



@AT - April 2024 - n. 43 Special edition Milan Design Week 2024 - superdesignshow.com

THINKING DIFFERENT: THE TIME OF CHALLENGES

It is a time to reflect on the signs of the times, how we were and what we will be, how we live and where we are going. I think about it all year round, trying to activate my radar and pick up the vibrations. The idea. It takes “the idea” to set in motion the whole creative mechanism that precedes the birth of the Superdesign Show at Superstudio, where nothing happens by chance.

The choice of imagining a Temporary Museum was a good one many years ago to begin to change course from the standardized presentations, and then the indications widened: Only The Best, Roots, Time to Colour, Looking Ahead, Inspiration Innovation Imagination, are some of the themes - always appreciated - that year after year have led us to the current Thinking Different. In its name, Superdesign Show, suggests a look towards a design that has gone beyond schemes, customs, conformism, hierarchies, categories, technologies, even dematerialising itself in many cases. The ‘themes of the year’ each time indicated a trend, either just becoming evident or still underground. They suggested a way to stage projects and objects.

“The complex nature of today’s life is reflected in individual choices, between conformism and diversity.”
G.B.

Today, at the crossroads between the analogue age and the virtual future, where algorithms and blockchain will direct traffic, the ‘themes of the year’ are the ones that will be the most important and prepare a metaworld made to measure for digitarians, Superstudio adapts and in the great showcase of the SuperdesignShow invites participants to Thinking Different. Accepting the challenge that is taking us into a promising or perhaps dangerous tomorrow, but one with which we will still have to interact. Thinking Different! is the imperative proposed and appreciated by exhibitors, planners, designers, artists and technicians who have translated it into projects and visions.

You will find avatars answering you, art, fashion and design living in the metaverse, marvelous marble made of pixels, furniture that takes on colour through the viewer, unreal holograms juxtaposed with tangible objects, robots that make chairs before your eyes, reinvented and unimaginable materials, craftsmanship enhanced by augmented reality, utopian projects that anticipate the future. Artificial Intelligence has the task of helping us in our transit towards a new world with memory and secrets stored in the cloud and blockchain.

Gisella Borioli



Superdesign Show, 2024 edition. The gateway at the entrance of Superstudio Più, via Tortona 27, Milan.

Superstudio’s SuperDigital Virtual Points - A **hologram** moving next to a real sculpture in the art.box, Superstudio’s window on Via Tortona. A surface showroom furnished with white, minimalist pieces that are virtually coloured in their preferred tone with **VR** in Daylight. A human-like **avatar** that answers all your questions in Central Point. A **screen-touch** on the path leads you to discover today’s fashion, furniture by SLIDE, sculptures by Lucchini. A moving **video wall** from the entrance anticipates the novelties on display in the rooms. SuperDigital Virtual Points are a wide spread project curated by Superstudio.

LEXUS. THE DOUBLE JOURNEY OF EMOTIONS

THE VALUE OF TIME

With the exhibition **Time**, Lexus returns to Milan Design Week with two interactive installations that explore the limitless potential for adaptation of design combined with technology at the service of each individual’s needs.

Two installations, two emotions, two souls linked by a single vision that puts automotive innovation at the service of human needs. It begins with **8 Minutes 20 Seconds** (the time it takes for the sun’s rays to reach the Earth) by Marjanvan Aubel, which welcomes the public to the Art Garden. With this installation, explains the Dutch designer: “We want to create lasting change through solar design by incorporating it into our lives through buildings and objects.”
www.discoverlexus.com



OMOTENASHI OF THE FUTURE

With the second work in the Time exhibition, Lexus continues its experimentation with sustainability, creating a memorable experience for the viewer.

With **Beyond the Horizon**, the second indoor installation that completes the **Time** exhibition, Japanese designer Hideki Yoshimoto engages visitors in an immersive space within the Art Point. His work narrates a world of mobility that continues to evolve in unlimited ways. Technology and its software become true art, which is complemented by music specially created by composer Keiichiro Shibuya. Attention to detail and harmony remain indispensable values rooted in the Japanese philosophy of hospitality.



Lexus Time exhibition installations.

ASIAN HORIZON

A DIVERSIFIED ASIAN HORIZON BOASTING THE PRESENCE OF NO LESS THAN 13 EXHIBITORS FROM THE EAST AND FAR EAST, APPROXIMATELY ONE THIRD OF THE TOTAL NUMBER OF EXHIBITORS. SIGNIFICANT NUMBERS THAT CONFIRM SUPERSTUDIO AS AN ATTRACTIVE REFERENCE HUB FOR THIS AREA OF THE WORLD. JAPAN, CHINA, THAILAND AND, NEW ENTRY, VIETNAM ARE ALL WAITING FOR YOU.

TOKYO COMPANY. COMPARING GENERATIONS



Conversing with Walls by Ren Kawasaki.

Primary school students, university students and architecture majors, each of the three categories exposes architectural models and visions of domestic environments. What did we inherit from the future when it became the past? And what from the present will we bring into the future?

The theme of the 15th Able Space Design Competition to relaunch Tokyo Design Week, with some of the most significant projects, is the main topic of the exhibition-installation that Tokyo Company brings to Milan. Ren Kawasaki, a graduate of the Kyoto Institute of Technology, has created a model of a studio apartment like the one in which most Japanese students live. Masterpieces by three of Japan's leading architects Toyo Ito, Kazuyo Sejima and Sosuke Fujimoto will be on display, and at the end of the exhibition, the work of primary school children from the Children's Architecture School will be presented on the theme "what is a house and what is a city?"

GRADO. LIGHTNESS

The soul does not grow by addition, but by subtraction. This is how the Chinese brand is approaching this edition of Milan Design Week, and in general, the search for human beings through furniture.

Putting people and their well-being first, this is the mission of grado, a Chinese company with an Italian name, in the production of furniture that helps to relieve environments of everything that fills everyday life with stress. Reducing the intake of irrelevant information, decreasing negative emotions, creating a quality domestic space. Lightness is therefore the leitmotif of the collection that grado is presenting this year: furniture with a linear design but of excellent workmanship and durability thanks to fine fabrics and materials selected by expert craftsmen, conceived for today's needs with the conviction that the home should be a place of regeneration from external chaos. www.gradodesign.com



Kalimba Lounge Chair detail, leather armchair by grado.

TOKYO CREATIVE SALON. THE FESTIVAL REACHES MILAN

What happens when an entire metropolis becomes the stage for an event involving creativity at 360 degrees? Hard to imagine for those of us who are used to living 'in sectors'. Yet in Tokyo, fashion, art and design conquer the city for a week in a blossoming of ideas that coincides with the blossoming of cherry trees.

TOKYO CREATIVE SALON (from 14 to 24 March) is a creative festival without precedent in the world. Fashion week and design week merge into one big event. Held annually (since 2020) during the cherry blossom season, it is hosted and sponsored by representative areas of the metropolis with the aim of "making Tokyo the most creative city in the world". This year, 10 districts were involved (Marunouchi, Nihonbashi, Ginza, Yurakucho, Akasaka, Roppongi, Shibuya, Harajuku, Shinjuku, Handeda). In order to promote it beyond the borders of the Japanese capital and to turn it from a local to a global event, this year it will also have a space in the Superdesign Show. A place where, through an immersive area with impressive visual contributions, one can discover the spirit and sensations of a unique event of its kind. www.tokyo-creativesalon.com

The exhibition space of TOKYO CREATIVE SALON.



FORUM8. PROOF TO BELIEVE

Certainly one of the most visited events during the past two editions, FORUM8 is back for the third straight year with a project that is promising new great popularity.

Even though the products are technical and strictly sectoral, the Japanese company has found a way to attract the interest of the general audience through very 'real' virtual animations that have fascinated all visitors. Under the claim **Design with a Difference: Consider FORUM8!** the company offers pioneering solutions in VR simulation technology, including those that reproduce extreme climatic events such as earthquakes, allowing their effects to be measured in advance. Software for project verification and seismic capacity assessments on new or existing architecture, with FEM analyses of all types. With VR360 Simulator / VR Motion Seat, users will be able to travel through real or imaginary cities with the use of a wearable device without leaving home. These devices will be exhibited in one space together with Interior and Space Design solutions using IT technology. This year, the company will also present its autonomous and safe driving tech solutions, Autonomous Driving Simulator. www.forum8.com



Robotics welcome by FORUM8.

KAWASHIMA SELKON TEXTILES. TOTAL BLACK

Is there really only a single black? By using traditional Japanese weaving methods combined with the most modern research techniques, the Japanese company Kawashima Selkon Textiles has created a black that contains 100 shades of black.

Black is an important colour in Japanese culture. In formal wear, it is considered the more beautiful the deeper it is, which is why there is not just one black, but each shade is given a specific name (kurosumi, shikkoku, nuregarasu). Kawashima Selkon Textiles, a company with its roots in the art of kimono weaving in Nishijin, Kyoto, since 1843, brings to Milan a reinterpretation of the Nishijin-ori fabric traditionally characterized by the use of materials of various colours and thicknesses as well as coloured threads, including gold and silver and materials such as shells to achieve a shimmering effect. Visitors will discover that in the installation, again curated by lighting designer Izumi Okayas, the element was intentionally limited to 'solo nero'. A colour that through the weaving methods and fabric structures used covers 100 shades and becomes Black 100. www.kawashimaselkon.co.jp



Weaving detail of Black 100.

MELIORDSIGN. LESS 95% PURE WATER

Solving social and environmental challenges means thinking differently, thinking ahead, and should be a priority for companies globally. This is the case for the Japanese company DG TAKANO, which is tackling the problem of domestic water waste with its meliordesign brand products.

Water scarcity and food waste are two of the main problems our society faces, as well as having a very high economic cost. meliordesign was established with the aim of trying to ease these problems. With the launch of 'TABLE to TABLE Zero-Waste Circular Agriculture System', prototype of a circular system that enables the clean extraction of nutrients from table leftovers and their reuse in agriculture. The Japanese brand is already an industry leader with its 'Bubble90' water-saving tap and produces a collection of tableware with a technology that removes dirt without the need for any detergents. meliordesign.com



Bubble 90, water-saving tap.

Teaste It. It is tea time - The tea ceremony is an ancient and fascinating ritual that takes place in rooms with essential furnishings and soft lighting. It is considered something between the sacred and the profane. Superstudio is proud to feature a protagonist of excellence, Shizuoka tea, which is grown in the Shizuoka prefecture in central Japan. This region is home to the majestic Mount Fuji and Suruga Bay, and accounts for 40% of the country's total green tea production. Kenzo Terada is a Japanese tea sommelier from Shizuoka, who aims to promote the high-quality teas of his native city worldwide. He opened **Teaste IT** in Milan, where he offers his customers traditional tea services, tastings, and great teas, including matcha from Shizuoka. Terada has now brought his products and knowledge to a real Cha Shitsu (tea house in Japanese) at Superstudio Più. www.teaste.it

VIETNAM PAVILION. SAIGON METROPOLITAN

Like the thousand lights and shadows of the Vietnamese city of Saigon, the traditional craftsmanship of the country is combined with the most modern production tools of contemporary design and becomes the focus of a multi-layered exhibition.

A journey that goes deeper and deeper between the products as in the thousand streets of a metropolis that never sleeps: indeed, Saigon. The **Saigon Metropolitan** exhibition, promoted by ITPC & HAWA, features a country that does not deny its traditional craftsmanship, but is proud of the achievements of the country's leading figures in design and architecture, as well as the latest furniture and design products, including the winning projects of the 20th Hoa Mai Design Award 2024. www.itpc.hochiminhcity.gov.vn - www.hawa.vn



Coloured bamboo boxes for the Vietnam Pavilion.



Detail of 3D PIXOM's printing furniture.

WITH JAPAN TOBACCO LET'S BREATHE AGAIN

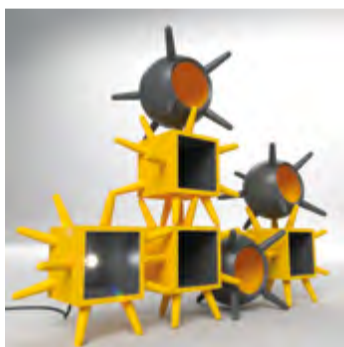
Deep Breathing Lounge is the relax area that **Japan Tobacco** has created for guests at the Superdesign Show. Here, visitors can embrace Breathing Cushion 'fufuly', an integrated cushion with deep breathing technology. The device expands and contracts, inhaling and exhaling and, when you hold it in your arms, you feel in tune with its slow and steady breathing. Breath synchronization with 'fufuly' has been proven to instill calmness and serenity, help you sleep better and, if done at work, improve mental performance. So: inhale, exhale, inhale, exhale...



"fufuly", the pillow that can breathe.

CREAZIONE SUGO X CONCEPTICON. ONE 4 ALL

An infinite space-time continuum into which visitors are invited to enter and be amazed by the fusion of art, design and functionality. The challenge is to break out of the categorization of objects and redefine their perception. An installation curated by designers Kevin Chu and Andrea Cingoli.



Oleg furnishing system by Andrea Cingoli.

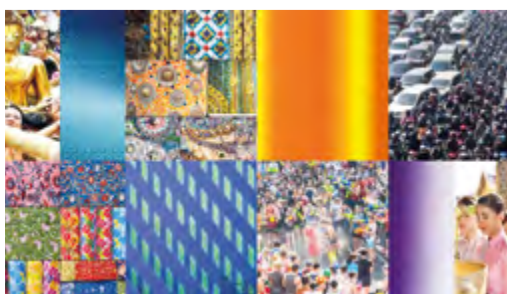
One 4 All, the installation by Creazione SUGO for Concepticon leads the viewer to question the function of the product he is observing. The Stick Insect lamp by Kevin Chu and the Oleg furnishing system by Andrea Cingoli are products that have been conceived out of conventional frameworks, that express functional and aesthetic flexibility (everything), that are accessible to any user (everyone) and that can be adapted to any environment (everywhere). www.iamsugo.com

"Purely avant-garde projects lead visitors into the future with an eye on tradition and history."
Barbara Mazzali,
Regional Councilor
of Lombardy

SLOW HAND DESIGN THAILAND BY DITP. THAI LUNA PARK

The third chapter of the exhibition promoting Thai culture and design in the world plays on the dichotomy of order/disorder: the apparent urban chaos that seems to dominate the country's cities and the fact that they are perfectly functional for the people who live there every day.

The set-up by Thai designer Eggarat Wongcharit amplifies the clichéd idea of the Thai temple seen as a big funfair of shapes and colours. In the **Slow Hand Design Thailand** exhibition, sponsored by the Thai Department of International Trade Promotion (DITP), which this year is titled **Speak Softly Thai; Speak Softly Love**, are captured moments of the national cultural tradition that have inspired artistic, cultural and creative events globally. Award-winning design objects and new emerging brands are presented during the event. A wealth of ideas, traces of tradition, playfulness and elegance follow one another in a presentation of 'desirables' that everyone would want to immediately take home. www.creativethailand.net



Thai frames.

METADESIGN

IN THE WORLD OF ALGORITHMS, ROBOTICS AND BLOCKCHAIN, OUR FUTURE IS SHAPING UP TO DEFINITELY RETIRE ANALOGICAL CULTURE AND MANY MANUAL SKILLS. DESIGN ANTICIPATES AND RESPONDS TO CHANGE.

SURTECO. BEYOND THE SURFACE

An immersive design experience redefines the concept of space as a gateway to a perfectly realized virtual showroom where every detail is rendered with precision.

Surteco's **Beyond the surface** is not just an exhibition, but a journey into an extraordinary virtual world. An opportunity for the brand to demonstrate its leadership in the industry, not only as a producer of high-quality surfaces, but also as a visionary company. Wearing a VR visor you can be transported into a dynamic and interactive space. Participants have the opportunity to navigate through the showroom's various intangible rooms, each showcasing the vast array of textures in which Surteco is specialized. Visitors can change the finishes on furniture and other surfaces by touching a button, experiencing the wide variety of products, a dynamic portfolio that offers a sustainable and innovative way to experience products, eliminating the constraints of the physical location and limitations of traditional displays. An engaging and adaptable platform to explore the limitless possibilities of design and texture. www.surteco.com



VR readers for virtual tours.

HABITS DESIGN. EMOTIONAL TECHNOLOGY

Digital Home Dialogues, a reflection on the role of technology in the digital evolution of the domestic scenario. A collection of objects that interact with the environment as if they were endowed with sensitivity and the ability to adapt.

What if objects could really relate to things in an intelligent, emotional and human way? **HABITS DESIGN** has imagined a scenario of everyday life in which users interact with products in an almost empathic way outside the usual patterns. In **Digital Home Dialogues** visitors find **Cosmo**, designed by Selma Antonellin, a lamp capable of learning the characteristics of the light source placed underneath, whether it be a real light or an image, detecting its intensity, colour, movement, and restoring the same effect on the environment. **Rito**, a project by Ilaria Tarozzi and Ilaria Vitali, is not a simple clothes hanger but a real motivator that transforms the wall into a dynamic and inspiring space with personalized suggestions and reminders. **Visionaria**, the digital device designed by Alberto Milano, Michele Poggi, Marco Risetto that, like a sort of pencil, recognises sentences and reproduces them in images through AI. **1g1lm** where 'g' stands for the weight in grams and 'lm' for the luminous flux in lumens. A lamp designed by Min Dong that measures the weight of light, or rather, generates different light depending on the weight of the object placed on it. www.habits.it



Cosmo, lamp by Selma Antonellin.

PIXOM. FROM PIXEL TO OBJECT

Transforming abstract digital concepts into tangible objects, with meaning and essence, is possible. Yesterday it was just a foolish idea, today it is an established and successful reality, an entire collection of furniture and lighting objects.

Can an idea become an object in a click? Yes, it can! In just a few years, digital 3D printing, coupled with generative design, artificial intelligence and sustainable materials, has made the unthinkable possible. Digital culture eliminates boundaries and blurs physical space into ubiquitous creativity. Thinking differently means thinking beyond the elemental, the expected and the traditional. This is what the Portuguese company **PIXOM**, founded by Armando Alvese Le Brimet, does with its Turning Pixels into Atoms philosophy, transforming pixels into atoms by creating design products. Extraordinary objects that explore different creative areas that fuse the physical and digital worlds. Without barriers and preconceptions, with technology as a unifying and differentiating element. A robot in the room demonstrates how to create an object. www.pixom.pt



AI 3D printing and sustainability for PIXOM.

George P. Johnson Japan/Yutaka. The techno-thinker

When it is no longer necessary to question things and how they work, when all the answers are effortlessly available online, and when technology does it for us, perhaps we need to stop and... think. Creating devices that force the user to find a meaning to the object, to decide its function and purpose seems a step back-

wards compared to the frantic search for ready-made solutions to everyday needs. Instead, this is precisely the project that **George P. Johnson Japan** with **Yutaka** presents in the Superstudio spaces thanks to the **Onefabrica System** (an innovative technology for constructing shapes from aluminum tubes and fabrics with which it is possible to create flexible, light, reusable and sustainable furniture and fittings). To the visitor he seems to say "be a thinker", you decide what to do with this product, you choose how and what it should be. www.gpj.co.jp - www.yutaka-inc.jp



The Thinker made of aluminum tubes and fabric.

HOME NOW

THE HOUSE WHERE WE LIVE OR WHERE WE WOULD LIKE TO LIVE REMAINS THE PROTAGONIST OF OUR INCREASINGLY NOMADIC LIVES. TODAY THE CONTEMPORARY HOME HAS MOVED AWAY FROM 'STYLES' AND REVOLVES AROUND BOTH INDIVIDUALIZATION AND CONTAMINATION. THE IMPORTANT THING IS THAT IT IS 'DIFFERENT'.

GEBERIT. THE VALUE OF WATER

Geberit, Swiss Group, European leader in the bathroom trade with two Italian sites, celebrates its 150th anniversary with the multi-media installation **WATERSCAPE: a true experience journey for the visitor who finds himself pulled into a whirlpool between realism and non-materialism.**

Focusing on a phygital approach, the **WATERSCAPE** installation curated by NEO Narrative Environments Operas in the Lounge spaces, transports the public to discover the **Geberit** world, inviting them to enter a whirlpool with a realistic effect. A first immersive area that highlights the company's connection with nature and its special bond with water. An element taken for granted in the past that is becoming increasingly precious today and as such must be managed on an industrial level in the future, from the recovery of rainwater to the design of new piping systems thanks to innovative disposal patents. A second area recounts the highlights of the brand's evolution from 1874 to the new products and leads to a third area, where, thanks to an interactive wall, visitors can browse through the 3 Geberit worlds: toilet, washbasin and shower area proposed by a company driven by an innovative and different vision of the bathroom space. www.geberit.it



Immersive screening for Geberit's WATERSCAPE interactive space.

NOBI. DREAMLIKE DECOR

More than furnishing elements, the pieces in the **NOBI** collection are true scenes, conceived as artworks of contemporary design in which decoration returns as a protagonist of beauty after the oblivion of the years of minimalism.



Fleurs cupboard by NOBI.

"Semantic surfaces", a title that embraces the Tuscan company's desire to create unique pieces that express a very precise key to interpretation, like a visual statement of those who live the interiors. A new point of view on contemporary living for **NOBI** is portrayed by Studio Cissotti Laube: storage furniture, tables, chairs and mirrors overcome their strictly practical function and become frames with delicate, abstract or symmetrical geometries, with soft, harmonious colours or dominated by white and black flowers conceived as a domestic secret garden. www.nobicollection.com

CNA. BEYOND THE TANGIBLE

CNA (Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa) presents the second edition of the **FUORISERIE** exhibition: a dialogue between handcrafted design pieces and others that can only be enjoyed through augmented reality technology in a unique and innovative immersive experience.



Plates by Simone Guidarelli x Officinarkitettura.

What is the boundary that divides the usable from the unreal? What determines the value of a piece? Its immediate availability or the fact that

the customer is aware of its existence? How can small and medium-sized firms take advantage of innovation without their products losing the value of craftsmanship? This is what **CNA** is trying to unveil with the event **FUORISERIE "Tangible - Intangible"** under the artistic direction of Sapiens Design Studio and Stefano Lodesani Studio. Here, in addition to the physically present products of the 4 company protagonists of the exhibition (Goti Arredamenti with its sculptural throne Minerva, Domenico Cugliari with Simone Guidarelli and the installation Souvenirs de Voyage, Pollini Home with its porcelain stoneware products and furniture designed by Sapiens Design Studio, and the artistic activity with objects inspired by Liber Vittorio Venturini's paper), visitors will be able to use innovative augmented reality technology, developed in collaboration with Würth, to frame a QRcode or wear special visors to view non-physically present items, enabling even the smallest companies to participate in the event. www.cna.it

KARBONY. TWISTS OF LIGHTNESS

The technical performance of carbon fiber, a different way of thinking design, strength and lightness. **Karbony** by Carlo Cappellotto proves this with a unique aerial project at the entrance, not to be missed.

All visitors of the Superdesign Show, due to the logistics of the event, will have to cross the **line that draws the space**, the suspended area that the Schio (Vicenza) company has designed with its carbon fiber wire. Not a simple exhibition but a real installation. Visitors will find themselves immersed in the lights and shadows of the pieces in the collection (designed by architect Simone Micheli, designer Gino Carollo, designer Delia Dolci and Cappellotto himself), floating in the air, expertly enlightened, constantly in motion thanks to the lightness of the material. The technology of weaving, which allows the thread to design the weft of the product and represents its stylistic signature, emerges both in the geometric structure and in the very shadow of the piece and allows unlimited solutions (everything) for any space (everywhere) and for all needs (everyone). www.karbony.com



Carbon fiber furniture.

NEXT125. ARCHITECTURE MEETS DESIGN

The **Fireplace** installation by **next125** in collaboration with the architect **Francis Kéré** is an example of a creative stage outside the usual framework.

next125, the international premium brand of Schüller, the leading kitchen manufacturer for two generations, brings an experimental wooden pavilion to Milan, combining the archaic and organic design language of the Burkina Faso-based architecture pioneer Francis Kéré with the purist aesthetics of the company's products. "Working with next125 on The Fireplace," said Kéré, "took me right back to my childhood. With this project, I want to touch people emotionally and bring together archaism and perfection of the design." www.next125.com/en



Wood installation by Francis Kéré.

LAPILLI WITH FOODDESIGNSTORIES. MOONWALK

From the combination of the elegance and sustainability of **LAPILLI's** lava stone coverings and furniture and the light-hearted creativity of the **FoodDesignStories** collective was born **WE ARE ON THE MOON!** An exhibition itinerary full of surprises.

If design is everywhere, then FDS has imagined the planet Moon as an expo space for the unique furnishing lines in Etna's lava stone of **LAPILLI**. An emotional itinerary in which, in addition to the products of the collection with a light impact on the environment, just as zero is the force of gravity on the Moon, will also be on display the winning prototypes of the **LAPILLI** Contest, the creative call that selected the works of young designers who knew how to give a second life to the waste of lava stone production (special member of the jury: Giulio Cappellini). In the "Lunar Tunnel", architect Sandra Faggiano, together with Caterina Misuraca and Onofrio Acone, conceived a walk through the creations of independent designers curated by **FoodDesignStories**. A plurality of visions, the same idea of beauty, an ultra-cosmic explosion of energy. www.magmaceramiche.com/lapilli - www.fooddesignsecrets.com



Lava stone vase by Godierico.

NOOK. INCLUSIVE FURNITURE FOR AUTISTIC CHILDREN

At the end of the Superdesign Show at the **FLA FlavioloLucchiniArt Museum**, among the works of the artist who gave it its name, a delicate corner welcomes the exclusive **Nook** collection by **Mara Bragagnolo**.

The surprise of those who have the courage to think differently, also in response to the estimates that said that in Italy 1 out of every 77 children between the ages of 7 and 9 has an autistic spectrum disorder. The **Nook** project, inspired by Montessori methodology and conceived for children's libraries, reinvents inclusive spaces, offering them an environment where they express themselves freely and can interact without facing limitations, but instead discovering opportunities and privacy. A problem that mothers and teachers are well aware of and that **Mara Bragagnolo**, an interior designer well skilled in inclusive, therapeutic and accessible design projects, tries to solve. www.marabragagnolo.com



Hideaway, library for autistic children.

Istituto Marangoni Milano • The School of Design. Gen Z: No Code

In the final project of the Product & Furniture Design Master's Course of the Istituto Marangoni, excellence for training in Design and Fashion in Milan, Paris, London, Dubai, Miami, Mumbai, Shanghai, Shenzhen were presented suggestions for the launch of a new spin-off brand of the Cappellini Group targeted specifically at Generation Z consumers (1997-2012) and their needs, focusing in particular on decreasing digital anxiety. Because it has been proven that functional design, integrating technologies (e.g. AI, virtual design, etc.) into the physical object, can encourage harmonious coexistence between man and machine, promoting aesthetic empathy. **NO CODE** proposes, therefore, 13 products by 13 students. www.istitutomarangoni.com

The Oops Design by Phillip Meuthien.





Natural stone in an evocative PNA - Pietra Naturale Autentica image.

JÖNKÖPING UNIVERSITY. OUT OF WOOD IS BETTER

Having always been a scouting location for young designers, this year the Superdesign Show has once again become a showcase for prototypes and experiments by design schools and design students. As in the case of the prototypes of the students from the School of Engineering at the Swedish University of Jönköping.

Superstudio's Daylight Hall is home of the project **Reshaped Tradition** by the students of Product Development and Furniture Design at the School of Engineering at the University of Jönköping in Sweden. The starting point is the study of a furniture classic: the wooden chair with a wooden stick backrest. Sweden is home to famous models such as Carl Malmsten's Lilla Åland or Nesto, a stick-backed rocking chair designed by Lena Larsson in the 1950s and produced in Nässjö where the programme is based. The choice was also dictated by the possibility of producing it at KM Zero in a country rich in forests. Five prototypes were created and exhibited: Circa in beech and coloured metal spindles, Wera with its soft lines and exaltation of tactile material sensations, Cloud designed for public areas, Halo made of solid elm with a ring-shaped backrest that envelops and protects, Ovino with its typical wool and tissue backrest. www.ju.se

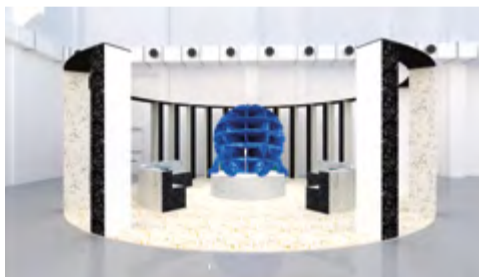


Cloud wooden chair.

THE GOOD PLASTIC COMPANY. PLANET FIRST

Imagine our planet speaking to us, imagine what it would tell us, what it would demand. A surprising installation takes us to listen to the Earth's call, its call for help.

Hello, Earth Speaking by **The Good Plastic Company** and brand experience agency **StudioXAG** is a visually striking installation that challenges conventional perceptions of material use and environmental awareness. An huge sculpture of the Earth, made entirely of Polygood® (100% recycled and recyclable plastic panels) that represents an opportunity for interaction with the Earth. Next to the sculpture is a microphone, offering a rare moment of dialogue in which the planet is directly contacting us. It is a call to action, urging to re-evaluate our relationship with the environment and adopt sustainable habits in every aspect of our lives. As visitors interact with the installation, they are prompted to contemplate the role of design in shaping a greener future. www.polygood.com



The Earth speaks to us in the interactive area of TGPC.

MOVING AMONG IDEAS

In the eclectic contemporary home, sometimes it is the little things that make the difference. A roundabout of five original products suggests how to give character to a room.

1 MURALS WALLCOVERINGS: a fresh and innovative wallpaper collection with a thousand patterns that can transform any space into a modern wonder room.

2 OLMAR 1957: a new way of conceiving domestic heating with design objects that transmit radiating heat and at the same time purify and sanitise rooms, without any invasive installation.

3 HEILIG OBJECTS: chooses a new unconventional approach for its furniture, stools, tables and solid wood containers that reveal a desire to stands out in terms of shapes, colours and details.

4 STONEFORM: Non-conventional original objects that experiment with all the games that fashion and beauty allow: mix of materials, contrasts, colours, patterns. Nothing is normal, everything is amazing.

5 SLOWLI CONCEPT®: is all about sustainability and harmony with nature through its precious cushions and covers made of 100% sheep's wool with a timeless design by Angeliika Frenademetz.



SLIDE's Giotto luminous circles enlighten the circle of ideas.



PNA - PIETRA NATURALE AUTENTICA. ETERNAL BEAUTY

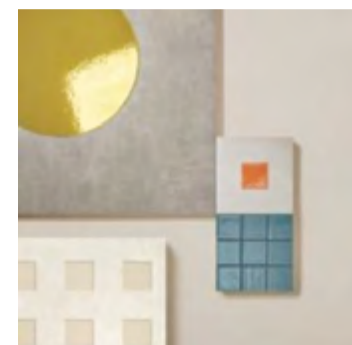
In a world that is changing and evolving at an ever-increasing speed, natural stones are a pillar of stability, accompanying mankind on the path to a more sustainable and environmentally friendly contemporary lifestyle.

The video installation **Stone builds the future** tells the story of domestic evolution, tracing the different historical eras with the typical elements of their living spaces, giving visual evidence of the concept of Naturally Sustainable, the key principle of the Manifesto launched by **PNA - Pietra Naturale Autentica**: the lasting nature of a product makes it green, highlighting how even in furniture design the concept of fast should be abandoned in favor of last. The evolving morphing, a digital technique chosen by the art director of Danae Project, allows for a fluid, gradual and seamless transformation between different images and scenes: an original way of representing the transition from some classical interior models to others dominated by a contemporary aesthetic. The viewer will be involved in a journey where time flows, form changes, but stone remains as a constant presence. www.naturalstoneisbetter.com

MIRAGE. A TRIBUTE TO CERAMIC

With think thank **Atelier Mirage** declines the Italian ceramic in a futuristic key thanks to the collaboration of international architects and designers.

The Italian company **Mirage** presents a real evolutionary journey of ceramics towards new forms of expression that interpret contemporary design combined with the aesthetic elegance of traditional products: **Glocal**, a collaboration with Giulio Cappellini, with bassorilievo effects and contrasts between shiny and opaque surfaces, inspired by the clean lines of modern architecture, eclectic and innovative chromatic touches for a unique aesthetic that appeals internationally. **Nagomi** (in Japanese, to calm down, to be in peace), collaboration with the German architect of Persian origin, Hadi Teherani, a project that stems from the conscious use of glass recycled from cathode ray tubes of old televisions and monitors. The result is a perfect harmony between craftsmanship and industrial precision. www.mirage.it



Glocal tiles by Giulio Cappellini.

"Superdesign Show is a kaleidoscope of brave, progressive and trendy proposals, an agora where different thoughts are mixed."
Giulio Cappellini,
Art Director

"Combining ideas to generate uniqueness, values and culture."
Alessandro Mattia,
Sapiens Design Studio

"Think different. Thinking sometimes can be a painful action."
Yutaka

WOW

Bench for indoor/outdoor use by SLIDE.

MATERIALLY NOW, CREATIVITY AND SUSTAINABILITY

The story of **Materially Now** at Superstudio for the Milan Design Week began as a Material Village in 2014, with its white 'little houses' in the art garden, highlighting for the first time the creativity and research inherent in the most widely diverse materials, emphasising their innovative aspects and most original applications. 10 years later, the company has evolved into an independent consultancy firm that works together with manufacturing companies to enhance their issues of sustainability, creativity and aesthetics. Today, at the Superdesign Show, **Materially Now** focuses on the present with a multistage presentation. It is an exhibition, a forum, an active workshop, but also a networking hub: a multiple space to welcome and enhance different subjects and voices with the aim of presenting, recounting, deepening and understanding the uniqueness of the materials and of the participating firms. Through wide-ranging panel talks, it will also give space to the major guidelines that define research within the world of materials and that guide the scheduling of the proposed activities: **Aim Net Zero, Nature in Lab, Impact by Industry**. www.materially.eu

ART INTERACTIONS

THE FATAL ATTRACTION BETWEEN ART AND DESIGN CAN BE EXPERIENCED IN A THOUSAND FORMS. DESIGNERS INTERACT WITH ARTISTS IN PRESENTATIONS, DESIGNS, SETTINGS, IN THE HALLS AND GALLERIES OF SUPERDESIGN SHOW AND EVEN IN THE FLA MUSEUM, THE MUSEUM OF SUPERSTUDIO.



Graphic layout of some 'Why not?' translated into 42 world languages. By Daniele Cima.

NICHELROMLAB. MIRRORED GREEN STEEL



Mirrored steel for nature.

The site-specific installation **Like Trees in The Woods** by Michele D'Agostino, curated by Giandomenico DiMarzio invites the viewer to reflect on the dialogue between the natural and artificial environment. A combination that is possible when companies choose to implement green production that does not affect our delicate ecosystem.

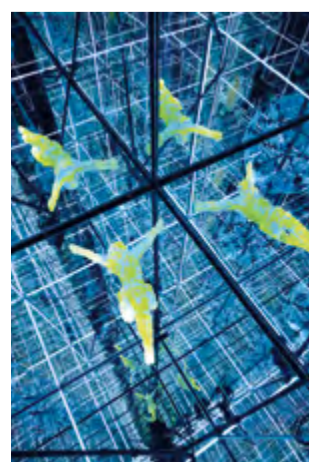
The installation **Like Trees In The Wood** by sculptor Michele D'Agostino for **NichelcromLab**, conceived as a forest of oak trees that is endlessly replicated in mirrored stainless steel and totally ecological (100% recyclable), invites the audience to live a surprising visual experience that makes us reflect on the possible coexistence between what nature creates and

what man produces. **Nichelcrom**, which has been on the market for almost seventy years, has always been focused on safeguarding the environment and on adopting green policies, starting from the choice of totally recyclable materials up to the creation, in 2019, of **NichelcromLab**, a zero environmental impact branch of the company: from mirror polishing to nanoceramic protected colours. In order to be aligned with the green soul of the opera and the brand, the trees used at the end of the event will be replanted in Milan. www.nichelcromlab.com

DESIGNBLOK COSMOS. THE FESTIVAL OF TEN

The essence of the highly popular **Designblok** festival in Prague and the best of contemporary Czech design of glass land in Milan in a metal capsule on a six-wheeled spacecraft, bringing on stage 'The Intergalactic Beauty of Czech Design'.

The exhibition **Designblok Cosmos** presents to Italian visitors ten original works in glass by ten contemporary Czech designers of different generations, ten personal approaches to glass, the traditional Czech craft material. An immersive audiovisual show will be staged. The custom-built truck offers an exhibition space of 65 square metres. The interior has been covered with mirrors, while the exterior is wrapped in a reflective silver cloth. This is the first time that the **Prague International Design Festival Designblok** is taking its products abroad, celebrating its 25th anniversary. "Starting from the Royal Gardens of Prague Castle, the exhibition will travel the world and carry the flag of Czech glass abroad," explains Jan Plecháč, the architect of the exhibition (while the curatorship is by Jana Zieliński and the creative direction is by Jiří Macek). www.designblok.cz/en/cosmos



Czech glass craftsmanship for the Prague International Design Festival Designblok.

DANIELE CIMA. WHY NOT? THE CHALLENGE OF ART

Graphic artist **Daniele Cima's** caustic exhibition amazes with the strength of his artworks, large double-sided totems that are statements of innovation.

WHY NOT?, a question written in all 42 languages of the world, invites us to wander through art, graphics, design and globalization, but above all, it speaks of courage, freedom and peace. Like all works by **Daniele Cima**, **Why not?** represents a positive, optimistic, energetic, adventurous, experimental, libertarian, progressive, colourful, courageous, vital perception. It has the value of a watchword, one could consider it the slogan of an underground movement that is not afraid of change and at the same time opposes the neo-prohibitionist culture that is imposing on itself. **Why not?** is an escape from the single mindset, a cultural solicitation addressed to those who recognize themselves as the most open, active and dynamic part of society, an invitation to indulge personal transgressive, experimental, curious, unprejudiced, undisciplined nature, to reject the laziness of routine. Also original is the idea of their distribution: the works on show are not for sale but offered for temporary rent. whynot-danielecimart.com



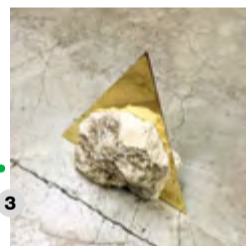
The large graphic-art totems for outdoor installations by Daniele Cima.

DESIGN IS MIRRORED BY ART AT THE FLA MUSEUM

At the end of the "thinking different" exhibition at the Superdesign Show, Superstudio's "enterprise museum", the **FLA Flavio Lucchini Art Museum** welcomes us with a renewed exhibition in the Atelier space where the boundary between art and design becomes ever more intangible. From the black-white contrasts and optical effects to the extraordinarily beautiful Gold works and the marshmallow-coloured plaster sculptures, each element offers us just a taste of the artist's incredible output. It is the underground section of the museum, almost hidden and secret, that amazes with the grandeur and number of **Flavio Lucchini's** works on display, 634 to be exact. Eighteen rooms follow one another, each with a different theme and type of work, cleverly mixed with **Cappellini's** iconic furnishings signed by the greatest and most creative designers. The Lab space, dedicated to hosting emerging artists, in a logic of scouting always embraced by Lucchini, hosts the installation "Bring me a Higher Love" by the young artist and designer **Sebastiano Pelli**, sculptures and material paintings. Here the glow of gold (actually brass macerated with waste materials such as orange peel and coffee) meets the element water contained in a large central sculpture in burnished iron and brass. In a historical moment of great confusion,

it is an almost ancestral reflection on our need for beauty, light and purity, which perfectly matches Lucchini's sacred totemic sculptures.

www.flaviolucchiniart.com - www.cappellini.com
www.sebastianopelli.com



1 - Plaster altorlievo by Flavio Lucchini. 2 - Peacock chair by Cappellini, design by Dror. 3 - Sculpture by Sebastiano Pelli.

QEEBOO. THE IRONY OF ART-DESIGN

A collection of objects between art and design that unleash the imagination of artists and architects. On sale under the name **Qeeboo** also online.

Stefano Giovannoni is the founder of **Qeeboo**, the Italian brand launched in 2016 to offer extra-ordinary pieces of day-to-day life. Ironic, pop-coloured, surprising and perfect for adding a touch of art-design to any space, they are designed by the most important international designers, including Marcel Wanders, Nika Zupanc, Ron Arad, Andrea Branzi, Estudio Campana, Front, Studio Job, Marcantonio, Alessandro Mendini, Kris Ruhs, Philippe Starck and others. www.qeeboo.com



Paris lamp by Studio Job.

RAFAEL LANFRANCO. ART-TOYS A TODAY'S PASSION

The artist and sculptor **Lanfranco** brings to Milan his sculptures, archetypes of Peruvian and Latin American reality translated into contemporary Pop Art.

With the exhibition **Perujis: Reinventing Archetypes**, Peruvian artist **Rafael Lanfranco** exhibits part of his Perujis collection on a large, medium and small scale, in traditional materials such as ceramics and more contemporary ones such as 3D printing, including four characters transformed into vases of different sizes and three sculptures made of resin, leather and ceramic. According to the artist, "the aesthetics of the toy appeals to our playful side and lowers our defenses. This makes it easier to touch deeper, more human themes such as the roles that drive the social environment and our inner psychological being". Some of the Perujis on show are the spin-offs of another world (based on a novel by the artist): the 'Imachinarium', where two small robot inventors, Yute and Tocuyo, travel through the wilderness they inhabit building fantastic machines to find their creator and answer existential questions: Who am I? Where do I come from? What am I here for? www.rafaellanfranco.com



The Perujis by Rafael Lanfranco.

"Milan is the perfect creative city to live in."
Job Smiths,
Studio Job

SUPERSTUDIO WORLD

NOT ONLY A SPACE FOR SMALL AND LARGE EVENTS OF INTERNATIONAL RELEVANCE. AROUND THE SUPERDESIGN SHOW (AND SUPERSTUDIO ALL YEAR ROUND) REVOLVES A WORLD OF SERVICES THAT RANGE FROM ORGANIZATION, TO PRODUCTION, TO THE ACHIEVEMENT OF ANY REQUIREMENT...



SuperDigital. From a touch-screen you enter the metaworlds of fashion, art and design with Superstudio.

ASK YOUR QUESTIONS TO ZED



Zed, virtual hostess of SuperDigital.

ZED is good-looking, intelligent, appealing, stylish, but above all, he/she knows everything about the Superdesign Show. ZED is a friend, an advisor, who would be great to have around during design week and in the future.

At Superstudio you can meet him. ZED, who doesn't exist in the real world but only in the virtual one. You see, you talk, you listen to this figure who looks you in the eyes from his bright, one-dimensional world and replies to you, but beyond the screen there are only pixels. ZED is the avatar of SuperDigital, created by Superstudio, already working on possible future worlds and their further developments. Ask ZED how you can get to the FLA Museum, our museum of contemporary art and design, and when the guided tours

start, or what's inside the mysterious Designblok in Piazza degli Eventi, or where you can get ideas for your new house, what are the most innovative materials, where you can relax or where are the toilets, who are the most important designers represented, who created the Fuorisalone concept in Milan's Design District, and everything you want to know about Superstudio and its history. And if ZED doesn't know how to answer something with its AI (nobody is perfect), just refer to Human Intelligence at Infopoint.

TALK

Matrix4Design. Space for emotions in architecture - "Tu chiamale se vuoi emozioni..." sang Lucio Battisti 52 years ago. A famous and timeless tune that became the title of a Talk, promoted by Matrix4Design and conducted by journalist Laura Ragazzola. We will discuss architecture and its ability to give us emotions with some specialists who have been able to discover and highlight the empathic power of building, giving us a new awareness of the spaces we live and inhabit.

www.matrix4design.com

The appointment is on 17 April at 6 pm at FLA FlavioLucchiniArt Museum - Atelier.

SOGIMI GROUP. INVESTIGATING MATTER

The **IN-FORMA** exhibition investigates the philosophy of the materials that make up objects and artworks, starting from the idea that it is not just a matter of physics.

SOGIMI GROUP, a leading company in the plastics distribution and processing sector, presents an exhibition-installation analyzing the genesis that leads to the creation of a product. Almost a philosophical approach, as even chat GPT knows: "Philosophy explores key questions concerning the nature of reality, existence, knowledge, ethics and many other aspects of life and human experience." So why not investigate the ontology of matter: whether it has an inner existence or is simply the result of our perception; the ethics of whether or not the material creation process respects sustainability, social justice and environmental impact;

the aesthetic: can materials be considered works of art in themselves?; the technological philosophy: the role of materials and their impact on development; the mental relationship: how we differently understand materials. The sculptures of IN-FORMA (a project curated by Giorgio Gurioli, Andrea Meregalli, Marco Maggioni), amaze visitors on the first floor of the Art Point.

www.sogimi.com



Sculpture Homology 2 made of didond, by Giorgio Gurioli.

A HOLOGRAM. AND THE SCULPTURE BECOMES ALIVE

Past, present and future meet in the unique experience starring the breathtaking hologram, directly inspired by the artwork of Flavio Lucchini, in the SuperDigital project by Superstudio.



Lucchini's sculpture becomes a hologram.

Thanks to the magic of the most advanced technology, artwork is projected into a new dimension, creating a bridge between the concreteness of traditional art and the ethereal beauty of the virtual universe. This amazing hologram is the result of a very precise 3D scan of an original Lucchini artwork, subsequently enhanced by artificial intelligence. Through specific prompts, provided by the Superdesign Show promoters, the AI reworks the piece, giving it a new life. The result is a hologram that captures the essence of Lucchini's art, reproducing it in a form that both challenges time and invites us to reflect. A courageous exploration of how technology can amplify and re-interpret art that suddenly starts to move. It is an invitation to experience, to wonder, to reflect on the evolution of art in the digital era.

ART FASHION AND DESIGN. TOUCH AND EXPLORE

Imagine being able to discover different worlds, each dedicated to a pillar of creativity: Art, Fashion and Design. And all this, simply by touching a screen.

An innovative project, of SuperDigital curated by Superstudio, which brings visitors in front of a dancing geometric figure shows what hides a universe, actually three. Inside each cube there is a world, behind each world stands a different reality: if in the virtual room of Design the focus is on SLIDE's original products, the room dedicated to Art Flavio Lucchini's works once again decorates the space, and the world of Fashion is not left unexplored. With a simple touch on the screen you 'bring' the desired object closer to you, exploring its details and properties. An interactive experience that can remove any distance. Let your instincts guide you, touch, explore and connect with art, fashion and design in completely new unexpected ways.

"In all our venues, we apply a green policy, LEED certification, energy and water savings, waste recycling and continuous attention."
Tommaso Borioli, CEO Superstudio Events

Much more than an Infopoint - A completely renovated multi-functional Infopoint where you can ask for all kinds of questions or pick up our magazine, buy our books, pick up our media partners' publications, and get in touch with the Superdesign Show team. Counters and bookcases with an attractive and sustainable image have been made by **The Good Plastic Company** with recycled plastic panels in the bright green that is our leitmotif this year.

Press Office - Journalists and media will find in the press office located at the entrance of the Superdesign Show the Superstudio, communication team is available for any information about the exhibitors and the general project. The press release together with the @AT Magazine can be found here.

TALK

Between Milan and New York, the design of the future

In 2024 **Superdesign Show** and **ICFF + Wanted** will be laying the basis for a cross-promotion that aims to create a bridge between the two events: between Milan and New York. The goal? The mutual enhancement of the two projects pursues the same purpose: the promotion and development of the best proposals of contemporary design and project culture. How? A pathway in two stages this year: the first at the Superdesign Show in Milan, through a talk entitled **The role of education for the future of design**; and the second in May, on the occasion of the international design kermesse in New York. The word is to the Universities - naturally - with the aim of investigating the role of academic education in the training of the new generation of worldwide designers. It starts in Milan, with an international panel featuring Sergio Nava, Director of Education at IstitutoMarangoni Milano • The School of Design, Caterina Rivadossi Professor of "Managing Furniture Design Company" @ SDA Bocconi School of Management - Mafed (master in Fashion, Experience and Design), Niklas Jacob, Professor of Industrial Design, Savannah College of Art and Design, USA, and Victor Strandgren, Programme Manager Product Development with Furniture Design at the Swedish Jönköping University. In the meantime, the partnership development for 2025 is already underway!

TORTONA DESIGN DISTRICT: LAND OF PIONEERS

The interesting history of Zona Tortona, later renamed Tortona Design District, can be read as the origin of Milan's transformation into the capital of Spread Design.

Since 2000, Superstudio has been the visionary promoter that has led the world of design to expand and express itself in different ways thanks to the constant work of its founders, Gisella Borioli as creator and creative director and Giulio Cappellini as art director of almost all the editions. The exciting metamorphosis of the Tortona District, which has become a temporary open-air museum (now featuring seven real museums and cultural venues in just a few meters of ground), is narrated in Borioli's book **DESIGN SUPER SHOW**, along with a series of conversations and interviews with all the great architects and international figures who have exhibited at Superstudio over time. Many pre-visions anticipate the post-pandemic world. A rare book that can be purchased at the Infopoint during Superdesign Show or can be ordered by writing at info@superstudiogroup.com



20 years of design at Superstudio.



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- 2 DANIELE CIMA - WHY NOT?
- 3 LEXUS:
8 MINUTES 20 SECONDS
BEYOND THE HORIZON
LEXUS LBX FULL HYBRID
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