

DESIGN • FASHION • ART
INNOVATION • EVENTS
TRENDS • ANTICIPATIONS



SUPERSTUDIO MAGAZINE

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SUMMER IS COMING...

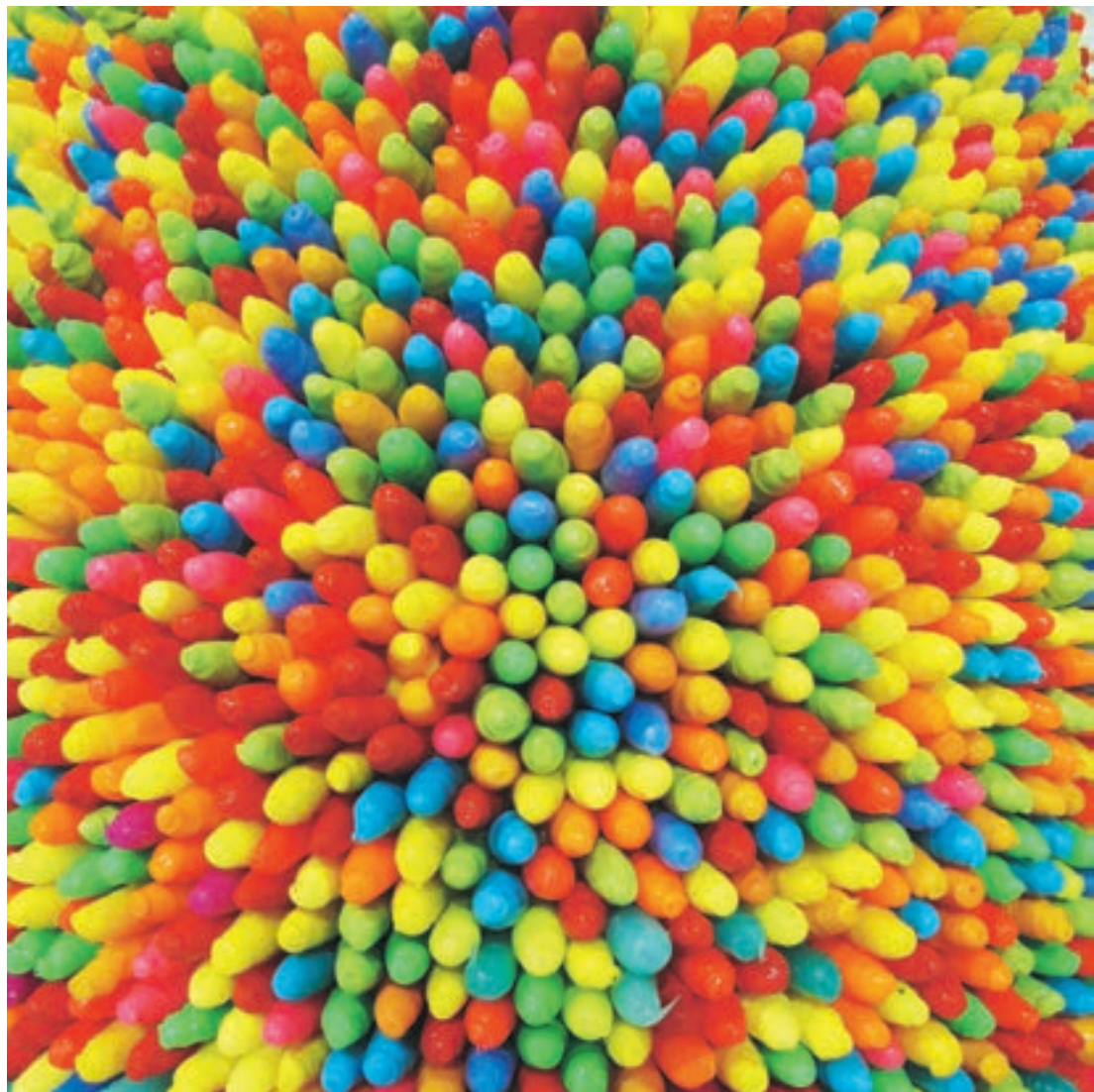
Superdesign Show is over, the peak moment of the FuoriSalone 2017 and spring, the time of big and small appointments continues in the two locations of Superstudio. White June, research menswear and womenswear preview is, as usual, Superstudio's first appointment with a summer full of surprises, starting with the new International presences.

Whereas at Superstudio 13, the historical photographic studios turn, for the Fashion Week, into Tomorrow's location, trendy mega showroom that gathers many successful avant-garde brands. For the third time, the spectacular fashion show of David Fielden's wedding dresses is back. The new organisation by Superstudio Events, operated by a team of young people totally dedicated to temporary events, is unstoppable and brings more, numerous new entries. The first edition of Italian Gourmet at Superstudio Più has just ended. Innovative format that allows to taste and experiment even from home, delights by 18 star-rated chefs inside the new Milano Food City schedule. High expectations for the end of June for Google convention, the only stop in Italy of the International schedule of meetings programme on the "cloud" future. In May the Fuori Fuorisalone project begins, with a series of design in dialogue with art at MyOwnGallery, that provides an open window to architects and design operators' sphere of interest throughout all the year. On the roof where, among the scent of the aromatic vegetable garden and the fascination of Michelangelo Pistoletto's installation, cocktails and evening events under the stars take place, by appointment.

In the meanwhile at Superstudio 13, advertising campaigns and photographic services of top fashion brands follow one another: super photographers, top models, famous art directors, bring to life the images that will swarm from Autumn, from Armani to Missoni, from Trussardi to Max Mara to Cucinelli and many more.

All the scheduled events until July will find renewed spaces and equipment at Superstudio Più, with improved fire prevention and security tools.

Gisella Borioli



Amphora by Alessandro Ciffo, detail.

TRENDS: LIVING WITH THE RAINBOW

This was the year's theme, launched by Superdesign Show through exhibitions, installations, furniture, objects, rooms, materials, sculptures, video that have finally overtaken the line of the cold shades and one-colour trend that has dominated for years in houses and locations. Time to Color! Is the previewed trend picked out by Superstudio's artistic board through the first signals of art, fashion, design and reintroduced during the latest edition of Design Week. Today, the multicolor re-confirms and continues its path transforming and enlivening up the world around us.

1. Carpet, Radici Contract 2. Silicon objects by Alessandro Ciffo 3. Sculpture by Ugo Rondinone 4. Digital Habits gestual speaker 5. Marcel Wanders for Qeeboo 6. Fondation Louis Vuitton with speech by Daniel Buren 7. Entrance of Superdesign Show with installation by Charles Pétillon for Sunbrella 8. Sheila Hick, Venice Biennale 2017 9. Rainbow Lace shoes, Dolce&Gabbana 10. Installation by Slide Design 11. Biblos Art Hotel 12. Missoni S/S 2017 13. Toys, Flavio Lucchini 14. Pictorial tables by Letizia Marino 15. Glass drum by AGC Asahi Glass 16. Time to Color, Installation in art.box 17. Multicolored rose 18. Rainbow carpet designed by Carolina Nisivoccia for Radici Contract.





Journal, among the brands of the next White Man&Woman.

WHITE MAN&WOMAN

The fashion show that revolutioned the way of making fashion fairs couldn't help but flourish at Superstudio (2002), the location that has always supported and launched new successful formats. Research, innovation, International brands, special events and thematic exhibitions, talents scouting, a tour of fashion shows and presentations around the world, a strong integrated communication: these are the key ingredients of White's increasing success. Massimiliano Bizzi, founder and president, will tell us about the upcoming edition. "New international entries: the partnership with Seoul Fashion Week will bring to White Man&Woman about 20 highly researched Korean brands. Furthermore, the collaboration with the Danish fair REVOLVER is growing, by increasing three times more the number of brands compared to January 2017 and moving to the former Ansaldo location".

Three new brands/fashion designers to keep an eye on and why? "Libertine-Libertine, for top quality production, PACKMACK for styling innovation and its clean lines in the outerwear project-making and JOURNAL for the impeccable selection of the textures and timeless interpretation of menswear. Moreover, three new trends that will burst out in spring summer 2018: definitely active-wear, romantic collection of womenswear as well as sportswear." What makes White special compared to other fashion fairs? "The continuous ability to reinvent itself and its brand-mix offer, the innovative and buyer oriented scouting. As well as an ambitious project for abroad, top secret for now.

SUPERSTUDIO PIÙ'S AGENDA

MAPIC ITALY

15th and 17th May 2017

The biggest Italian fair dedicated to retail and Italian real estate business. Two days of business and networking in which to meet the operators of the real estate business to discover the best opportunities in Italy. A dedicated exhibiting area and an intense programme of conferences and networking events will allow the participants to promote their own projects. From 10 am until 6 pm.

TECHNOLOGY FORUM

19th May 2017

The new era of industry 4.0, the Internet of Things and the cyber-communication are the protagonists of the day of analysis, confrontation and research, organised by the European House - Ambrosetti. The seventh edition of the Forum presents the new format and involves 27 Top Leaders in the field of innovation and business for a full immersion on topics such as Research, Business, Finance and Institutions. From 9 am until 6 pm.

DAVID FIELDEN SHOW

20th May 2017

For the third year running, David Fielden is back at Superstudio Più for the presentation of the Wedding Dress collection 2018. The Designer has been, for over thirty years, celebrated for its innovative, contemporary and exciting creations. Appointment at 6 pm.

THE MINDFULNESS DAY

21st May 2017

A day dedicated to feminine health and well-being with two speakers of excellence, Gabriella Cella, Yoga Ratna instructor and Simonetta Tassoni, homeopath doctor. YogaFestival proposes a unique event for yoga and the knowledge of homeopathic principles. From 9.30 am to 5 pm.

UNIEURO CONVENTION

26th May 2017

Unieuro, leading exponent of retail distribution of electronics and electrical appliances, organises a B2B convention with a busy schedule and numerous guests set out new guidelines of the electronic use and trade market. From 9 am until 6 pm.

AMAZON CONVENTION

8th June 2017

Amazon, leader e-commerce platform, organises a conference focused on best practices of the field and future business opportunities. The meeting will involve CEOs, General Managers, top sellers, Amazon leaders, and

proposes a large plenary, workshops and seminars. From 9 am to 6 pm.

WHITE SHOW

17th until 19th June 2017

WHITE the main Italian women fashion fair and International leader for the research. With its four editions per year, during the men and women Milanese fashion week, the fair presents the launching platform for the success of brands and companies, being the point of reference for the most important International multi brands and department stores. Attended in every season by more than 21.000 visitors. The edition of June is dedicated to menswear and preview of womenswear. From 9.30 am until 6.30 pm.

GOOGLE CLOUD NEXT

28th June 2017

Google's biggest Italian appointment, by Events Agency Wonder London, involves professionals, IT decision makers and Google Engineers to imagine, understand and create the cloud future and totally experience the Google Community. The programme proposes 8 hours of intervention and more than 30 speakers, a large keynote hall, 3 separate sessions and an area dedicated to sponsors and brand partners. Milan is the fourth of 6 stages: after London, Madrid and Amsterdam the event arrives in Italy and then reaches the cities of Stockholm and Paris. From 8.30 am until 7 pm.

AGOS CONVENTION

30th June 2017

Agos, leader finance company in Italy in the field for over twenty years, celebrates its anniversary at Superstudio and involves all its operators for a big party, in the beginning of summer. Starting from 5 pm.

MEDTRONIC CONVENTION

4th July 2017

Medtronic is the most important global company of medical technology and services. The company, leader in 12 categories of medical devices, gathers for the usual annual appointment more than 900 employees from all over Italy. On stage, the manager and various Business Managers will present the products and its divisions. From 10 am until midnight.

CONFIDI SYSTEMA! DINNER

20th July 2017

ConfidiSystema!, born to support all enterprises in their finance needs, chose Superstudio to celebrate its activity and invite for dinner, before summer break, its 300 employees. From 8 pm until midnight.

THE BEST EVENT AWARD AT SUPERSTUDIO PIÙ

It's the festival dedicated to the world of events: now on its fourteenth edition, the BEA Best Event Award will take place at Superstudio Più on the 4th and 5th October. Created in 2004 by ADC group with the aim to value the event as an innovative and strategic tool in the companies' communication activity. For this occasion a series of multinational agencies and professionals

from the field of events, advertising and marketing will gather during the two days of the event to anticipate the latest technologies, trends, innovative projects and much more. Over 35 jury members, selected among the top communication, marketing and events areas of some of the most important Italian companies, will award the best Italian creativity.

Along with the well-known Best Event Award is the Best Location Awards given to the best locations and venues, at its second

edition; the Best Event Organization Awards that acknowledges the organisation (logistics, people management etc.) and the Best Catering Award for the excellence of food services during the events.



WHAT'S NEW

Beautiful is useful

Once again this year we got some of the spaces floor repainted. The building's original floor, that was in fact made by small industrial tiles, has been over the years renovated with a special industrial outdoor paint, that requires constant maintenance. Waiting to finally replace tile floor with a more modern resin - intervention planned within the next 12 months - we have given back uniformity to the luminous pearl grey floor. Furthermore, while working on the wiring on the ceiling, the now redundant 400 kg of electric cables have been removed, thus clearing out the spaces; now the area to install wiring in height is all available.

THE BAND IS COMING!

Since the creation of Superstudio Events, our first target was to increase the Internet connection as much as possi-



Daylight.

ble, favouring the clients that chose our spaces. This has been a well-chosen intuition as the number of events with high technological content, doubled in just one year. The new Wi-Fi system is of the latest generation and gives extremely high performance. It gives the possibility to create personalised networks, to offer dedicated IP addresses to the client and, also very useful, to register users that connect online allowing to have a data-

DESIGN ALL YEAR? FUORI FUORISALONE

After 18 years of success connected to the Design Week in April and hot point of the Fuorisalone, Superstudio strengthens its hub fame of quality projects, great installations, constant research of top design with a programme of events, exhibitions and theme projects throughout all the year.

MyOwnGallery, art gallery with the art.box window overlooking the street, container of installations connected to exhibitions in the gallery or independent - spaces located at the entrance of Superstudio Più in via Tortona 27 - will soon begin with a programme of expositions and meetings in which designers, architects, design companies are protagonists, usually in dialogue with art. The “Toys” exhibition, opening in April, continues presenting the toy-sculptures by Flavio Lucchini together with some playful pieces of the latest design.



Above: art.box. above on the right side: MyOwnGallery

A little and original exposition that is in line with the great on-going exhibition at Design Museum of the Triennale of Milan that with the “Giro Giro Tondo” exhibition emphasizes child-friendly design and the theme of toy. The complete exhibitions programme of Fuori Fuorisalone in MyOwnGallery and in the art.box is still



write to design@superstudiopiu.com.

being defined, however there is still some space available to welcome proposals that show stories, objects, that recount the evolution of the recent design. For information and proposals please

A SPECTACULAR SHOWROOM FOR RENT

In Superstudio’s large, marvellous, bright former-dance space, now transformed into the perfect showroom for the most sophisticated fashion, available from September about 600 sq.mt separable in a large room with wooden floor and many adjoining offices or little rooms for another 200 sq.mt more or less. An independent building on the first floor. Zenithal light, lift/goods lift, little kitchen and parking space. With all Superstudio’s facilities: restaurant, garden, outdoor areas, 24/7 concierge service, technical assistance. For information: info@superstudiogroup.com.



DUBAI VIEW: ALSERKAL AVENUE

There is no doubt that the Emirate’s most effervescent one is a future-building laboratory where all challenges, trends and visions become true. Few visitors, beyond futuristic skyscrapers, technological and spectacular urban settlements, islands and artificial “palms”, get to know the most “soft” projects, and yet daring, people-oriented, projects focusing on both art and recycling/sustainability.

In this sense, the area of Alserkal Avenue is very interesting, a quadrilateral old warehouses of metal sheet panels used in time to recover the necessary material and structures to build the city. It was thanks to the knowledgeable work by the Alserkal family, who for the last ten years has imagined and created a small district dedicated to creativity and intersection among artistic and industrial languages, unused storages have been recovered, transformed into wide sophisticated art and design galleries, new elegant buildings have been built with the same technique and same image of the other warehouses that contain labs, cultural activities, food services, even a private museum.

Concrete, a multicultural space by Rem Koolhaas’s opened in March. A little art village that now develops itself on almost 100.000 sq.mt. of space with about hundred reconverted or new spaces, halfway between the centre of Dubai, the Burjk Kalifa and the effervescent Dubai Marina. A retail estate and cultural project that reminds us up close the transformation of Tortona District from a former-industrial area to a creative district.

A transformation in which Superstudio has actually been, since 1983 the creator and promoter.



Alserkal Avenue: recent buildings for cultural activities.

base of the visitors. In addition, the new basic optical fibre of 200 mbps, gives the possibility to upgrade up to 1.000 Mbps, upon request.

The new renovation

The basement is full of surprises: in addition to a sound system of the latest generation with Pioneer 2000 console, a set of lights with movable heads and LED stands have been added, all completely customisable in regards to the colour and light intensity. In conclusion, the pri-



Basement.

vate party, company party can have the colour as one prefers, all you need to do is adjust the intensity you want relying on the experience of our staff to have unique and emotional events.

High resistance

It is required by a high security standard like ours and we have finally done it and finished it. All the spaces have been completely repainted with highly resistant intumescent paint: the paint of the ceiling, walls and beams makes them fireproof as well as related melting (as to avoid the downfall that was the main cause of the Twin Towers collapse) even brighter: whites are visibly brighter and blacks are darker. The complete renovation of security signage closes the attentions to danger. This attention to security is a point of excellence, for us: if you don’t feel safe in the space you occupy you won’t feel at ease in creating your event. The replacement of anti-panic

handles have been done, for a greater security and compartmentalization of the main space from the rest of the building. With these latest improvements the exhibiting structure upgrades the level of security in the fire codes that is unlikely found private locations, like ours. We are proud of this!

Fiat lux

A huge investment was necessary to renovate the light system in the Central Point and Art Point spaces, the most required ones, with efficient LED lights: it wasn’t only an aesthetic matter, the new lights consume 75% of electric consumption and double the brightness performance as well as to halve costs and maintenance. The new lights, with a 4000K color temperature, are suitable for fairs and events lighting allowing organisers to save on costs service (therefore without setting up the lights in height) and on set up schedule.

AND THE WINNER IS...

“For his ability to involve the public and combine conceptual technological, narrative aspects in one whole project”. For this reason the “Senses of the Future” installation by the Japanese artist Tokujin Yoshioka for LG, was awarded the prestigious Milano Design Award 2017, for the best installation of the latest Fuorisalone. Poetic, spectacular, technological yet people-oriented, this is how the art work by the Japanese star hosted at Superstudio Più’s Art Point during Superdesign Show conquered the design public with a visual and mind project.



Tokujin Yoshioka and Gisella Borioli



Unexpected Room with Chiavarine chairs by F.lli Levaggi.

A BOOK IN THE JUNGLE

It was 1984 and, in the “Crocifisso” church of Taranto, Alda Merini was getting married to the doctor and poet Michele Pierri. On an almost oleographic Apulia, and fashion-inhaled and elite-society Milan background, Tony di Corcia, journalist and writer, recounts the love story between Pierri, ascetic and quiet who lives in a still archaic south, and Alda Merini, impulsive dynamic “Navigli” queen. Besides the author, Leonardo Caffo, philosopher and writiter and editor of Corriere della Sera, will be present to narrate the story. The evening event will be held in MyOwnGallery, Superstudio’s gallery, that hosts and produces art and design projects.

LUCCHINI’S ART AT CURTATONE



It’s a trip back home for Flavio Lucchini, who left very young for Milan, where before he became art-director, inventor of many important fashion magazines (Amica, Vogue Italia, L’Uomo Vogue, Donna, Mondo Uomo, Moda etc.) and successful artist and after, at the same time founder and president of Superstudio Group. With a large corten steel sculpture, a tribute to fashion and its origins, Lucchini enters the court of honor of the Curtatone Municipality (in the photo), where he was born, invited by the mayor Carlo Bottani who wanted to celebrate the famous citizen with his particular “obelisk”.

THE YOUNG ONES AND THE EXPERTS

Who are the new creatives? What do they think? Where do they live and how do we get to know them?

Discovering: People&Stories was the exhibition dedicated to new design talents. By means of an object, presented in Superdesign Show’s latest edition, the creatives introduced themselves on the international design show starting from the story of their lives and projects. The collective by Alessandro Guerriero, excellence of design and protagonist of the Alchimia revolution, where little men-sculptures guided the visitors towards the discovering of narrations on personalities and objects. Superstudio called up a group of experts (buyers, producers, journalists, architects, influencers). Stefano Boeri, Donatella Bollani, Franco Caimi, Silvia Nani, Roberto Palomba, Jo Squillo, Stefano Seletti, Paola Janelli and Gaia Trussardi have touched, observed and commented the objects, stimulating the designers towards the critical thought.



The simple everyday objects conquered them, like the spaghetti metering device by Alberto Del Grosso, a captivating line; or the production of antique materials like stone plates, granites and pulverised volcanic rocks and recomposed by Alessandro Campesi; up to the luminous splendours by Oplamp of Gianatti-Mattia that has been able to play through the repositioning of light. Also well-admired was the match lamp by Francesco Murano and the hard-to-balance wood table by Marco Maccagnan. The young authors had the special visibility thanks to e-Bay, e-commerce partner of the project, that gave the opportunity to all participants to enter the digital market.



1. Stefano Boeri, Gisella Borioli and Alberto del Grosso author of spagh#ETTO 2. Kraters, Alessandro Campesi 3. Oplamp, Alessandro Mattia and Gloria Gianatti 4. Flying, Marco Maccagnan 5. Outline, Francesco Murano.

SHORT-RENT AMONG ART AND DESIGN

Very recent initiative: seven apartments of the new Superstudio Hospitality line, available for our clients for short of longer periods. Prestigious buildings, accurate restorations, close to Tortona district, furnished and equipped with originality and placement of design icons and art work. Luminous and quiet, located in via Stendhal, via Valparaiso, via Elvezia (in the photo), via Cherubini, via Beatrice d’Este, all with living room, kitchen and one or two bedrooms, each one with its connected bathroom, ideal for those who revolve around Superstudio but also stays for work, study, touristic reasons. Here you can download the brochure:



www.superstudiogroup.com/i/hosp/hospitality.html

VISITING SUPERDESIGN SHOW 2017 ARCHITECTS, JOURNALISTS, INTELLECTUALS, PERSONALITIES. HERE ARE SOME OF THEM. THANK YOU ALL.



From left to the right: 1. Job Smeets of Studio Job, Tony Chambers (Editor-In-Chief Wallpaper magazine), Fabio Novembre, Indra Nooy (CEO PepsiCo), Mauro Porcini (Chief Design Officer PepsiCo), Davide Oldani, Mathieu Lehanneur, Luca Nichetto 2. Flavio Lucchini 3. Alessandro Ciffo 4. Silvia Nani (Corriere della Sera) 5. Karim Rashid 6. Roberto Palomba and Gisella Borioli 7. Paola Jannelli and Gaia Trussardi 8. Alessandro Mendini and Paolo Levaggi 9. Donatella Bollani (Domus Vice-director) 10. Carla Vanni 11. Gregory So Kam-leung (Minister for Trade and Economic development in Hong Kong) and Jerry Liu (Director of Hong Kong Design Centre) 12. Cristina Tajani (Labor Marketing Trade Fashion and Design) 13. The Mayor of Milan Beppe Sala 14. Gisella Borioli and Stefano Seletti 15. Giulia and Elena Sella (Designer) 16. Gilda Bojardi (Director of Interni Magazine) and Lillo Scaringi Raspagliesi 17. Antonio Longobardo and Marcel Wanders 18. Sirya and Mauro Porcini 19. Jo Squillo and Elisa Palladinelli 20. Caterina Caselli and Daniela Gerini.