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SUPERSTUDIO MAGAZINE

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W THE LIVING MILAN!

Posted by Gisella Borioli

It would be quite appropriate to exclaim thus upon discovering in a public presentation by the Milan's Mayor and Aldermen how the city outlines for 2030, when it seems that the air is going to be clean and traffic canceled, parks are going to be widespread, housing is affordable, schools restored, public transportation electric, when citizen safety is going to be guaranteed, sports are going to be diffused, culture is going to be everywhere, etc. etc. in the 9 municipalities and 20 downtown areas, happy islands where everything works perfectly.

"We wanted to meet you to let you know and, I hope, appreciate the level of responsibility we have faced during these not easy periods we are living, especially because this city has all the skills to get out of these difficult moments and to be confirmed as the big international city that it is... A city polycentric, responsible, attractive".

With these words, the Mayor of Milan Beppe Sala introduces from the stage of the restored Teatro Lirico, the meeting "Milan grows Milan helps" aimed at journalists, councilors, representatives of change and presents the thirteen councilors who are taking part in the city's regeneration project.

Giancarlo Tancredi, Councilor for Urban Regeneration, brings as example the next transfer to the Rubattino street in the Lambrate area of the rehearsal rooms, costumery, scenography and all the magical world of the backstage of La Scala Theater, currently housed inside Base, industrial space in Via Tortona (right in front of Superstudio Più) in the 66,778 square meters of what will be the "magnificent factory" built on what remains of the Crystal Palace that housed the production lines of the Innocenti car manufacturer. Not to mention the examination of the 150 private projects presented just in 2022.

My thoughts fly to that distant 1983 when the journalist and art-director Flavio Lucchini first laid the foundations of the future regeneration of the city making it suitable for hosting cultural and immaterial activities, without breaking them down, factories and workshops in disposal of the peripheral via Tortona, starting with Superstudio 13 in via Forcella 13, the first Hub for photos and images of fashion.

Forty years later, following the example, the entire city is transforming and constantly evolving. The term "periphery" appears obsolete replaced by the polycentric, attractive, responsible "municipalities" where everything is located at 15 minutes away from, health, sports, stores, culture, green, schools, registry, clean air, sweet mobility and sustainable public transport and accessible public housing that coexist with the extra-luxury ones that grow fast, away from the center.

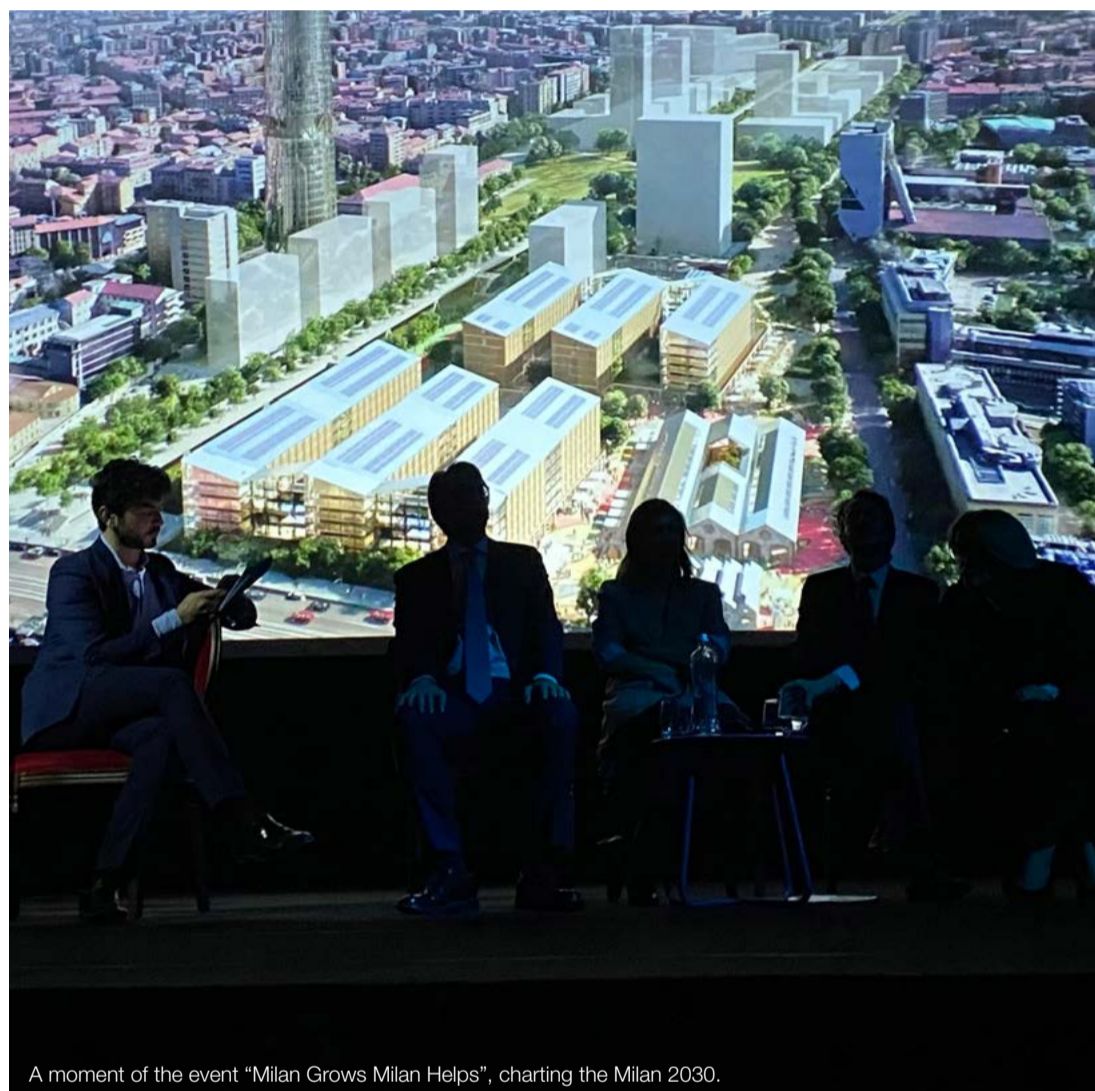
The large project that will most affect the city's changing is certainly the Olympic Village ready in 2026 in the Porta Romana area, in front of the Prada Foundation. About it the Sports Councilor Martina Riva says "It will not be the city to adapt to the Olympics but the Games will adapt to Milan".

With the prices of houses sales and rentals rising to the stars and young couples and students forced to live away from their points of interest, the former Councilor for the Social Housing Pierfrancesco Maran claims the challenge of creating 8,000 new affordable apartments before the expiry of the second mandate of Mayor Sala.

To enhance the attractiveness of the city, in addition to the great themes of fashion and design, the words goes to Alessia Cappello, the Councilor for Work and Economic Development. And she says that makers, artisan shops, proximity trade, even street markets must become qualitatively more interesting and become meeting points, developing new jobs and services opportunities.

For Tommaso Sacchi, Culture Councilor, among the many ideas on which institutions and citizens and companies are active in, the largest expectation is the doubling of the Museum of the Twentieth Century, in Piazza Duomo, thanks an elevated catwalk between the two towers of the Arengario creating a big scenographic exhibition space dedicated to the modern art up to the beginning of contemporary art. Beic, the European Education and Culture Library, also ready in 2026, with a surface of 30.000 square meters will collect all the knowledge of our continent.

We close by giving back the word to the Councilor Tancredi and looking at regeneration of the Bovisa area, where the Polytechnic has forced new vitality from many years. With the birth of Bovisa, the skeletons of the old Gasometers and the immense impracticable green area that surround them will finally be transformed into the enjoyable public area thanks to the project of the architect Renzo Piano: 320.000 square meters where an urban forest, the new university campus, the Milanese Civic Schools and more will arrive.



A moment of the event "Milan Grows Milan Helps", charting the Milan 2030.

Always attentive to the needs of the great creative tribe in Milan, Superstudio has also recently focused on Bovisa, very close to the area affected by the Renzo Piano project. This is where is located its fourth location, the Superstudio Village, an ex-industrial complex in renovation to become an immense stage and laboratory for shooting, videos, streaming, special effects for the needs of the digital world. This is the same place where Superstudio is temporary hosting, in a separate area, numerous Ukrainian families escaped from the war also offering them the opportunity to organize concerts and exhibitions. 40 years after the first initiative, proudly we can say that we have been pioneers of the "fluid", non-institutional, hybrid culture, scattered in the neighborhoods, starting with the rementioned Superstudio 13 to the Superstudio Più in via Tortona, to the recent Superstudio Maxi in via Moncucco, and, soon, to the Superstudio Village in via Negrotto. If Milan moves we move with it.

THE 100-YEAR-OLD TRIENNALE. 100 years since its birth is a respectable milestone, and that is the "age" of the Milan Triennale, the Palazzo per l'Arte created to a design by architect Giovanni Muzio exactly a century ago. In Milan's most vivid space, where trends in the fields of visual arts, architecture, design, photography, theater, culture, and technology follow one another, President Stefano Boeri accompanied by the Institution's Directors, told them about the rich program for 2023, which ranges from memories of the past to visions of the future. New course also for the policy of "friends" of the Triennale who can be involved in various ways in the activity by subscribing to a multi-level Friends Card from €50 to €1,500 of the Patron Card that can be obtained from patron@triennale.org

GIN DAY: CHEERS WITH GIN

An overwhelming success and many curiosities to discover in the tenth Gin Day at Superstudio Più, which relaunched the gin trend in the beverage world.

It seems impossible that an event dedicated to gin could be so successful. Instead, its 10th edition was well-attended. Definitely attractive was the location, intriguing the set-ups capable of raising the curiosity of even those not in the sector or at least not gin lovers. After the garden, where the now iconic Fiat 500 mobile bar jumped to the eyes, "branded" Lapo Elkann, it was time to get into the swing of things. The stands, of various sizes would create a small village, with a continuity of spirit, but a great variety of situations. Some, respectful of traditions, focused on the reconstruction of the English pub. Some highlighted the botanical gin base such as Japan's Rokin Gin with its "forest bar." Seaside atmosphere with deck chairs for the

French Cittadelle. The world of gin is a world waiting to be discovered and, above all, evolving. One of the new trends is that of gin for dining, as told by Callmewine, the only e-commerce specializing in gin linked to some 200 producers, which proposed here ten of them, chosen from the smallest and most artisanal, with spirits and biodynamic wines. These even include a gin designed by a starred chef to accompany meat dishes. Notable design objects were the bottles with non-trivial shapes and striking labels. www.theginday.it L.E.



SUPER WINE EXPERIENCE. Milan is the first Italian city for wine consumption and the fourth worldwide. A fact that alone justifies the success of the great event (now in its 5th edition) Milano Wine Week, capable of activating many experiential initiatives dedicated to the customer and satisfying the needs of the sector specialists. This year's partnership with Slow Wine will see the presentation of the prestigious 2023 guide and will allow 205 wineries to engage with the public (1000 seats available). Three imaginary "Regional Islands" will be set up, managed by Fisar (Federazione Italiana Sommelier Albergatori Ristoratori - Italian Federation of Hotel and Restaurant Sommeliers) certified sommeliers who will guide visitors on a unique journey through the best Italian bottles. www.slowfood.it



BIMBINFIERA: A FAIR FOR BOTH YOUNG AND OLD

Posted by Luisa Espanet

At Superstudio Maxi, a fair dedicated to children but also to mom and dad. Problems, questions, hopes, services and innovation. In the new location between playful moments and medical insights, parents discover the world that awaits them while the children play.

That the 38th edition of Bimbinfiera was a success could already be seen in the streets around the Superstudio Maxi. Couples with baby carriage or stroller commenting animatedly, delighted with their gadgets, children with colorful balloons who were singing the ditties, which later turned out to be played inside. A really very high motivation by a salon formula that, as it is written in the logo, deals really everything about "pregnancy, babies and families." Every sector is covered, from the most obvious to the most unexpected, but in perfect coherence."

From what concerns the expectant mother and then to baby's first months and breastfeeding, to pacifiers, cribs, "transportation," to booths for Mom & Baby's Mom & Baby astrology, to insurance, to real estate with interesting proposals for selling and buying homes, targeted at growing families. Plus a booth of the Red Cross with demonstrations of first aid for children and a corner dedicated to the State Police, complete with a car and motorcycle and two policemen "To protect children in traffic both in car seats and on bicycles." Several spaces for meetings with experts on various topics, from breastfeeding to diet in pregnancy, from couple sexuality to newborn massage. Or the Emoxione booth, where it was possible for expectant mothers to discover with a realistic 5D ultrasound scan the baby's face. www.bimbinfiera.it

A little guest experiences art on the Bimbinfiera wall.



DELL: THE COMPUTER IS MULTITASKING

Posted by Dario Negri

A Forum that travels the world to tell the most important evolutions of Dell, the American computer giant, opens up to insiders the technological scenario of the future, which puts sustainability and women's participation at the top of the agenda. As recounted the mega-event at Superstudio Più.

The American computer giant presents itself with an agenda packed with topics of strategic importance: as many as 25 sessions chaired by the host Filippo Ligresti (GM Dell Italy), supported by "digital VIP" Marco "Monty" Montemagno, with an army of both Italian and international speakers ranging from innovations for the medical field with Digital Life Care, a multimedia platform designed for health care workers that enables disease management and screening through cloud, mobile and database management applications, to the use of next-generation artificial intelligence to develop new predictive models.

Also featured the "motivational" presence of the event's guest of honor Marcel Jacobs, the Italian centimeter runner and Olympic champion who talks about his own experience and relationship with technology in building his sports career. A focus was dedicated on female innovation with the "Women in Tech" session: a path started by DELL as far back as the mid-1800s through the work of Ada Lovelace, who is considered as the first programmer, up to the present day where data tell of a still insufficient 24% of "Stem" positions currently held by women. This is a path of awareness that must and can also be helped by technology. www.dell.com



ETIOCA: THE CABS ARE CHANGING

An evolved, electric, sustainable, modular, multifunctional cab seems to be every driver's dream. A project that Israeli Etioca has made possible with Miner, presented in Via Tortona 27.

The automotive world, since the early days, has been able to read and make its own the "DNA" of Superstudio Più as a real springboard for trends, to propose the main novelties and previews through artistic contaminations or real technological provocations.

From the first car entirely designed by a team of women (Volvo) to the futuristic camion designed by Luigi Colani, passing through Tesla's Cybertruck or the modular platform of Rinspeed, which during the Superdesign Show 2018 anticipated with a multi-platform electric prototype what would be the future of "community" transportation Etioca, with a project that in a way picks up the direction indicated by Rinspeed's research, goes further and presents its modular electric cab that also aims to be an economic model, a kind of "ecosystem" that in a sustainable way generates economic growth among the various partners (industrial design, services, fintech, media)!

Miner, this is the name of the vehicle, will not be purchasable: in fact, the cab license holder will be able to obtain it for use from Etioca at a cost of 0.99 cents per km, the estimated average European cost. Israeli entrepreneur and Etioca CEO Mark Ishakov started by acquiring the historic Italian coachbuilder Coggiola, thus securing the valuable manufacturer's license. Then, enlisting the help of Giorgetto and Fabrizio Giugiaro Etioca focused on the creation of the "ANNA" platform (thus de-named the multi-service base of the vehicle, which can be transformed from a cab into a vehicle for the police force or fire department, for example).

www.etioca.com

D.N.



SAP: COMPANIES, TOWARD A HYBRID WORLD

The close connection between digital transformation, sustainability and competitiveness is one of the undeniable evidences of today's business realities. The topic was dissected during the event organized by SAP at Superstudio Maxi.

As in a real Economics Park, the SAP NOW convention in the spaces of via Moncucco 35 represents one of the most significant events dedicated to innovation and sustainability in our country. The kickoff at the grand "Innovation Park," complete with Green Stage, Green Point, 4 Green House, was the Opening Plenary, conducted by Lavinia Spingardi, Sky TG24 journalist.

Throughout the day there were alternating presentations and customer talks, on-demand sessions, showcases, and an interesting Young Talent Program: a path led by Matteo Pozzuoli, Marketing Director of SAP to guide emerging young people in discovering extraordinary opportunities for growth. As reiterated by Carla Masperi, Managing Director SAP Italy: "Hybrid is the paradigm of the future for companies operating in all fields, it is the circular turn that sectors that we would think would be less involved, from manufacturing to retail, to finally reach the public sector, are adopting surprisingly. Omnichannel Ability allows us to be competitive and resilient to sudden changes in the market, ensuring a more efficient and high-performing service. SAP has always put itself at the service of its customers to develop smarter and more sustainable ways of working. The level of sustainability achieved can be measured through a range that allows customers to certify with objective criteria their level on the green line." So Welcome to Economics Park! SAP NOW: www.sapnow.it



F.C.



Skill and creativity for the tapestry embroidered with a cityscape by DAMSS exhibited at Abilmente.

ABILMENTE: THE SHOW OF CREATIVE IDEAS

The people of crafters return to the spaces of Superstudio Maxi for a new edition Milanese edition of Abilmente, the “do it yourself” festival, concluding the program annual event after Vicenza, Turin and Rome.

The format rediscovers again this year the experiential content that remains its point of strength: from “Cucito su di te - Dressmaking Lab,” a space dedicated to hand-made fashion, passing through “La Via delle Idee,” the workshop that welcomes the best-known faces of the Italian creativity, from the “Knit Café” project, dedicated to yarn techniques, to the workshops of textile art. And then hundreds of courses, materials and special projects from the worlds of patchwork, scrapbooking, decoupage, home decor, calligraphy, cardmaking and of many other DIY techniques for audiences of all ages, passions and interests. Suggestive the project presented by DAMSS (Daniela Arnoldi and Marco Sarzi-Sartori), a 10.50 x 4-meter textile panel, obtained strictly from salvaged materials entitled “In 1,000 years: A city inhabited only by its architecture.” A ‘work of denunciation that invites reflection on the need to curb the climate emergency of urban centers. www.abilmente.org F.C.

MILAN COFFEE FESTIVAL: 1000 SHADES OF COFFEE

Posted by Federica Clari



The Milan Coffee Festival returns to Superstudio Più and promises visitors three days high on caffeine!

Organized in the wake of the success of the editions in London, Amsterdam, New York and Los Angeles the event is all under the banner of a common denominator: artisanal coffee in its many declinations. 14 of the best roasters Italians compete in teams in a fast-paced knockout tournament (The Roast Masters). A variety

of fun and educational activities will be organized during the weekend to deepen our knowledge of the world of coffee. There will be interactive demonstrations, workshops, tastings, lectures and debates on the ‘evolution of coffee culture in Italy (The Lab). Latte Art Live is an interactive zone where the public can watch and participate in hands-on workshops and demonstrations to learn the techniques and skills needed to create breathtaking masterpieces (not just hearts and swans). At Roasters Village you can taste, touch, smell and discover what the community has to offer, all coffees prepared with machines from La Marzocco’s legendary Linea Mini. Don’t miss it! www.milancoffeefestival.com F.C.

FOOD: YOUR PIZZAVILLAGE@HOME

The Partenopean tradition starts from Naples to go and bring all its taste and all its passion directly to the homes of Italians. Here’s how.

An unprecedented format conceived when the contingencies of the storico moment did not allow in-person events, PizzaVillage@Home continues, giving voice to a storytelling that has evolved into a tour and will grow again in 2022, enriched with more stops (Palermo, Padua and Bologna) and new content. Never-before-seen recipes designed for the occasion by great Master Pizzaioli. The ovens at Superstudio Più will be on from 7 to 10:15 p.m. (Nov. 17-20) and will produce special gourmet pizzas that can be ordered on Glovo. www.pizzavillage.it



SUPERSTUDIO TEATHER: A DIGITAL SPACE FOR YOUR EVENTS

Connecting the physical and virtual world: this is the goal of Superstudio, which launches Superstudio Theatre! The Theatre is not just a streaming platform, but an advanced space, dedicated to those who want to extend their event to a potentially infinite audience, customizing it with their own colors, lights and images. The streaming room is thus transformed into a unique place, dedicated to the organizer, who can interact directly with those at home thanks to the integrated chat. Not only live events... the Theater also becomes the place to review the most interesting speeches thanks to the Video Replay service, where you can access individual speakers’ speeches and why not... even contact them! All materials presented during the event are made available to participants, even during the event, so that they can share as much of their content as possible! Whether it is a webinar, a product launch, a show, a conference, an interview or a training course, the Superstudio Theatre is a candidate to become the perfect space for your event! Antonio Toccarelli



AL FEMMINILE: AN EXHIBITION BY ALDO PALLANZA

Aldo Pallanza’s first solo exhibition celebrates as an original and extraordinary artist the man who brought Italian excellence in the artisan footwear industry to the world. In MyOwnGallery from November 17 to 27.



The Milanese exhibition in the spaces of MyOwnGallery, curated by Fortunato D’Amico, is meant to be a tribute to Aldo Pallanza on the occasion of the centenary of his birth and a tribute to his artistic ability and deep experimental research. On display are more than forty works that retrace Pallanza’s path of growth, from designer of luxury footwear to designer of abstract art with the use of original and unprecedented techniques and materials.

Sculptural works rather than pictorial paintings that highlight his fine qualities as a “designer of art,” divided into cycles: the city, the fantastic, myth, light, nature, geometric and material, three dimensional painting. Added to these is a special attention devoted to the feminine, which entered Pallanza’s art with vigor beginning in the 1990s. A successful shoe designer, he portrays the same elegant and elusive woman for whom he invents refined shoes. A delicate, mysterious and unreachable being, a symbol of his personal quest for beauty and harmony. F.C. Editoriale Giorgio Mondadori exhibition catalog. Aldo Pallanza “Al Femminile”: MyOwnGallery, via Tortona 27, Milan. www.aldopallanza.com

THE FUTURE UNDER SHOES

What will tomorrow’s Fashion System look like (when the tomorrow is perhaps already today)? The direction is before everyone’s eyes every time the curtain opens on what are no longer catwalks but real shows under the banner of technological and creative futurism. The IRL “fantashoes” exhibition by Pet Liger during the last White Show in September was a significant example.

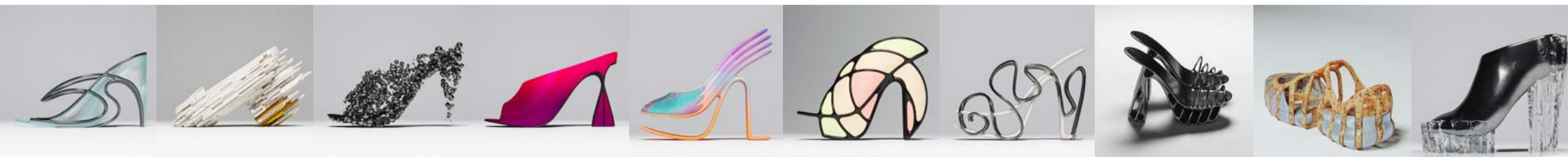
The Pet Liger collective, founded by visionary artist and creative director Constantinos Panayiotou, with computational architect Pico Velasquez, Viira, and with

avant-garde sound design by Akito attended White Milano for the first time. The artwork on display on Via Tortona will be part of an NFT auction open to the public, in collaboration with SuperRare, and will include the series of high-heeled silhouettes. A project that exploits the potential of 3D technology to its current known limits by creating stunningly realistic shoe models that can be used to sell or generate advertising. Because of the ever-changing landscape of the fashion industry, designers must constantly adapt and produce avant-garde designs to keep up with the times, and thanks to incredible new engineering feats, there is no limit to what can be done with cutting-edge technology. 3D printing (in

the footwear industry, but also in all others) enables prototypes to be created quickly and inexpensively, allowing new shapes and materials to be pioneered without overspending and in a sustainable way. Creative work that blurs the boundaries between fields, from art to animation to abstract creation. Welcome to the exciting world of conceptual 3D shoes. www.petliger.com F.C.

a trend just around the corner

The “fantashoes” by Pet Liger, between art and digital fashion.



MARIA GRAZIA MAZZOCCHI: INTERVIEW

Interview by Gisella Borioli

Speaking of restless women who have left their sign, in the cultural world of Milan and beyond, journalist Maria Grazia Mazzocchi is one of those who have been able to influence the city and innovate radically in diverse sectors, from publishing to education to design to music and, recently, clearing the “cold shoulder” of museums and introducing them to an increasingly wider public. On the occasion of InTour, a fall event of MuseoCity, of which she is chairman, let's get to know her better.

To talk about MuseoCity I would start by introducing the woman, who founded it and leads it after numerous experiences. How was born and how does “Mrs President” Maria Grazia Mazzocchi rise between publishing, journalism, design, music, culture, training and always experienced with the same amount of enthusiasm?



Maria Grazia Mazzocchi,
Presidente di MuseoCity.

Indeed, life has led me to deal with very different topics, but always related to the world of art, and it seems to me that this has been a great gift, completely undeserved. From the editorial staff of Domus to Domus Academy to the Giuseppe Verdi Conservatory to MuseoCity, I have had the opportunity to get to know different types of Arts and many really special designers and artists. I confess, however, that I sometimes regret that I did not become a pediatrician, as I dreamed of when I was young... sometimes I wonder if I would have been able to treat children properly?

Many business and cultural ventures you have led. Which are the most important ones to remember?

Certainly Domus Academy is the creature that has remained in my heart and has left a deep mark in the history of design education, many former students have become very good designers, and above all Domus Academy has spread the elements of Italian culture throughout the world. Then MuseoCity with which we try to suggest to Italian museums how to get closer to their visitors, more friendly, and at the same time we propose events and news to a wide audience to encourage them to get to know the places of art and enjoy their beauty. This is also an exciting mission for me today.

MuseoCity: how did the idea of creating such an un-institutional cultural journey originate and how does it evolve over time?

MuseoCity was born in 2016 by a small group of friends who were very passionate about art. We asked ourselves what we could do for our city. We discarded many ideas even if they were genuinely interesting, until we stopped at the obvious need for museums to be more in touch with their audiences, so as to attract new visitors, even people who, not knowing them, perhaps consider them unsuitable for them or even old and boring. The public success of the three-day event in March and the ‘In Tour’ event in October is a great encouragement for us today. While the years of closures due to Covid have created a painful stop, they have also forced us to learn about and make better use of the new potentials offered by interactive and social

technologies. We are now also ready to experiment with absolute innovations, such as the metaverse, and whatever else will come in the next few years, always with the aim of bringing people of all ages, all social conditions, and all educational levels closer to beauty.

The variety of appointments and the “open” view of even unusual cultural and creative contents is striking. What is the common thread that links museums and associated archives?

The desire to make the beauty known has led us to discover ourselves rather hidden places, and the amazement for the treasures that are kept within them made us believe that many other people would also be able to appreciate different types of institutions for art. This is a little bit of what we have been offering to the public since 2017 with the Secret Museum books, where museums participating in MuseoCity in March revealed to the public artworks that have never been exhibited before, or have recently been restored, or have just arrived in their venues from other cities or other countries.

Bringing new visitors, young audience, or raising curiosity and interest in an audience not familiar with museums must not be easy. How does MuseoCity face this challenge?

We are helped by the museums themselves, offering guided tours, workshops, meetings with curators or artists, attracting a curious audience and shaking off the austerity that might have discouraged some people from crossing their doors. We also work a lot with our newsletters or by creating podcasts, videos, and images, which we also often put on social media. Three years ago we proposed postcards for children in primary classes on which they could, on the one hand, draw a sketch of a work in the museum they were visiting, and on the other side, complete a story referring to that work from an incipit written by us. Many children responded, sending us their cards, while others wrote and drew immediately, sitting on the floor in front of the painting in the museum.

The “numbers” of MuseoCity 2022: locations, members, visitors, events, publications, etc? Among the many tours, which one would you recommend to the Superstudio community?

MuseoCity is growing fast: from 8 founding members in 2016, we have now grown to 84 members, of which 44 are art institutions. The average number of visitors in the first weekend of March is about 80,000 people. In last March's edition of the manifestation, we also involved some museums in Bergamo and Brescia, and in 2023 we will double the events: Milan on the first weekend of the month, Bergamo and Brescia on the third.

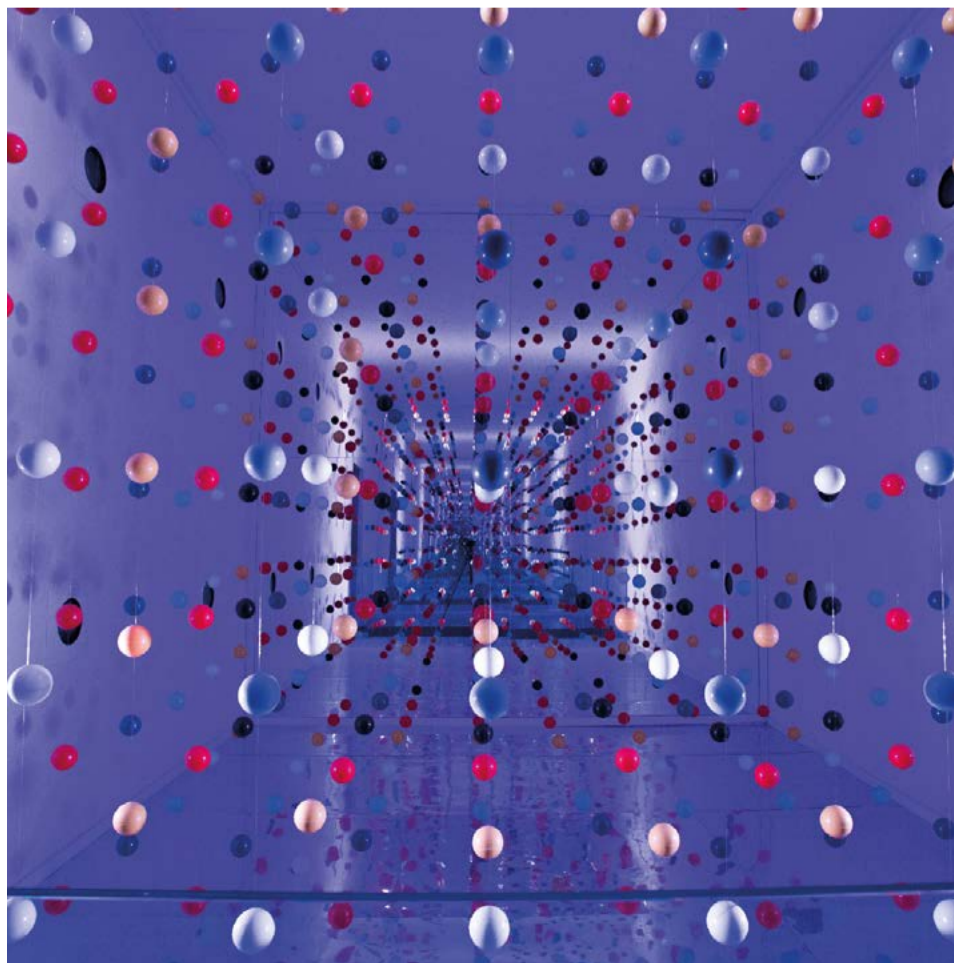
And finally, make a wish that could come true...

I wish that everyone, even those who never imagined stepping into a museum, could one day enter one of these places and be able to appreciate the works on display there. The wonder of those who enter a place of art for the first time repays me for all my fatigue and fills me with joy. For example, and I'm not just saying this to please you, entering your place at the Flavio Lucchini Art Museum opens the eyes, the heart, the soul, and anyone who comes into contact with such beauty will not avoid being changed by it. My dream is for everyone to experience such joys. www.museocity.it

POP AIR: THE INCREDIBLE BALLOON MUSEUM EXHIBITION IN MILAN

After Paris, after Rome, the most extraordinary traveling museum of recent years is coming to Milan. It is the Balloon Museum with the Pop Air exhibition that from December 23 to February 13 will occupy all the rooms of Superstudio Più, about 7,000 square meters filled with “light” and amazing art installations created by 18 international artists using thousands of inflatable balloons. A physical and digital environment for lovers of art and dreams. Both adults or children.

Metaphysical scenery for Never Ending Stories by Motore Fisico_Ph. Lux Events at the Pop Air exhibition.



There are not a few artists of the modern era who, fascinated by the intangibility and lightness of air, have drawn inspiration from balloons for artworks that have become famous. From the forerunner Marcel Duchamp, to Piero Manzoni who dared the “Artist's Breath” well before his famous “Artist's Shit,” to Banksy with his babe who seems to fly away from the ugliness of the world, to Jeff Koons with his dogs made from linear (albeit metal) balloons. Today the examples are multiplying thanks to the recent Balloon Museum that has been able to create a fantasy world with the dimension of dreams and the emotion of art. Using air as the main element enclosed in intangible bubbles that can even fly. Putting together a playful and metaphysical version of contemporary art that enchants adults and children at the same time. The installations of the incredible Balloon Museum unite, in an imaginative journey, out-of-scale inflatable sculptures, indefinable works between real and digital, hybrids of nature and technology, stimulating curiosity and inviting experience.

Pop Air is the site-specific exhibition that arrives at Superstudio Più after the Paris and Rome editions whose success was the impetus for continuing to spread this incredible exhibition around the world. Many international artists are involved in Milan with their works. Eness' Airship Orchestra between light and music, Rub Kandy's Ginjios, Max Streicher's Silenus with the sleeping giant. Cyril Lancelin with Knot, Gerd Zamproni with Volatile Structure, challenge the limits of space with objects of large-scale. Hyperstudio, presents Hypercosmo, and Quiet Ensemble brings A Quiet Storm, a multimedia performance. Karina Smigla-Bobinski, inspiring neuroscience discoveries about the self-configuration of the brain, is present with the unprecedented interactive installation Polyhedra. And so on... The exhibition, thanks to partner and supplier Gemar®, a balloon and party company, pays great attention to the impact on the environment and is a BEA Best Event Awards nominee. www.balloonmuseum.world G.B.



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