

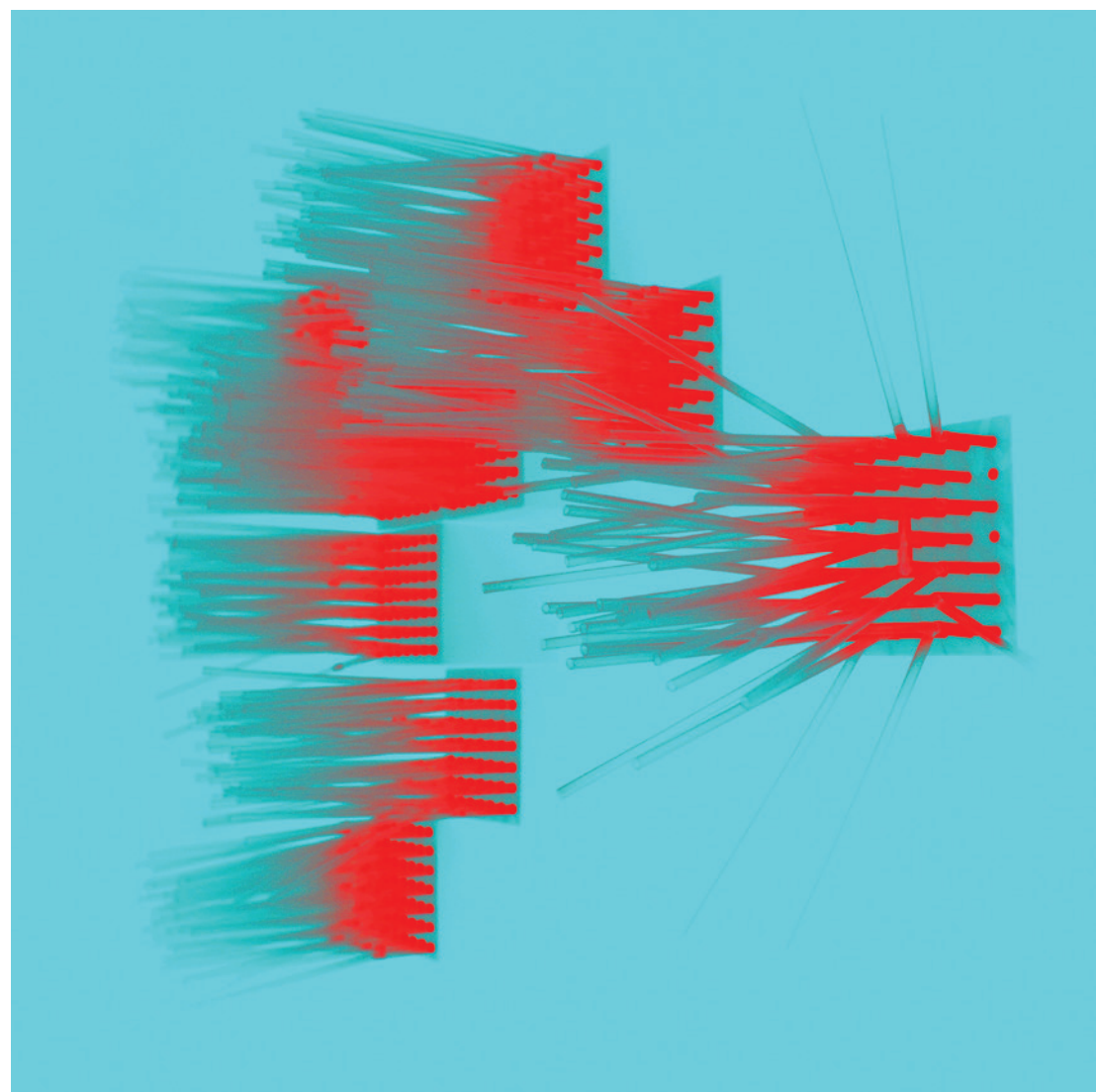


CHOOSE THE BEST ANTIDOTE TO THE TOO MUCH

More convinced than ever that in the **Milan Capital of Design**, where events uncontrollably increase where it is impossible to see everything, projects make the difference. The best projects. Able to give a response to today's demand of better living and to the theme of sustainability, involving houses, architecture, furniture, life-style, automotive, technologies, cities. Irrespective of the logics of the many districts in Milan, that, reasonably or not, in April turn into temporary design hubs, the fil rouge that we recommend to visitors for Design Week is to search for Best Projects, wherever they may be, guaranteed by theme, involved designers, the specific interest. And this is how Superdesign Show, once again renovates with coherence and with a strong action that states its commitment to this year's claim: **Only The Best**. Significant presences, important themes that look towards a smart, sustainable and beautiful future, with a pause for reflection on lessons from the past. Starting with the great **Smart City** event, that questions and gives answers on the intelligent, sustainable, hyper connected and extremely fast city that awaits us, extended until 12th May to involve all citizens and not only visitors of Design.

To follow the great exhibition dedicated to **Nendo**: a long and mysterious labyrinth where to discover through ten concepts based on movement, the poetic world of the most famous and praised Japanese studio. Speaking of Japan, the series of minimal looking objects by other designers is highlighted by the magical sound of **Kawai's** crystal piano. Pollution and clear air not to poison slowly, consciously: research by the giant **Dassault Systèmes** brings an impressive experiential installation created by Kengo Kuma that filters air poison and breathes with us. **Materials Village** focuses on circular economy letting us meet manufacturers of increasingly performant materials born from recycle and research of sustainability even if we talk about colours. Superloft is a new project of **Superdesign** curated by Giulio Cappellini for a proper Italian elegant, warm, eclectic home, where top names of the Made in Italy contribute to create a contemporary and international surrounding, because beauty is appreciated everywhere. Some exhibitions aim to open a window to culture of design for young visitors: **Lari**, small protective statues for the house to recall forty years of Alchimia, **Homage to Kuramata**, during the thirty years anniversary from the beginning of the collaboration between Cappellini and great designer Shiro Kuramata, who passed away in 1991, with some iconic pieces and the story of his life. The rest to see is described here.

Gisella Borioli



City of Poznan, 2012. Digital elaboration by Pier Paolo Pitacco.

SALONE AND FUORISALONE A NATURAL EVOLUTION

Meeting with **CLAUDIO LUTI**, President of Salone del Mobile



The idea to liven up the presentation of design products with events between social and performance is more and more popular. Born along with Fuorisalone, then extended during the presidency of the Salone del Mobile of Claudio Luti, to the very own Salone. "The Fuorisalone is evolving with a wider offers and finds its strength in the large cultural and business machine of the Salone del Mobile. They both have a specific identity but represent two complementary entities" explains Luti.

"**The Salone is the business place** where companies exhibit new products, meet clients and conclude commercial agreements. The Fuorisalone has become **the story of the culture of design**, an overview of events that transform the city into a showcase where sharing the urban reality allows the contamination with other worlds". But can this coexistence be considered a new way to conceive fairs?

"Of course fair events can't close up to themselves. For years during those days the Salone interacts with a unique spirit of vitality and internationality in Milan, rather than a coexistence I like to think of a positive complementarity where the two offers integrate with each other for professionals, companies, architects, designers, cultural operators, media who come in the city during the most important design week of the world.

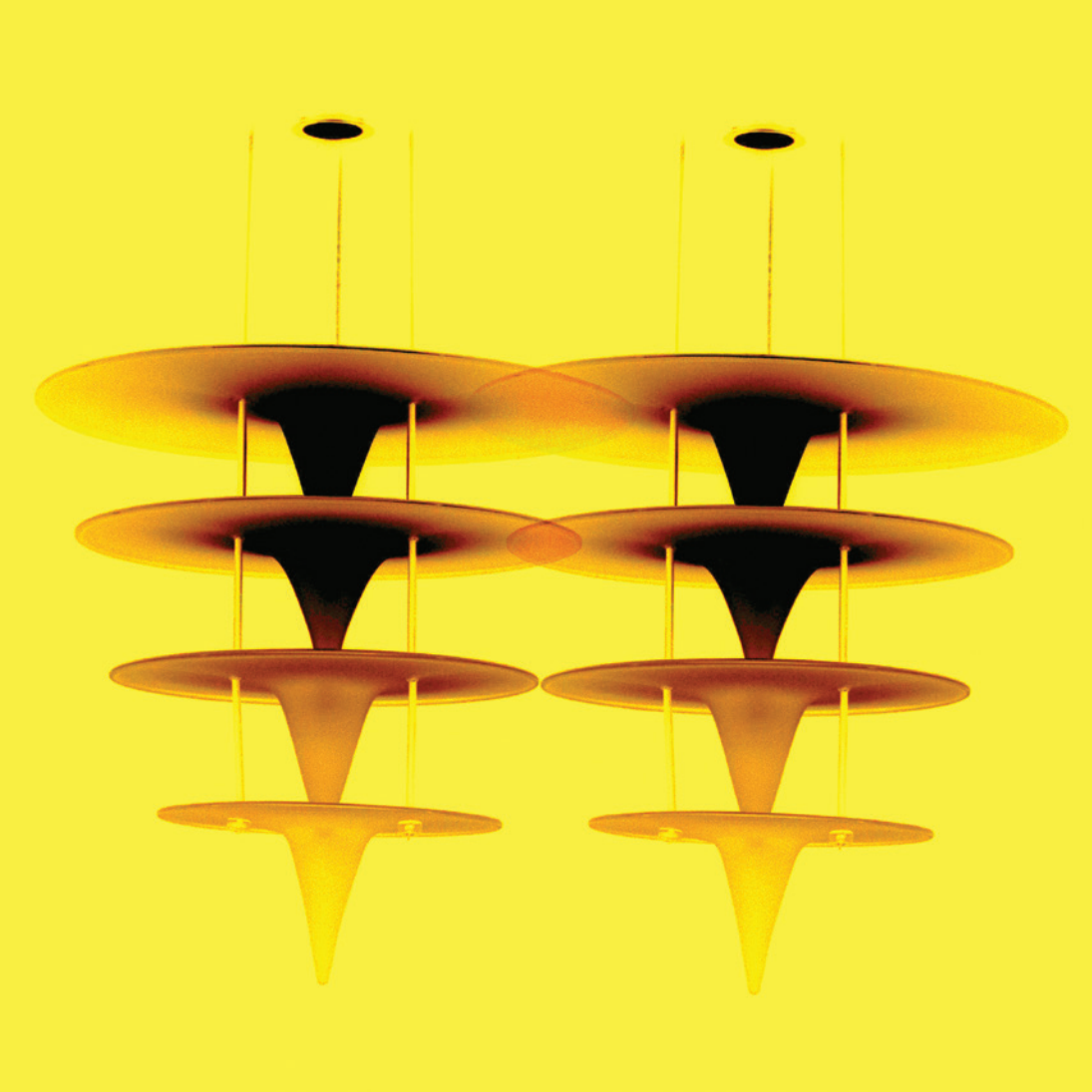
As president of the Salone, I dream of an increasingly international fair, with top quality offers in a city that is able to host the design community with **high profile services and cultural proposals**, to create unique emotions and experiences. Superstudio and Superdesign Show are part of this integrated system project and play an important role within the collective effort to make Milan bigger".

NENDO - Everything moves

Movement is the great protagonist for Nendo, one of the most accomplished Japanese design studios that, under the guidance of **Oki Sato**, is highly appreciated all over the world for their poetic and innovative projects. This year, they present ten concepts-objects created in collaboration with Japanese companies, who use special materials and futuristic technologies. From Blanc Bijou to Daikin Industries, from Inac to Micro Technology, to Takeo, Wakazono, X'S, YKK. **The sense of movement** emerges in each object, through its function rather than from the manufacturing process. Just like the five zips that reinvent the zip structure or the tables in which lines and surface don't look homogeneous due to polishing type. Moreover, the hourglasses that measure time in many forms. Or the special-cut aluminium vase that looks different depending on how you look at it. Some objects draw attention to the production process, like the tiles that model through a manual pressure. Not only the products are on exhibition, but also models, mockups, maquettes and explanations of the various manufacturing phases.



Nendo, Variations of time, ph. Akihiro Yoshida.



Melogranoblu, 2014. Digital elaboration by Pier Paolo Pitacco.

TARGET GROUP - APPOINTMENT ON THE ROOF

The Roof, with the “Terzo Paradiso” by Michelangelo Pistoletto, with its aromatic vegetable garden, hosts the **FuoriFormato** project curated by **Fortunato D’Amico**. Large surfaces (100x300 cm) of porcelain stoneware by **Target Group**, company of Fiorano Modenese, decorated by artists, designers such as Elia Festa, Daniela Pellegrini, Giuseppe Tortato, **Matteo Fantoni**. High technology products that can be customised and become a characteristic interior element for partition walls and sliding doors, but also for cladding façades.

CAIMI BREVETTI - Sight, touch, hearing

On black walls large flowers blossom. Trees are stylised, strange round fruits hang from their branches. We are in the tunnel created by Caimi Brevetti to exhibit its **sound-absorbing panels**. An interactive-emotional itinerary where senses of touch, sight and hearing are constantly stimulated. Living up to an almost seventy years old tradition, Caimi continues research and creation of the most sophisticated technologies, in full respect of the environment. From recyclable materials to the non-polluting manufacturing. And always with the utmost attention to aesthetics, as in Snowsound Art project with reproduction on sound-absorbing panels of art works by Gio Ponti and Gillo Dorfles.

LABEL MATTERS FOR S.PELLEGRINO

S.Pellegrino approaches design with the Design Special Edition bottles that celebrates “The Journey of Water”. Inspired by the iconicity of the brand, three international designers, guided by Giulio Cappellini, have created an artist’s label that they present with three installations created especially for the occasion.



MELOGRANOBLU - Light with the shape of water

Well-known for its illuminating settings through glass that play with light effects, like in the photo, Melogranoblu once again stages an emotional installation that reminds us of the atmosphere in the Oscar film “The Shape of Water”.



ILVA WOOD COATINGS - Wood Stories

Wood Coating Stories is the name of the scenic itinerary between chromatism and texture within **Ferruccio Laviani’s** unique style that focuses on wood and coating solutions by Ilva, illustrating their wide range. Fascinating brand new interpretations, finishing touches created by students from **Istituto Marangoni School of Design** following up the contest promoted by the company itself along with Giulio Cappellini. Wood changes, taking up unexpected aesthetic features, reproducing materials such as metals, stones, concrete, leather.



MACROPIX - Virtual Projects

A space that transforms around us, to comply with various demands, to see different perspectives, to help design, but also to excite us. This happens with **Prospettive_Perspectives** a multi-sensorial experience that plays with three-dimensionality. A design art work more than an installation, created by **Cristian Russo** and **Marco Pietro Ricci** of **dArk studio**. It uses LED technology displays and commercialized by MarcoPix. “Led displays – explains Ricci – of various sizes have opened up a whole range of design possibilities”. “This means we can work on a project extending on endless variety of shapes and transforming a static space into a moving architecture” concludes Russo.



RADO - Back to nature with Istituto Marangoni contest

“Natural Freedom” is the chosen theme for **Rado Star Prize Italia 2018** supported by the Swiss watch makers maison Rado and Istituto Marangoni of Milan. Twenty-five finalist students of the school of design who worked on this concept, starting from three points of view. The first one is “Natural is back”, in an increasing technological world, the return to nature is shown. The second is “Luxury time” identifies the luxury of sparing time for peace and freedom. The third one is “Rethinking space, lifetime and needs” encourages to bring life to unused spaces and places. Among the 25 finalists students only 5 will be selected and together will create a new concept of pop-up store.



IDEA - AN IRONIC PROJECT FOR DESIGN WITH A SMILE

“**IDEA - The Design Supermarket**” curated by the Danish designer **Niklas Jacob**, an ironic tribute (unauthorised) to the Ikea style: eighteen designers from six different countries will exhibit “Do it Yourself” assembling projects. But with features between surreal

and grotesque. From the spare tyre that doesn’t deflate to the piece of furniture to use for praying as well as for new sexual positions. From the sweet dreams boat-cradle to the box-cage for too lively little ones. From the lovers’ complete wardrobe with desk, chair and spyhole to the pedestal for narcissists. From the bookcase for only a favourite book, to the monolith to build at home, to the dining table with no top for those on a diet.



JAPAN AMONG TRADITION AND INNOVATION

Great attention to Japan. In addition to Nendo and its poetic show on the theme of movement, a selection of products underlines once again the aesthetic influence of the country and its designers in small and big things, in a clever mix that crosses traditional techniques with new technologies.

JAPAN DESIGN WEEK - Craftsmanship and contemporaneity

The **Japan Design Week** becomes Milanese. The Japanese design festival supported by the **Design Association** npo moves to Milan to introduce that interesting fusion between the millennial handicraft traditions and contemporary design. On the spotlight is the lacquerware exhibition by Tsugaru, the winners of the competition held in Hirosaki on the theme of “apple”, that became a lamp and not only. And then tables, chairs, sandals, kimono. And a series of films that recount the Design Week in various cities of Japan.



KAWAI - Light notes

A transparent grand piano seems to float on water, it actually lays on a mirror that reflects it. From above, sparkling droplets of light illuminate it. These are the notes that generate light. “Crystal Rain” is an installation created in collaboration with the **light artist Takahiro Matsuo** of Kawai Musical Instruments, historical 90 years old company. With **Crystal Grand Piano**, prodigy of technique and experience, showcasing a new approach to the piano.



YOKOHAMA MAKERS VILLAGE - Lighting up with reflections

Last year’s focus was lightness, now **Yokohama Makers Village**, Japanese brand that gathers a group of different **metal manufacturing** companies, is emphasizing another aspect. It chooses reflections of light and proposes a collection of nine objects and pieces of furniture, that thanks to special production methods, can change themselves and interact differently with the surrounding space. Such as bowls, pen holders, food containers, trays, candleholders, desk dividers.



YOY - Music and much more

At the London Fashion Week they created big sensation with **Trunk**, a series of tools that look like tree trunks. It took just five years for Yoy studio of Tokyo with **Naoki Ono** and **Yuki Yamamoto**, to become well known and regarded around the world, even with various awards. On their debut at Superstudio they bring two table lamps and a wall clock. In addition to a “speaker” new edition that, simultaneously with music, sends on a screen the lyrics of songs with particular graphic and rhythm.



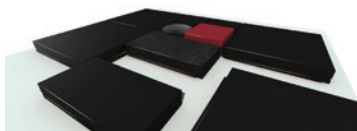
SHIRO KURAMATA - Tribute to a legend

We find one of the most important Japanese designers of the 20th century, with some iconic pieces, through an installation dedicated to the new generations. **Shiro Kuramata** (1934/1991) belonged to the generation of talented young Japanese that transformed the way that Japan was viewed by the world. In 1987 **Cappellini** became one of the first companies to demonstrate Kuramata’s significance in western design by selecting him as their premier designer and continues to produce his work today. The curvilinear chest of drawers, the use of transparent materials such as acrylic and steel net, are among the first ones to dematerialize the objects and defy the gravity force. Kuramata’s work is in the permanent collections of museums such as the MoMA in New York, the Metropolitan Museum of Art and the Museum of Modern Art in Toyama, Japan.



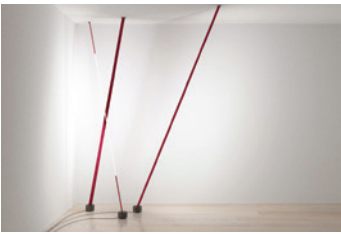
BUDBRAND - Celebrations projects

Every year, Budbrand creators present “outside the box” projects. They are ideas, signals, creations that could become interesting realities to spread around the world. **The theme is celebration.** How to make a special occasion unforgettable. From a present that surprises to the funny one, to the one that makes you feel good to the one that gives you joy. All with a particular eye on the present that looks and above all invests towards the future.



HABITS - Technology and beauty

Its proposals mix aesthetics, technology and engineering. Habits designs multifunctional objects that comply with the desire of an ever more performant and elegant home. In partnership with the Japanese Quantum, the lamps as flexible as stems, the timekeeper with essential lines and the sphere that reflects the lunar phases reconnecting human with nature.



INDONESIAN CONTEMPORARY ART & DESIGN BY ARTURA - Blues traditions

Indonesian Contemporary Art & Design by Artura showcases Java Blues, a little exhibition that recounts the culture of Java island and that pleasant mix of craft and art in a contemporary edition. While Indonesia is a very diverse country for ethnic groups and traditions, the Java island is the most populous one and has its homogenous, even though there are four major cultural areas. A must-see are the ceramic for table top, jewellery, art objects of various materials and the well-known batiks, reinterpreted in actual style. Gunungan, an element from Wayang (Javanese shadow puppet) that will be featured and transformed into an interior element.



GOBBETTO - Resine con la vocazione dell'arte

Specialist since the sixties of thermosetting resin floors and other surfaces able to change any space perception, Gobetto collaborates with many artists and keeps renovating its offer with always new solutions, up to the last soft and flexible resin that lays like a rug.



MADEA MILANO - Transparency delight

For some time, transparent methacrylate has become a fascinating material for the creation of furniture and small objects of lightness and contemporaneity. The collection by Madea Milano, new brand that focuses on this material, consist of little tables, mirrors, frames, table lamps that play with colours, shapes structures. "Transparent is the new color" is a "hand made plastic" project that redefines design point of view, gracefully mixing different surfaces such as acrylic with prestigious elements such as marble and wood.



POLYREY - Superficial beauty

Astonishing finishes that look like leather, stone, granite or completely fantastical. Decors that mix colours, woods and various materials. The French company, with sixty years of life, proposes an itinerary of 317 decors, including 93 brand new ones, for a new emphasis to the various environments. Different colours. Besides classical ones, those in line with new living trends. Absolute new entries are the mineral colours, reminiscent of certain stones. And everything is top quality.



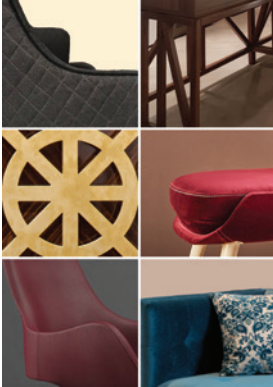
STAHL & PARTNERS - The self-transforming car

In technological advancements that are changing the world at a rapid pace, automotive is maybe the most targeted subject. With the flying car, the self-moving driverless one, a car that stands still can be seen as an object of the future. Within the topic of New Mobility, Dutch Sthal & Partners thought of something along these lines. It is a vehicle able to become a space to live. To use as a meeting room, rather than an office where to work or living room. With the addition characteristic that it can be moved quickly with no problems and therefore place it wherever and whenever you like. An experimental project of great interest for the future.



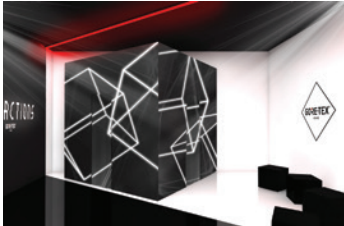
EGYPTIAN DESIGN - A HOUSE ON THE NILE

A complete home, with also a studio-office and an outdoor space. It is called The Nile Selection, as every space has been interpreted and furnished by an Egyptian company. Amr Helmy Designs created the kitchen. La Roche designed the bedroom with wardrobe, bed and bedside tables. The table, the chairs, and cupboard for the dining room are by Nadim. Mohm designed the impressive desk with ergonomic chair. Sofas, armchairs and living room coffee tables are by Richie by Shoulah, along with some chairs by Meuble El Chark, a specialist, who also furnished the outdoor space. "There are large companies in Egypt that have from five hundred to a thousand employees, for some time they have been working on the international market, especially in the contract field, but are very interested in Milan Design" explains the project leader, Giulio Cappellini. They represent a productive network from thousands of wood artisans in the area around Damietta to the modern industries around Cairo, that use CNC machines and 3D pencil drawings. "The new generation of businessmen acknowledges how important is the industrial project as well as the human hand". For this reason, in today's design furniture, you can notice recycled artisan elements and ornaments that are part of the tradition. For a "historical DNA and contemporaneity" mix.



GORE-TEX - A material that interacts with light

Gore-Tex will highlight its versatility, by means of "Refractions" a proper light show, showing how starting from the unique characteristics of a material, unlimited collaborations can be radiated. The new presented items encapsulate the design, the technical performance of the material, the partners' products offer.



ECOBIRDY - Recycling from an early age

Designers Vanessa Yuan and Joris Vanbriel of ecoBirdy not only produce children's furniture and toys exclusively from recycled plastic, they also create a system for the collection and recycle of plastic toys that broken into smaller pieces are used again for production, with a funny confetti effect. In addition, a book and school programme to introduce circular economy to the young ones, getting the new generation used to it from now on.



IOOOTA - The whole house in an app

The very Italian looota presents Jarvis, a smart response to a new living concept. All in only one mobile application that combines security, energy-saving and remote control, basically a virtual butler always at your disposal that connects itself to electrical appliances, devices and machineries.



RADICI CONTRACT - Stealthy footsteps

Number one for top quality and "custom-made" carpets, supplier of fashion firms and the most important hospitality entities, for which creates customised textile floors, Radici Contract created for Superdesign Show 2018 a soft intense turquoise and burgundy carpet that marks all the itinerary of the spaces, whereas in its gallery presents its latest carpet collections, completely recyclable and 100% sustainable.



ARTDESIGNBOOK SHOP

All the latest books on art, fashion and design, plus an outlet area where you can find unobtainable issues and rarities. But also small objects, refined souvenirs, multiple and little sculptures. The Temporary Shop by Skira is an un-missable stage.

A WORLD TO COME

There is much talking about intelligent cities, circular economy, sustainable society. Far from utopias, and down to reality, the Smart City exhibition for a city that resolves all (or almost) problems and the experiential installation by Dassault Systèmes that deals with the theme of environmental pollution.

DASSAULT SYSTÈMES - Focusing on sustainability



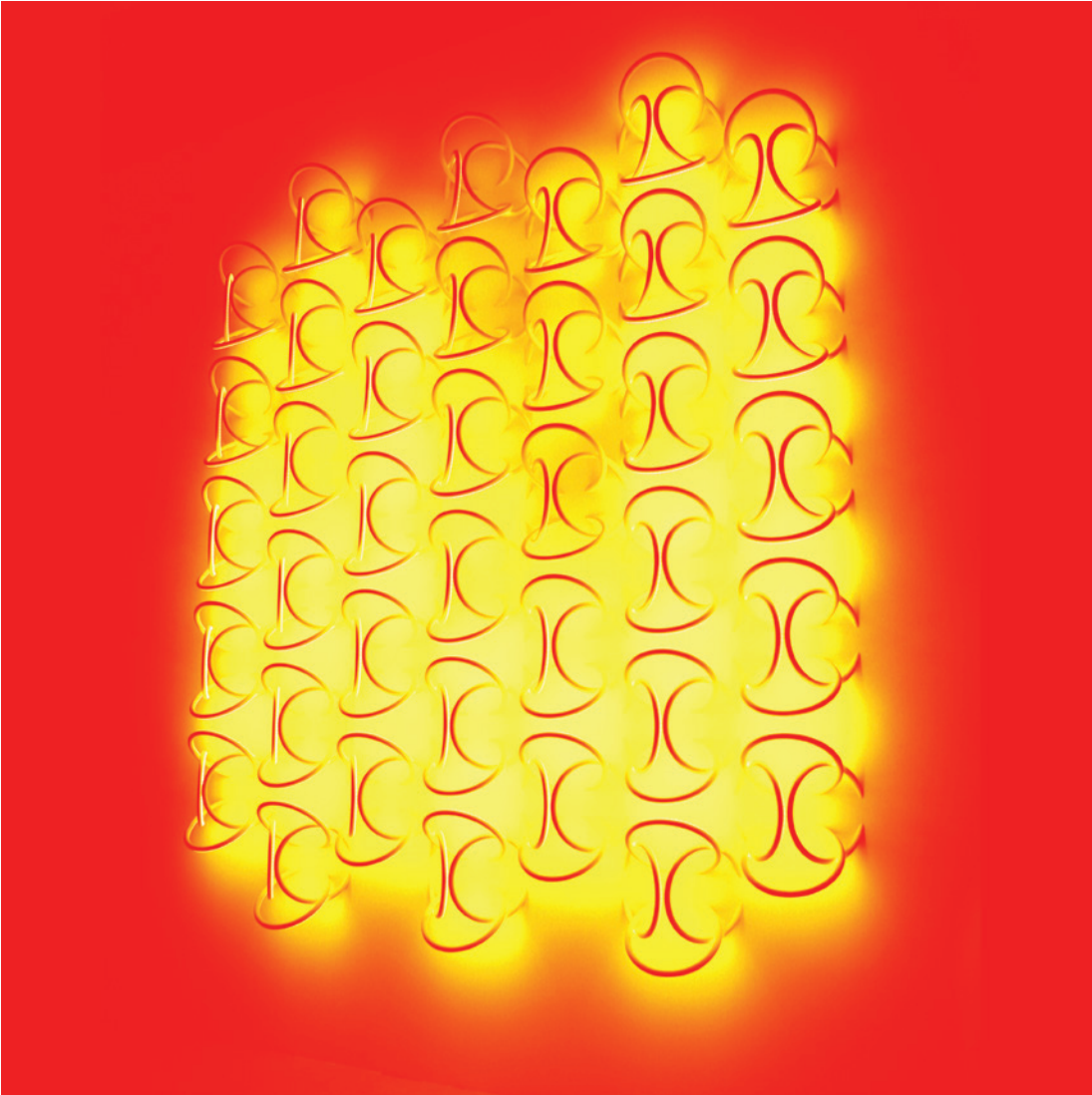
Air pollution is an increasing phenomenon. In spite of many solutions already being identified and experimented to combat this. Dassault Systèmes, leading 3D design software company, starts from the issues to perceive these results, despite the efforts. So they asked Kengo Kuma and Associates, globally renowned Japanese architecture practice, to study and create a project to help fully develop these solutions. The "Design in the Age of Experience" exhibition will be exploring how design and technology can combine to succeed and create a sustainability process. All of this is brilliantly summarized in the intriguing "Design for Life" installation. Anne Asensio, Vice President of Design Experience at Dassault Systèmes, is very pleased that Kengo Kuma and his team accepted the challenge "because it demonstrates how our solutions help empower designers' creativity and vision".

SMART CITY - How intelligent is the city

How will we live in the future as digital citizens? How do we preserve the ecosystem among energy consumption and complex infrastructures? How do we move between sharing economy and crowdfunding? Which fabrics will we wear, what will we feed on? To sum up, Smart City: Materials Technologies & People will explain us how we will live in the not so far future cities, second edition of the exhibition-event of the future city. Conceived by Material ConneXion Italia, curated by architect Giulio Ceppi and sponsored by the Municipality of Milan. Six thematic areas. From materials for infrastructures and for renovating, to data collection and management for information. From solutions to improve our environment to those to reduce consumption and manage waste, from transport to sustainable nutrition and urban green. The exhibition boasts also the collaboration with Seeds&Chips and continues until the 12th May for the Milano Food Week.



Flos, 2010. Digital elaboration by Pier Paolo Pitacco.



AN ITALIAN-STYLE SUPERLOFT

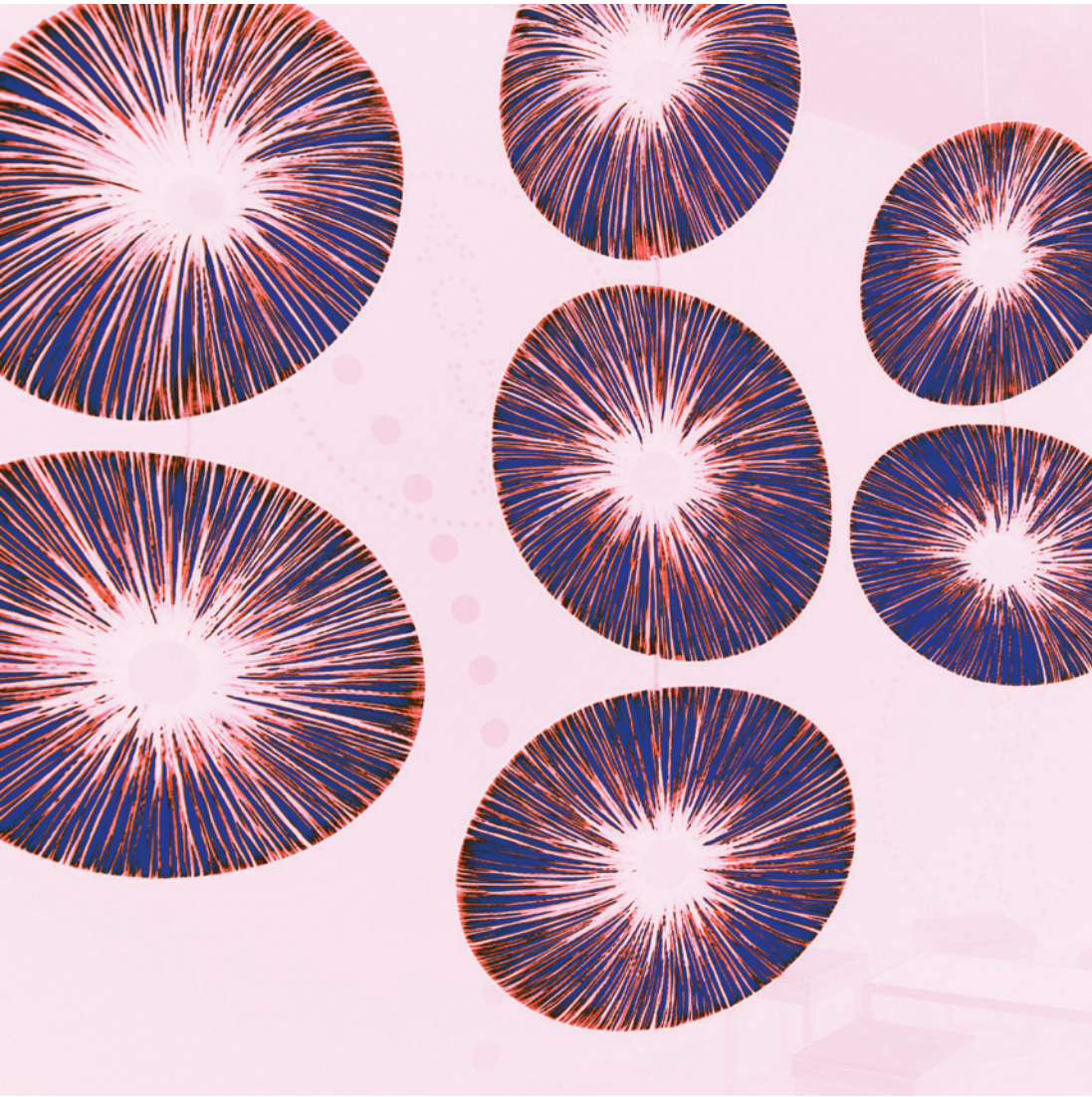
Curated by GIULO CAPPELLINI, here is the ideal Italian house, with an international spirit, with the participation of prestigious brands and furniture designed by top designers. A project by Superstudio. An example of culture and style.

Imagine to enter a house where every piece of design has a story to tell, however everything is Made in Italy. Except for the panels by Meisterwerke, that really look like Flemish paintings and come from Gent, in the Flanders and textile accessories such as sophisticated curtains, rugs, cushions and wallpapers by the English company Designers Guild. This is Superloft, an international home, meaning that it could be placed in boulevard in Paris, as well as on the Bund of Shanghai or in Tribeca in Manhattan, created by Giulio Cappellini with pieces that he personally selected. Combining classic design pieces such as Boffi with the re-edition by Norbet Wangen of the twenty years K2 kitchen, Poliform bed, Flaminia washbasins designed by Jasper Morrison

and cult pieces such as the sculpture-bench by Ron Arad and the extendible table with wheels designed by Philippe Starck both for Magis and the airborne superlight lamps by Icone Luce. Leather furniture by Poltrona Frau. Sliding doors by Linvisibile in partnership with Trend Group that personalises the glass surface and ceramics by Pecchioli Firenze or other marble objects for the bathroom by Salvatori. Next to milestones of furniture, such as the sofa designed by Piero Lissoni for Living Divani, there are refined pieces of the collection by Vetriere di Empoli, mouth-blown glass vases by Wave Murano Glass and micro mosaics by Orsoni designed by four emerging designers. Cappellini brings a selection of iconic pieces and best sellers; Fontanot creates, for the occasion, a site specific outdoor parapet and an unusual dividing steel wall; on the other hand, Oikos designs the indoor white walls with a material finishing. And furthermore, paintings, sculptures, books, memories. An unconventional home, with personalised touches that reflect tradition, culture, identity.

FLAMINIA - Private Icons

The bathroom, once a taboo space consigned to intimate use, to be hidden from the sight, today has become a place where rituals of wellness, beauty, pampering are celebrated. More than natural, the transformation of this place into a cosy room that accommodates bathroom fixtures and significant furniture, up to actual “private” design icons created by top masters of the project Nendo, G. Cappellini, J. Morrison, P. Navone, P. Norguet, R. Palomba, F. Novembre, R. Dordoni, H. Heng Hsiao, A. Mendini. The exhibition, curated by Leonardo Talarico and Giovanni Cappellini combines the latest Flaminia proposals to the sculptures by Flavio Lucchini.



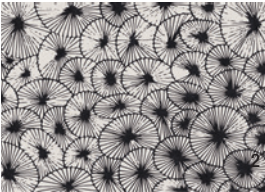
Aqua Creations, 2011. Digital elaboration by Pier Paolo Pitacco.

HOUSE THINGS

The Selected Objects section gathers multifaceted proposals of furniture and decors that renovate house interpreting wishes and taste changes and giving space to hand-made-luxury and to transformations. These are young companies, start-ups, new designers that often show



for the first time at Fuorisalone. Barcelona Rugs (2) brings the Spanish lively and modern spirit in its design rugs, luxury handcraft for furniture by Faina (3) ethno-chic and timeless just like the first collection by LLAB Luigi Lovato Astonish Beauty, influenced by Serra, Arp and Brancusi’s artwork, or the decorative and personalised furniture proposals by Extroverso. Size M plays with funny transformable closets dedicated to kids, whereas NJ Interiors presents Archetipi, multicultural structures for design handles and knobs and hand-drawn wall



papers. Ceramics vases and lamps that change function according to elements’ position by Sapiens Design, just like a simple gesture changes the beautiful modular wooden shelving system by Hamad Sultan. Delirious Eyewear focuses on personal well-being with new eyewear collections made with unusual materials such as the buffalo horn, Japanese titanium or anodised aluminium whereas Daard keeps focusing on journey with a series of creative suitcases and bags. To finish, Hi tech+ meets the 3d printing boom with innovative and performant 3D printers made in Australia. Brand-new, ready to be disclosed, talents within Discovering that present a spot on eco-friendly project, Elena Rurua (4) with her sophisticated metal stool, Inthegarden a luminous separè, obtained from used interlaced aluminium sheets, Rafael Kouto with unique-piece jackets with customised prints, Mati Collective with a new bags line that respects nature, Studio-Oberhauser with a chair made with discarded industrial pieces of wood. Moreover, Matteo Pala



with its original knotted carpets that talk about animals and nature, Sergio Simon with its first ambitious self-produced collection, DiciannoveDieciDesign (1) with a prototype of a versatile washstand with many possible uses, customizable by the end users with multiple accessories, ModuDesigners with Turtles multifunctional object for kids and adults and furthermore, rform with the personalized desk that allows you to choose the colours, in recyclable material and shipped in flat-pack. Last but not least, Studio Simoncini with its stylised colourful metal modules suitable for any combination.

ART MEETS DESIGN

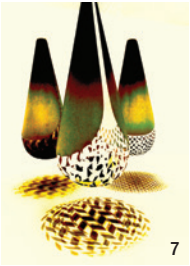
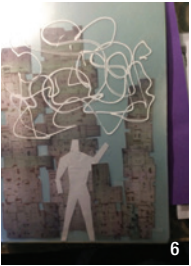
Visionary architects like artists, artists who deal with design always add value to Superdesign Show event. Which common denominator among Yona Friedman, Flavio Lucchini, Pier Paolo Pitacco, Alessandro Guerriero and designers and creative that celebrate Alchimia if not fulfilling each ones’ task with free imagination?

Flavio Lucchini stages Fashion-art in houses and in squares. Resident-artist at Superstudio, created by himself, and author of all the art works in the garden, Flavio Lucchini for Parade 2018 presents “White Totem - Fashion Art Design”, large sculptures as a tribute to fashion, intended for public spaces, here combined with light suspension lamps by Icone Luce. Other sculptures are combined with Flaminia in the “Private Icons” exhibition.

Yona Friedman experiments the art of recycle. The great Hungarian architect-urbanist- utopian, reaching almost ninety-five years old continues to deal with new projects. Such as “Meuble plus” outdoor site-specific installation, by Yona Friedman in collaboration with CONAI and Consorzi di filiera for recycle of packaging waste materials that introduces to Smart City created with leftovers and waste to highlight the importance of circular economy.

Pier Paolo Pitacco deals with light abstractions. Forty light art-works “Light on Frame”, hybridize photography and digital-painting. Emotional abstract experimentations created by Pier Paolo Pitacco, art-director, designer, eclectic artist, based on Superstudio’s photography archive from 2004 up to 2018 created by Alessandra di Consoli, Riccardo Diotallevi and others.

Alessandro Guerriero celebrates with Lari exhibition. Curated by Alessandro Guerriero for the fortieth anniversary of Alchimia, post-modern design movement founded by him, an extract of the “Lari” exhibition, where little statues by well-known designers evoke, letting imagination run wild, the Lari, ancient protector spirits of houses.



- 5. “White Totem” by Flavio Lucchini.
- 6. “Meuble plus” by Yona Friedman.
- 7. “Light on Frame” elaboration by Pier Paolo Pitacco. Installation by David Trubridge, 2009.
- 8. “I Lari”, sculpture by Alessandro Mendini.



DESIGNBYGEMINI SHOWCASES PINK

“Millennial Pink Room” welcomes in the art.box, window overlooking via Tortona, bloggers, influencers, various kinds of communicators. A tribute to the “pink millennial” by Elena and Giulia Sella, founders of DesignByGemini, specialised brand in set design and pop up. Everything is pink in the room, from the panelling to the armchairs, from the table to the telephone and even plants. With the exception of the pied-de-poule floor by Ecocontract. A project to promote collaborations with design companies with products like the new mirror created with Swarovski Crystals and Bitossi cups to launch an online contest and video teaser on social media.

@AT is a quarterly magazine edited by Superstudio Group. Project and direction Superdesign Show by Gisella Borioli. Artisti direction by Giulio Cappellini. Paper and digital edition are downloadable on www.superstudiogroup.com and www.superdesignshow.com Registered with the Ordinary Court of Milan on 20/12/2017 at number 368. All rights reserved. Superstudio Group - Via Tortona 27 Milan 20144. Tel +39 02 422501 - info@superstudiogroup.com Information. For events: www.superstudioevents.com info@superstudioevents.com Communication and Press Office: chiaraferella@superstudiopiu.com Photographic studios: info@superstudio13.com Collaborations: Stefania Ambrosini, Anna Bergamo, Annalisa Bergo, Maria Cecilia Donato, Luisa Espanet, Chiara Ferella Falda, Dario Negri, Leonardo Talarico, Elena Pardini, Monica Pastore (translations), Carlotta Zaniconi.

MATERIALS VILLAGE IS SUSTAINABLE

The world of materials is increasingly wide and complex, involving sustainability, technology and, of course, design. That’s how Materials Village, by Material ConneXion Italia, takes up the entrance and the whole green area with its “little houses”. In there, over twenty companies with their products or presentation of manufacturing processes, focused on the circular economy, namely sustainability and aesthetics. Colour and applied technologies are in the limelight. There are proposals by various manufacturers companies of acrylic paints, pure pigments, water colours for ceramics, fabric and glass, wear-resistant paints, chemical agents and solar rays and yet studied to improve the environmental impact. Also a preview presentation by PUMA with the MIT Design Lab from Boston, of a research project dedicated to a performant fabric with sensors able to detect the level of danger in the air.



THE NEW WORLD BY TESLA

Tesla is accelerating the world’s transition to sustainable energy, offering the safest, quickest electric cars on the road and integrated energy solutions. Tesla products work together to power your home and charge your electric car with clean energy, day and night.

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T TOILETTE



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