



THE COURAGE OF CREATIVITY

LOOKING AHEAD: Looking Ahead: this was the general theme conceived, months back, to indicate the direction of the next edition of Superstudio's Superdesign Show during Design Week 2022. As if to distance us from the convictions of many: "Everything will return as before" and predicting that the future will actually be reformulated in all of its expressions, we've invited interesting designers and companies to attend our event and align with our glimpsing "beyond". To be able to explore unknown territory, to anticipate needs and trends, **translate the word "sustainability" – the common term connecting everything – into concrete proposals**, and redesign our lives which have become unexpectedly more complicated. The occasion of Design Week 2022, assigned by the pandemic to this year's anomalous date, rendered even more uncertain by the war in Ukraine, makes the date with design a moment of optimism which aims to repair the social, commercial and productive fabric in a positive manner.

The latest edition of Superdesign confirms the creative direction of Gisella Borioli and the art direction of Giulio Cappellini, who have made the Superdesign Show prestigious and unmissable ever since the first edition in 2000, and all of its iterations in the years following. The set up aims ever more towards the internationality of companies and designers, with special attention to the countries of the East and Far East, and on the evermore interesting feminine creativity still perhaps not fully valorised.

For this reason we'd like to open by underlining how attentive and favourable Superstudio is to supporting creative women, architects, artists, designers and art directors, increasingly protagonists of the world of projects in which, up until recently, were considered black swans despite their effective talent. You'll find various people or representations of their creations in this edition of the Superdesign Show. Two particular artists, Maria Cristina Carlini and Carla Tolomeo, welcome you with their works at the entrance to, and the exit from the manifestation, a healthy twelve designers in the 'Women&Design' section dedicated to them, besides other architects and creatives at various points of the general exposition. At this point we are proud to host the collection of the Ukrainian studio NOOM, designed by Kateryna Sokolova, who arrives directly from Kiev.

The 2022 Superdesign Show presents itself from the viewpoint of the construction of the space as a spontaneous "village", developed across areas of interest with site specific "buildings" and installations arranged in the grand halls of Superstudio Più, amongst which you can move freely. The subjects proposed by the exhibitor tackle today's major discussion topics looking into the future.

Gisella Borioli



Hypernova, kaleidoscopic labyrinth, many entrances, many exits. Art and design by Sara Ricciardi for glo™.

MARIA CRISTINA CARLINI. THE PETRIFIED FOREST

Monumental works, rough materials, ancestral references, strong emotions, natural elements. It is the work of Maria Cristina Carlini who from the very entrance opens this edition of Superdesign Show with a thought-provoking ensemble sculpture.

"The strength of ideas" (from the title of the solo exhibition currently on display at the Palazzo delle Stelline in Corso Magenta in Milan) by Maria Cristina Carlini is the constant in the works of this seemingly fragile and delicate artist, who throughout her life has grappled with iron, cor-ten steel, reclaimed wood, earth, mud, rags and has transformed, agglomerated, broken down and reassembled them, with an interplay between past, present and future, into exciting, large-scale works that seem to assume exceptional physical strength.

From her early artistic experiences in California to exhibitions in China, her works have carried the message of an imperious and sometimes wounded nature. Like the Forest made of troughs fleshed out to the essence that introduces visitors to Superstudio and invites them to reflect on environmental destruction and sustainability, a theme that permeates many of the installations presented.



Maria Cristina Carlini. La Foresta, wood sculpture.

**SUPERDESIGN SHOW:
The opening
and the closing.
With art.**

CARLA TOLOMEIO. THE ENCHANTED GARDEN

Carla Tolomeo is an atypical artist in the arts field. Born as a painter, she owes most of her fame to artworks, which interplay the world of furniture with imagination.

In the sculptures by Carla Tolomeo there is de Chirico's school, whose studio she has attended since she was a child. There is the lesson of Japanese painting and of her first paintings in which a chair or couch is always present; there is the sense of a different, free and colorful world, evoking an unreal and fantastic nature; and there is the desire for eroticism conveyed by glossy and precious fabrics. These creations are both objects to lay on and works of art to admire in a jubilation of brocades and velvets, featuring imaginative birds, enormous roses, butterflies, and other happy symbols. In line with her long-term path stud with international successes that opened up to her the doors of museums, galleries and renowned collectors, today Carla Tolomeo is at Superdesign show with her latest limited-edition collection "Never rest on my laurels", she has specifically created for **Formitalia/Mirabili-arte da abitare**.



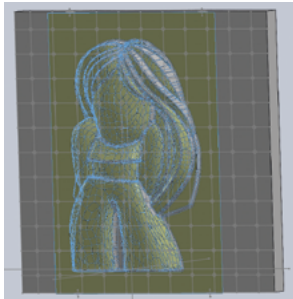
Carla Tolomeo. Sofa Mirabilia Collection.

More often than not, many countries of the Far East are the protagonists of a development that brings them closer to, even overshadowing, Western research, targets, and solutions. In recent years, Japanese designers and architects have been recognized as excellence, signing some of the most renowned/prestigious buildings and the most incredible objects. Imbued with global culture, China brings new words to fashion and art. Korea occupies the top spot in the fields of cinema, music, and images. Thailand has made room for itself in the world of creativity, design, and lifestyle by combining its rich craftsmanship tradition with contemporary design. Singapore, with its 4300 skyscrapers, is one of the richest architecture labs in the world. And so on... each country of the Far East has taken the route of modernity. The increasingly international Superdesign Show has opened its eyes to this endearing dimension by dedicating a large portion of its rooms to the exhibitions of the Empire of the rising sun, which are always impeccable and full of interest. For the 2022 edition, Japan, Hong Kong, Singapore, and Thailand have the final say.

ASIAN IMPACT.
From afar
comes
the new.

THE MOT COMPANY. THE FUTURE BELONGS TO THE DOLLS

Attention to world issues and the desire to find solutions to reduce weight come hand in hand with new technology. From art to beauty, from social to environment, business seeks different stimuli.



Flavio Lucchini, Doll. Scanning in 3D for The Mot Company.

The Mot Company looks at the problems caused by pandemics, war, social and environmental changes, and broken relationships in a future driven by sensitive technologies. By using a printing system, the leader in producing reinforced plastic with carbon fiber in Tokyo introduced a new license that can substitute production in an autoclave, saving energy and time, and reducing waste and costs. Dolls speaking this message, produced through this technology are inspired by the well-known Dolls, pop sculptures by Flavio Lucchini. They are Fuzin and Rizin, the wind doll and the light doll that “can overcome crisis and bring us hope in a new era of prosperity and peace.” Interesting interaction between art, industry and social responsibility.

Toyo Aluminium, Vortex to Diversity. Colors with CHROMASHINE® pigment.



DITP. UNPREDICTABLE DESIGN FROM THAILAND

Organized by the Department of International Trade Promotion (DITP), “Slow Hand Design Exhibition 2022” is an installation project made with the products of Thai designers awarded with the Demark Award.

Uncertainty=Certainty is what has characterized the lockdown. Curator **Eggarat Wongcharit** questions this equation and proposes solutions for a new normality, that is more eco-friendly through products employing recyclable materials, gym equipment at home, tapestry, cushions evoking fragrances, dishes that combine diverse food to cheer up those forced to eat alone, and carpets that stimulate the feet. A selection of 45 objects which are the best proof of Thai design on the theme BCG – Bio-Circular-Green Economy.



Pair of Thais pots for DITP.

ADAL. NATURAL HARMONY

A new chapter of the Look into Nature collection is presented by Adal, a historical Japanese company among the most significant in the contract field, following its latest participation in 2019.

As implied by its name “Harmonizing Landscape”, Adal is inspired by nature, which is the brand’s main attribute, strongly connecting people to the environment. Both in the choice of colors and materials. Among these, igusa, a kind of rush cultivated in the paddy fields, used for making tatami, is the total protagonist. The German designer **Michael Geldmacher** has reinterpreted 12 pieces for indoors and outdoors, including chairs, chaise longues, tables, sofas, and modular panels. With its essential form, they are designed for comfort and functionality and are integrated into the environment, creating continuity between inside and outside.



Adal. Chaiselongue Rakusui, design by Michael Geldmacher.

HKF&DA. FROM HONG TO LONDON AND BACK

From Hong Kong the “HK-UK: Design, Artistry and Craftsmanship” project, an interesting set-up by HKF&DA (Hong Kong Furniture and Decoration Trade Association).

Curator **Amy Chow** showcases 18 pieces of furniture created by 12 young designers, six from England and six from Hong Kong, to promote young talents and connect them with this field. Several proposals show originality, creativity, and inspiration from the techniques and materials of tradition. Starting from the chair 25/7 that can be adapted to many different moments of the day, and Compact Mobile which integrates a mirror, a jewellery case and a stool. The Just sit / ammm x ww coffee table reinterprets the tables for meditation and the tea ceremonies. And the outstanding Morpheus for architects, a tube with a handle that turns into a table.



HKF&DA, 24+1, multifunctional sofa.

TOYO ALUMINIUM. IN THE VORTEX OF DIVERSITY

Takes its inspiration from a vortex the aluminium installation “Resonance: Vortex to diversity” covered with the pigments of the Japanese Toyo Aluminium.

Toshiya Hayashi and **Hokuto Ando** founded Tokyo we+, a design studio that explores alternatives to commercial design, designing strong connections with the outside, both with nature and social fabric. The result of this approach is the new set-up called “Resonance Vortex to Diversity”. This vortex-like shape, a natural phenomenon resulting from the union of different elements, is an ideal representation of the harmonious union of cultures and values. Covered in the metallic pigment CHROMASHINE® developed by the Toyo Aluminum Factory, the massive object generates unpredictable lights and colors effects from which a rich and meaningful world unfolds.

FORUM8. THIRD DIMENSION

A step toward the future and here’s how 3D technology can change the design and even the way we think about entering Augmented Reality.

What about building and designing virtual reality environments by employing 3D graphic modelling of existing furniture? This is what Forum8, in collaboration with Cappellini, proposes. The best example of the combination between 3D technology and interior design, this is the latest version of Shade 3D for graphic modelling of furniture and F8VPS (Forum Virtual Platform System), a virtual system to build 3D environments. The exhibition area is equipped with an Augmented Reality system that allows visitors to place the furniture designed and developed by Cappellini in virtual environments of their choosing.

Alessia Cappello, Head of Labour, Fashion and Design for the municipality of Milan

“Everyone’s omen is Look Ahead!

However, we should not only look into the future but also build it.

Beginning with the reconstruction of the relationship network around the design.

Putting Milan back in the center of the world

with our ideas and especially with a sustainable and inclusive approach, is a duty and no longer a choice.”

LFM: THE WORDS TO SAY IT

Words turn ideas into values, into projects, into services. Time, for those who work in communication, is measured in words. Which can become the basis of an original furniture proposal. In a historical moment like the one we are living, in which everything ages in the time of a click, the desire for concrete and reassuring concepts returns. “Verba non volant,” words have weight, value and are a measure of our time that goes beyond hours, minutes and days. **LFM**, a leading communications agency for over 20 years, claims this and is present for the first time at Milan Design Week. Its “Just Time” capsule collection designed by **Alessio Salvo**, which, through the lines of its furniture components, builds a surprising, meaningful, cozy living area where the sofa is just “Comodo.”



Sofa that releases its comfort. By Alessio Salvo for LFM.

SUPERGREEN.
The maximum
is in nature.

A common desire and tendency is to live, relax, work, play, read, study, think, move, and meet in the midst of nature rather than in closed areas designed for these activities.



Tiny Company. A House, prefabricated minimal house made of wood and glass.



Paolelli Garden.
Collezione
Con le Mani.

MORE THAN A GARDEN

What about dedicating the garden, courtyard or terrace the same care as home or work place?

In the huge art garden by the entrance to Superstudio, amid the sculptures by Flavio Lucchini, the installation in the green displays the latest features in outdoor furniture, including the garden accessories by **Paolelli Garden**, the pieces by **Piero Lissoni** and **Patricia Urquiola** for **Janus et Cie** and the stone pavements by **Nero Sicilia**.

A biophilic multifunctional and modular veranda by **Massimiliano Mandalini** with **Gaviota Pergole Bioclimatiche** illustrates the vision of a future that is friendly to nature by exploring new ideas regarding indoor and outdoor environments. This project is the result of research related to the 2030 Agenda for Environments and Human and Green spaces. Additionally, **Epta** wine and food library, **RbM** for sustainable

heating, **Assa Abloy** smart automatic doors, and **Biscarini Milano**. "A-House" by **Tiny Company** is a minimalist design house, able to serve a variety of purposes, made of wood and glass, 25 square meters, resulting from a collaboration between the founder **Lukáš Otevřel** and architect **Martin Stára** from Perspektiv Studio. A monumental lamp by **Jiří** is featured indoors by the designer **Jiří Krejčířík** and artist **Taja Spassková** along with the drawing by Taja and an element of their furniture in the Art Nouveau collection.

SuperGreen, continues the dialogue begun many years ago by Superstudio of proposing Italian style with a global voice, mixing different large brands of Made in Italy traditions with different environments and personal choices as for SuperLoft (2018), SuperHotel (2019), SuperCampus (2021) and now SuperGreen, a Giulio Cappellini's project created this year with the collaboration of Massimiliano Mandalini.

RARE PLANTS AND VASES AT MUSEUM

On the intersection of green and design is Art Point, the first place visitors encounter. The Tree&Vases exhibition of the **Fondazione Biohabitat** showcases numerous and atypical tropical plants as if they were sculptures about biodiversity. We also get to rediscover the rendering of marvelous recycled plastic and sustainable vases by **Serralunga**, shown by designers such as **Zaha Hadid**, **Rodolfo Dordoni**, **Jean Marie Massaud**, **Philippe Starck**.



ALCANTARA. ABOUT SUSTAINABILITY

"Someone is Lying" a perfect title for the project by Alcantara, a leading company in the industry and certified Carbon Neutral since 2009, to raise awareness among a cross-section of the public about the importance of engagement based on science and facts and not on the misleading communications circulating on the sustainability front. With a symbolic and provocative maxi installation of 10 meters in length and 6 meters in height, placed in the large Event Square, it draws attention with various talks led by leading experts on what is true and false in the communication dealing with the topic of safeguarding the planet and an ironic pamphlet to consult about it.

MATERIALLY. THE CITY IS LIGHT

How to find the right solutions for an environmentally friendly urban way of living among the many pieces of information coming in from all over? The answer comes from "Urban Matter(s)-Material Reduction for a Lighter City," the collective curated by Materially with proposals to reduce the impact of emissions, energy and materials themselves.

The goal is a lighter city. That is off course with a high quality of air and life, but also a city that responds to current needs. Materially, a social enterprise that helps companies in the development and dissemination of innovation and sustainability, starts from a deep knowledge of materials and experience in the city as a container of innovation. Essential to create a culture to be applied to the activities of brands and to promote and increase the circular economy as far as materials are concerned. Four areas of the exhibition, where selected exhibitors tell their own virtuous stories for a human and community-friendly future. These include **Covestro**, **Saxa Gres**, **Holcim Italia**, **Marcegaglia Digital Print**, **MM**, **YKK**, **ST Powder Costings**, **FENIX**, **Coffefrom** and **Mixcycling** There are also four themes: "Carbon Revolution" (reduce, curb, abate), "Breathing Quality" (protect filter, purify), "Resourceful Waste" (limit, rethink, transform), "City Skin" (mutate, clothe, gentrify). Scheduled are meetings and dialogues on the topic as well as three on-site and online talks with the participation of experts, designers, firms and managers engaged in the search for potential solutions. Also in perfect correspondence is the use and reuse of materials for the exhibits. The entire display space is bordered by "The Breath" fabric by Italian start-up **Anemotech**, which is capable of absorbing, blocking, and breaking down pollution molecules in the atmosphere. In addition, thanks to agreements with the companies involved, all objects and furniture, as well as the exhibiting materials, will be reused, thus avoiding their dumping in landfills.



Courtesy Nazera

AUTHOR CRAFTSMANSHIP

Craftsmanship and design go hand in hand more and more. The ability to make accompanies design. In a vision for the future. A good example is the common project or group exhibition shared by a few Italian companies.

ALTO ADIGE: A LASTING FOOTPRINT. The project "Fingerprint Südtirol", organized by **Ivh.apa Confartigianato Imprese**, **IDM Alto Adige e Studio Oberhauser**, gathers 10 companies from South Tyrol together for the first time to make their products known in detail. Different in materials, style, and function, from artistic creation to the object, they are brought together by mastery in the process. From **Kalmo** which employs marble to **Falegnamerie Reinhold Stoll**, **Declara**, **Karnutsch**, synthesis of craftsmanship and design, to the surreal sculptures of **Ivan Lardschneider**. From pavements in wood or tiles by **Lobis Pavimenti** to artistic objects for the garden by **Manufaktur Gurg**, and the Corian creations by **Planit GmbH**. Merchandise and jewellery Lasa marble

by the sculptures and carvers of **Mary Josef & Co.KG** and the unique and brand-new baseball caps, cherry or nut wood by **Christian Plancker** for **Kapl**.

CNA: MASTERS OF ITALY. There are seven Italian craftsman companies participating in the group exhibition Fuorisserie-Unicità for tomorrow, organized by CNA (Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa). The oldest is **Busatti**, weavers of Anghiari Tuscany since 1842. From Città di Castello the cooperative **Ceramiche Noi**. From Bologna center, **Doodesign**, a company that produces interior and bespoke products. **Nestart** from Rlo, Reggio Emilia, an innovative start up that works with the waste of industrial recycled steels. From the area of Reggio Emilia, Muraglione, **Pollini Home** creates stoneware furniture. **Project the Sign** from Civita Castellana, Viterbo produces artistic radiators in ceramics. While the artist **Dave Guccione** from Castelfranco Veneto proposes his colorful geometrical panels.



Band of triangles.
Magnetic panel by
Dave Guccione Visual.

MINIVASES: ENDLESS CREATIVITY. The display of 1000 crafts vases, each one more inventive than the other, was a big hit at the 2021 September edition. For the 2022 edition, the event doubles with the introduction of a mini format, maximum height 20 cm. Always curated by **Francesco Pirrello**. Each piece is unique, produced by hundreds of independent designers from over 40 countries around the world and demonstrates how fantasy can work endlessly on a single subject, and how beauty can take the most varied forms through different techniques and materials in an extraordinary journey around the world. Tribal, minimal, pop, sculptural, elementary, complicated, sophisticated, purist, fun, sinuous, geometric and irregular forms amaze visitors. All exhibited pieces are available for sale.



Minivasi by Catherine Choachuy.

SACES. ALGAE: RESOURCES NOT WASTE

Nature recycles everything, man does not. Sustainability must start with the conversion of all biodegradable materials into resources, including seaweed. A multisensory pavilion entirely composed of fabric generated by the transformation of seaweed harvested on the Maltese coast and inspired by the structure of marine posidonia, this is the manifesto of Saces, a company composed of architecture and civil engineering students from the **University of Malta**, at the Superdesign Show. Seaweed deposited on the coast instead of being expensive material to dispose of becomes a product. In a sustainable and truly circular creative and economic process!



Alka installation made from seaweed.
University of Malta project for Sace.

WOMEN PROJECTS. EACH TO HER OWN

This year we return to the theme of women’s creativity: 12 + 21 authors present their “creative self-portrait” in the language that is most natural to them, the design and ideas that enrich our everyday environments.

For archistar **Paola Navone** is ‘Poetry House’, a house for imagination that is all to be imagined, on the ceramic rugs by **ABK Ceramiche**; for the award-winning **Ilaria Marelli** is the bench-fire pit for **Steels**: minimalist and elegant design, with a surface perforated by endless holes to suggest an interplay between fullness and emptiness. For the **21 artists and artisans and the three curators Caterina Misuraca, Sandra Faggiano e Valentina Martin** of the **Food Design Stories** group is the set table, both ethical concerning the materials and process, and aesthetical for the flowers and clouds fluctuating mid-air. Along them, in a sort of design mirror that confronts each author with her latest creation, **Ana Maria Gomez**, Colombian designer, who with “Oruga” proposes furniture nomadism, pieces that are conceived as fluid objects that suit the body of the wearer. The UK **Malin Iovino** tells her personal stories through “Expression Through Weave”: colorful pieces made with the unique Swedish loom technique of snören, she had learnt from her grandmother; **Camilla** and **Valentina Gallo**, founders of the **Jamais Sans Toi** lab, found themselves in “Icon of Style”, a contemporary version of the old Bizantium icons, symbols of regenerated refinement.

Another return is **Adriana Lohmann** who signs for the startup **Klakdesign** “Enjoy”, a modular bench thought for conviviality, fitness and meditation which is, meanwhile, a plexiglass writing to hang on walls and lean on a mobile.

Tina Rugelj is the shores of her country, Croatia, with “Tales of the Adriatic”, five pieces of furniture with a marine inspiration, that tells about the dry wood of olives and the white stone of **Brač** through which she realizes tables, fishing nets weaved so as to shape lamps; **Sabine Baz**, founder of **SABBA Designs** is represented by music, true inspiration of “Harmonious Living”, where Switzerland design graphic precision is combined with the quality of Italian luxury and each object draws and epitomizes an idea or musical concept. **Ellesanti**’s “ritual and gesture” turns jewels into the center of a world of integrity and beauty that is based on gestures and creative exchange, dedicated to tactile and visual experiences, funny and joyful.

Architect **Diana Zabarella** speaks the language of Venice, of ancient techniques of glass, wood and fabrics in her Laguna collection, where peculiar green and blue colors dominate. Last but not least is **Laura Zeni**, designer and artist whose funny and ironic furnishings gained her fame, and whose silhouettes and profiles of stylized faces are inspired by her interior portraits.

DONNE&DESIGN: Creativity portraits.



The protagonists’ faces. From left, first row: Adriana Lohmann, Camilla and Valentina Gallo. Second row: Ana Maria Gomez, Laura Santi. Diana Zabarella, Ilaria Marelli. Third row: Sabine Baz, Paola Navone, Malin Iovino, Laura Zeni. Fourth row: Tina Rugelj, Caterina Misuraca, Sandra Faggiano, Valentina Martin.



ROOMS FROM THE WORLD

Despite our gaze turning to the metaverse where we will discover the worlds of our dreams, there is still a strong desire for comfort, for a home-cocoon that, however small, should be reassuring and welcoming. Rooms with different styles and from different countries can be found in the CASE COZY COSÌ section.

By combining soft shapes, minimal design and human technology, a stimulating exchange beyond borders can be generated to create environments that are characterized by high levels of living wellness, while introducing a sentimental design that draws on familiar memories to create innovative environments. Young designer **Gaspard Bonta** (1) of **Egyenes Labirintus Kör** is inspired by his memories as a child and his grandparents, both artists. From Poland the living rooms designed by **Sits** (6) with reassuring sustainability in the choice of materials and production methods. **Mui Lab**’s (7) essential and tech sitting room from Japan has sensitive motion sensors that regulate lighting, temperature, and sounds independently. From Singapore the passpartout furnishings by **OBJKT Studio** (9).

Perhaps the most compelling last-minute presence is **Noom** (3), the Ukrainian company that, despite the war, was able to finish the production of a symbolic living room designed by **Kateryna Sokolova** and take it to the Settimana del Design. Finally, on Kateryna’s recommendation, we have also added **Dmitriy Slinkov**’s two contemporary pieces, a pouf and a small table by **Woo**. From Italy many interesting ideas: **Elli Design** (5) contemporary pieces of 100% recycled plastic, realized through additive manufacture in a dialogue between nature - with its perfect imperfection - craftsmanship and innovation. Lighting is central to the creation of high visual impact environments by **Icone Luce** (4) with the collection of recent lamps, designed by **Marco Pagnoncelli**, simple in their shapes but precious in their materials, accompanied by other acknowledged design icons. Then, the half-sphere to purify the air by **My Air Pure** (2) with the project Space by **Giorgio d’Alessandro** and innovative domotic solutions by **Black Nova** (8).

ARCHITECT-TOUR

A focus on the world of architecture is offered through videos and talks in a dedicated environment, the Vision Room with double entrance, from the main door and from the next entrance on the forecourt. The schedule of in-depth, open and versatile, where videos, presentations, talks and meeting moments will alternate, will be communicated in Infopoint during the week.

- **Magnetti Building** (recently acquired by the **Gruppo Grigolin**), in a stunning parametric room in which the lines come unpredictably alive, presents with a video installation the important restoration of the Donizetti Theater in Bergamo achieved with avant-garde techniques and prefabs. Magnetti Building is also the builder to whom we entrusted the regeneration of the old abandoned steel factory in Via Moncucco, now turned into a beautiful location for trade fairs and cultural events renamed Superstudio Maxi to emphasize the exceptional magnitude of its single large hall suitable for trade fairs and large-scale meetings.
- In the nearby **Talk&Meet** room, a daily video at set times will illustrate the third Superstudio location **Superstudio Maxi** and the brand new **Superstudio CyberSpace** platform, a virtual version of our space and the events it contains.
- And more: every day at 6 p.m. **Matrix4Design** with journalist **Laura Ragazzola** invites you to follow “Un architetto italiano a...,” a video reportage in the world’s most famous architecture studios directed by an Italian who will reveal their goals and secrets.
- On June 8th at 6 p.m. for “Women’s Day” talk with the special guest of the series, architect **Monica Tricario**, an expert in sustainability in social and architecture. She is a co-founding partner of **Piuarich Studio**, one of the most famous firms in Milan, author of important buildings in the city and projects for major international fashion brands, including Dolce&Gabbana, Gucci, Fendi and Givenchy, and Prada.
- For BtoB meetings or simply moments of relaxation, the **Meeting Room** on the second floor is reserved upon request. On the walls the new set of digital paintings “Sky-scrapers” by **Flavio Lucchini**.

“ **Monica Tricario, architect, founder and partner of Piuarich Studio** Today, sustainability is a fundamental aspect of architectural projects. The building sector is responsible for 40% of CO2 emissions around the globe. It is everyone’s responsibility to address this issue. ”

Divining Design Trends. A project of the students to discover the design trends through game and tarot cards. ISTITUTO MARANGONI. THE SCHOOL OF DESIGN



Blue trees at the entrance of the Superdesign Show. Project by Giulio Cappellini and art intervention by Sonja Quarone using material resin on the surface by GOBBETTO



Haute couture cushions, unique pieces obtained by scraps of fabric as furniture. A project by Carolina Nisivoccia for ATELIER DES REFUSES





Rays of Light installation, KLAkdesign.



The transition into the cosmopolitan and multicultural area of the large central hall of the Superdesign Show is marked by KLAkdesign's impressive portal of light, formed by twelve light beams, 6 meters long, artistic intersection of Slim aluminum LED lamps by Giò Colonna Romano and Adriana Lohmann. The companies we find here are really looking far ahead.

METODA. DOUBLE SIDED OBJECTS

From Croatia Metoda questions the design projects of seven designers who link their individual creativity to the severity of shapes. A project supported by the European Union to build a development center CEKOM SPIN, Požega, Croatia.



Chair from the collection Metoda, design by Numen For Use.

Imagine a white canvas that is from time to time modified, colored, ripped by the artist, adding what makes it unique and valuable, his own style. As a response to this image, Metoda designers created their first collection titled "Research and reflections on design". It consists of seven objects into two parts to represent the division between rationality and irrationality. On a neutral material such as wood, with its natural circles and rings, irrational variations are introduced, giving individuals the opportunity of a personal creation. So colors open new visual horizons and enhance the creative potential and universality of the conceived form. Such an interplay between form and function results in objects such as Numen/For Use chair with its bold curvy design that debunks and reveals the material, and Grupa, in which a complex system of linear and transversal elements evoke classic shapes in a funny interpretation, while sticking to the logic of functionality.

SATELLIET ORIGINALS. IN HOTEL AS AT HOME



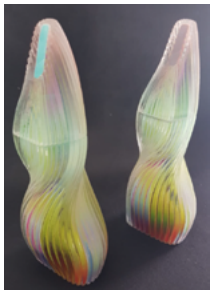
Satelliet Originals, design by Lars Snellaars.

The need arises to improve the quality of hotel and offices by transforming them from anonymous transient containers to places to remember, including through furniture with a strong stylistic identity and high functionality.

2022: Technology has erased, at least virtually, the barrier of physical distance: we are always in touch but we cannot always be truly connected when we meet. This is why the quality of being together, even in locations such as hotels and restaurants, becomes important. From this need comes "Be an original," the hotellerie furniture collection from the Satelliet Originals factory. Each piece encapsulates the unique creativity of leading Dutch designers that is enhanced by the encounter with the experience of the Amsterdam-based company. A project created by those who believe that by being part of a group one can be stronger while remaining unique and original.

STRATASYS. LET'S NOT JUST CALL THEM PRINTERS

Fashion and design discover in futuristic technology, including 3D printing, a valuable ally that offers itself as the perfect tool for creating products of excellence in workmanship and originality.



Perfume bottle, designed by Illusory Material. Stratasys.

New production scenarios and an endless range of creative solutions have been unveiled during Milan Design Week. Israeli company Stratasys presented the "Ssys 2y22 Reflection" collection at the Superdesign Show on via Tortona, made with Stratasys J850™ TechStyle™, the company's newest PolyJet printer that is also the industry's first 3D printer designed specifically for direct printing on fabric, simulating different textures and finishes. This solution opens up unlimited possibilities for stylists and designers in the customization and personalization of 3D printed fabrics due to the versatility of a product suitable for creating high-end apparel as well as bags, accessories and footwear. The collection consists of pieces created by leading names in fashion and design such as Karim Rashid, Jasna Rok, Foraeva and Travis Fitch. And this seems to be just the beginning of a technological journey of experimentation and innovation that has only scratched the surface of what is possible.

AFFRESCHI&AFFRESCHI. NEW WALL DESIGN

The beauty inherent in every kind of expression is the underlying theme of "Creative Flow", a group of works linked by a surprising and unique material: the wallpaper fresco.

The concept of beauty interpreted through the works of Milo Manara, the graphic finesse of Studio MILO, the deconstructed human figures of artist Maria Dalli, the geometries of Berlin-based painter Simone Florell up to the evocative landscapes of designer Fabio Novembre, this is the "Creative Flow" that Affreschi & Affreschi brought on stage during the week of the Salone del Mobile.

The company is the first in the world to produce wallpapers reproduced entirely on sheets of fresh plaster that can be rolled up. A 100% Made in Italy, innovative and environmentally sustainable formula that allows obtaining the effect of a real painted wall. Particularly interesting is the focus of Milo Manara's Venus collection where the well-known cartoonist and artist, who will be the protagonist of a special event during the week, celebrates feminine beauty.



Affreschi&Affreschi, from the Venus collection designed by Milo Manara.

Milo Manara, cartoonist, illustrator, author

“ I’m not the first man in history to use women figures as paradigm and symbols to represent humanity. And in this case, I’ve felt it right to continue doing it. ”

HABITS DESIGN STUDIO. IN A CIRCLE OF LIGHT

The circle as an ancestral spatial boundary in which those who move produce real scenes of light, sound and color with an unprecedented exchange of information between product and user.

Innocenzo Rifino and Diego Rossi, founders of Habits Design Studio, enthusiastically recount the project on stage at the Superdesign Show 2022: "it is," they explain, "a modular structure composed of 24 interconnected metal elements equipped with 5400 RGB LEDs arranged in a total length of 40 meters. The project is managed by software that connects a microprocessor and an infrared camera that detects movement inside the ring, processes images and lights producing a luminous scenography of unique colors and sounds made spectacular by the art of the Kataklo Athletic Dance Theatre company but in which performers but also visitors can enter and interact." Indeed, the studio's research activity aims to create electronic products that can dialogue with the user and that foreshadow a future of "emotionally responsive" home automation.

Habits Design Studio. Synchrony, light installation with performers of Kataklo Athletic Dance Theatre.



FLAMINIA. THE BATHROOM IN THE SHOWCASE

Beautiful enough to act as an invitation to enter the depths of the Superdesign Show, the bathroom by Flaminia resembles a living room where we can spend time and take care of ourselves. Designed by Giulio Cappellini and Astra are the silver-black sanitary by Flaminia, the glazed film in gres from Mirage, and other pieces of artwork. The environment was recreated in the art.box, the window facing the street of Superstudio Più 27, via Tortona, where generally artworks and art items are displayed during internal exhibitions.



SITS. THE FURNITURE INVESTING IN SUSTAINABILITY

The study and implementation of increasingly green production is an unavoidable social duty for brands. Minimizing CO2 emissions, choosing fsc-certified wood, investing in energy-efficient equipment and powering production with energy from renewable sources, these are some of the initiatives that Sits, an established Polish designer furniture company, has been supporting for years to ensure the sustainability of its pieces. However, a constant struggle that leads to tangible results in terms of economic return and production quality, a commitment shared with the designers who created the furniture presented in Milan: "Uma" by Steven Schilte, an armchair with a design inspired by the 1970s, "Britt" a surprisingly comfortable Scandinavian-style sofa drawn by Anna Näsström, and "Edda," a modular sofa system conceived by Böttcher&Kayser that refers to modern urban architecture.



Sits. Uma armchair, design by Steven Schilte.

Renewable energy and the fossil fuel crisis portend an increasingly blue-e future. And the sanctions and counter-sanctions of the war on Europe's doorstep that will impact electricity supplies urge us to run for cover quickly. Two major mobility companies for sea and land present their innovations.

MOBILITY:
The future
is Blu-E.

ROSSINAVI. SAILING WITHOUT PRODUCING POLLUTION



Rossinavi. Sea Cat 40, first all-electric catamaran.

Sea Cat 40 new catamaran concept inspired by the marine environment in a green vision that focuses on the development of sustainable technologies is the newcomer in the marine industry. Fully electric thanks to photovoltaic panels with 0 emissions 90% of the time. It is proposed by Rossinavi, a major shipyard in Viareggio. The project presented at the Superstudio "Blu-E, The Underwater Experience" invites people to enter a large experiential "box" that simulates underwater life and makes them discover the important role of phytoplankton in our existence and the worlds of renewable energy and sustainability.

LEXUS. ELECTRIFYING FUTURE

How do we translate the theme - on everyone's lips - of sustainability into concrete proposals and really work toward a carbon-neutral future?

Lexus has given its answer, launching itself into the exploration of new architectures for its vehicles, also trying to reconsider its role in the panorama of our continent's mobility over the coming decades. It has done so by using one of the most creative minds of our time: Germane Barnes, the award-winning architect and designer who presents ON/, an immersive installation illuminated by the suspended lights created by lighting studio Aqua Creations. A three-dimensional scale sculptural rendering of the RZ, Lexus' first battery-electric model, creates an elegant physical embodiment of electricity that features a visually dynamic and interactive experience for those who visit. The six Lexus Design Award 2022 finalists will then introduce their original solutions for a better tomorrow, holding to the brand's three imperatives: anticipate, innovate and engage. Lastly, the creative program "2040: The Soul of Future Premium," the result of a partnership between Lexus and students from the Royal College of Art in London, will form the third hub of the exhibition, dedicated to exploring the theme of "how transportation might evolve in the next two decades."



3D model of the RZ electric vehicle. Design by Germane Barnes, pictured.

glo™. ART POP AND EXPLOSIVE DESIGN

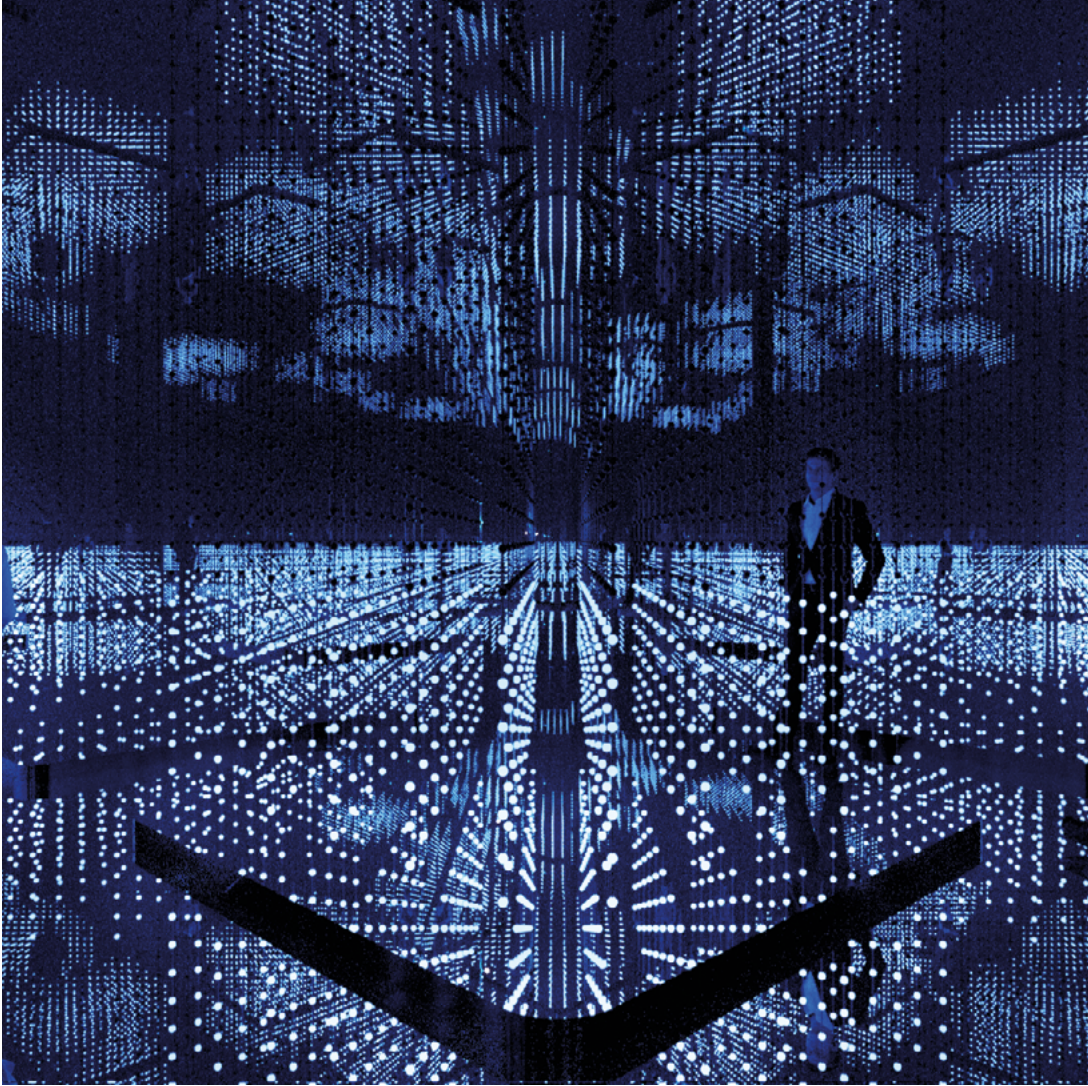
With the language of art combined with design Sara Ricciardi, one of the most interesting figure in the Milano creativity scene, presents for glo™ Hypernova, a surprising labyrinth with many entrances and exits that invites visitors to different experiences. And TOILETPAPER doubles for glo™ on the roof.

Hypernova is the bursting installation created by designer Sara Ricciardi for glo™, the protagonist of Superstudio's Lounge area. Ricciardi invites the viewer to perform an experience in which nature and technology, uniqueness and multiplicity coexist. A path through which each person is free to enter and exit from the access point he or she prefers: there is no right way to go, no right or wrong, but different possibilities. Ricciardi thus recalls the brand's philosophy that invites one not necessarily to have to choose between two seemingly opposing options, but to make them co-exist "without compromise."



Sara Ricciardi during the presentation of Hypernova for glo™.

Hypernova's experience in its independent pavilion can be preceded, or followed, by a relaxing break on the roof of the Art Point. In fact, the Roof space will also follow the "uncompromising" philosophy and will be curated for glo™ by TOILETPAPER magazine, the creative collective founded by Maurizio Cattelan and Pierpaolo Ferrari, recreating an urban garden of strong visual impact connected to the artwork of the Radical Pop collection glo™ signed by TOILETPAPER. A super pop space, open to visitors every day until 9 p.m. in which to relax after a day of design-focused appointments. (Superstudio's Roof, with the distinctive permanent Third Paradise by Michelangelo Pistoletto, which frames the event, has revisited in the green-and-gravel landscaping of the solar pavement, by Latifolia).



Haier Europe. Connect to Extraordinary: interactive experience to experience the home automation of the future.

HAIER EUROPE. INTELLIGENCE HOUSE

Robots do not exist and robotic homes do exist, although we are not aware of them. Technology responds to our requests via click and interacts with us. Haier Europe shows us this dimension through its brands, Haier Candy, Haier Switch, and Haier Hoover.

Over 1,000 square meters are dedicated to an immersive and experiential path focusing on the Smart Home. The three international brands can be found in the most innovative kitchens. Haier offers "Connect to Extraordinary" with air conditioners, fridges, and wine cellars that provide the right temperature and humidity. Candy "Simplify your day" with its dishwashers, which save you time and money while maintaining the quality of your washing. The washing machine from Hoover with Quality for Life offers numerous wash cycles and an inverter engine to maximize water and energy efficiency. A key feature is the ability to monitor each device with the help of the connectivity functions and the app HON. An app, the Group's digital platform, which is a common thread throughout the journey towards AI.

Sara Ricciardi, designer and creative director

“ Nature always confronts itself with contrasts.

The Hypernova project, named after a star, evokes a vortex releasing extremely powerful energy.

As people enter my installation,

I want them to ask,

“How can we find ourselves in such a complex world? ”

OUR MEDIAPARTNER

90+10 ABITARE ARCHDAILY ARCHITONIC
ARTRIBUNE DESIGNBOOM DESIGN ESSENTIA
DEZEEN DIVISIONE CONTRACT DOMUS
EXIBART INTERNI LIVING CORRIERE DELLA SERA
LUCE MATRIX4DESIGN PAMBIANCO DESIGN
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DESIGN SUPER SHOW. FROM PAST TO FUTURE

Twenty years (plus two - that don't matter- of pandemic) since 2000, the year of the creation of Superstudio Più and its pioneering contribution to the diffusion of Fuorisalone throughout the districts of Milan up until today, all of this is documented in this book, which illuminates how style, technology, and communication have evolved in contemporary design. Written by Gisella Borioli with the help of 70 architects, designers, artists, and international creative talents, the book contains 750 exclusive images in 520 pages and provide an overview of habitat change around the world and a track to look ahead and foresee the future. Edited by Superstudio Group. For requests: info@superstudiogroup.com



SUPERSTUDIO MAGAZINE is a monthly magazine published by Superstudio Group.

Editor in Chief: Gisella Borioli. Graphic: Anna Bergamo.

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On-line digital version updated daily: www.at-superstudiomagazine.com

Paper edition downloadable in PDF on: www.superstudiogroup.com e www.superdesignshow.com

Magazine in Italian and English.

Registered with the Ordinary Court of Milan on 20/12/2017 at number 368.

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