



H.T.+A.I.=THE FUTURE OF DESIGN?

We enter Milan Design Week, the most important and sparkling week of the year for our city, with a mix of excitement and uncertainty. The newfound normality of the post-pandemic and the bright prospects of a scientific future clash with the darkness of an increasingly threatening war and its frightening human economic political social consequences. Milan, attractive and forbidding capital of Italian creativity among grandiose building projects and countless small construction sites bringing luxury and green into the suburbs, continues its mutation. What about design? Into the real world comes the unreal, what until yesterday seemed like pure fantasy. H.T. (Human Technology) is measured by A.I. (Artificial Intelligence) and desires are realized with the help of “tools” that bring into the shadows skills and crafts, to which tomorrow we will give other forms and other names.

In recent days, I have witnessed art exhibitions showing the works of single artists resulting from the elaboration of algorithms. I counted countless furnishings designed by the same A.I. who had helped Philippe Starck in designing A.I. his first chair designed for Kartell with the same method. I “chatted” with a humanoid robot at the Museum of the Future in Dubai who could smile and look at me in the eye. I have, or rather we have, written journalistic pieces for our magazine with ChatGPT and I have discovered how many other unimaginable things we can do effortlessly thanks to these magical programs and the wizards behind them. Of course, human creativity remains necessary. Without the complicity between human and virtual one does not go any further, the experts comfort us. We hope this is indeed the case. In the meantime, let’s explore this hypersonic future, albeit soon, with our Superdesign 2023 event.

Starting with the suggestion of the theme of the year given by Superstudio INSPIRATION INNOVATION IMAGINATION for the Design Week, let’s travel to the Far-East countries, a geopolitical and cultural hub of ever-increasing importance, discover the performance of the connected home and soft mobility, the promises of environmental sustainability inherent in materials and workmanship, the diverse aesthetics of young designers, the contemporary poetics of women designers, the eclectic model of the most advanced artisan craftsmanship, the great schools of design that teach to see beyond, the virtual spaces of Superstudio and, with the many talks offered, the dialectic between many opposing signals from the world of design and art. We discover the tomorrow of design. The day after tomorrow everything could have already changed.

Gisella Borioli



Superdesign Show 2023 entrance gateway. Photo by Giovanni Cappellini.

For our first 40 years the cultural project SUPERSTUDIO ACADEMY has kicked off, which comprises short-term educational modules for events’ and creativity professionals. The master is in collaboration with the LUM University (in english) and independent courses (both Italian and English). For info: info@superstudiogroup.com.

SAMSUNG ELECTRONICS. IN THE CUSTOM-MADE HOUSE

In the home of the future there are smart appliances, SmartThings that connect and help people live better, and great care for aesthetics that become tailored designs. With a focus on sustainability.



Samsung Bespoke: the kitchen follows the desires.

The Bespoke Home, Bespoke Life by Korean company **Samsung Electronics** is a “sustainability zone” for the setup of which designer Seungji Mun chose recycled materials. A selection of home appliances invokes the themes of reuse and connectivity, of the usage of apps in the kitchen to connect the rooms of the house and the everyday life. Not to mention the aesthetic aspect, which becomes an opportunity for interaction and play for visitors who can shape the design of appliances and can create the design of the

appliances, for example a refrigerator, choosing from a variety of colors for a literally custom-made product. A touch of art is not missing art, with limited-edition frames and panels by designer Hosuk Jang in collaboration with an eclectic and iconic style collective, whose name will be revealed only when the gates open.

Smart
&
Green

LEXUS. FORM FOLLOWS FEELING

The latest model of a coupé by Lexus offers inspiration to Suchi Reddy for creating an installation that engages all the senses, in a dialogue between art, design and innovation, which nicely conveys the zero-impact vision of the company.

Acclaimed New York-based designer Suchi Reddy was inspired by the curves and craftsmanship of the Lexus Electrified Sport coupé for the “Shaped by Air” installation, which is partially made from recycled consumables and, therefore, perfectly matches the company’s ethos, its drive for innovation, and its concern for environmental issues, without ignoring the aesthetics. Tailor made for the rooms of Superstudio, at first glance it appears elusive and undefined. As soon as one gets closer, however, the silhouette of a car emerges, shaped by light and leaves which descending from the ceiling look like sculptures reminiscent of Henri Matisse’s cutouts. “A multisensory spatial experience”, to quote the designer, which well translates her idea that form should follow feeling. Also worth seeing are the designs of the four winners of this year’s Lexus Design Award.



Suchi Reddy, designer of the Lexus installation.

TOKYO CREATIVE SALON. FROM JAPAN WITH LOVE



The installation by TCS.

Every year, the most important neighborhoods of Japan's capital unite under the banner of art in all forms. This year, the wave of energy and creative fervor arrives in Milan with an amazing four-handed project. TCS is the largest fashion and art event in Japan and includes a series of initiatives in 6 key districts of the city: Shibuya, Harajuku, Ginza, Marunouchi-Yurakucho, Nihonbashi and Haneda. The Tokyo Creative Salon 2023 aims to present Tokyo as a world-leading city in the field of creative activities. The just-concluded edition (March 17/31) had fashion and design as its main themes, under the umbrella of "Fashion, Tokyo, Design, Love". It brought together the most creative people from the Japanese world and beyond. Aiming to promote the success of the initiative, the organizers decided to present in Milan a project that combines the works on ceramics by Otsuka Ohmi Ceramics and the style of Macciu, a graphic designer emergent. The result is a new form of creativity between tradition and modern art.

JAKARTA CREATIVE X ICAD. A NEEDLE AND A WIRE TO UNITE

The timeless appeal of Indonesian craftsmanship is modernized in contemporary production. An immersive crochet installation amazes the audience as they were entering a world of colors, shapes, materials, and surprisingly cohesive techniques. Jakarta Tourism and Creative Economy Service, Jakarta Capital City Government, and Indonesian Contemporary Art (ICAD) presents "Weaving the World" by ICAD Collective. Curator Diana Nazir, Amanda Ariawan, assistant curator, and Andika Frestian artistic director, present a space that is an attempt at unification, coexistence and intersection of elements that are only a part by themselves: art and design, craftsmanship and technology, softness and hardness, slowness and speed, become, on this occasion, part of a whole, complete and totalizing. The unifying element is the act of weaving, perceived as a balance of contrasts. The exhibition presents the collaboration between manufacturing, visual art, graphics, and design. Pieces inspired by traditional craftsmanship coexist with modern design furniture skillfully mixed with the timeless charm of original Indonesian production and forays into the world of fashion with important material and morphological explorations.



Eve lamp by Studio Hendro Hadinata, an example of Indonesian art.

SLOWHAND DESIGN THAILAND BY DITP. RECYCLED IS SEXY



Vases by 103 Paper.

Returns to the Superdesign Show the Thai collective with a new chapter dedicated to local manufacturing declined in contemporary key with a focus on BCG (Bio-CircularGreen) productions. Last year, Slowhand Design 2022 presented a series of toy-products by the company Qualy made from industrial and organic waste to encourage children and adults to love nature. For 2023, DITP has chosen products and materials for home furnishings intended to keep the public's attention on current issues like the limited quantity of raw materials on the planet. Thus, Art-slonga, Sonite and More are made from various recycled materials. Mixtures of rock debris from architectural constructions, plastic packaging waste and even water hyacinth, a wild grass found in

Thailand's rivers and canals, are reassembled and mixed in the form of new wall decorations and, in some cases, serve as acoustic protection. With this exhibition, Thailand again emphasizes that companies must manage sustainable productions, not soon, not in the short term, not now, but right now!

SEOUL DESIGN FOUNDATION. CREATIVITY NEVER SLEEPS

Located in the heart of Seoul, DDP is a multicultural space that has served as a hub for launching design trends through exhibitions, forums, design conferences, and interactive content since 2014. DDP at the Superdesign Show is a resonance center for Korea's K-design culture and industry. "DDP SEOULIZE" celebrates the energy restlessness of the city that does not stand still, where night and day merge because there is no right time for creativity. The exhibition space turns out to be divided into two areas: a transition area, which serves as a corridor, and a multimedia area, the real focal point. Here the space lights up through videos of Seoul guiding guests

to the experimental zone in which thirteen products each inspired by DDP's current history, values, and materials, are displayed. Among these are: the series 'Beyond DDP' created by designer Jungki Sung, 'Stack' designed by Seulgi Kim and Jihye Yoo, 'Glass of Transition' by Youngdoo Park, the flower pot 'DD. Pium' by Youngjoon Jung, and many others. The support and close collaboration with young emerging designers and esteemed experienced professionals enables the growth of visibility of local production in the global market.



The lights of Seoul @Mediascope.

GRADO DESIGN. WHEN DESIGN BECOMES PHILOSOPHY

With an inclusive and inquisitive attitude, Grado Design, a Chinese company with an Italian name meaning corner, extension, chooses to explore a new order in which our cultural identity loses the selfish side and a vibrant world made of diversity becomes the center of creativity. It does so this year with the project Lost and Found, Norm and New. Alex Chai's company, is indeed inspired by China in concept and product lines but does so with a whimsical look, contaminated by the desire for inclusion and global innovation. Critical becomes the collaboration with independent designers and teams. "Making furniture invisible in space" is the mantra of Alex, who is originally from Hangzhou, capital of the Chinese Song dynasty, the aesthetic and philosophy of which he has inherited, achieving a balance between minimalism and sophistication. Simplicity is intentional, the silhouette is timeless, durable use and comfort a priority.



Wings Chair, Grado Contract.

GPJ X YUTAKA. THE SUSTAINABLE LIGHTNESS OF LIGHT

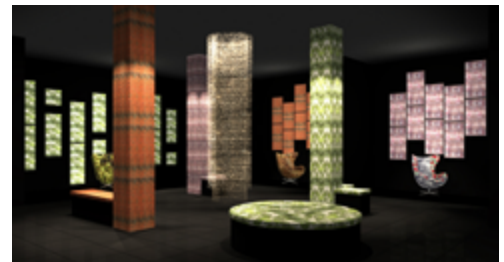
Dots connect to draw a line and lines connect to shape a surface. In this process of aggregation, a beautiful form is created. This is the idea leading to the genesis of an extraordinarily contemporary traditional lighting project. Fabric Light Andon is a luminaire inspired by the traditional and ancient Japanese paper-covered lanterns "Andon", a word meaning precisely "lantern" or simply "light". Fabric Light Andon, on the other hand, is made of hollow aluminum tubes inside and fabric, combined with LEDs that, thanks to the Onefabric system, makes them capable of illuminating an entire room with a brilliant light. The structure is so light that the three sculptural versions presented in Milan float suspended by a single thread over the visitors who make their entrance into the event halls.



The "Fabric Light Andon" by GPJ X JUTAKA.

KAWASHIMA SELKON TEXTILES. EVOLVING FABRICS

Inheriting traditional techniques and developing them with modern technology, Akira Mitsuokaha's Kawashima Selkon Textiles plunges its roots in the kimono industry of Nishijin, Kyoto district, where it specializes in reproducing with modern techniques the threads recognized as a Japanese national treasure. Thanks to the artistic direction of lighting designer Izumi Okayasu, fabrics literally manipulating light, depending on the viewing angle and on the way the light reflects on them, have been enhanced exponentially so that visitors can enjoy every nuance of these precious masterpieces reproduced on a large scale thanks to the most modern production systems, without affecting the quality of the result.



The Kawashima space was curated by lighting designer Izumi Okayasu.

QUANTUM. LIGHT IS NOT ALWAYS EQUAL

Designing a lamp without slipping into banality requires a careful study of the environment in which it is to be used. It's quick to say "lamp", less to make the perfect one. With 5 lights, the young Japanese start-up quantum rethinks lighting through five lamps with a sophisticated design and extreme versatility: Flag, a rechargeable table lamp that can be extended and shortened if necessary, thus modifying the projection of the shadow, a ductile and convenient object for those who, for example, work from home; Cut, a modular ambient lighting system that can be hung, leaned or stretched as if it were a fabric or a piece of paper, so that its function is not immediately recognizable; Paper Plane, a movable object whose beam of light changes according to the wind and the atmosphere; Route, a wall lamp that resembles a hanging clock, simple to install and diffuse; finally, Sun, portable and lightweight, recharged with sunlight. When it senses a certain degree of darkness, it illuminates by itself.



Paper Plane lamp.

FORUM8. THE VIRTUAL... IS VERY REAL

It was one of the huge audience successes of the 2022 edition, FORUM8's interactive show returns to the Superdesign Show to engage visitors with high-adrenaline presentations. Under the theme VR inspires Imagination, Innovation! FORUM8, the award-winning Tokyo-based leader in cloud-based photo-realistic and immersive 3D VR and design software, presents the entire range of latest generation software solutions. And, while technical specifications of the products are perhaps understandable only to insiders (VR CG, which make digital twins and Metaverse, including the integrated 3DCG software "Shade3D", the VR Web platform "F8VPS - FORUM8 Virtual Platform System -" the 3D virtual reality software "VR Design Studio UC-win/Road" and the multiplatform game engine "Suite Chidori Engine"), surely the space during Milan Design Week entertains and engages even lay visitors with earthquake simulators and analysis solutions of all kinds.



FORUM8's simulators.

PNA-PIETRA NATURALE AUTENTICA. THE AGE OF STONE



A frame of "We are Nature" by PNA.

Respect, mindful use and sustainability of natural stone are the values that the PNA - Pietra Naturale Autentica has been upholding and pursuing since its founding in 2018, and that reaffirms with the "We are Nature" exhibition. The concept of the installation by PNA - a business network created to respond to the demands for the defense and promotion of stone product and to protect the competitiveness of Authentically Natural Stone, its values and its innumerable possibilities of use - emphasizes the analogy between the uniqueness of individual stones and the human body: each one in its diversity is unrepeatable and not replicable. The installation, curated by Natascia Bascherini and Federica Ghinoi of Danae Project, presents an essential aesthetic. The protagonist element is the led wall cube positioned in the center of the exhibition space, on which the different emotional and scientific themes alternate. Around it are positioned ten seats made by partner companies with different stones that allow the visitor to check the infinite variety of colors and textures that nature offers us. A mirrored corridor within the space allows visitors to enjoy an immersive experience.

METODA. OUT OF THE CONVENTIONAL SCHEME



Slavonian oak furniture by Numen/ForUse.

With "Out of the Box", the Croatian firm highlights its philosophy based on the creative pursuit of innovation. The exhibition focuses on the creations of six designers and creative teams. Numen/ForUse, Simon Morasi Pipercic, Regular Company, Grupa, Neisako and Mladen Oresic, these are the protagonists of design from Croatia chosen by Metoda. They were selected to create an unrestricted furniture collection, with the only limit of using their creativity working with Slavonian oak. The products, thus, combine the functional beauty of material and design, the complementary principles of rational and irrational, with finishes that highlight the elegance of natural tones or vibrate in warmer colors. "Out of the Box" is an exhibition composed of sections in which the furnishings float, as if there were no gravity or boundary just like the ideas from which they originated.

NICHELCHROMLAB. LIMITLESS STEEL



Arcipelago's living space.

Thanks to eco-friendly products enriched by new technologies, Italian brand NichelcromLab leads the world of stainless steel toward luxury design, bringing it closer to architects and designers through innovation, ductility, and elegance. In which artists also are daring. With "Arcipelago", NichelcromLab's exhibition project curated by Studio6ab Architets&Co. 3 different islands welcome the visitor: a living&cooking space designed by Rugiano, Riflessi, Bautek-Foster and Faema-Cimballi, a fitness area with Metalco's urban mirror and an exhibition area with sculptural artworks and installations. The leitmotif

is steel in its brightness and reflectivity, capable of adapting to any form and use, of reflecting and multiplying spaces, of associating resistance and non-deformability with the needs of contemporary luxury with a new range of shimmering colors. A kind of loft of the new millennium displays the infinite options of stainless steel in interior design and lifestyle.

HOLCIM (ITALIA). GREEN CONCRETE



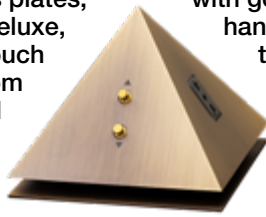
Coffee Table CALA by Draga&Aurel @Lorenzo Butti.

"Building progress for people and the planet", is more than a title, a mission. This is how Holcim, with its Italian branch, stages its green and smart vocation and its commitment to sustainable and innovative production solutions with a reduced environmental impact. Beauty takes shape and is integrated into nature starting from materials and their combination. Holcim (Italia) recounts innovative and sustainable solutions that allow to build beautiful, livable and greener cities. The urban redevelopment projects that have characterized Milan in recent decades (we have often spoken of in the pages of our magazine) are evidence of a sustainable and smart transformation of the city that starts from the use of ductile materials such as fiber-reinforced concrete Ductal®. Not only construction, Holcim products allow a range of creative opportunities even in the design sector. On display at the SuperdesignShow will be lamps in BETALY® handcrafted from 9010® - Cobra, Levico and Anthea - and pieces from the Cala collection by Draga&Aurel, in resin and concrete.

Innovation in tradition

TECNOLITE FOR MELJAC. EMOTIONS IN A CLICK

In a total black space, architect in the void, ten brass plates, finishings. They are deluxe, a techno soul. Just touch is switched on. The room is kindled... Full of additional material (brass with a finish), the handmade technological core, the French company Italy by Tecnolite, are



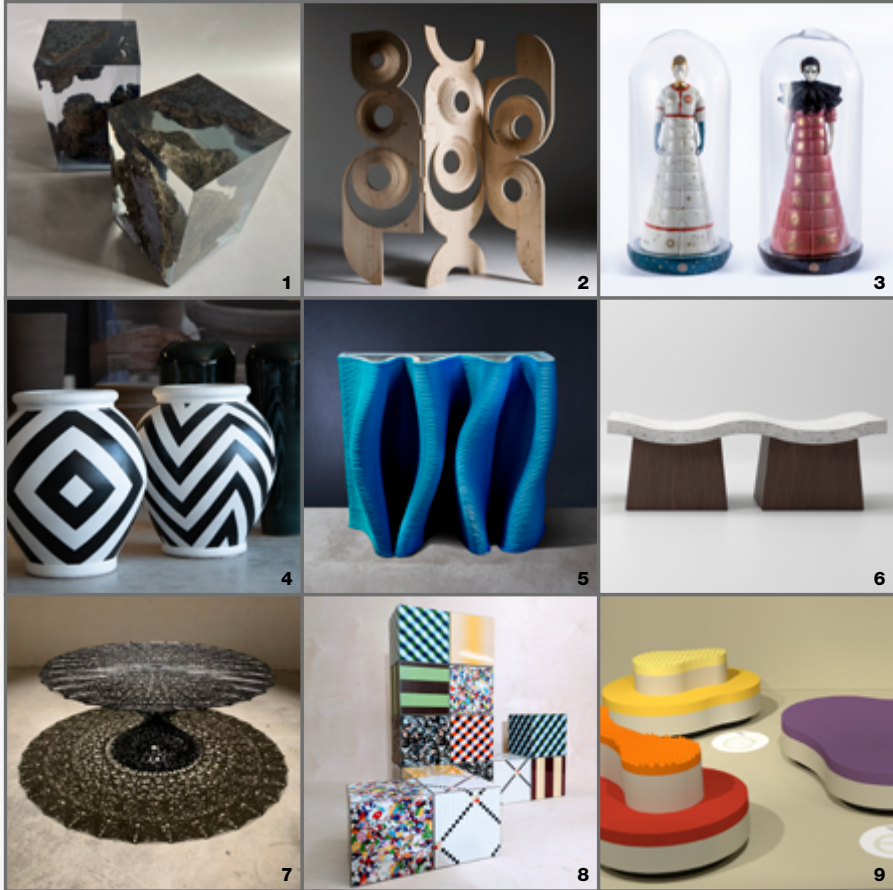
Piramide, multi-function switch @Luca Chiaudano.

Dante O. Benini stages, suspended with gold and champagne handmade switches, but with the toggle and everything lights up. Emotions are value thanks to the gold and champagne manufacture and a plaques produced by Meljac, distributed in a real hit.

UNEXPETCED OBJECTS. ITALIAN FANTASY

Eclectic and unusual, the proposals in the Unexpected Objects collective rethink the aesthetics of today's objects. Here they are: "Geomorphic" by the duo alcarol, a furniture collection inspired by terrestrial elevations; the sculptural room divider "Cortina" by Bottos Design Italia by Sebastiano Bottos; "Iconoclastic" by Daamstudio, a set of porcelain that aims to become a cult; "Indivenire" by Laboratorio San Rocco, rounded vases in neutral colors with a contemporary inspiration; "Terre Evolute", 3D-printed stoneware tiles by Unuslab and Fluente, displayed as a artwork to be admired while comfortably seated in Fluente's Grembo armchair. "Beyond the edge", stoneware furniture with soft lines, obtained with an exclusive technique, Pollini Home's signature. "The show of the shadow" by Karbony, a chair, a sphere and a table made of carbon, thus entering the world of interior design. "Re-Make Re-Model Re-Imagine", Paul Kelley's 350 magnetic and modular cubes for designing any kind of furniture. Last but not least, "Sustainability Engagement" by Pelma, a platform where to discover the sustainability of polyurethane foam, in common with "Inside Matter" by Poliuretano è, a series of islands where to try out the different levels of comfort offered by the material.

• The installation "Italia" by artist Alberto Gianfreda opens or closes the collective with a piece made with fragments of ceramics from different Italian regions.



1. Lava stool-side table by Alcarol. - 2. Cortina three-dimensional screen by Bottos. 3. Muse porcelain by Daamstudio - 4. Indivenire vases by Laboratorio San Rocco. 5. 3D printing on grès Terre Evolute. - 6. Modular seating by Pollini Home. - 7. Carbon Arianna table by Karbony. - 8. Magnetic cubes by Paul Kelley. - 9. Installation by Poliuterano è.

In the Unexpected Objects section visitors can rest on Big Kroko, the peculiar polyethylene bench of Slide's Afrika collection, designed by Marcantonio.



STARS OF TODAY

The vocation of Gisella Borioli and Giulio Cappellini to grant visibility to talents and to invest, often with courage, in what is new, is renovated in this edition of the Superdesign Show. We enter the future with a parade dedicated to next generation design where the authors are rising talents. The collective Stars of today presents ten new contemporary protagonists: Leonardo Talarico, Elena Salmistraro, Francesca Lanzavecchia, Ilaria Marelli, Matteo Agati, Sergio Prieto, Daniel Nikolovski, Francesco Forcellini, Antonio Facco, Keiji Takeuchi.



Virtual Pavilion @Cappellini.

THE VIRTUAL PAVILION META-WORD

The Digital Office of Superstudio Events has been working for some time to enrich visitors' experience with virtual technologies and phygital experiences dedicated to design, art and fashion. We look forward to seeing you in the Superdesign Virtual Room where you can discover Superstudio's new project dedicated to the technologies of tomorrow: from 3D hyperscanner-generated duplicates that digitally transfer people and objects into the digital world, to the new Virtual Pavilions designed to host unique 3D works or digital versions of objects featured in the Superdesign Show. Visitors will not only be able to walk inside a virtual space in our virtual room, but also to interact with exhibitors with their smartphone through a plurality of services closely related to our daily lives. This is a first step, which will lead Superstudio to experiment with new ways of interacting and enjoying virtual worlds, with an eye always on what is happening in the real one, offering new opportunities to all those brands that do not just imagine tomorrow, but also want to be able to experience it in the present.

MATERIALLY. PLAYING WITH MATERIALS



"WonderMatter(s)" exhibition poster.

Innovative and interesting materials, all to be known and experienced in a diffuse environment, designed as a playground. This is "Wonder-Matter(s)", the new exhibition with which Materially creates amazement in visitors. Resins, leather, wood polymers, metals, mycelium and flora become tools for knowledge and play in the Manufacture Playground, one of the two areas of the exhibition, a social enterprise that helps companies develop and spread innovation and sustainability. Next to it, an info point where exhibiting firms talk about and discuss materials and their use. Among them, **Alisea, Asahi Kasei, Coffeefrom, Conceria Nuvolari, Covestro, Digital Design, Mille997, Mogu, Oltremateria, Organoid® by Piva, Specchiopiuma, Tarkett, The Good Plastic Company**, each marked by a tactile element, a sphere, a labyrinth, a scale reproduction of a construction... Talks on the world of materials and design are scheduled with the participation of experts, designers, firms and managers engaged in the development of possible solutions.

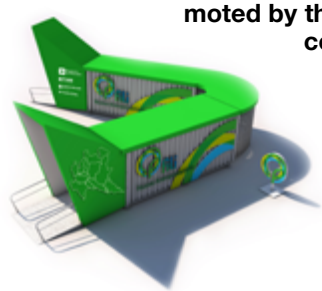
M.MANDARINI/CREATIVE ITALY LAB. IT'S BIOTECHNOLOGY



Creative sketch by M.Mandarini+Creative Italy Lab.

Massimiliano Mandarini returns to imagine the green future of architecture, once again in a different and original way, with Jlenia Poloni designer and Creative Italy Lab. After the success of the biophilic veranda of the last edition, this year's project, "Unique Design For Planet", is a smog-eating fabric installation, where visitors can enter to discover a world between nature and technology. They can walk on a green carpet that respects the water cycle, or on a Ocean carpet made of recycled bio-based material, the yarn of which is also obtained by recycling abandoned fishing nets; or sit on a smart seat-shelter that produces energy from solar panels. Also, they can discover a poetic garden and a small forest of ten avatar trees, so finding out new solutions for living, office and horeca, innovative outdoors bioclimatic systems and air purification for indoors. Finally, look at an anew design collection in the metaverse, made with the partnership of **VectionTechnologies**. Here new solutions are imagined, which also become possible thanks to the contribution of **Italcementi, Asacert, Interface, HW Style, The Breath, Feval, Glassby Gaviota, Vitesy, Aircare, British Chamber, Gbc Italia, Assa Abloy** and the **GIDP Association**.

PROGETTO FILI. FROM MALPENSA TO MILANO



The Fili's stand, rendering.

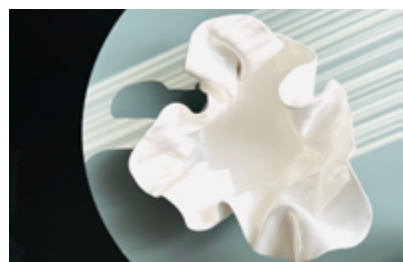
One of the largest urban and suburban regeneration projects in Europe, promoted by the Regione Lombardia, FNM, FerrovieNord and Trenord, recounts its story in the context of one of the iconic locations of the Fuorisalone. Progetto Fili's space "La Lombardia tesse il suo futuro" presents the six actions that will change the face of the Milan-Malpensa line, the eighth stage of the **Progetto Fili** Roadshow, a tour that began in 2022 and will continue throughout 2023, allowing those who decide to visit it to review, through an engaging and immersive narrative, all the interventions planned in the project. A few numbers to understand its importance: **188,300 square meters** is the area of the stations involved, equal to 722 tennis courts, **2 million square meters** the total area of the project, equal to 1600 Olympic swimming pools, the **54 km** length of the Milano Cadorna-Malpensa bikeway, the **41,000 hectares** that have been affected, up to now, by the planting of thousands of trees, equal to a larger size of Lake Garda, **4 connection centers** along the Milan-Malpensa axis. Just in one word: **WOW**.

YOU POWER-THE ENERGY COMPANY. UNLIMITED RECHARGE



YouPower, a leading Swiss company in energy-related solutions, presents the world premiere of the YouPower BAR, the innovative recharging station for electric vehicles. The installation "The Infinite/Unlimited Recharge" designed by **Studio Milo** plays with the BAR concept, interpreting it in a holistic and surprising way. Bar is also intended as a playful, entertainment and meeting place: a modern Agora with a Re-Charge Area to sit in, rest and discover new technology. The YouPower BAR turns into the building material of the whole installation. A surprise related to the world of Web3 and NFTs is planned for visitors, conceived with the company Rubicon Studio to provide an immersive, extraordinary and truly limitless experience. This entire event and this product are the fulfilled promise of **YouPower**.

FOOD DESIGN STORIES. THE WATER DESIGN



Bowl by Gabriella Campanella.

From the table set with flowers and floating clouds of the last edition to many different tables, each conceived by one artist of the collective Food Design Stories and united, once again, by the intersection of ethics and beauty. An immersive path, along which trees unroll from above like waterfalls, takes visitors on a journey around creations that emerge like islands in the sea on lava stone backdrops designed ad hoc by ceramics company **Il Pozzo**. "EstETICA fluida", curated by Caterina Misuraca and Sandra Faggiano, leads us to reflect on the themes of hydric resources, the so-near drought and the value of

our own contribution. Glasses, jugs, vases, and objects are surrounded by an evocative installation that offers an overview of the work of independent designers who stand out for the ethical (and fluid) beauty of their products.

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About
sustainability

GN ARCHITETTI + PHONONIC VIBES. AN ACUSTIC ISLAND

Calling, having a business meeting, writing, even just thinking in the workplace can be hard. And doing it without distractions or interruptions could be nearly impossible. The solution is in the match of a cutting-edge local architects' studio GNArchitects, with an innovative firm, Phononic Vibes, in a truly captivating mix of architecture and engineering project. "SoundSpline" is many different things: a futuristic high-tech sculpture, with classic but also pop lines. It is a structure that goes up, and as it goes up, it wraps around itself. It is an architecture that looks to nature, and is inspired by the spirals of the human ear. Above all, it is the first example of an acoustic island, made with metamaterials, artificially created materials, a technology patented by Phononic Vibes, a spin-off company of the Milano Politecnico, nominated among the most innovative in the sector by Forbes. Usually employed in the infrastructure and building systems sectors, thanks to the idea of GN Architects + PhononicVibes it is now making its entrance into interior design, also opening new prospects of eco-compatibility.



The installation SoundSpline view from above.

DESIGN SCHOOLS. DESIGNING THE FUTURE

Who better than important design schools, becoming increasingly higher in the rankings of the best universities in the world, can make an hypothesis about the future? We discover it with the **Istituto Marangoni • the School of Design** in Milan which offers us a tactile experience to reconnect with the real world through the virtual. The **Third Floor Collective** group puts it into practice with the proposal of students from the **Royal College of Art** in London and their visionary objects. The project of the **ISIA Firenze** imagines what's next in a series of projects in which the students under the guidance of the architect Mirko Tattarini have imagined a second life of armchairs made by **Mirabili Design**, assuming their transformation and a reuse after the exhaustion of the first function for which they were purchased. Master's students are also involved in Superdesign 2023 Art and Design Management proposed by the **LUM** University of Bari-Rome-Milan with the new **Superstudio Academy**: they have been invited to imagine the 2024 edition of the event.



The installation ISIA Firenze for Mirabili Design curated by Mirko Tattarini.

WHEN THE TALENT IS PINK. A hot pink sign **DONNE&DESIGN** gives a new configuration to the section reserved, for several years to women at the Superdesign Show event. This year the creativity of the women designers is discovered along the entire route: starting with the relaxing oases furnished with Paola Navone's armchairs for Slide in the art-garden, continuing with the Enjoy benches by Adriana Lohmann for Slides that frame the Third Paradise installation by Michelangelo Pistoletto on the Roof. Not to mention the photography exhibition Mirror displaying shots by Angelica Cantù Rajnoldi, the "EstETICA fluida" installation by the Food Design Stories, the neo-professionals who graduated from the Royal College of Art in London in the section Unexpected Objects, ending with the young and already established architects included in the parade Stars of Today. Many other pink proposals and encounters can be found step by step, all highlighted by the Donne&Design signal. And the mosaic will be recomposed.

**WOMEN
&
DESIGN**

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