

# @ 4T SUPERSTUDIO

### MUSEUM NUMBER 3

Three years ago it seemed a crazy notion the idea of **Gisella Borioli**, CEO of Superstudio Group, to rename “Temporary Museum” the event, mainly devoted to business opportunities, which since 2001 has been hosting at Superstudio Più those design companies that chose to exhibit in the Tortona area, turned into the exhibition area complementary to the “Salone del Mobile” held in Rho, Milan. It seemed crazy to place a contemporary museum as a reference point to build an exhibition with several brands, each with a quite precise and different identity and ask them to make a sacrifice by confining themselves into long and mysterious “galleries” instead of opening into wide stands, by giving up the giant external logos and replacing them with sober and uniform signs, by committing themselves to an artistic exhibition more likely to cause amazement than business, which aims at promoting more the project than the product. It seemed an absurdity the ambition to create an iconic, different, reflective, catchy, changeable, welcoming space, more similar to a museum although only temporary, than to a fair. But with the collaboration of **Giulio Cappellini**, brilliant and meticulous talent scout of smart people and beautiful things, as her partner and art-director, the project could be fulfilled. The **Temporary Museum for New Design** of Superstudio, now celebrating its third year, is a success to be followed. All the companies on exhibition have become protagonists of the renovation and have worked to the utmost by introducing their new proposals within vibrant contexts and unusual installations. Every “gallery” conveys a true emotion that will move you. Starting with **Canon**, which with a graphic-artistic intervention starting from the outdoor (see picture) announces its pavilion where lights, videos, sounds tell us about the future of technology. The installation combines the talents of two teams of creative people/designers: the “Hikari no Shokki” (The Light Frame) by **Torafu Architects** on which float the images of “Hikari no Junkan” (Circular Light) created by the visual design studio **WOW**. [www.canon.com](http://www.canon.com)



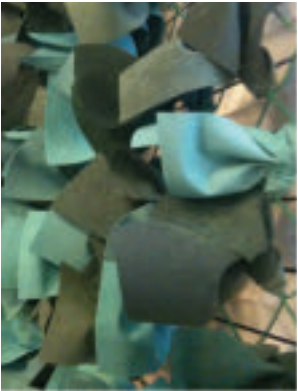
### BOOKSHOP: TASCHEN BOOKS, STARCK TABLES



The **Taschen** bookshop, the most renowned international publishing house of books connected to the image world, debuts at Superstudio. You can leaf through the books placed on the display tables expressly designed by Philippe Starck, a unique selection of art, design, architecture, photography and life-style books. [www.taschen.com](http://www.taschen.com)

### THE NEW ALCANTARA LINE

What happens if **Paola Navone**, a real artist in the field of crossbreeding objects and materials, is called to interpret the latest collection by **Alcantara**, renovated this year by fashion patterns and unusual workmanships? It happens that the designer comes up with a surprising installation in which the velvety material is the pretext to talk about life-styles and living, reflecting habits and trends, domestic paces and aspirations, all combined with a dream-like set only she can create. The “Alcantara for fashion” creativity is also in the Art.box, the showcase in via Tortona, with an installation of English fashion designers and designers and in the velvety hound’s-tooth interiors of an elegant Jaguar. [www.alcantara.com](http://www.alcantara.com)



### A TRADEMARK

It is inspired by the old factories which in the past distinguished this area, abandoned factories nowadays transformed into locations hosting creativity events. It is the logo of the **Tortona Design Week**, conceived by the designer **Stefano Giovannoni**, who precisely in an old factory building of the area has his home and his studio. The new logo indicates and distinguishes the most significant presences of Fuori Salone in the Tortona and adjacent areas: prestigious locations, quality exhibitors, edgy projects, info or refreshment areas. Everything is coordinated by the **Tortona Area Lab** association which operates to give organized answers to the needs of the territory and of its operators. [www.tortonadesignweek.it](http://www.tortonadesignweek.it)



### 3 QUESTIONS FOR CAPPELLINI

Brief interview with the architect **Giulio Cappellini**, who knows very well the design evolution in Milan and in the Tortona area, by being, since the beginning of the phenomenon, one of its most brilliant and daring protagonists. **Milan is the capital of international design?** Milan has been representing in the world a reference point for the international design for many years, the place where during the Design Week designers, architects, press, clients and opinion leaders meet. You can check out the new trends and lay out an overview of design and of the next future way of living. **Via Tortona stands as the focal point of the Milanese design week?** The fair area plays a major role but the events within the city are the beating heart of all that’s happening. The Tortona area has been for over ten years one of the busiest and most lively areas, where you can find both young up-and-coming talents and well established companies. Tortona Design Week is an appointment for everybody, a moment of great opening from the design world towards the professionals and the public. Every year the high quality of the events renews a constant interest towards them. **Superstudio is the focal point of the design in the Tortona area?** Superstudio has been the starting point of the Tortona Design Week, a place where the first feeble yet incisive presentations of Fuori Salone took place and which in only a few years became a focal point for all the April design events. With the creation of Temporary Museum for New Design at Superstudio Più, we wanted to reassert the interdisciplinarity of the project in all its varied meanings, from the most artistic one to the most technological one. Different companies operating in different fields are nowadays on display at Superstudio, with the common aim of explaining design to everyone. Important names naturally blend with new talents, in an ever-current and surprising representation.



### THE VERSATILE BOOKSHELF

You must be careful not to let it go unnoticed. The ‘tidbit’ of a light, flexible and essential bookshelf is immediately revealed right at the entrance of the main hall, placed on the wall of the Info Point. Dressed only with the objects it contains, **Bones** is the first bookshelf made in aluminium and thin ceramic, a versatile and light framework designed by **paolinidesign**. **Bones** is born from the desire of removing the excess: every details plays at the same time an aesthetic and mechanic function. The result is an object that can be modified according to its owner’s desire: you can store it up without waste, dismantle it and it is a 100% recyclable. [www.paolinidesign.com](http://www.paolinidesign.com)



### SUPERSTUDIOTV ONLINE IN REAL TIME

All the most renowned designers, architects, creative people are invited to the Design Theatre. There they will find a real television studio with a troupe always on the alert. **SuperstudioTv** is indeed born with on-air real time interviews only a click away. You just have to access the video section of our site [www.superstudiogroup.com](http://www.superstudiogroup.com) to find out the world revolving around the Temporary Museum event. A project carried out with the collaboration of **Televisionet**: whomever wants to find out more can check out the complete interviews on the site of the first Italian web TV with a program schedule entirely devoted to the life-style world and its players. [www.televisionet.tv](http://www.televisionet.tv)

### FLOWER WALLS

**Giulio Cappellini** wanted flowers and colors to break the severity of the row of mysterious galleries in which are concealed all the 2011 design new trends. Once again from the collaboration with the artist **Flavio Lucchini** and **Paola Jannelli** come the magic and high quality wallpapers ‘Wallpaper on Demand (WonD)’ by **Jannelli & Volpi**, expressly made for the Temporary Museum, where the artist’s flowers blossom gigantic and unexpected, distinguishing the entire path. The lighting installation, specially made by **Foscarini**, also plays on the same theme. **Flavio Lucchini’s** and **Jannelli&Volpi’s** worlds are rich in suggestions and fancy. You can find their proposals for ‘definitively customized’ walls but also for furniture and décor accessories on the sites [www.jannellivolpi.it](http://www.jannellivolpi.it), [www.wallpaperondemand.it](http://www.wallpaperondemand.it), [www.flaviolucchiniart.com](http://www.flaviolucchiniart.com)



### DESIGN FLAGSHIP HEROES

The Italian flag, inevitable tribute to the 150 years of Italian Unification, revisited by **Denis Santachiara**, is the first sign of a not-to-be-missed exhibition. **Michele De Lucchi**, **Karim Rashid**, **Pierluigi Cerri**, **Alessandro Mendini**, **Angelo Micheli** e **Luca Scacchetti**: the very best architects who made the history of design constitute the extraordinary team of designers of the new collection by Domodinamica, which launches the huge Milanese showroom, once already a fashion showroom. The exhibition awaits you on the first floor, at the exit of the main hall, right in front of the Dada Café. [www.domodinamica.com](http://www.domodinamica.com)

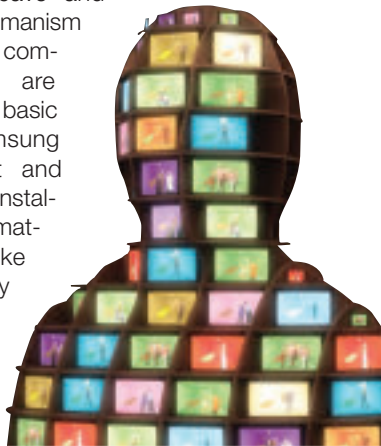


### HOSPITALITY

Eating and drinking in the locations at Superstudio? Yes, at the **Dada Café** restaurant and **Fast Bar** at Superstudio Più and the exclusive **Prosciutteria King’s** accessible on the roof by invitation only. **Slide Café** in via Tortona 54, Face to Superstudio Più, **Superstudio Café** beside **Home and Spa Design** in via Forcella 13. We also recommend the Design Food Terminals offering quality street food: **Mangiari di Strada** in via Tortona nearby the former Ansaldo, **Pic Nic** on piazza Bergognone, **La Tigellina** on the other side of via Tortona, beside the Deloitte building.

### THE LIFE OF OTHERS

Imposing humanoid sculptures with a hundred eyes. Hundreds of small screens open to people’s everyday life, who in their room indeed day dream. “Lead Me To Your Door!” is the project of the media art duo **Mioon** with displays by **Samsung Electronics**. Visitors unexpectedly find themselves in a hypnotic technological cave and enter in the digital humanism world. In this way new communication modes are created, following the basic philosophy of Samsung design: Easy Smart and Fluid Experience. An installation that perfectly matches the museum-like language of Temporary Museum. [www.samsung.com](http://www.samsung.com)





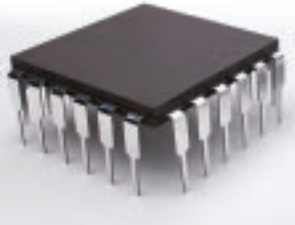
A SENSUAL HABITAT

Outstanding performances are not unusual for the architect **Silvio De Ponte**, who has been working for years with the **La Perla** brand, turning its showroom on the first floor of Superstudio Più into an experiential and dream-like space where futuristic habitat proposals are inspired by the sensuality of the most iconic Italian lingerie brand and by the softness of female body. This year the space becomes NesT | NidO, a nest which connects the concepts of intimacy, weave and softness and creates a sensorial area where you can enjoy a break. Sinuous woods as lianas blown by the wind, spatial sculptures of corrugated wood, samples of the new La Perla Shapecouture collection create a magic atmosphere in a project designed by De Ponte with the collaboration of **Andrea Intorrella, Zeynep Inanc, Nil Kozan**. De Ponte is also displaying his own habitat at Superstudio 13 in the Home and Spa Design project located in via Forcella 13. [www.depontestudio.com](http://www.depontestudio.com), [www.laperla.it](http://www.laperla.it)



VERY GOOD DESIGN

A selection of interesting, smart, aesthetically valuable pieces, which stand as key elements of a path marked by innovation and quality. **The sofa framework.** Quite interesting the solution of the professional sofa designed by **Philippe Nigro** for **Comforty**. [www.comforty.pl](http://www.comforty.pl) **Floating chair.** Four steel tension bars for the chair floating in the air designed by **Andreas Störiko** for **Lammhults**. [www.lammhults.se](http://www.lammhults.se) **Macrochip.** A small table with fabricated steel legs recalling in its design the microchips of the several appliances shaping our daily life, designed by **Daniel Rohr**. [www.danielrohr.com](http://www.danielrohr.com). **Enchanted attraction.** No rivets, screws, glues nor joints. The straight and angular brackets and shelves stand up as if attracted by a magic and mysterious force. Magnetism is the secret of the bookshelves and equipped walls developed by **Ronda design**, a system of panels and shelves in magnetic steel, which can bear the weight of an entire encyclopedia. [www.rondadesign.it](http://www.rondadesign.it)



SAKé AMONG LIGHT PETALS

Tasting a saké where usually stands an art gallery comes as a surprise for all visitors. Even more surprising is discovering its all-Oriental poetry. A modern and evanescent Japanese bar is lit by the OLED (Organic Light Emitting Diodes) designed by **Kaneka**, which changes the way the light is projected by adding a new light source. In the project by **Suzuno Koichi**, of the Torafu studio, the lights float on the walls as delicate petals. The scene projected for Kaneka interprets and seizes the magic sensation of the 'yozakura', a word meaning 'admiring the cherry blossoms during the night', a springtime habit of every Japanese. A delicate invitation to share this tradition in the gallery located right at the entrance of Superstudio Più. [www.kn.kaneka.co.jp](http://www.kn.kaneka.co.jp)

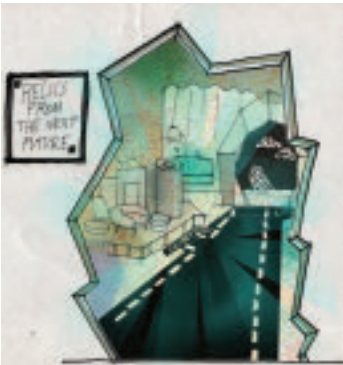
THE HOUSES OF CARDS BECOME A REALITY

Four rooms simulating a house for the presentation of **Seletti**, which infuses humor, desire and utility in the everyday objects it produces, which are created by the curiosity, the imagination, the creative freedom granted to its artists, craftsmen, planners and designers. Small dreams turning into reality. [www.seletti.it](http://www.seletti.it).



FASHIONDESIGN NOTES

The Diesel adventure in the design world consolidates its position with a rich and diversified home collection, called **Diesel Home Collection**, ranging from lights and furniture to textiles thanks to its collaboration with leading and sensitive companies such as **Moroso, Foscari, Zucchi**. Following the style of the fashion house, the proposals reinvent tradition and create a new aesthetics. [www.diesel.com](http://www.diesel.com)



XAVIER LUST CONVEYS EMOTIONS

**Cristalplant** places a majestic sculpture by **Xavier Lust** (see picture) to embrace the winning projects of the Cristalplant Design Contest, "Touchable Emotions", carried out in collaboration with **MDF Italia**. The best projects are virtually presented as holograms; a complex multi-medial game allows the images of the proposals to rotate on a full-scale, as if they were real and interactive. Just move your arms. The competition was aimed at the young creative designers born after 1971. The award ceremony for the winners in the category of tables or small tables and functional furnishings is scheduled for April 13th inside the Cristalplant space. [www.cristalplant.it](http://www.cristalplant.it)



THE DISCOVERY OF FOAM WATER

Only a Japanese could invent a patent which turns the bathroom into an unusual sensorial experience and transforms water into solid cleaning and relaxing foam, coming out directly from a new concept bath tub with rounded shapes. A proposal by Toshiyuki Kita for **Inax**. <http://global.inax.co.jp>



VITAL ENERGY

The bicycle wheels spin and produce sustainable energy. Metaphor of the energy of the mind which spins and produces products ever more conscious of the environment and of the problems of the world. The Lifecycle installation is a project by Simone Micheli and Marco Tortoioli Ricci. To present the new Wire system of "circular" tiles designed by **Simone Micheli** for **Tagina**, conceived to satisfy every needs: indoor, outdoor, floor and walls. [www.tagina.it](http://www.tagina.it)



ITALIAN WELLNESS

Enter the comfort and wellbeing areas after passing the portal designed by Ilaria Marelli. Cross the purity of white and black to reach colored installations, living areas and spaces where you can find the pleasure of being yourself, of getting excited, of being happy in your own domestic universe. **Home and Spa Design** is a special and global project, where the living and wellness concepts become 'experiential workshops', sensorial paths pertaining to matter in which you can experiment the new domestic horizons. In the photographer's studios of Superstudio 13, turned into contemporary habitats, you will find 2 company space, Piemme and Mamoli and 14 exhibition installations devoted to the home, the bathroom, the wellbeing and the outdoor. The designers are important names of the architectural and design fields: Alberto Apostoli Architecture & Design, Baldessari e Baldessari, Dada Architecture & Design, Dapa Studio, PSA+D De Ponte Studio Architecture + Design, Granese Architecture & Design Studio, Kingsize Architects, Lucchese Design, N.O.W. Architecture & Design, Silvia Stanzani Design, Studio Bizzarro & Partners, Studio D73, Studio di Architettura Luca Scacchetti, Verde Architettura. An event organized by Carlo Matthey for myexhibition. [www.hsdesign.it](http://www.hsdesign.it), [www.myexhibition.it](http://www.myexhibition.it)



COCKTAILS AND EVENTS CALENDAR

**TEMPORARY MUSEUM FOR NEW DESIGN - SUPERSTUDIO PIÙ, VIA TORTONA 27**

**MONDAY, APRIL 11<sup>th</sup>**  
15-20: Brand Van Egmond - special champagne drink and press launch of the new collection with Richard Hutten  
19-21: Samsung Electronics - cocktail (VIP only)  
15-18: Lammhults - press meeting  
15-20: Canon - cocktail (by invitation only)

**TUESDAY, APRIL 12<sup>th</sup>**  
17-23: Svensk Form - opening ceremony  
18: Flora - welcome reception  
18-21: Comforty - cocktail  
18-21: Prosciutteria King's - opening cocktail (by invitation only)  
18-21: Canon - Cocktail Party  
19-21: Ronda Design - cocktail  
20-23: Svensk Form - opening party (special guest list)

**WEDNESDAY, APRIL 13<sup>th</sup>**  
19-21: Cristalplant - prize-giving of the "Cristalplant Design Contest" winners, with Xavier Lust

**THURSDAY, APRIL 14<sup>th</sup>**  
18-21: Alcantara - "Meet the designers"  
21-23: Cappellini Party Italia (by invitation only)

**FRIDAY, APRIL 15<sup>th</sup>**  
17: Magnetti - cocktail (by invitation only)  
18: Tagina - cocktail (by invitation only)

**SATURDAY, APRIL 16<sup>th</sup>**  
18: Domodinamica - cocktail  
21-23: Cappellini Party Estero (by invitation only)  
19-22 Lammhults - cocktail (VIP only)  
20-24: De Ponte Studio | DPSA+D cocktail (by invitation only)

**INNOVATION/IMAGINATION FACE TO SUPERSTUDIO PIÙ, VIA TORTONA 54**

**MONDAY, APRIL 11<sup>th</sup>**  
15-17: NgispeN - cocktail (press only)  
15-19: Editoriale Made - cocktail (from 8 pm by invitation only)  
17: Gruppo Mash G&T/DDN - vernissage  
18-21: Pega D&E - cocktail

**TUESDAY, APRIL 12<sup>th</sup>**  
19: Thailand - Department of Export Promotion - opening (by invitation only)

**WEDNESDAY, APRIL 13<sup>th</sup>**  
15-17: NgispeN - cocktail  
19: Thailand - Department of Export Promotion - Thai Fruit Party (by invitation only)  
19-21: Creative Space Serbia with dj set

**THURSDAY, APRIL 14<sup>th</sup>**  
19: Infiniti - price-giving of the "Infiniti Design DeContest" winners and cocktail  
19: Thailand - Department of Export Promotion - Thai Fruit Party (by invitation only)

**FRIDAY, APRIL 15<sup>th</sup>**  
19: Thailand - Department of Export Promotion - Thai Fruit Party (by invitation only)

**SATURDAY, APRIL 16<sup>th</sup>**  
19: Thailand - Department of Export Promotion - Thai Fruit Party (by invitation only)

**HOME AND SPA DESIGN SUPERSTUDIO 13, VIA FORCELLA 13**

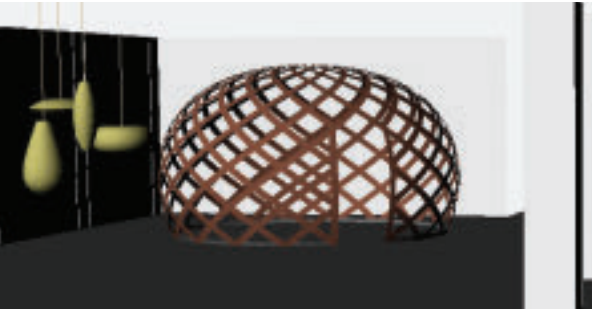
**APRIL 12<sup>th</sup>-15<sup>th</sup>-16<sup>th</sup>-17<sup>th</sup>**  
18-21: Home and Spa Design Cocktail

**WEDNESDAY, APRIL 13<sup>th</sup>**  
20-02: Archiportale Party (by invitation only)

**THURSDAY, APRIL 14<sup>th</sup>**  
20-02: Home and Spa Design Party (by invitation only)

OPENING TO NATURE

In the wide spaces of via Tortona 54, behind which there is still the swarming site of the Museum of Cultures designed by David Chipperfield, **Innovation/Imagination** opens its doors under the mark of naturalness. Already in the reception area, a big gazebo, weaved with a material coming from far away, from somewhere poles apart from our civilization, linking the local linen with vegetable plastic, and a new series of lamps of every size are present.



A BAMBOO WORLD



Only lightweight and flexible rattan and bamboo stems, even where it seemed impossible to imagine their use. The furniture and objects, and even a car, by **Kenneth Cobonpue** are truly unique pieces, built with these materials which grant strength and at the same time infuse poetry. [www.kennethcobonpue.com](http://www.kennethcobonpue.com)

FROM THE HEART OF THAILAND

In search of the roots of living on the other side of the world. The basis of contemporary Thai design, inspired by ancient local traditions, in the art and culture fields. If mixing elements from different places and inspirations is one of the trends of contemporary living and décor, now **Slow Hand Design & The Heart Value of Thai Products** brings to Milan an interesting overview on Thai creativity, with a multitude of proposals. As a matter of fact, the project designed by the designer **Eggarat Wongcharit** presents a joint exhibition of Thai designers and the winning products of the Demark Award (Design Excellence Award), the most important award for national design, carried out with the support of the Department of Export Promotion of the Thai government. Among the several not-to-be-missed proposals, do not forget to enjoy the pleasure of a real Thai Spa. [www.thaitradeitaly.com](http://www.thaitradeitaly.com)



THE DESIGN FACES IN A CLICK

It's called **Design-book** the photographic set which immortalizes the design protagonists for the third year and makes them live on all year around on the web. Organized within Innovation-Imagination by **Tau Visual - Associazione Nazionale Fotografi Professionisti**. [www.design-book.org](http://www.design-book.org)

THE WORLD IS THANKFUL

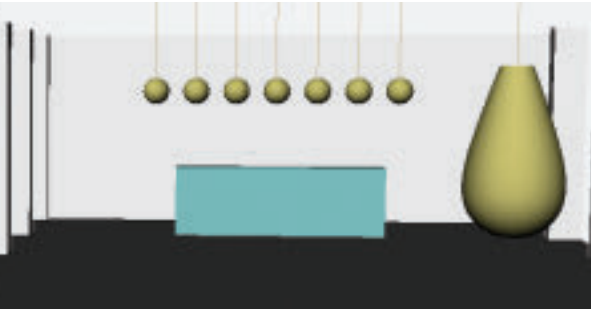
The Earth: does it need to be completely remade? A joint exhibition and a workshop on how to produce eco-sustainable design. A space which welcomes tangible contributions to examine with a different eye our relation with the world. The space devoted to the event **Merci Beaucoup!** - in collaboration with **DDN, Gruppo Mash G&T** and curated by **Fortunato D'Amico** - forces us to examine in a critical way the production theme of design and consumption. A workshop operating on the recent experiences of design and of the environmentally-conscious cultures, among multi-medial tools, photographs, graphics and videos, becomes also the opportunity for a competition aimed at young designers of the Brera Art School. The object of the competition is planning a design product created in full obedience of the exhibition guidelines. [www.gruppomashget.it](http://www.gruppomashget.it)





ted by the New Zealand designer **David Trubridge** under the wise mark of Tipu, the Maori word for blossoming, growing, increasing, developing. Trubdrige works on his “organic”, basic, eco-friendly, self-made design, allowing each one to assemble his huge balloon of light and transparency simply by joining with a click small natural strips until the desired shape is obtained.

www.davidtrubridge.com



LUMINOUS IDEAS

Quotations of the past to design the future, nature interacting with the latest led technology, light becoming décor. There are plenty examples of creativity in the projects of the new lighting elements such as the tulips in soft resin of **birds design** (1), only lacking their scent, or the stylized flowers, to be placed either on the tables or on the ground, by **Neroacciaio** (2). The sophisticated contemporary chandeliers by **Karman** (3) recall ancient lamps. The allure of the classic candelabrum is vivid in the one by **Functionals** (4), which offers an essential and very modern version. www.birdsdesign.net, www.neroacciaio.com, www.karmanitalia.it, www.functionals.eu



BODY DESIGN

The new **MBT**, a shoe designed for man’s wellbeing, can be discovered and tried out with the latest Ari (meaning ‘spirit’ in Swahili) model, designed by **Hermann Oberschneider**, in the space The Mind Body Temple, a place of peace and energy conceived for Innovation-Imagination by the designer Stefano Pirovano. www.mbt.com



AT THE CONTRARY OF ROMANTICISM



Reflecting on the violence of urban contrasts and finding a source of inspiration for furniture pieces distinguished by strong implicit messages. The tour around the world of Innovation-Imagination brings us to **Al’ Jordão**, a Brazilian brand, which goes from the crystal seatings hit by bullets to the sex-addicted lights and to the transparent chair with diabolical dart (see picture). www.alejordao.com

OUR CONTESTS

We are all aware that the generation turnover represents the force of our creative system and that young new talents can be found also in the most remote areas of our planet. Many are the companies offering young creative talents the chance to be discovered. Many are the contests and award ceremonies within Superstudio and connected locations.

- **Real Industry Future Classics** competition promoted by the Polish company **Comforty** aimed at famous and less famous names of the European scene (Superstudio Più)
- The **Cristalplant Design Contest** “Touchable Emotions”, promoted by **Cristalplant** and **MDF Italia**, stages the results as holograms; award ceremony scheduled for April 13th (Superstudio Più)
- **Creative Space Serbia** presents the winning projects of the competition promoted by **SIEPA**, Serbia Investment and Export Promotion Agency (Face to Superstudio Più)
- **Premio DEmark** (Design Excellence Award), the most important award for Thai design is presented within the **Slow Hand Design & The Heart Value of Thai Products** (Face to Superstudio Più)
- **Infiniti Design DeContest** presents the competition “Still Life. Is your life still or...?” promoted by Infiniti and aimed at young international designers, award ceremony scheduled for April 14th (Face to Superstudio Più)
- **Merci Beaucoup!**, competition promoted by **Gruppo Mash G&T** in collaboration with **DDN**, aimed at the students of the Brera Art School in Milan, whose object is the planning of an eco-sustainable design product (Face to Superstudio Più)
- Award ceremony for the winning project of the concept **BabyPitStop**, a contest promoted by **Unicef Italia** and **ASL Milano** to create micro-spaces in public areas devoted to breast-feeding.

CREATIVITY STORIES

Here imagination rules: it is a technological space telling, with the aid of multimedial projections and audio effects, the creativity and the new collections of seatings by **Infiniti**. A creativity which calls into action, as it happens to the virtual people moving into the space, who compose a song with the guitar or write a novel or sketch a painting. The award ceremony of the Infiniti Design DeContest “Still Life. Is your life still or...?”, aimed at young international designers, will be on stage on Thursday April 14th. The images of the winning projects are presented on a multimedial table, which can be leafed through simply by moving your hand. www.infinitidesign.it



COLANI UNIVERSAL DESIGNER

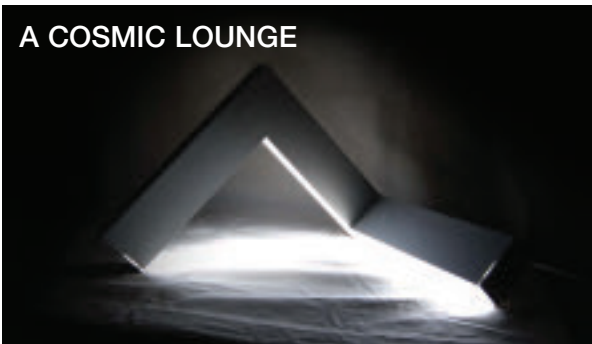
**Luigi Colani** is a universal designer who has reinvented almost anything: from the toothbrush to the NASA spaceships, with more than 7000 projects carried out over seventy years. A forerunner in every field - in following the bio-design path, in the round and streamlined shapes, in the design transversality, in the eco-friendly and highly technological planning - Luigi Colani, half Italian and half German, citizen of the world, sought-after by China, Germany, United States and Japan, has indeed chosen Milan to present its heritage of cars, motorbikes, trains, furniture, objects, models, designs, in his majestic solo exhibition entitled **Il Futuro è a Milano** (The Future is in Milan), which will take place over a few months period in piazza Bergognone. www.colani.it



FROM OFFICE TO HOME



Renowned international designers welcome the debut of **NgispeN**, the new brand created for the home-design by Gispen, one of the most important office-furniture Dutch companies. Jerszey Seymour, Michael Young, Dick van Hoff, Maarten Baas, James Irvine, Jurgen Bey, Fabio Novembre, W.H. Gispen, Gerrit Rietveld, Wim Rietveld, Dirk vander Kooij and Seongyong Lee have all created a collection of innovative and classic pieces, such as the sofa by **Michael Young** (see picture). www.gispen.com



A COSMIC LOUNGE

An angular lamp lights up the dark of the cosmos. The design boards the joint exhibition **Creative Space Serbia** which takes place in the imagination of the Space Centers, curated by **Mirko Tattarini**, orbitating platforms re-enacting in space the life on the earth. The lounge theme brings to a public space crossroads of cultural exchange and hybrid and unconventional identities, where technologies identify new services and functionality for the users. On display the winning projects of the competition promoted by **SIEPA** (Serbia Investment and Export Promotion Agency). www.siepa.gov.rs

THE INTERPLAY OF MATTER

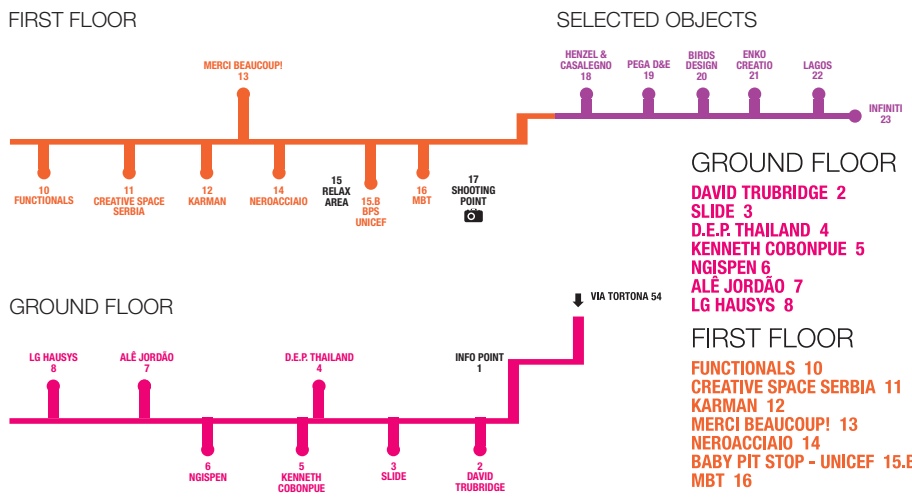
Discovering that LG is not only mobility and high technology but also materials for the most varied applications. A tunnel unwinding in whirling bends, walls to be touched to feel what they are made of, a never-ending surprise. The **LG Hausys** products create different portals, each made with different surfaces, opening towards a new world. In Vertigo, the project by **Lucchese Design**, objects, colors, materials and styles follow one another in a circular path granting the freedom to explore new shapes, new textures and playful sensations. www.lghausys.com

SELECTED OBJECTS

Ideas follow one another, in the very long spectacular room located on the first floor of Innovation-Imagination. Tidbits of creativity telling of talent and imagination in different fields where eclecticism and design are the common threads. A few examples? In order: folding chair by **matteocasaalegno** (1), graphic carpet by **Henzel** (2), essential abat-jour by **Pega Design & Engineering** (3), rocking chair by **Enko creatio** (4), light-flowers in technological vase by **Lagos** (5), little chair for breast-feeding in public places winner of the contest promoted by **Unicef Italia** and **ASL Milano** (6).



INNOVATION – IMAGINATION  
FACE TO SUPERSTUDIO PIÙ - EXHIBITORS MAP



THE OTHER SIDE OF PLASTIC

The printed rotational plastic, true boom of the outside décor, allowing free and fanciful shapes, changes its looks. One of the leading companies in this field is **Slide**, which, among other things, presents also “inside” chairs and small tables in a lacquered and colored version designed by **Marc Sadler** (see picture). The designer joins the important names of the brand such as Karim Rashid, Paola Navone, Marcel Wanders, Giulio Cappellini, besides some interesting new up-and-coming names such as Fabio Rotella, Jorge Najera, Stirum Design, Anki Gneib. www.slidedesign.it

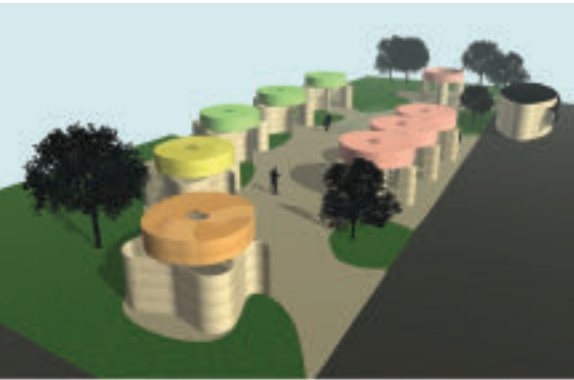


www.byhenzel.com  
www.matteocasaalegno.com  
www.pegadesign.com  
www.enko-creatio.com  
www.lagos.it  
www.unicef.it



OUTSIDE INSTALLATIONS

Right inside the Superstudio Più area you will be met by the originality and grandeur of the outside installations. A design garden: it is the world where wood bends, colors, changes, enchants, amazes and respects nature. The multi-project by the Finnish **Punkalive** develops itself in an eco-sustainable way, with the egg-shaped reception and the sinuous little temples designed by the architect **Jukka Lommi**. **Karim Rashid** designed the new proposal of natural furniture bent in an asymmetric and ergonomic way, complementing the production of other several winding pieces. [www.punkalive.fi](http://www.punkalive.fi)



If also concrete can transform itself and have a face, there's a building looking right into your eyes. It is the creative building-art carried out with the concrete cards by **Magnetti** in collaboration with **Ronen Joseph** and **Ilaria Bertelli**, **Michi Jung**, **Agnese Lombardini** and **Alessandro Pavia**. [www.gruppomagnetti.it](http://www.gruppomagnetti.it)



A container tells a story of sand and sea: it is the art installation by **Dejana Kabiljo** per **Kabiljo Inc.** [www.kabiljo.com](http://www.kabiljo.com)



Curated by Gisella Borioli with Sara Valentina Barzaghi, Anna Bergamo, Gloria Beruschi, Claudia Bianchi, Giulia Borioli, Elena Camorali, Giulio Cappellini, Marco Colonna Romano, Giorgia D'Apollonia, Roberta Denti, Chiara Ferella Falda, Chiara Fornari, Cecilia Lalatta Costerbosa, Dario Negri, Elena Pardini, Danilo Pasqua, Isabella Nicky Plantamura, Francesca Porini, Daniela Riccio, Michele Ronzulli, Livia Satriano, Santa Solano, Walter Terzini, Giorgia Trascinielli, Alberto Vittone, Valentina Zanon. Edizione AreaArt. An initiative by Superstudio Group, via Tortona 27 - 20144 Milano - tel. +39 02 422501 [info@superstudiogroup.com](mailto:info@superstudiogroup.com) - [www.superstudiogroup.com](http://www.superstudiogroup.com)

UPSTAIRS: THREE FLOORS OF SURPRISES WITH A FINAL TASTING

The Temporary Museum is growing, rising and expanding towards the sky. The Upstairs sign invites you to climb the three floors of the Art Point building where the exhibition goes on with interesting proposals you should not miss.

From fashion to design

During the year it hosts edgy collections of women's wear but during the Fuori Salone the area reinvents itself by becoming an exhibition space where fashion connects with design. This is the **Twin-Set** space, provided with a new lay-out to host soft walls, sensual lights and seatings along with the clothes from the latest collection. The "system" designed by the Canadian company molo has become famous because it broke the tradition of stiff and unchangeable walls through a patent which allows to shape, modulate, adapt and store in a limited space structures made of alveolar 'paper' working as partition walls, seatings, illuminating bodies shedding their own special magic. Twin-set and **molo** awaits



you on the first floor, before reaching the Design Theatre. [www.molodesign.com](http://www.molodesign.com)

Design Theatre: on the stage the "selected objects"

An entirely black scenario, theatrical lights, small stages where the players are the objects and elements distinguished by strong innovation contents, selected for their original approach to different issues. The **Design Theatre**, that you can find on the second floor of the Art Point, is an evocative place, distinguished by the special "black on black" atmosphere, hosting the reinvented and délavé carpets by **Golran**, the vases incorporating the outdoor by **Flora**, the proposals by **Luca Nichetto** and **Patrizia Urquiola** for **Mabeo**, the rigorous furniture in solid wood by **INCHfurniture** with the lamps by **Glasswork**, the playful modular tables by **&tradition**, the new system of wood cases by **Ames**. In the same space, you can also find **SuperstudioTv**, a real television studio set to study the design world, available for shootings and interviews broadcasted in real time on-line. [www.carpetreloaded.com](http://www.carpetreloaded.com), [www.flora-online.de](http://www.flora-online.de), [www.mabeofurniture.com](http://www.mabeofurniture.com), [www.inchfurniture.ch](http://www.inchfurniture.ch), [www.andtradition.dk](http://www.andtradition.dk), [www.ames-design.com](http://www.ames-design.com)

On the roof VIP tastings

A rigorous and fanciful architecture, emerged as if by magic on the roof, designed by **Luca Nichetto** for **Prosciutteria King's**. The holders of the valuable card are allowed to discover and taste the first Italian design ham, VIP delicacies, palates and eyes sensitive goes hand in hand with the kit of new beautiful knives for the professional chef. That's to say that also food has its own image and design is truly transversal. The atmosphere meets the ambitions of the Prosciutteria King's, number one in its category: the tables, chairs, lights and furniture, all designed by Nichetto for different companies, are arranged in an ideal space. [www.kingsprosciutti.it](http://www.kingsprosciutti.it)

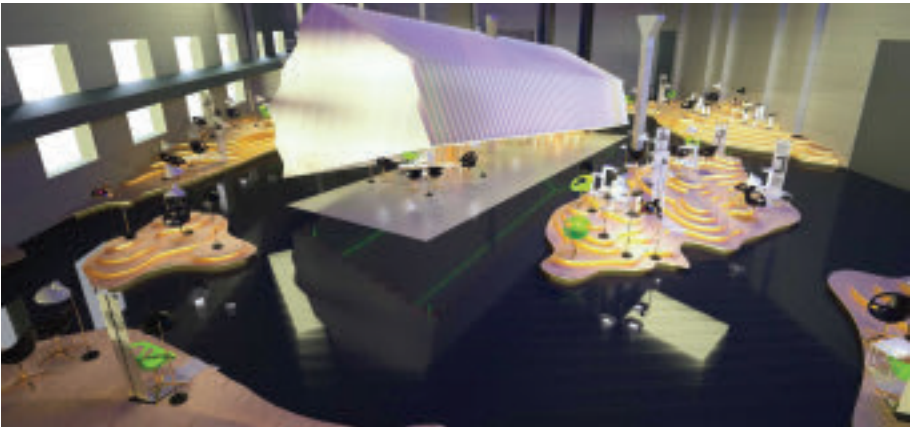
ART-DESIGN STYLE-SYMBOL

A sculpture-chair only for a few real art-design collectors. The red, white or black meteor by **Antonella Franceschini** in pure resin is produced in limited edition by **Ama Design**. [www.amadesignitaly.it](http://www.amadesignitaly.it)



SWEDISH LIVING

Enter this magic and cozy red barn designed by **No Picnic** and lose yourself into the romantic countryside of the Västra Götaland region. The pavilion **Svensk Form** is back at Superstudio, completely dedicated to Swedish design, to its materials and to its lifestyle, "inhabited" by unique pieces, each one telling the story of a place and the passion for the materials used. A space of mental peacefulness, devoted to listening. A message of eco-sustainability and quality of life in the manufactured products in textile, wood, glass and ceramic. [www.svenskform.se](http://www.svenskform.se)

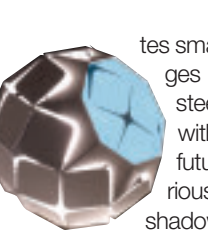


A FASHION SHOW OF... CARPETS

You enter, looking down to see the carpets and you find yourself absorbed in an atelier atmosphere. But here the models are not wearing clothes but the floor-haute-couture Limited Edition "dress up" by **Michaela Schleyep** for **Floor to Heaven**, such fashion, elegant and light carpets that you can wrap them around your body. [www.floortoheaven.com](http://www.floortoheaven.com)



LIGHTS BRIGHTENING THE MIND



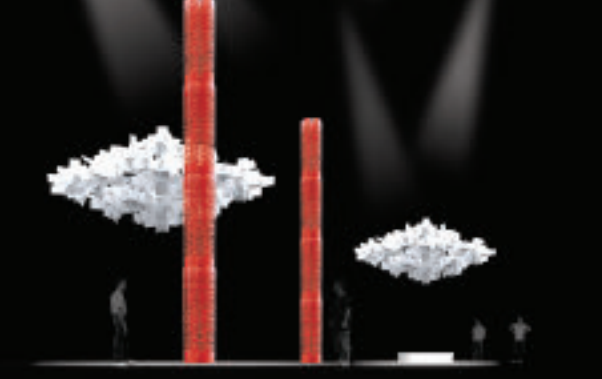
[www.aquagallery.com](http://www.aquagallery.com), [www.brandvanegmond.com](http://www.brandvanegmond.com), [www.bysteel.it](http://www.bysteel.it)

The lighting function seems secondary in front of such boldness and fancy which turn lamps into luminous sculptures. For **Acqua Creation** the lights are origami, floating molecules made of rice paper or merino wool and pure silk. **Brand van Egmond** interprets them by mixing art, fashion, allure and technology, until the latest proposal of a chandelier which incorporates small monitors broadcasting images of your history. **Bysteel** uses steel as if it were paper infusing it with suggestive shapes, futuristic allure, mysterious carvings, bringing shadows to life.



SUMS AND MULTIPLICATIONS

**Foscarini** presents very high totems built by overlapping its evergreen pieces, an artistic interpretation in an anthological version, with lighting design by A. J. Weissbard and music composed by Francesco Morosini. [www.foscarini.com](http://www.foscarini.com)



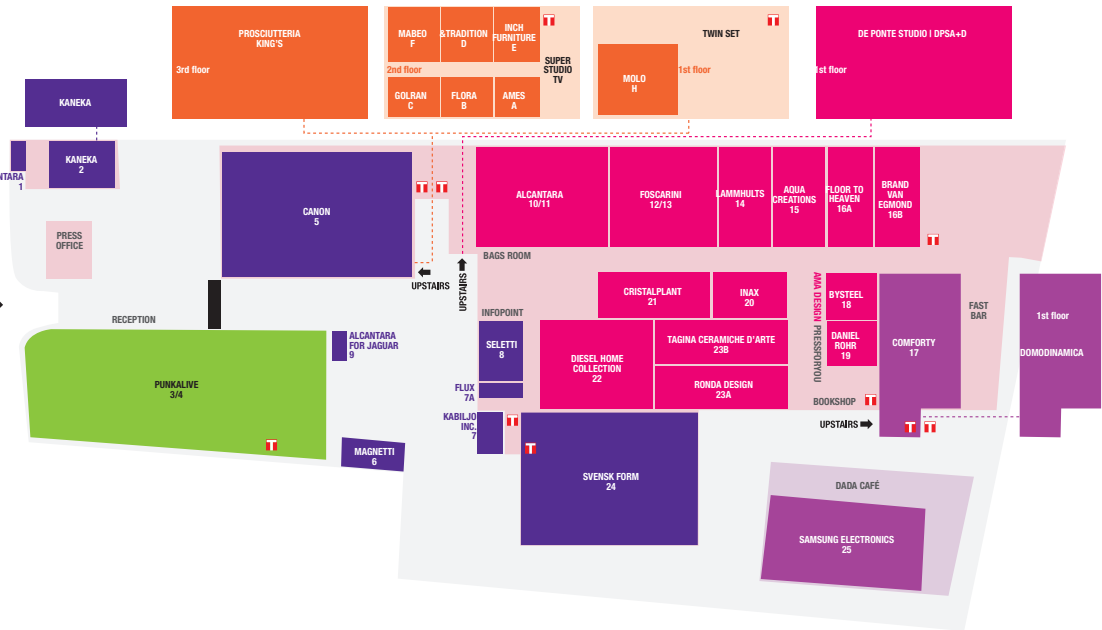
PAPER SEATINGS

100 polypropylene, eco-friendly, waterproof, folding, light and original seatings by **Flux**, spread everywhere on the outside area, invite you to take a break, between one exhibition and the other. [www.fluxchairs.com](http://www.fluxchairs.com)



TEMPORARY MUSEUM FOR NEW DESIGN

SUPERSTUDIO PIÙ - EXHIBITORS MAP



GROUND FLOOR

- 1001 **ALCANTARA**
- 1 **ALCANTARA FOR FASHION**
- 2 **AMA DESIGN**
- 15 **AQUA CREATIONS**
- 16 **BRAND VAN EGMOND**
- 18 **BYSTEEL**
- 5 **CANON**
- 17 **COMFORTY**
- 21 **CRISTALPLANT**
- 19 **DANIEL ROHR**
- 22 **DIESEL HOME COLLECTION**
- 16A **FLOOR TO HEAVEN**
- 7A **FLUX**
- 1013 **FOSCARINI**
- 20 **INAX**
- 7 **KABILJO INC.**
- 2 **KANEKA**
- 14 **LAMMHULTS**
- 6 **MAGNETTI**
- 23A **RONDA DESIGN**
- 25 **SAMSUNG ELECTRONICS**
- 8 **SELETTI**
- 24 **SVENSK FORM**
- 23B **TAGINA CERAMICHE D'ARTE**

GARDEN

- 3/4 **PUNKALIVE**
- 9 **JAGUAR BY ALCANTARA**

UPSTAIRS

- 1st floor
- 8 **MOLO/TWIN SET**
- 2nd floor
- A **AMES**
- B **FLORA**
- C **GOLRAN**
- E **INCHFURNITURE**
- F **MABEO**
- D **&TRADITION**
- 10 **SUPERSTUDIOTV**
- 3rd floor - roof
- 11 **PROSCIUTTERIA KING'S**
- 1st floor
- 12 **DE PONTE STUDIO I DPSA+D**
- 1st floor
- 13 **DOMODINAMICA**

BAR-RESTAURANT

- DADA CAFÉ**
- FAST BAR**

FACILITIES

- 14 **GARDEN LOUNGE**
- 15 **PRESS OFFICE**
- 16 **INFOPPOINT**
- 17 **PRESSFORYOU**
- 18 **RECEPTION**
- 19 **BOOKSHOP TASCHEN**
- 20 **BAGS ROOM**
- 21 **SUPERSTUDIO TV**
- 22 **TOILETS**

THANKS TO

- 1 **FLUX, FOSCARINI,**
- 2 **JANNELLI & VOLPI**
- 3 **E FLAVIO LUCCHINI,**
- 4 **PAOLINI DESIGN,**
- 5 **PUNKALIVE,SAMSUNG**
- 6 **ELECTRONICS, SLIDE**