



SUPERSTUDIO PIÙ 2000-2017

Superstudio Più along with Design in Tortona district comes of age, turning eighteen. It seems like yesterday when, in a street full of factories on the way to being dismissed, the **former General Electric** turned into the throbbing heart of the district, opening up to every experiences of creativity and innovation, starting from design, art, fashion, paving the way to something that will soon be emulated all over the city. An original place and project, a continuously in-progress hub where all expressions of contemporaneity find a space, from top names to young authors. After the first few years of **Design Connection**, with



the important presence of **Giulio Cappellini** as exhibitor and inspirer and **Luca Fois** as promoter, here comes the increasing commercial success. Too commercial. Consequently, in **2009**, to highlight its precise identity, the ambitious **Temporary Museum for New Design** is created. A turning point, another project by Gisella Borioli and Cappellini as art director, that launches the season of

great emotional intangible installations talking about, rather than product itself, the product philosophy and culture. Wow! People are fascinated. The **new format** teaches a new way to exhibit, with the support of prestigious companies and powerful multinational corporations. Barovier&Toso, Bisazza, Foscari, Flos, Moooi, Alcantara and also Canon, Samsung, Citizen, Hyundai, Jaguar... And famous architects: Jean Nouvel, Massimiliano Fuksas, Ettore Sottsass, Alessandro Mendini, Marcel Wanders, Stefano Boeri, Nendo and many many more. But the world is running, the crisis resizes budgets and ambitions, democratic design gets decisively ahead. It is the time of makers, start-ups, self-productions, limited editions, 3D printing, e-commerce, re-use, web designers, emerging countries, latest generations getting side by side to top names and the most significant companies. **2015**: Superstudio's format incorporates the Temporary Museum in **Superdesign Show** with the new artistic direction by **Carolina Nisivoccia**, opening up to all new, still unknown energies, to research of Universities, to young authors recruited through the web, to the latest technologies, to robotics and innovative handicraft, overcoming limits and the targets of design as generally intended. In the name of **COLOR**, today, Superdesign Show invites you, as always, to preview new trends, new entries and opportunities.

Gisella Borioli

THE ARTISAN AND THE ROBOT

This is a strange dichotomy: on the one hand the powerful return and interest in handicraft, manual skills, traditional manufacture techniques for unique objects with a specific identity, and on the other, the constant development of extreme technologies take us towards a Smart Life where robots, cyber-systems, artificial intelligence, unlimited connections, digital humanism, increased reality, 3D, ultra materials delete or reduce the human's work, taking us towards an unknown future. Milano Design Week is the moment when living, building and furnishing trends are compared and Superstudio, since 2000, is one of the key places for confrontation between the past and the future. Tomorrow is already here, but also with that ability to make, very close to exclusivity of art, that seems to be the new luxury of contemporaneity. Superdesign Show 2017, from the artist's gesture to the robot performance, describes this. G.B.



TIME TO COLOR!



AGC
Asahi Glass

Alessandro
Ciffo

Slide

Keydi

Daniela Gerini

Letizia
Marino

Thinker



Alessandro Ciffo, "Iperbolica" silicon armchair

IT'S TIME TO COLOR

It is always, but this year even more. In furniture, in fashion, even in building. Superstudio anticipates and reaffirms it. With a pathway carpet, conceived by Carolina Nisivoccia and created by **Radici Contract**, in the colors of the rainbow. But in undertones, to let the installations' strong ones stand out. Like Light&Color with luminous furnish by **Slide** in new bright shades. Or the futuristic composition by the photographer-artist Charles Pétilion, with the performant fabrics by **Sunbrella**, that welcomes visitors in the central area at the entrance. Moreover, the tableaux vases that emphasize the shades of flowers by **Yokohama Makers Village**. And then there are the surprise rooms. In the Unexpected Room, colors that envelop the surrounding completely, with the multicolor walls by **Nova-**

color, the technicolor "Chiavarina" chairs by **F.lli Levaggi** or the Chair 3, Red Dot Award 2013 by **Dorodesign**, that hangs like a picture and is revived with the "Fable" graphic by Van Orton. In the other magic room, Hand+Art+Design, three designer-artists tell us how color is pure passion and leads to the research of new materials. **Alessandro Ciffo**, with various silicon objects and cups and vases, delicately transparent, Murano 5.0 glass hypothesis. **Daniela Gerini**, with furniture and asymmetric fashion proposals and irregular brushes. **Letizia Marino** splashes on surfaces and tables colored resin with a strong pictorial effect. Even the **Digital Habits** and **Tivoli Audio** high technology production plays with color, with sensorial systems based on sound light and interactivity that make the house smarter.

A VARIOUS VARIETY OF SELECTED PROPOSALS

They dress, accessorize, furnish, solve situations, entertain and can all be found in the **SELECTED OBJECTS** collective exhibition. These are proposals by small companies, students councils, emerging designers. Like the modular bookshelves and benches by **Castellani.it** or the portable objects of **budbrand's** Japanese designers. And also the bags by **Dampai** or the **Beyond** sneakers designed by the Naba Academy students. There are **Keydi** by **Cappa Arredamenti's** shadow plays style lamps, and the art in the everyday life of brushes by **D.AArte**, or furniture by new Bauhaus, between the seventies and the Art Déco, by **Zalaba Design**. The clever trolley to be clasped to a push chair by **Daard**, and surprising materials of the "no name" glasses by **Delirious Eyewear**.

There are those like the British from **Haberdashery** who design sculpture-lamps. There are rugs by **Henzel Studio** in collaboration with Andy Warhol foundation and mix of design and handicraft rug, like the



Henzel Studio Carpet

lamp, by **Marca**. Furniture pieces and accessories by **LIAA Latvian Design** are inspired by Northern Europe tradition and top handicraft also on the tartan blankets, in over thirty colors, by **Masserano Cashmere**. The eight seats by **Ponti Design Studio** portray Hong Kong through the metaphor of a window. Fireplaces by **Spartherm**, marble objects by **StoneLab Design** combine furnishing with creativity. Dedicated to digital fans are the **NuAns** by **Trinity's** proposals.



F.lli Levaggi

Digital Habits



Ponti Design Studio



ART SPACES

The enormous corten steel sculpture that represents an evening dress, prevails in the garden, by **Flavio Lucchini**, resident artist, and on the Roof Garden, there is the exciting third paradise by the well known artist **Michelangelo Pistoletto**, where-



as, the 4Rooms cosy space hosts the original photography and pencil drawings exhibition "Sotto//Forma" depicting architectures and urban

landscapes, a joint project by photographer **Paolo Belletti** and the Argentinian designer **Ariel De Boni**. Moreover, Flavio Lucchini highlights, in MyOwnGallery, the theme of Color with his large and small Toys sculptures, lively, irregular solids one on top of the other like children's constructions.

Karim Rashid, as artist, is present with the majestic shocking-pink lacquered resin knot, for SlideArt. in the large main corridor.



- 1 - The "knot" by Karim Rashid
- 2 - Sotto//Forma, photos and drawings by Paolo Belletti and Ariel De Boni
- 3 - Installation by Michelangelo Pistoletto on the Roof Garden
- 4 - Toys, colored sculptures by Flavio Lucchini in MyOwnGallery
- 5 - Drawings by Fabrizio Sclavi for Valdo, homage to the floral houses, on the Roof Garden



FUTURE HINTS

Experimentation towards a hyper-reality continues and everything that used to be a project is already here. With Watson, the **IBM** system that interacts with humans, through a natural language and increases potentiality of experts in every fields, **Dassault Systèmes**, state-of-the-art solutions for creative projects and interior design, can sketch new ideas directly in 3D on a tablet and immediately display it with photo-realistic rendering. Poeticity and high tech blend in the installation "S.F. Senses of Future" by designer **Toku-jin Yoshioka**, created for **LG's** seventieth anniversary: a museum-like installation, an emotional space, a tapestry of light that stimulates all senses. Future means research and there is no better place than universities to carry it out so, the Japanese **Keio University** presents a cybernetic table, that by means of a sophisticated software, analyses people and their outfits, thus suggesting the most suitable fabrics, colours, shapes. A device that can have interesting applications in medicine. A full pavilion is dedicated to designers of future: **Polish Design** with the TOMORROW IS TODAY exhibition by Dorothea Koziara, where eight state universities describe design teaching system in various fields, methodology, the continuous contact with companies. And finally, technologies for an ideal city that dialogues with the citizens through intangible connections but also innovative physical spaces can be found in the SMART CITY area, created by **Material ConneXion Italia**, with the collaboration and support by the Municipality of Milano.



Motorcycle by G. Rozwadowski, Academy Of Fine Art Wroclaw



LG, S.F. Senses of Future

APP GIF VIDEO

Let's discover the very short videos that are a form of syncopated visual art: a selection of the best GiF in the world celebrates the theme of color and different styles with theGiFER-pills, a little preview of the **theGIFER** festival (Turin, 2-5 November 2017), an international project, born to spread and promote the gif art. With the new **SmartMi** application, that will allow to live Milan in a smart way, you will receive in real time all the most significant information on Superdesign Show. Speaking of beauty, the artist-designer **Dejana Kabiljo**, in the Smart City area, wonders, with an interesting video, how much its perception may affect quality of life. Magical and nonetheless challenging images that elicit questions and answers.

FOLLOW THE IRON FELLOW

What do a little iron folding chair, a sauna that can float on a lake, a manual-book to pursue happiness and a spaghetti meter have in common? Or a bag that folds completely and fits in everywhere and a cat toilet with a cat snip lawn? A wood chair that looks like a medieval throne and a wood lamp that looks like an octopus? A floating armchair and seven mirrors with emoticons where to look at yourself every day of the week? These



are the proposals, projects, prototypes, dreams by young and older, emerging and well-known talents of Discovering: PEOPLE & STORIES recruit via web. A little iron man will narrate the story of each one of them, just like a "presenter". Created by **Alessandro Guerriero**, founder designer of Alchimia, who conceived the project of three hundred wooden flowers blossoming on table at the centre on the scene. Moreover, to learn more about the new talents, a section on **eBay** talks about them, their projects

and, of course, their objects on sale.

The protagonists of Discovering: 15West Studio, Ilaria Alessandria, Gabriello Anselmi, Juan Carlos Baumgartner, Manuela Bucci, Alessandro Campesi, Mauro Cellana, Alessandro Ciffo, Alberto Del Grosso, Gruppo Furot Design, Ombretta Iardino, Marita e Frida Francescon, Gloria Gianatti e Alessandro Mattia, Matteo Francesco Greco, Nilufer Kozikoglu, Yoshihiro Kusaki, Marián Laššák, Beat Lippert, Salvatore Longo, Marco Maccagnan, Cristina Marsan, Francesco Murano, Giuliano Muzzi, Bruno Petronzi, Michele Perlini, Sophie Rama, Riccardo Randi, Gennaro Rossi, Virginija Sadaunyke, Lorenzo Santoro, Seà Design, Elena E Giulia Sella, Small Architecture Workshop, Thinker, Stylezato Team, Animadverte, Tonis Vellama, The Gahan Project, Michele Volpi, Simon Young.



1 and 2 - Alessandro Guerriero, man sculpture and handmade flowers

All the female designers for the Discovering, People&Stories:

3 - Marita and Frida Francescon, 4 - Sophie Rama, 5 - Elena and Giulia Sella (DesignByGemini), 6 - Sara Farina, Laura Esposito and Mariagrazia Felicella (Stylezato Team), 7 - Ilaria Alessandria, 8 - Cristina Marsan, 9 - Gloria Gianatti, 10 - Alessandra Cinti and Elisa Palladinelli (Seà Design), 11 - Laura Tolfo (ANIMAdVERTE), 12 - Virginija Sadaunyke, 13 - Begum Cemiloglu and Ekin Varon (15 West Studio), 14 - Manuela Bucci, 15 - Ombretta Iardino, 16 - Nilufer Kozikoglu.

IN A MATERIAL WORLD

It has all been experimented, recovered, readjusted, recycled, reinterpreted. The real innovation arrives today through more and more performing and technological materials. Superstudio gives them an important space, actually, just like every year, a true **MATERIALS VILLAGE** covering the whole Art Garden, organized by **Material ConneXion Italia**. In dedicated presentations, plastic materials, tiles, fabrics, marbles, ceramics and much more to be seen, touched, experienced with the participation of famous architects, master chefs, experts and other events. To recount the magic of materials, finally, an installation by **Patricia Urquiola Studio** for **3M**.



Studio Patricia Urquiola, architecture for 3M

Inside the galleries, here goes the fascinating project by **AGC Asahi Glass**, in collaboration with Jin Kuramoto and Raw-Edges. It is called Touch and examines glass processing techniques, that adds to its potentiality, tactile and sensorial features. **Gore-Tex** with Layerscapes installation, suggests protection materials according to different places. **Style-Green** treats flowers and leaves so that they don't age almost ever.

THE IDEA BY RENAULT, for the Fuorisalone is a proper 5 star hotel room where to accommodate: **Suite Mégane Grand Coupé**, in **Superstudio 13's** courtyard, via Forcella 13, popular among models and fashion creatives for its famous photographic studios. Indeed, to launch its new car, Suite Mégane Grand Coupé is a project born to enhance and communicate the two cores of the car: a coupé style with the saloon habitability. With its 271 cm of "pace" it is sure enough, among the widest in its category. It is possible to book the Suite through the dedicated website: www.meganegrandcoupé.it

FOOD & DRINK EXPERIENCE

Food and drink, have been getting, for some time, closer and closer to life style, culture, sensorial experience, even art. **PepsiCo** is one of the protagonists, with a playful project, MIX IT UP 2017, that involves well-known architects and designers such as **Patricia Urquiola**, **Fabio Novembre**, **Luca Nichetto**, **Studio Job**, **Mathieu Lehanneur**, but also the star-rated chef **Davide Oldani**. To explore how and with which reference to the past, present and future, food and drinks are consumed in our society.



PepsiCo, il bar di Mathieu Lehanneur con le luci cinetiche e la grande scultura al centro

THE NEW PROTAGONISTS

A excerpt from an interview by DesignWanted, with Gisella Borioli, that confirms Superstudio's support to small companies, to start-ups, to the last-generation.

"From a few years, I have been organizing two collective exhibitions, Selected Objects and Discovering. More and more small businesses wish to enter the world of design, but have a small budget and cannot afford large spaces or a stand at Fiera. On the other hand, the number of creatives, architects, artisans, makers, designers from emerging countries is steadily growing. An immense nursery of talents often acting mainly via web. For them, we have always reserved the Discovering area in the underground atmosphere of Basement, at very low prices and, if worthy, even for free. This year, we have expanded the research, and the concept adding the words People and Stories to the title, to describe better through personal stories, who they are and what they do. And we took them in the heart of the event, in the main show. And we studied what to do to be really helpful: by helping them to know since the beginning, the reaction of the market in an instant sale in collaboration with ebay on special spaces dedicated for them. With an invitation to very well known "experts", distributors, talent scouts, architectural studios, famous architects, buyers, retailers, producers, journalists, creative directors, influencers, etc., to visit the exhibition with me and maybe find talents to be offered opportunities, both in selling and producing, either of working or visibility.

What would I suggest to a young designer joining Discovering?

1-Participate at any cost as they are unrepeatable occasions for contacts

2-Slim down and only bring what most represents them instead of a plethora of "little things" that confuse ideas.

3-Pay much attention to the presentation and set up, it must be concise simple and impressive."



Stefano Seletti, "expert" for Discovering

BARBECUE AND GRILL TO EAT BUBBLES TO CELEBRATE THE DESIGN

On the Roof Garden, **SymposiumLab** presents a design event that focuses on food excellence with the new Dutch multi-functional braziers by **Ofyr**, in collaboration with **Pedini Cucine** and Osteria Francescana Giuseppe Palmieri's maitre team, surrounded by green and art with the Third Paradise by Michelangelo Pistoletto's extraordinary framework. In the evening you can toast with a glass of **Prosecco Valdo**, now in the new Valdo Rosé Floral Edition 2017 bottle, designed by **Fabrizio Sclavi** who also illustrates drawings that celebrates famous floral houses.



SUPERDESIGN SHOW - TEAM

Superdesign Show is a project by Gisella Borioli.

Art Direction by Carolina Nisivoccia. Operative Director Dario Negri.

Collaborations: Stefania Ambrosini, Anna Bergamo, Gloria Beruschi, Lavinia Dimiziani, Maria Cecilia Donato, Luisa Espanet (text), Chiara Ferella Falda, Elena Pardini, Monica Pastore (translations), Daniela Riccio, Michele Ronzulli, Santa Solano, Ilaria Tedeschi, Alberto Vittone.

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@AT is an initiative of Superstudio Group

The Superstudio's Locations:

Superstudio Più, via Tortona 27 - 20144 Milan

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MyOwnGallery, via Tortona 27bis - 20144 Milan

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