

DESIGN • FASHION • ART  
INNOVATION • EVENTS  
TRENDS • ANTICIPATIONS



**SUPERSTUDIO MAGAZINE**

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EUROPEAN CULTURE FORUM  
**CULTURE MEANS FUTURE**



7<sup>th</sup> December 2017: first day of the first year dedicated to the European Culture began at Superstudio Più, honoured to be part in such an important event, and in some sense, recognises also its key role in the city's cultural scenario. A "parterre de roi" of ministers and delegates of Italian and foreign institutions have been summoned to discuss the future of Europe from the point of view of its immense patrimony of art works and invention well beyond those of any other country or union of countries in the world. The **European Culture Forum 2017** hosted many enthusiastic and passionate speakers such as the President of European Commission **Jean-Claude Juncker** and **Antonio Tajani** President of the European Parliament and moreover **Dario Franceschini** Minister of Cultural Heritage and Activities and Tourism of Italy, **Tibor Navracsics** European Commissioner for Education and Culture, **Giuseppe Sala** Mayor of Milan, **Silvia Costa** Member of the European Parliament, **Małgorzata Omilanowska** former Minister of Culture of Poland, **Indrek Saar** Minister of Culture of Estonia, **Csilla Hegedüs** Vice Prime Minister and former Minister of Culture of Romania, **Filippo Del Corno** Councillor for the Culture of the Municipality of Milan and many more personalities who brought their own projects and hopes. The brilliant presentation by **Hannah Conway**, composer and audience specialist and of **Norman Jardine** Head of Unit for Communication and Human Resources of the European Commission made the meetings, beyond interesting, empathic and emotional. With entertainment breaks like the young volunteers' speeches and final group dance. Culture as a tool of knowledge, peace, integration, creativity, development, civic consciousness to apprehend right from nursery school, some of the themes touched upon have warmed up the specialists public who took part by asking many questions and making suggestions. According to Tajani President "We must rediscover our identities and reasons to stay together. We must not be afraid to be European". "The investment in culture is the necessary step towards the future of Europe in the forthcoming years" Franceschini Minister said. "**Heritage future**" is in fact the concept repeated by others, calling upon more commitment, investments, competences by politicians and institutions to preserve the historical heritage and enhance new works and new technologies in all European Union countries that, together, can become the greatest tourist cultural attraction in the world. In this regard, in a dedicated space, a 24h non-stop session was open for a **Global Game Jam** that would bring original creativity results in brief Gif videos. Cultural breaks with performances by the dancer-acrobat Yoann Bourgeois with music by Philip Glass and the show by the Persian group performers Kimia Ghorbani's Folk Quintet. On the second day, evidences, proposals and focus on experiences projects and European cultural hub cooperations. A reference of Superstudio history and its activity as cultural promoter right from its debut has been done, spontaneously on stage by the Composer Hannah Conway. What a better way to end two days of substance and commitment?

Gisella Borioli

From above: Jean-Claude Juncker, President of European Commission; Dario Franceschini, Minister of Cultural Heritage and Activities and Tourism of Italy; Giuseppe Sala, Mayor of Milan; the crowded conference room during Tibor Navracsics' speech, European Commissioner for Education, Culture, Youth and Sport; overview of the exposition on the world Cultural Heritage: the relaxing moment with the final dance; Superstudio's led wall to communicate the event from outside.



Antonio Tajani, President of the European Parliament.

**HAPPY BIRTHDAYS!**

2018 is the anniversaries year. 35 years of **Superstudio 13**, the legendary photographic studios of via Forcella that started the transformation of Tortona district bringing among old blue-collar workers of factories and labs, a young, lively and international public of creative and fashion people and instead of the large warehouses occupied by production machines and combination of goods, sophisticated show-rooms and surroundings by great architects. 20 years of **Superstudio Più** is drawing closer, open since 2000 in the former General Electric spaces, completing the transformation activity even in the second distance of Tortona district, where **Mudec**, Museum of Culture is located and that celebrated 3 years in march. 3 years likewise for **Silos** by **Giorgio Armani**, fashion museum open in conjunction with Expo 2015. 5 candles for **Magna Pars Suite**, a further point of excellence, a splendid 5 star hotel that took over a perfume industry in the characteristic via Forcella. And 10 Years of **37 of via Tortona** a white and wooden complex of buildings designed by **Matteo Thun** for Estate Four. However, the most exciting birthday is the one of founder-president-artist of Superstudio Group, Flavio Lucchini, that reaches 90 years in 2018 with an undiminished vision, lucidity and vitality allowing him to control everything from above and still make projects for tomorrow. An anniversary that is highlighted in an exhibition that lasts a year in **MyOwnGallery** concept gallery opened 13 years ago in via Tortona 27.



## FLAVIO LUCCHINI: I START OVER AT 90

"In 1919 Duchamp used to say that art is dead. Thousands of people in line to see exhibitions prove the opposite. I am one of them, but not just that. My **Totems, Memo-ries, Toys**, and everything I created as artist are art works created from the world seen through fashion. It seems like yesterday however without realising I have reached my ninety years. I still want to live and see like before". "**Fashion-Show**" is the first exhibition subheading of the itinerary, it gathers some pieces of the most significant periods, anticipating what will be on show, extensively, in the forthcoming months. By appointment, it is possible to visit Superstudio Più's large **Undergallery** storage where hundreds of his art works are kept, from first experimentations to the most recent ones.



## EVENTS FOLLOW A TREND AS WELL: COLOURED

And it is not a coincidence that the most awaited for final year party at Superstudio Più's theme is **La La Land**, the musical with the cinema's most spectacular sunsets of the last year.



## “SALONE DELLA CULTURA” NOT ONLY BOOKS

Since 2000, debut year, everybody has stopped by the great spaces of Superstudio Più, and Superstudio 13's photographic studios. Protagonists of architecture and global design, top furniture and applied technology brands, world's archistars and young designers running towards success, authors-artisans and either well-known or experimental artists. They are the authors of the iconic pieces that marked our time and spectacular "mise en scène" that became the hallmark of design at Superstudio according to the "**less fair and more museum**" concept. Almost twenty years of exhibitions and having launched the idea of the **Fuorisalone** spread over the district and then in the whole city, deserves a book that analyses the phenomenon, reminds the stages, celebrates the protagonists, establishes the icons, highlights the trends. The concept, with the first chapters, of **SUPER DESIGN 2000/2020**, written and curated by **Gisella Borioli** with the collaboration of Giulio Cappellini, will be presented at the forthcoming Superdesign Show in April and in bookshops and online for the Milan Fall Design Week in October. For contacts: Chiara Ferella Falda: [chiaraferella@superstudiopiu.com](mailto:chiaraferella@superstudiopiu.com)

## SHOOTING AT SUPERSTUDIO 13



SUPERSTUDIO’S AGENDA

January - December 2018  
**FLAVIO LUCCHINI “I START OVER AT 90”**  
A year long in-progress-exhibition, that celebrates Lucchini’s ninety years and thirty of artistic career.  
In MyOwnGallery a different theme every month.  
[www.flaviolucchiniart.com](http://www.flaviolucchiniart.com)

From 13<sup>th</sup> to 15<sup>th</sup> January 2018  
**WHITE MAN & WOMAN**  
The reference event for women and menswear contemporary pre-collections during Milan fashion week proposes a more international format and connected showroom.  
On stage at Superstudio Più and in the former Ansaldo spaces for the WHITE STREET MARKET Teaser Event (only 14th January).  
[www.whiteshow.it](http://www.whiteshow.it)

From 13<sup>th</sup> to 15<sup>th</sup> January 2018  
**TOMORROW**  
The International showroom with headquarters in London is back for the second edition of Ahead - Athleisure for the future, in collaboration with White Man & Woman.  
The project, curated by Alfredo Canducci, sales and business development director of Tomorrow, applies to involve buyers and visitors to the world of athleisure.  
On stage in Superstudio 13.  
[www.tomorrowltd.com](http://www.tomorrowltd.com)

23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup> January 2018  
**PENTA SHOWROOM**  
Private event, upon invitation.  
Three days dedicated to texture companies chosen for quality of materials and research of new solutions. Open doors for Italian and foreign operators of the field.  
[www.studiopenta.com](http://www.studiopenta.com)

From 25<sup>th</sup> until 28<sup>th</sup> January 2018  
**AFFORDABLE ART FAIR**  
Event open to the public.  
New affordable art trends presented by eighty-five national and international galleries.  
<https://affordableartfair.com/fairs/milan>

1<sup>st</sup> and 2<sup>nd</sup> February 2018  
**XIII CONVENTION CGM COOPERATIVE GROUP**  
Private event upon invitation.  
Biodiversity, personal care, education but also living, agriculture and art.  
These are the themes of the thirteenth edition of CGM convention support work and new technologies.  
<http://cgm.coop>

13<sup>th</sup> February 2018  
**ORACLE PARTNER DAY**  
Private event upon invitation. Artificial intelligence, machine learning and cloud computing are the themes dealt during the convention dedicated to the Oracle partners updating on the latest trends on the innovation theme.  
[www.oracle.com](http://www.oracle.com)

From 23<sup>rd</sup> to 26<sup>th</sup> February 2018  
**WHITE SHOW**  
First edition of the year dedicated to women collections and accessories, in which WHITE confirms the leader fair of contemporary fashion with a growing number of exhibitors and buyers. On stage in via Tortona 27, 31, 35 and 54.  
[www.whiteshow.it](http://www.whiteshow.it)

2<sup>nd</sup> March 2018  
**GALA DINNER – Great place to Work**  
Private event upon invitation. On the occasion of the annual gala dinner, the Great Place to Work Institute gathers stories and values to inspire collaborators to improve and transform their own work environments into a best workplace.  
[www.greatplacetowork.it](http://www.greatplacetowork.it)

11<sup>th</sup> March 2018  
**GO COPPOLA**  
Private event. A not-to-be-missed appointment for Italian hair stylists that, for the seventh edition in a row, meet new look trends with special guests and performers.  
<http://aldocoppola.com>

14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup> March 2018  
**CONVENTION TEAM SYSTEM**  
Private event upon invitation. The group, leader in Italy in managing/ERP softwares and training services for companies, artisans, micro-enterprises and professionals, celebrates the opening of the new offices in Lombardy.  
<https://www.teamsystem.com>

From 18<sup>th</sup> to 25<sup>th</sup> March 2018  
**MEDIATRADE EXPOSITION AND AUCTION**  
Event open to the public. For the first time in Milan, the famous gallery runs an exposition dedicated to top Italian and international artists with a final auction open to collectors and art lovers.  
[www.mediatrader.com](http://www.mediatrader.com)

23<sup>rd</sup> and 24<sup>th</sup> March 2018  
**MILANOFIL**  
Event open to the public. Stamps always treasure a particular charm. The XXI edition of the show organised by “Poste Italiane” presents new emissions, prestigious collections, meetings and exhibitions.  
<https://www.poste.it>

FRIDA KAHLO AT MUDEC



Probably the most attended Milanese exhibition of the beginning of 2018, **Mudec** of via Tortona 56 presents “**Frida Kahlo. Beyond the myth**” exhibiting project, a result of 6 years of studies and research, with art works from Frida Kahlo’s most important world collections. The exhibition, curated by **Diego Sileo**, goes beyond a simplistic vision of the Mexican artist’s relation between life and work: some themes have emerged from a research carried out in Mexico by the curator himself - such as the expression of vital pain, the conscious research of ego, the affirmation of “being Mexican” her legendary form of resiliency - thus allowing visitors to perceive the deep coherence existing in Frida Kahlo’s well beyond contradictions. From 1<sup>st</sup> February to 3<sup>rd</sup> June.  
[www.mudec.it](http://www.mudec.it)

ART FOR EVERYONE

**Affordable Art Fair**, the contemporary art fair that revolutioned the collectors’ world is back at Superstudio Più for the eighth edition. From the 26<sup>th</sup> to the 28<sup>th</sup> January (Opening on the 25<sup>th</sup> evening by invitation only) “around the world” among 85 present International galleries’ artistic proposals. **Living with Art** is the theme of edition 2018 of the fair that brought art in the hearts and homes of the vast public. AAF’s non-conventional style presents **great global art protagonists** (Murakami, Pistoletto, Maurizio Galimberti and Christo) next to **Young Talents** and the **Milano Contemporary** section. To complete the proposal, a workshop for adults and children and a series talks dedicated to “living with art”.  
[affordableartfair.com/fairs/milan](http://affordableartfair.com/fairs/milan)



A NEW HOTEL IN THE AREA

A new hospitality in the Tortona District: **Savona 18 Suites** is now open, a refined 4 stars of the Blu Hotels group, project by architect and designer **Aldo Cibic**. Acquired from a typical Milanese old fashion house, with outdoor courtyard and spaces, with **43 rooms**, each one furnished in a different way placing selected contemporary design objects by the owners in the art galleries, a touch of sought-after vintage. Every object in the rooms may be purchased upon request.  
[www.savona18suites.it](http://www.savona18suites.it)



**UP GOES WHITE**  
January first event with the trendiest fashion Fair: while continuous discussions are going on fashion week dates and destinations, **White Man & Woman** counts 157 more women pre-collections to men presentations, confirming this successful formula. The constant evolution fair and innovation presents many new entries such as **Ahead-Athleisure for the future@White** in tandem with **Tomorrow London limited**, the project development of **ConnectionWhite Showroom** that creates a bridge with the showrooms, the couple of new areas jewellery and knitwear. Much anticipated the presentation of the new **White Street Market** format with a BtoC sportswear&streetwear offer, for the first time open to both professionals and the public at the same time. The founder **Bizzi**, comments: “White is a project born thanks to a revolutionary idea in the fair field”. That surprises and convinces every time.

**PHOTOGRAPHY: NEW ENTRY WITH PEDIGREE**

Being his father, Silvio, a well-known film director and his uncle Giovanni, a visionary single-handed sailor, no wonder that young **Rocco Soldini** has such broad horizons and image sensitivity. In addition, art studies in the prestigious School of the Art Institute of Chicago and the ever passion for photography. Rocco joins Superstudio Events team as manager of photography services of events, portraits of celebrities, photos of surroundings and architectures, video-interviews and reports for social nets and, of course, requests of professional images from clients.

ABU DHABI VIEW  
THE LOUVRE BY JEAN NOUVEL

A ten year wait, double the expected time, for an artwork designed by **Jean Nouvel**. Located in the cultural district on the Saadiyat island, on a 97.000 sq.mt surface, finally the **Louvre of Abu Dhabi** has opened to the public in an astonishing architecture surely destined to become a global icon. It is a sort of “**sky metaphor**” the large eight-layered “bee nest” dome, that proposes again geometrical forms in Arabic style. A net of corridors and canals built on water creates a sort of labyrinth, whereas beams of light filter from the roof and draw mysterious shades on the white walls’ surfaces. “The Louvre Abu Dhabi literally embodies an extraordinary project. Its vocation is to express what is universal for every age. Its architecture makes it a place of convergence and correlation among the immense sky, the marine horizon and the territory of the desert. Its dome imprints the space with an awareness of the time now through a light that evoke its own spirituality.” explains Jean Nouvel. Inside the exhibition presents, within the wide galleries a chronological path from the prehistory up until now, that includes twelve chapters among which the creation of the first villages, universal religions, cosmography, the magnificent royal court and the modern world. A fascinating exhibition based on harmonies and parallelisms between cultures, religions, all present - including the Judaism. A tribute to dialogue, a jubilant appearance of holy icons, from Egyptian pharaohs to the gods of ancient Greece, from Madonnas to Buddhas... The impression gained is a **global history of humanity**, made of equality and tolerance. The modern masterpieces are hosted, intended to attract great queues in search of a photo: Manet, Mondrian, Van Gogh, Picasso, Magritte... Superstudio was present at the opening. In the photo Chiara Ferella Falda, Communication Director, and Gisella Borioli, CEO, next to the stele by Rodin.  
[www.louvreabudhabi.ae](http://www.louvreabudhabi.ae)



The Abu Dhabi Louvre by Jean Nouvel.





# SUPERDESIGN ANTICIPATIONS

Superdesign Show 2018, Superstudio's big project for Milano Design Week in April, preannounces full presences of excellence and extraordinary projects. A gigantic global brand such as **Dassault** and experiments of increased reality, the Japanese group, captained by the great **Nendo** and other technical-poetic presences. The **Superloft** totally to be lived in, imagined by **Cappellini**, performant materials by **Materials Village**, group of the most interesting producers of Italian luxury with their best-of, the first Design Market BtoC and BtoB, the parade of linear lights that trace light graphics, the paradox-exhibition **Idea** that makes an ironic tribute to Ikea and more and more...



Year 2000: Installation by Giulio Cappellini at Superstudio Più.

## INVITATION (TO DINNER AS WELL) TO SUPERLOFT

A tribute to Italian life-style with an International calling is **Superloft**, by Giulio Cappellini, in which the well-known designer interprets the contemporary house with his taste. An imaginary, yet real home, furnished with the most interesting protagonists of design. From the living to the wellness room, from the kitchen to the bedrooms, from the veranda to service spaces. Candidatures for Superloft are still open, we recommend you to send us your proposals as soon as possible! The products selected by the famous architect will be placed in this magical surrounding. Every exhibitor of Superdesign Show, will have the possibility to book Superloft for a whole evening and share this **reserved dinner** inviting up to twenty people in this sophisticated house. A unique opportunity to share the emotions of design with friends and business relations.



## WOULD YOU LIKE TO BECOME PARTNER OF SUPERSTUDIO?

Over 100.000 visitors of Superdesign during Design Week in April. Over 300.000 regulars per year among various events. The leadership in the most innovative Italian fashion Fairs. Its concept gallery for contemporary art and design allure. The quality of its events. The historicity of its photographic studios, its location prestige, the elegance of the spaces. The vivacity of its restaurants, the "care" for its clients and its regulars. With its thousands possibilities of collaboration that its activities offer, Superstudio Group presents itself as the ideal subject to establish a **sponsorship or partnership** relation with, custom-made for every institutions' or companies' need. A dedicated team for communication and special projects will work out upon request the best proposal.

For contacts: Chiara Ferella Falda: chiaraferella@superstudiopiu.com

### WOULD YOU LIKE TO PARTICIPATE TO THE FUORI SALONE OF SUPERSTUDIO?

SELECTIONS FOR EXHIBITORS, SPECIAL PROJECTS, ARTISTIC PARTICIPATIONS, SPONSORSHIPS ARE STILL OPEN.

FOR PROPOSALS AND INFORMATION PLEASE WRITE TO:  
design@superstudiopiu.com OR CALL +39 02 42250159.

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## NENDO AND THE OTHERS

Following the participation of last year's great Japanese designer **Tokuji Yoshioka** for LG (who won the first award of Milano Design Week of Fuorisalone) its the well-known Internationally compatriot's time. **Oki Sato** and **Nendo Studio** will be the new sensational presence in Superstudio Più's Art Point. However the group of Japanese brands and designers is more abundant for this edition of Superdesign. In the central area, the installations by Yokohama Makers Village, Tokyo Design Week, Kaway, follow one another.



## DASSAULT À L'ASSAUT

The multinational **Dassault Systèmes**, among one of the biggest global producer companies for the computer-aided design, will be present in a large area of over 1200 sq.mt. located in Superstudio Più's large spectacular Daylight space. The exhibiting project, still being defined and top secret, will definitely host an interactive installation of design-oriented **augmented reality**, as well as an educational and congressional part that will complete its participation to Superdesign Show.



## SMART CITY: INNOVATION BETWEEN MATERIALS AND FOOD

"**Smart City: Materials, Technologies & People**" is back at Superstudio with a wider and captivating edition: the exhibition event, by **Material ConneXion Italia**, will launch with Design Week 2018 and will be open for visits for a whole month, until Food Week in May, thanks to the partnership with **Seeds&Chips**, international hub on Food Innovation that in 2017 involved Barack Obama among its speakers in Milan. Smart City suggests a reflection on the theme of the intelligent city and on-going changes in the Urban Agriculture field.



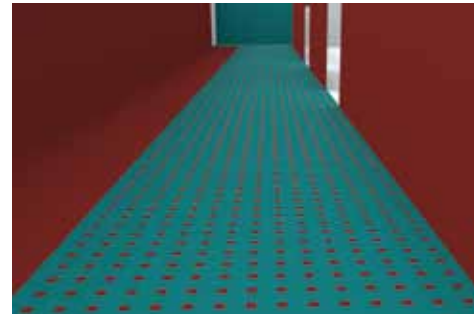
## TRENDS: DARK BROWN COLOURS

"The next season colours are inspired by the Flemish painting. Full warm colours just like we see in Ruben's or Hayez's paintings. Not strong but darker reds drawn close to orange blended in vegetable dyeing shades. A blue that resembles green shades that are never bright but darker. All of this, pulled together with shades of warm beige to create warm and relaxing interiors." explains Giulio Cappellini. In fact, these "dark" intense, dusty colours will be fil-rouge of the common setting of Superdesign 2018.



## STEPS D'AUTEUR

Once again this year, Superdesign Show's partner is **Radici**, the number one personalised carpet upon request for a soft and elegant floor that completely embraces the clients' taste, among which the most important fashion brands. After the maxi-carpet with curved lines that followed the path and the rainbow shaded one designed by Carolina Nivoccia, for the edition 2018 Radici created a sophisticated carpet in two opposite brown colours, burgundy and dusty turquoise for the common corridors, project by Giulio Cappellini.



## SPECIAL CALL FOR SPECIAL PROJECT

Superdesign Show is a unique and independent project that does research, values young talents and new brands, points out trends. Taking part in theme exhibitions means reaching top visibility with a small budget in the most prestigious location of Milan. Selections are open for participation requests to the following exhibitions: **Linear Light**: minimalist lighting; **Under the Sky**: open air furniture and objects; **Freedom Design Exhibit & Market**: design "at large" and pop-up store; **Design on frame**: photography exhibition.



## FREEDOM: DESIGN MARKET NO LIMITS

**Freedom** is back, the explicit concept for a collective exhibition that leaps over rules and chooses freedom of the product, and presentation during Design Week in April. Young makers, designers, artisans, start-ups and small producers, also free to sell to the public, may present objects, projects, textiles and accessories for the house, the journey, the person. Freedom is located at **Superstudio 13**, where the fashion world calls, among a shooting and a casting. Besides Freedom, the "**Design on Frame**" photography exhibition, design and architecture images by various authors organised in collaboration with **AFIP International**.

**freedomDesign**