but also with the young protagonists of of the MIA Awards, which are an unmissable moment.

Here is a glimpse.

- **PREVIEW: MIA FAIR** presented **Upside Down** at Bocconi Gallery Art Gallery Milan: about thirty photographs portraying Italy's lockdown through the lens of photographer Danilo Mauro Malatesta, who captured in surreal images unreal images of Rome during the beginning of 2020, giving "a contemporary metaphysical representation (...) made of silences, suspended atmospheres and plastic iconography, the expectation of the occurrence of an event from one second to another" in the words of Viviana Serdoz, the curator of the exhibition.

To get ready for the event you can also discover on the MIA Fair website a selection of the photographs exhibited at the fair through Art Wall, a virtual wall that allows to look at the works of this edition in a special setting designed by Colombo Experience.

- **MEETINGS:** Many are the meetings and appointments scheduled: the unmissable **Collezione for two!** with journalist Sabrina Donadel interviewing couples of collectors connected by love and common passion for photography.

- **AWARDS:** Another exciting chapter is the Awards section, which every year enriches the event. Among these are the works of the winners of the third edition of the **New Post Photography Award**, curated by Gigliola Foschi, selected as an example of contemporary trends in photography and its changes.

Finally, the first edition of **Irinox Save The Food**, dedicated to the theme of food and its declinations, curated by Claudio Composti, independent curator and Art director of mc2gallery. Malena Mazza, one of the winners of the award with the work *Convivio*, will join part of the Irinox Art Collection.

**MIA Fair - Superstudio Maxi, via Moncucco 35, April 27/May 1.**

[www.miafair.it](http://www.miafair.it)



April 2022 Amica's Editorial.



Huge inflatables set for the scenography of the Diesel fashion show at Superstudio Maxi.

## fashion shows at the Superstudio Maxi

By Federica Clari

### THE MAXIMALISM OF DIESEL

Underground vibrations, pop quotes and a superstar parterre for the debut on the catwalks of Milan Fashion Week of Glenn Martens, Diesel's creative director, who presented, in the spaces of Superstudio Maxi, the collection for autumn/winter 2022-2023. The immense hall of Superstudio Maxi allowed the most spectacular and gigantic setting of the Milan Fashion Week.



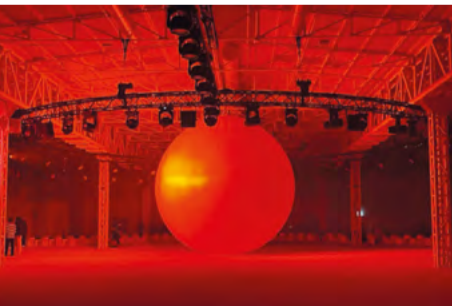
Diesel: before the show.

It was one of the most awaited events of the week and the Diesel fashion show, that marked the return of the brand at MFW, did not disappoint the expectations. The front row (finally back in presence and without limitations of audience capacity) was the great occasions one. Starting with the very Italian Melissa Satta and Elisabetta Canalis arriving to the singer Sangiovanni, with his fourth place at Sanremo Festival, up to the crew of rapper Gunna, acclaimed by fans at the exit of Superstudio Maxi in via Moncucco 35.

Fire red, sexy red, passion red, this was the color chosen for the setting. Carpeting in these tones covered almost the entire 7,500 square meters of the space, while the lights set everything on fire. Huge inflatables with the faces of real models, in winking poses, up to 7 meters high, dominated the long path of a hypothetical curved catwalk. The show is a real journey into the soul of the brand: it starts with denim in all its forms: sustainable and recycled, deconstructed and reassembled. On the runway we see oversized garments, tattered or reassembled, sensual lurex dresses on models who seem to arrive from another planet and headed towards an imaginary future. And it is a future (with clear references to the fashion of the early 2000s) made of joy, colors and creative madness, the one that closes the show with oversized outerwear in acid colors.

### A NEW PLANET FOR AMBUSH

The huge spaces of Superstudio Maxi in via Moncucco 35 were the perfect setting for the evocative performance of Fall/Winter 2022/2023 Ambush. The first show in Milan of the Korean designer Yoon Ahn was a futuristic journey on an unknown planet.



Ambush: 8 meter high sphere on stage.

Crossing the threshold of Superstudio Maxi for the selected guests (with a strict guest list that did not allow exceptions, those who were not marked in remained outside) of the Ambush fashion show was like being projected into a parallel, almost dreamlike, virtual world. Your gaze is hypnotically captured by the center of the room where, lying on a huge square of white stardust, or moon sand maybe, a big sphere is tinged with red and then invaded by an intense-white light. Impossible to take your eyes off it while being enveloped by the pre-show music. Suddenly, the

colors and sounds change: the atmosphere becomes a sort of science fiction western kind of a movie. Matteo Ceccarini's dj set accompanies the models who cross the square creating perfect diagonals, as if they were at an imaginary crossroad, wearing sexier clothes than those to which the brand has accustomed us to: modern amazons parade in cowboy pants and fetish boots covered with buckles, outerwear changing color when illuminated by the light rays of the central planet. The boundary between virtual and real world, between space and earth becomes blurred and... fluid!

## (UN)-FAIR: THE NEW ANTI-FAIR

Interview by Silvia Zanni

Finally, the moment has come. From 8 to 10 April, a new vision of fair will be presented at Superstudio Maxi. (Un)-Fair, this is the name of the event that subverts and explores in a critical way the concept of fairs through the pun of the title. We met the founders and art directors of the event, Laura Gabelotto and Manuela Porcu, to talk about how and why this innovative "anti-fair" took shape, in the name of youthful and sustainable collecting.

*This is the first edition of (Un)-Fair. Where does this project come from?*

(Un)-Fair was born from the desire to find a new space of sociality, exchange and knowledge in a period in which the whole art world – and not only – has been set back. This event was also created from the need to give space to a new generation of collectors, putting them in contact with the world of galleries and the art market, through new ways of interaction and in an unconventional way. We did not want to create "another typical art fair", but a reality that could support the art system of our days, from artists to galleries, and collectors.

*The very name of the event says it all, right?*

The name plays with the term "fair" and of course with the English term for "ingiusto" – unfair – with the aim of subverting its negative connotation: an ironic denial of the traditional concept of fair for an event that is, instead, all about fair-ness, with reference to its aim of supporting the art system, also caring about issues of great importance for the contemporary. The brackets of (Un)-Fair create the visual and conceptual game between fair/unfair and underline how the perception of what is innovative or non-innovative, what is traditional or non-traditional, what is right or wrong is closely linked to the dimension of subjectivity, as well as all the experiences related to the art world.

*Why is (Un)-Fair different from other fairs and what can collectors and exhibitors find there?*

(Un)-Fair wants to be a reference point for new collectors in an innovative and interesting environment with many possibilities to interact, explore, but also entertain ourselves with contemporary art. It promotes a sustainable and conscious collecting, it is aimed at people who buy contemporary art for passion, for the pleasure of living with art, for patronage, to support artists - but also to those who, potentially interested, have not yet had the opportunity to start this path: these people are those we call the "new generation of collectors", who follow a path of purchase, choice, language, motivations, which are sometimes different from traditional collectors. In the same way, (Un)-Fair is for galleries recognizing themselves in a new discourse on contemporary art, which wants to stick to new dynamics and meet an unprecedented collecting. (Un)-Fair distinguishes itself by proposing a new concept of "fair-not-fair": (Un)-Fair wants to be a partner for galleries, proposing initiatives to support its network for the remaining 360 days of the year.

*What will be the main theme of the fair?*

During the fair we will talk about gender equality, sustainability, enhancement of cultural diversity. Each gallery will present its own vision of contemporary, offering visitors different interpretations of the reality we experience, also exploring what contemporary art means today.

*Any surprises? Any twist in the tail? Any sneak previews?*


One preview would be about the ways visitors will interact with contemporary art at the fair. Visitors will have the opportunity to visit the fair from a totally unusual perspective, thanks to the work of the Italian-Japanese choreographer and dancer Masako Matsushita: continuing what she started with the European project Dancing Museums, she has created for this occasion only a series of performances to live the fair and the relationship with the artworks in a non-conventional way.

Obviously, we recommend following us on social media (Instagram, Facebook). Please subscribe also to the (Un)-Fair newsletter to receive updates about the news!



### SUPERSOCIAL

The new pages [@atsuperstudiomagazine](https://www.atsuperstudiomagazine.com) and [@superdesign.show](https://www.superdesignshow.com) are now live on Instagram. Two web pages created to highlight the rich multidisciplinary experience of the world of design. Two virtual spaces born to highlight the rich multidisciplinary proposal of the world of Superstudio, which now also includes the Superdesign Show. An awaited event of the Milanese Fuorisalone week, which has been celebrating design in the Tortona area for more than twenty years. Follow them to stay updated!

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Laura Gabelotto, Manuela Porcu.