



SEPTEMBER. A POSITIVE COMEBACK?

Despite the winds of war and covid in recession but not yet defeated 2022 for Superstudio, in all its corporate guises, has been a positive year where recovery has become tangible at last! So many brilliant and significant events to note, from the successful launch of the new Superstudio Maxi in via Moncucco, which immediately cleared the taboo of a location in the “suburbs” (a bad term to scrap) with new fairs, fashion shows spectaculars, art”, photography, design, real estate, DIY, publishing, art, international conventions. As well as - at Superstudio Più - the first edition post-pandemic of Superdesign Show again unmissable in the Design Week, White increasingly brilliant and inclusive, the appointments with future technology, first and foremost the Reply mega-event, and more.

On the entrepreneurial side, there was no shortage of challenges. With the opening of Milan's most exciting privé, the **Super Club** at Via Tortona 27, an exclusive, intimate, private place for special parties in an environment where everything is tailor made: from sophisticated lighting effects to bar service to music to entertainment personalized Superstudio thus expands its offer by creating a club reserved for moments of personal pleasure beyond business. It will amaze you! Bookable from early September. www.super-club.it

We talked about it mostly because of the charity initiative of hosting free, room and board, 35 Ukrainian female refugees, mothers grandmothers and children, since the beginning of the war, for whom we hastily, but carefully, set up a wing of a new property. It is **Superstudio Village**, at Bovisa, the latest step that has seen us in the forefront, for years now, in enhancing the areas of the outer belt of the city, and which, after renovation, will become a hub at the service of digital productions, television, and more.

For information www.superstudioevents.com

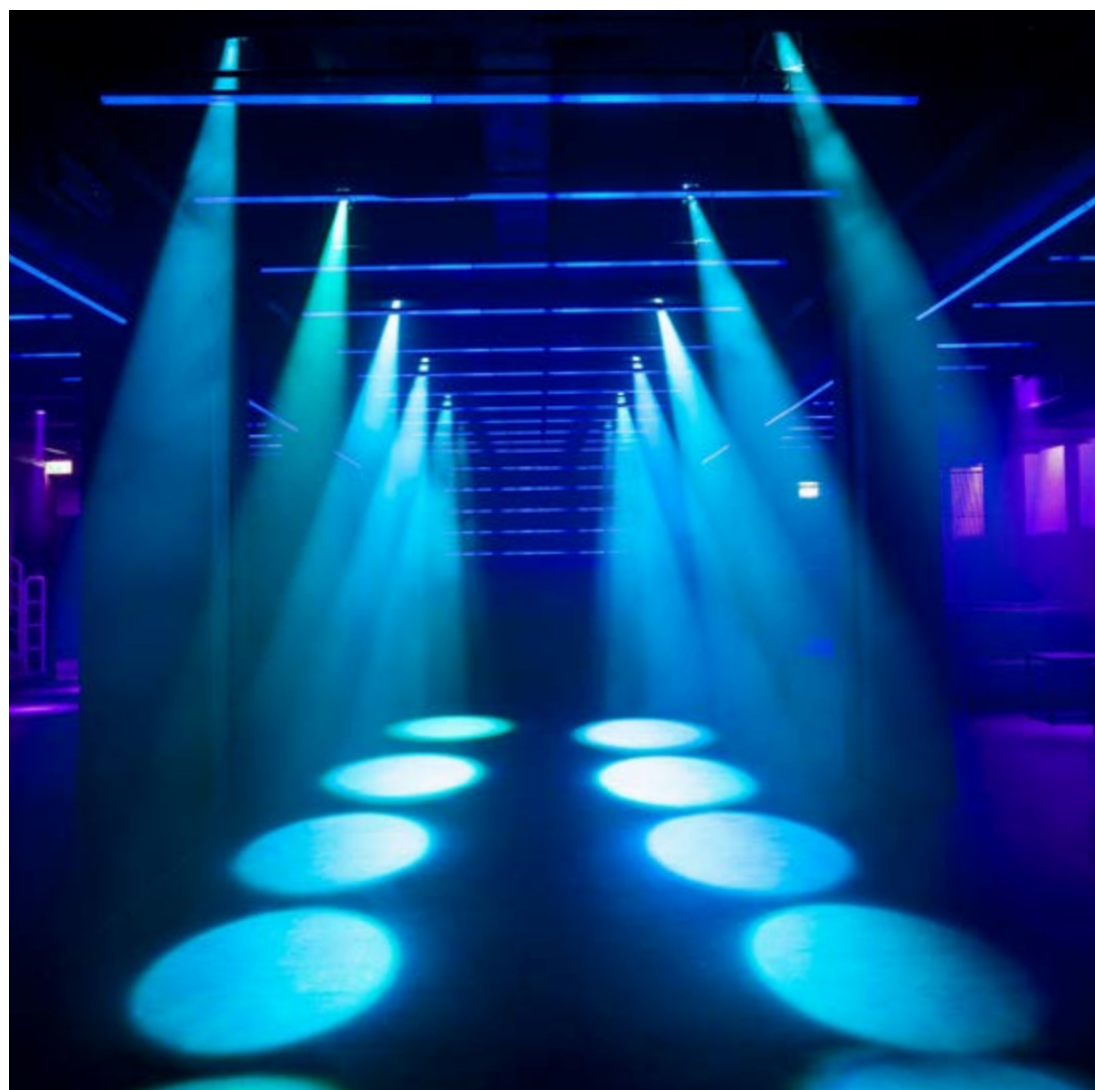
If the idea behind Superstudio since its founding in 1983, has been to unite the languages of contemporaneity, photography, fashion, design, video, and art, it is to the latter that the new FlavioLucchiniArt Museum that showcases the exceptional and vast work of its founder- president-artist, a charismatic figure who since the 1960s has influenced the cultural, publishing and artistic scene in Milan and beyond. At Via Tortona 27 is now open a fashion/art museum that is at the same time an atelier, archive of Lucchini's works (which almost all stem from his background as creator of the most important fashion magazines we have and have had), a testimony in an art key to the evolution of fashion over the last 40 years, a nonprofit association for educational and cultural initiatives that make the beauty as the starting point. Can be visited every afternoon or by appointment for guided tours. www.flaviolucchiniart.com

So let's start again with calibrated optimism, even if other dark maneuvers threaten the winter and the energy supply that is vital to us. We hope that the position of the new government, whatever it may be, will keep bills and economic crisis at bay and be able to prepare for a better future. For everyone.

Gisella Borioli

Super Club, the new venue at Superstudio, is a hub designed and reserved for events of both musical and artistic nature. Located in Milan, Tortona area, in the back of the building Superstudio Più, it is now the ideal place for the most exclusive and innovative parties, with possibility of private indoor parking for special guests and maximum privacy. Designed by ExpectNothing - a design studio specializing in Lighting and Show Design - as a space strongly marked by lines of light. Pixel mapping technology makes it possible to customize the space and shape the light according to what the event requires. Highly impactful is the entrance: a color scale from the white of the building to the black of the Club itself: 18 shades of gray. The sound system? Not to be outdone, with a power output of 7000 watts for the speakers and 6,000 for the subwoofers. For info and reservations: t.telini@super-club.it - Ph: +39 333 5796462 lg: [superclub_milano](https://www.instagram.com/superclub_milano) - Fb: [Super Club](https://www.facebook.com/Super-Club-) - [super-club.it](http://www.super-club.it)

SUPER CLUB
a very
special
privé



Super Club, a club focused on lights. All large photos of the privé are by Rocco Soldini.

YOGAFESTIVAL INVITES TO LISTEN

YogaFestival returns at Superstudio Più on Via Tortona in Milan, in the location where it was born 17years ago. The most important and extensive appointment with the world Yoga in Milan, Italy and also abroad. A top-level initiative created by Giulia Borioli who has always animated it with passion and extraordinary international relationships. September 30 to October 2. A shame to miss it!

Back together again after a two-year, the event highlight of the yoga world returns to Milan for the 17th edition. 3 days to share what the principles of yoga teach us to make life a joyful path of awareness: provided of being able to see and learning to listen. Together, in presence and safety.

Over 30 guests for 44 classes: with the best teachers, the most interesting guests, new names and longtime acquaintances; this is the special time that YogaFestival offers each year. “In Listening”: is the common thread of the festival. Increasingly immersed in a sea of words, shouts, affirmations, speeches that we almost cannot understand, we learn from yoga how to listen and be heard. These days are a unique opportunity to listen to what teachers and masters have to convey to us. Words, concepts, ideas that will have the power to broaden the mind and give us a broader view of life, showing us how to remain, precisely, in listening. We look forward to seeing you. www.yogafestival.it



YogaFestival, a date at Superstudio Più.



Super Club's swings for the Peter Pan of the night.

A MUSEMENT PARK DESIGN. A TREND?

Awe, fun, surprise, fantasy, imagination, fear, magic... Who hasn't been at least once to an amusement park where you can experience all these emotions and return to childhood? It has always been a fantastic place where everyday life is suspended and you enter a world of lightness and carefreeness. This year's Superdesign Show at Superstudio Più for Design Week, in addition to the latest of furniture, home technologies, human-scale technology, the vision of a more sustainable world, art and culture, it entertained and engaged, amazed and marveled its visitors with design that can also entertain. As registration for Milan Design Week 2023 reopens, retracing the installations of the 2022 edition also leads us to highlight a trend.

Attractive, electrifying, light, crackling and colorful. So many are the adjectives that define this year's edition of Design Week that, more than any other, has captivated its audience, involving them in a fun and unusual journey. Aligning itself with what, year by year, seems to be increasingly becoming one of the design trends: to astonish and amaze by engaging.

If **Palazzo Reale** invited to enter a magic box of projections, recovering the astonishing dimension of the first optical cameras, marvelous objects in the ante-cinema era, in our neighboring **Opificio 31**, the Spanish Finsa recreated an unexpected forest in which to swing on swings and floating wicker chairs, play in wood and lower yourself into a pool of colored balls.

But it was at Superstudio Più that, right from the entrance, the installations told stories of the future and fun. With a rainforest rainforest in the middle of the city, as stunning as it was intriguing, exotic banana trees with big green leaves, Jucca plants with sturdy stems. A kind of beneficial and orderly Jumanji conceived by the **Fondazione Bio Habitat**, a cool oasis where you can find some refreshment from the sweltering heat, among the gigantic reissues of pots by big names such as Philippe Starck,



The rainforest by Fondazione Bio Habitat.

Rodolfo Dordoni and Zaha Hadid.

Next to it, the eye rested on architecture that was somewhat reminiscent of a steamship. One entered to find oneself underwater with **Rossinavi** in an experience literally immersive: descending into the darkness of the abyss here was a story about marine biodiversity and its richness, to be cultivated and not neglected, and about one of its most underrated players, phytoplankton, which frayed into beams of light to be moved with fingers on the screen.



A detail of the Lexus space.



Toiletpaper's Radical Pop Terrace for GloTM.



Forum8's 3D experience.



Sara Ricciardi's box of mirrors.



The digital depths by Rossinavi.

In the building next door, **Lexus** swings allowed to rock back and forth while admiring the elegant skeleton of Lexus' new electric vehicle and the sky of striking oriental lamps by **Aqua Creations**.

In the Piazza degli Eventi, a monumental pinocchio lying down and mischievous: it was the provocative proposal by **Alcantara** that invited the public to question greenwashing and fake news about sustainability.



Alcantara's giant Pinocchio.

Many chose to ascend to the radical pop terrace of GloTM, the latest explosive and temporary invention of the Milan-based collective **Toiletpaper**, founded by Maurizio Cattelan and Pierpaolo Ferrari where a huge inflatable lipstick, like a spaceship glided from far away, soared for more than a week over the urban garden of Superstudio in the middle of Michelangelo Pistoletto Is permanent **Terzo Paradiso**, in an unpredictable dialogue between the arts.

A grandiose art installation proposed by **Haier** and guided by artificial intelligence brought into the home of the future through a light experience illusionist that obliterated the orientations of the room.

The Japanese **Mui Lab** narrated a technology that was good, or rather, virtuous, that accompanied the performance of functions everyday functions. Thus, many enjoyed writing thoughts on the magic keyboard (contemporary notebook of shared thoughts), the magic tablet that transfers personal messages on the walls of the house thanks to IoT technology, or to rubbing the surface to modulate lights and moving objects to "turn on" the right music.

Elsewhere, three bizarre totems (designed by students from **Istituto Marangoni** of Milan), like machines of the future, were making predictions about design trends to those who questioned them by resorting to the game of the Tarot Cards.

And it was precisely from the infamous "hamster wheels" of amusement parks inspired **Forum8**'s virtual reality simulator: a long wait rewarded the most patient who, seated and "harnessed," began to spin on themselves to discover an experience 3D, imaginary but vivid.

Habits Design Studio made dance dancers from the contemporary dance school Katakò to the rhythm of the light and the colors that were changing. And in the pauses between one dance and the next, the audience, spontaneously, did what the attraction required: play, interact, enter and activate the magic circle that lit up with the body movements.

Top designer **Sara Ricciardi** for GloTM, imagined herself a real fairground mirror box, building a mini-architecture labyrinthine: disorienting but very "Instagrammable," a maze that confused visitors, causing them to lose their sense of direction.

A Luna Park of ideas because, perhaps, echoing what the great architect Achille Castiglioni used to say, design must also give a smile. Especially in dark times, we would add.



Dancing with light. Habits Design Studio.

ART BEYOND BORDERS

Ukraine Free Land in Milan

Right where 35 Ukrainian women and children have been housed since the beginning of the war in a new location in Bovisa made available by Superstudio an interesting Ukrainian art event brings us face to face with the soul and with the life of that country.

To make Italy's closeness to Ukraine felt even more in these difficult times, in addition to military aid, diplomacy, humanitarian initiatives, and the reception of refugees, now enters art into play as well. The initiative is by **VITAUKR, Let's do it Italy, Let's Do It Ukraine**, an organization that brings together several volunteer associations active throughout the country. The exhibition "**Italia X Ucraina- Terra Libera**", which in a certain sense will anticipate the opening of the new Superstudio Village at the Bovisa (the group's fourth hub on Milan) with a schedule of artistic and creative events and the works of the best-known Ukrainian artists, will bring visitors closer to the culture of this strong and fertile country of ideas even in the current tragedy. A rich cultural palimpsest will mirror to a vibrant artistic commu-



Tamara Arutiunova's artwork.

nity that is not tame even as it depicts in paintings and graphics the wounds of battles and loss of freedom. A look at the world of childhood, represented or invited to express itself, will bring the hope of peace and the dream of a better world. A Ukrainian Art in Italy Forum will reflect on the fundamental themes of this war that is subverting the order of the world. The exhibition is intended to be a stimulus for a meeting between creative people, collectors, artists, sculptors, refugees from Ukraine and all citizens. The event, curated by critic Giorgio Grasso with the coordination of Natalia Siassina of the Association VITAWORLD and Helen Yampolskaya President of VITAUKR Association, is sponsored by the Embassy of Ukraine in Italy, the Embassy of the Republic of Italy in Ukraine and the Institute of Italian culture in Kiev, city of Milan, city of Venice.

"Italia X Ucraina - Terra Libera" – October 1/9 Superstudio Village, via Negrotto 59, Milan

Carla Tolomeo in Belgrade

Fly to Belgrade for the opening of the Palace of Art Zepter in Serbia's capital city on Sept. 19, the exhibition of imaginative armchair-sculptures created by artist Carla Tolomeo

and presented at Superstudio Più during the Design Week in April.

The **Zepter Palace of Art**, a museum private desired by Madlena Zepter, entrepreneur and collector, and her husband, Serbian industrialist Philip Zepter, stands as a key point in the European East to promote art and culture internationally. The imposing 5,000 sq. m. building on three floors will host, exhibitions, conferences, events, performances, cultural events, performances theater and workshops, in connection with the rest of the world. It will offer a permanent exhibition dedicated to the International Design Competition Artzept, Madlena's private collection, exhibition spaces for contemporary art, multifunctional areas, a theater and much more. Carla Tolomeo, who designed the theater's furnishings, will open during the opening night her solo exhibition produced in collaboration with Formitalia and Mirabili - Arte d'Abitare.



The Zepter Palace of Art in Belgrade.



Carla Tolomeo's armchair-sculpture.

COMPASSO D'ORO AWARD TO GIULIO CAPPELLINI

By Gisella Borioli

I do myself proud to have known - and called to collaborate with me on my magazine Donna - Giulio Cappellini since the 1980s. A friendship and a long-lasting creativeness relationship that has also been very important for Superstudio and the launch of the widespread Design Week in the Tortona District thanks to his courage and his insights. Architect, art-director, designer, talent-scout, trend-setter, as well as an exquisite professional and man, he has recently received the Compasso d'Oro Career Award. Nothing could be more deserved.



Giulio Cappellini won the Compasso d'Oro alla Carriera.

With his long-sightedness and sensitivity, on his first visit to what was General Electric in March 2000, a factory that had just been emptied and delabrée, he immediately realized that it could be the headquarters of a revolution in the world of design and its representation. A month before that year's Salone del Mobile in Fiera cancels everything and transports here, in the nascent Superstudio Più, a gigantic exhibition of the Cappellini production, the family business that pursued thanks to him the contemporaneity from a position of absolute avant-garde.

He brought with him, from the first year and thereafter, other young people in the fib, little known or even unknown: Philippe Starck, Piero Lissoni, Tom Dixon, Fabio Novembre, Jasper Morrison, Paola Navone, Nendo... find a large arena in which to express themselves with an impossible freedom at the Fair, boosted and increased by Giulio. Design turns into show, culture, emotion, research. The rest is well-known history, Cappellini evolves and transforms, Giulio is called as artistic director of the Design Week - with some brief breaks - for 20 years in which the friends from the early days have become the undisputed stars of design

and he the multitasking art-director that all brands would like and who can figure out at a glance sure who will be successful and who will not. As he puts into production in his factory the out-of-the-ordinary furnishings of his "discoveries," Giulio designs his pieces, always elegant and linear as he is. His belief is quality, his aesthetic simplicity, his measure the diversity. Whatever he does.

The Compasso d'oro alla Carriera Award recognizes a journey that is unique, having been able to deal with the complexity of today's design by thinking for himself but also by empathizing with others, in a competent and generous balanced vision. So much so, in my opinion, to deserve some important public office, on the commanding bridge.

To ADI's motivation: "Giulio Cappellini's path is a continuous reading of the evolution of design capable of projecting it into the contemporary world through his own personal poetics as much as the personal relationship with the young talents he supports," he thanks, commenting, "It accompanies me a great desire to work but above all the thought that there is still so much to be done in design, it is not true that everything has been designed. "Our task is to create useful and beautiful objects; however, as said the great Castiglioni, it is also to make people smile and dream".

SUPERDESIGN SHOW 2023: READY TO APPLY?

Enriched by this umpteenth very important recognition, Giulio Cappellini is reconfirmed as the art director of **Superdesign Show 2023** and is already at work for the next edition.

The theme of the year proposed to our exhibitors as the common thread running through each presentation is equally as simple as it is exciting: it digs down to the roots of the design, opens to all sorts of research that can renew its meaning and function, it introduces imagination and beauty into aesthetics and presentation. INSPIRATION INNOVATION IMAGINATION are the three cornerstones around which "our" April **Design Week** will revolve, with the presence of the brands that will be selected by the Superstudio's artistic board from September to December. Registration is open, the application useful to better understand the needs of exhibitors, with all the information about the event, can be downloaded from www.superdesignshow.com.

Superdesign Show is a project of Gisella Borioli, creative director, with Giulio Cappellini, art director; Laura Vella, project manager, Stefania Ambrosini, exhibit designer. We look forward to seeing you there!

agenda

SUPERSTUDIO PIÙ - via Tortona 27

9 to 11/09/2022

Plug-Mi Festival. Halls: Art Point and Central Point. Hours: 12-10 pm. Event open to the public. The ultimate news in the urban world and many live events.

All information at www.plugin-mi.com

11 and 12/09/2022

The GinDay. Halls: Gallery and Daylight. Hours: Sunday from 12 to 8 p.m., Monday from 11 a.m. to 19. Event open to the public. On the 10th anniversary of the event, two days dedicated to the world of gin.

All information at www.theginday.it

14 and 15/09/2022

Link Point - Studio Penta. Hall: Daylight. Hours: 9am-6pm. Private event by invitation only, exhibition of fabrics dedicated to buyers.

www.studiopenta.com

22 to 25/09/2022

White Show. Halls: the entire Superstudio Più and other addresses on Via Tortona. Hours: 11-20. Salon of contemporary fashion by invitation only.

All information at www.whiteshow.com

30/09 to 02/10/2022

Yoga Festival Milano. Halls: all of Superstudio Più. Hours: Friday from 2:30 p.m., Saturday and Sunday from 7:30 a.m. to 7:30 p.m. The most important appointment with the world Yoga returns to Milan. This year's theme is "listening." All information at www.yogafestival.it

09/10/2022

The good morning market. Hall: Art Point. Hours: 10am-7pm. Event open to the public. Free admission. TGMM is a market of products for children 0-12 years old and a space for aggregation for families. Inside clothing, accessories, furniture complements, toys, books, talk, etc., for the world of childhood.

11/10/2022

Qs World Grad School. Halls: Loft, Gallery, Daylight. Hours: 9am-6pm. Prestigious universities, international business schools and law schools present their Master's degree programs, Masters and Doctorates in the specializations most sought after by international recruiters. Event open to the student audience. www.topgradschool.cn.

SUPERSTUDIO VILLAGE - via Negrotto 59

01 to 9/10/2022

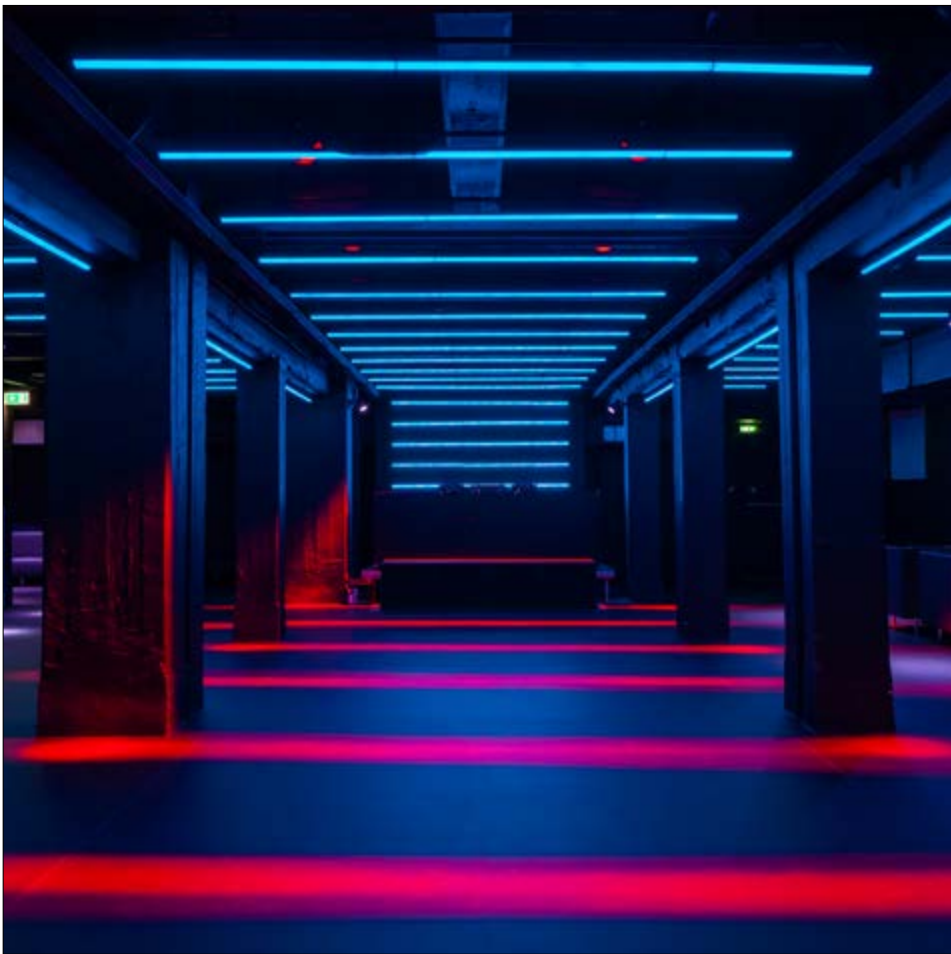
Italia X Ucraina - Terra Libera. - Outstanding Ukrainian art event with exhibition of artists known, forum, workshops, children's area, meetings between artists, audience and curators.

SUPERSTUDIO MAXI - via Moncucco 35

15-16/10/2022

Bimbinfiera. - The largest Italian event dedicated to expectant women and new families lands in Moncucco, organized by RCS. www.bimbinfiera.it

At the Super Club, lights reframe the space in thousands of different ways.



the milan design week is coming up, let's think about it now!

"Rocking Mamas" in MyOwnGallery

The photo exhibition so titled comes to life from an international campaign, signed by "Rolling Stone" and communications agency VMLY&R and shot by award-winning Egyptian director Ali Ali (by his definition, the film is "ugly, dirty and bad, therefore beautiful"...!) with the voice-over by British rapper DeeLadyDee.

The concept of **Rocking Mamas**: The new rock stars are the moms. What makes a rock star a rock star? It's the excesses and genius, talent and success? Or is it the attitude and the ability to never stop holding up day after day a lifestyle that anyone else would fall for? A pace of life that would cause some



Photo exhibition on moms rock stars in MyOwnGallery.

upset even to those who are used to travel the world in very long grueling tours. Images that should cause us to cling to the mothers. And to thank them.

MyOwnGallery,
Via Tortona 27 bis, Milan,
October 12 to 18.

FlavioLucchiniArt on tour

With the fashion/art museum in the basement of Superstudio Plus, doubled from its opening a year ago and increased to nearly 2,000 square meters divided into 20 thematically separated, the nonprofit association FlavioLucchiniArt invites to special days for friends of art to discover the great homage to fashion in the drawings, paintings and sculptures by Flavio Lucchini. Here are the upcoming events not to miss.

- **Sept. 15, 6 p.m.**, first unseen moment. The FlavioLucchiniArt Museum hosts the assembly of members of **MuseoCity**, a nonprofit association that has been working since 2017 to promotion and enhancement of the great museum heritage Milan, Lombardy and nationwide.

- **Saturday, Oct. 8:** first date to keep in mind as you scroll through next month's calendar. FlavioLucchiniArt Museum is adhering to the **18th Giornata del Contemporaneo**, which is returns in attendance after two years. Promoted by AMACI - Association of Italian Contemporary Art Museums - the event has the specific intent of recounting the renewed vitality in the post-pandemic phase of our contemporary art. Leitmotiv of

the "come back" of the Day: ecology and sustainability.

- **From Friday, Oct. 21 to Sunday, Oct. 23:** the autumn initiative of **MuseoCity**, among whose protagonists for the first time will be Flavio-itself. LucchiniArt Museum, is the second edition of "**In-Tour**": three days of extraordinary openings and cultural activities in various locations in Lombardy, starting from the capital city, to discover heritages cultural heritages that are very rich and almost completely unknown to the general public. The program, conceived by the MuseoCity Association in collaboration with Circuito Lombardo Musei Design and Museimpresa, aims to make people discover the regional territory and its cultural institutions from new points of view.

- **Saturday, Oct. 22 and Sunday, Oct. 23:** In partial conjunction temporary with "In Tour," FlavioLucchiniArt Museum also participates in **ApritiModa**, an initiative also launched in 2017, with the intention of taking the public to discover the most hidden and secret places in the world of fashion.



New season of events at the FlavioLucchiniArt Museum.



STREET WEAR AND URBAN CULTURE

PLUG-MI, the festival celebrating urban culture conceived and promoted by Fandango Club Creators, arrives in September at Superstudio Più, in Milan with the the goal of showcasing the most creative and out-of-the-box innovations from the world of art, music, sports and fashion for a transversal audience and be a real place to be for every hypebeast by offering a truly unique schedule of events.

Borderless vision, inclusion, collectivity and talent are among the keywords of the event that aims to unite fashion, music, art, food&beverage and sports, calling to gathering the entire urban culture industry.



All fans of streetwear and beyond will have the opportunity to discover the latest news from the urban world by also participating in live events: from the performances by the two enfant prodiges of the Italian rap scene **Shiva** on Saturday, Sept. 10, and **Rhove** on Sunday, Sept. 11 September, to performances by DJ **Slait & Miles** on Saturday, Sept. 10 September and the return of the iconic **Planet Funk** on Sunday Sept. 11. It will be possible to purchase all the items presented during the event and to customize them in the Custom Garage in collaboration with Plus Design Custom Partner. For collectors from this edition, in collaboration with

Big Soup, the first resell store in Italy, the **PLUG-MI Museum**, a special area where rare and cult sneakers will be exhibited rare and cult sneakers.

Art will also be an important theme at PLUG-MI with the presence of **Tvboy** - acclaimed Italian street artist exponent of the NeoPop movement, again a guest of Superstudio, - and **Ravo** - one of Italy's best-known contemporary artists - who together numerous emerging talents will exhibit their works at the **NFT Art Gallery** powered by Reebok. Sports will also be at the center of daily activities with tournaments, show matches and skate sports competitions in collaboration with Fardamatti, which will set up a skate ramp more than 2 m high that will be the focus of many performances, and basketball thanks to the special academies held by Urania Basket, a protagonist of the A2 National Series Championship, which will bring shooting competitions, 1vs1 tournaments and sessions skills training, inside the special **Basket Playground** powered by Rinascente. Also present will be an area dedicated to tattoos with **Davide Riva Tattoo**, and a special food area curated by Bun Burgers, Mocho, NIO Cocktails and LZO. These are some of the surprises, but many more will amaze our audience. **PLUG-MI 2022 - September 10 and 11, noon to 10 p.m. - Superstudio Più, via Tortona 27 Milan.**

For more information, the full schedule and to purchase the entrance ticket to access the event visit plug-mi.com and the Instagram page [@plug_mi](https://www.instagram.com/plug_mi).

VOTING. LEARN MORE AT SUPERSTUDIO

Without going into the merits and judgment of the hosted parties, Superstudio accepted the request to present the programs of the Terzo Polo, with leaders Carlo Calenda of Azione and Matteo Renzi of Italia Viva, on Sept. 2 with 5.000 people who applauded the meeting. The September 25 votes, born out of the chaos of the composition of the last government and the sudden and unexpected fall of President of the Council Mario Draghi left Italians in bewilderment and uncertainty. Simultaneously the energy, social, economic, climate, existential, global crisis is spinning out of control and in need of a government that is up to the task. Hence the duty of all citizens to take their destiny back into their own hands and go to the ballot box to make their own contribution to the Italia that will be. Whether for one or the other, whether in the Piazza, on the Web, in the print media, on TV, at festivals or... at Superstudio Più, information remains the key to understanding. Voting - informed - is a duty today more necessary than ever.

REPLY. AND EVERYTHING CHANGES

By Silvia Zanni

Artificial intelligence and robotics, hybrid services that straddle the straddle the physical and virtual worlds, the systems of computing (5g, quantum, edge), the rumored metaverse, in which we now also graduate, and the “human factor” cultivated in virtual space. These are just some of the topics addressed in July at Superstudio Più during the big event of Xchange, the annual annual Reply event, a time to meet and share about how technology is changing business models and the customer experience.

With **XChange 2022, Reply** brought together for the second time at Superstudio Più more than 5,000 people with three plenaries, 80 speakers and nearly 100 break out sessions. In a fast-paced, young, immersive, curious environment, one theme above all stood out for its topicality in this summer bursting too early and marked by weather that has now gone crazy: we are talking about the green technology and smart agriculture, which uses plant protection products to reduce diesel consumption, with advantages in terms of saving money, reducing CO2 emissions to the atmosphere and the from farm to

And also the Reply forest initiative, “Draw a Tree, Plant a Tree” which has to date 1,000 plants as of 2021 and 320 tons of CO2 saved (<https://www.freedom.net/en/organization/reply/event/replyforest>).

After the more than 700 participants in London and the more than 1.300 in Munich, the 5,000 at the two-day event in Milan at Superstudio Più gives an idea of the interest that the topic holds.

The event was as relevant as it was engaging: each participant was in fact able to create an avatar for himself, somewhere between technological entertainment and necessary comparison with the digital interfaces that are already taking hold (think of the convenience of having saved in one place and once and for all their personal data without having to fill out long and tedious forms in every situation anymore). More than over 80 talks took place; “death matches,” direct confrontations in the field of video games which, translated to a debate stage, became speeches on trend-topics such as e-commerce and crypto; dedicated tech zones where they delved into topics with live demos and show-me-how sessions. Not forgetting the entertainment area where gaming can be unleashed.

Among the most eye-catching new features is interaction with Margot-T, the emotional virtual assistant: no pre-set chit-chat, all “off the cuff” in a conversation free on many different topics; and Spot, a robotic dog developed in collaboration with Boston Dynamics that, thanks to its agility, can be deployed at airports for the analysis of hazardous materials and identification of situations at risk, and be of enormous help in the areas of construction and even archaeology. If the future is in the metaverse Superstudio Più was its antechamber!

ARTIFICIAL INTELLIGENCE, LET'S TALK ABOUT IT

AI (Artificial Intelligence) today, looking ahead to tomorrow. Top experts in the field talk about it and discuss it at Superstudio at the Synapse AI Symposium.

Analyzing the speeches of the experts who spoke last July at the Synapse AI Symposium, the conference organized by app developer mobile app developer **Bending Spoon** (the name was inspired by the famous scene in The Matrix in which Neo, to precisely, bends a spoon with the power of thought) in the halls of Superstudio Plus, the strength of the creative thrust on the theme, backed by the support economic of groups investing in the development of products that can optimize resources with intelligent use of technology. A need, that to be sustainable, compelling for large-scale productions, but one that impacts also on small consumers and users of smart apps. Among the many topics discussed and the many projects presented stands out the highlight of Luca Ferrari, co founder of Bending Spoon with Luca Querella, Matteo Danieli, Francesco Patarnello and Tomasz Greber: “given the new relevance that Artificial Intelligence is assuming in everyday life, it is a priority to know it and know how to control it for the benefit of humans and not vice versa.”

How can you blame them? www.bendingspoons.com

SUCCESSFUL COLLABORATIONS: EPHOTO IN VOGUE

The shots for the new Spring Summer campaign of Vogue Collection bear the signature of E-photo the photo production agency, partner in the photographic activity of Superstudio. Beauty, energy and friendship are the fil-rouge of the ADV campaign. The creativity of the team of Priscilla Foschi, Giulia Ghiazza and Roberta Pirinodi, founders of E-photo, is also behind the eCommerce of the iconic fashion brand. A collaboration under the banner of lightness and social and environmental respect that are core values of both brands.



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