# DESIGN • FASHION • ART INNOVATION • EVENTS TRENDS • ANTICIPATIONS



@AT - October-November - n. 15 - @AT magazine is a magazine published by Superstudio Group. Editor in Chief Gisella Borioli. Graphic design StudioB16. Registered at the Ordinary Court of Milan on 20/12/2017, number 368.

# SUPERSUMMERPARTY!

An early Summer night, as we have not seen in a long time, here in the temple of the Milanese events. To celebrate a positive, innovative and productive year, Superstudio organised in the beginning of July a real summer party, that had nothing to envy to the big summer parties of the golden 80's.

In Superstudio Più's large garden, over one thousand meters of green at the entrance encourage a "summer" look just by looking at it, more than six hundred selected guests caught the invitation to spend a long evening together. A summer opportunity to mix clients, suppliers, collaborators, friends during a special spectacular event under the stars, that highlighted ductility and originality of the inside and outside space and the great professionalism of the staff, always active in sorting out any problem having to do with the organisation of an event; the enthusiasm in which the invitation had been received was for all of us at Superstudio a moment of awaited and awarded gratification. The hot moment of the night was definitely the emotional, poetic and technological performance by One Thousand Dance, original performers led by Luca Rapis, in an urban dance inside large suspended "cages" that magically transformed themselves thanks artistic projections (in the large photos of these pages), whereas the music played by DJs of Atomic Bar warmed spirits until morning and on the large LEDWall of 30 sq mt supplied by Wave&Co graphic images immersing the present ones in an urban hypnotic atmosphere. Special sparkling bubbles for everyone, thanks to Prosecco Valdo, served in limited edition bottles of the collection illustrated every year with different flowers by Fabrizio Sclavi. Superstudio's open bar did not spare in preparing all sorts of new cocktails and drinks. The night became small, guests socialised and appreciated the hospitality. And "tasted" Superstudio's creativity. Entertainment was guaranteed. The next appointment is the incomparable theme party in December!

Giulia Borioli



Performance by One Thousand Dance during Super Summer Party.

# A SEASON OF DESIGN ART, TECHNOLOGY AND INNOVATION

The season of memorable events has just ended, at Superstudio Più, that has seen great players of technology, culture and international economy alternating in large halls with the presentation of their next goals. The demonstration, once again, that this location is by now the undisputable pole of Milan for prestige, quality, interest of its events. After Smart City, exhibition and conference on the theme of the future city organised by Material ConneXion with the Municipality of Milan for a whole month, among others we recommend the presentation by Iliad, new French phone company arrived in Italy with a low-cost offer capable of revolutionising the market. Moreover, the Xiaomi, Chinese company that in a few years has become the third manufacturer of mobile phone devices. sold exclusively online, that has presented its first Italian single brand store. Amazon with conferences, workshops and seminars introduced us future business opportunities through new e-commerce boarders, whereas Interact, the peak event of IAB Europe, has arrived for the first time in Milan for two days of sessions and workshops dedicated to trends and best

practice of digital marketing. La7 is back for the second time, with its most well-known protagonists that have presented the forthcoming schedule confirming the possibility to do entertainment and quality television. Fashion and art have highlighted an important anniversary for Flavio Lucchini, art director and artist, founder and president of Superstudio Group: the presentation of Cahier, little drawing book in a precious limited edition and the following "II Destino", his paper and e-book autobiography, the one year in-progress exhibition "Ricomincio da 90".

In addition to the little exhibition among art and design "I Lari" curated by Alessandro Guerriero.

With an extraordinary approval, the last edition of Superdesign has ended, that was the first to have spread the fuorisalone around the city in 2000, the forthcoming event is already announced with an explosive edition. To the chosen theme of the year declaring our claim "Only the Best" the "Tech&Green" is being added widely represented in the general contest, "Far East Now" with a strong and always interesting presence of

Japan and Korea, the new collective project by Giulio Cappellini "SuperHotel" with its differentiated rooms. The return of big multinationals of innovation and sustainability is confirmed. And of course, a renovated Materials Village with the most performant materials and installations by top masters.

Superdesign 2019 will surprise you. A new project by Gisella Borioli with the art-direction by Giulio Cappellini foresees a completely revolutionised layout that rotates around a large inside square where proposals of design will find a way to express themselves more strongly and individually.

All of this, in a totally renovated setting: new pavements with resin for industrial floors by Gobbetto especially made for Superstudio, an advanced doubled powered air-conditioning system in every space, new led walls overlooking the street to increase visibility and communication opportunities, many visible an invisible improvements.

We end this 2018 pleased to have done a good job and able to maintain, reasonably to be still the most multi-tasking and functional location of the city. 2019? Even better.

1 - Iliad presentation. 2 - La7 show schedule presentation. 3 - Cahier, drawings by Flavio Lucchini. 4 - Young Chef by S. Pellegrino. 5 - Interact by IAB Europe conference. 6 - "I Lari" exhibition in MyOwnGallery.













2 3 4 5

#### SUPERSTUDIO INSIGHTS

Superstudio Più and Superstudio 13 born as centre of specialised services but also - over twenty years ago, quite in advance! - as community, to gather around a shared concept the professionals of fields such as fashion, design, communication, technology, e-commerce, training and much more. Here are some "inhabitants".

#### **Epiphany**

#### INTELLIGENT TECHNOLOGIES

With its cross-over and ten-and-more experienced staff, Epiphany designs and produces interactive softwares for the banking and finance world and has witnessed the quick confirmation of its own product "Dedalo PSD2 Open Banking Platform" up to the official recognition by IBM, today one of the company's partners. The sum of experiences, the aptitude for "architectures" and ability in service customization make it a company to be taken into due consideration by business professionals. An example of continuous development and research.

www.epiphany.eu



#### StudioB16

## THE CULTURE OF COMMUNICATION

A little, dynamic and refined communication company that has actually made "Culture of Communication" its claim: for almost twenty years, StudioB16 deals with PR, graphic design, communication tools, editorial projects and organisation of events. A background strongly connected to fashion and design, with selected and important clients from Gobbetto Resine to CSP International (Italian group listed in stock exchange with Per-



ofil, Oroblù, Luna di Seta, Sanpellegrino, Bikkembergs, among others), StudioB16 has founded at Superstudio not only its headquarter but also an ideal place for its inspirations, photographic productions (among which the recent Oroblù campaign by Giovanni

Gastel) and for events of its Clients (Gobbetto at SuperDesign Show and the great event for thirty-years of Oroblù in MyOwnGallery). www.studiob16.com

#### Pulse

# THE SOCIAL COMPANY

Italian headquarter of Pulse international

group (global leading influencer marketing agency) this expansive entity of global communication is embellished by two co-founders Christoph Kastenholz and Lara Daniel among the most worldwide under 30 influencers for the categories of Media & Marketing in



the Forbes classification. Following the headquarter at Hamburg and the offices of New York, Pulse arrives at Superstudio Più with the new Milanese headquarter directed by Stefania Casciari. Among the brands dealt by the group, Mini, Gucci, H&M, Adidas, Swatch and more, proving the importance of Pulse as leading innovator in the communication / social strategies.

www.pulse-advertising.com

## SCHOOL OF ECONOMICS AND BEAUTY

An important International private school -The International Business School of the 21st century- found its space at Superstudio Più: avant-guard in high level education, ESE offers bachelor courses, validated by a British and a European University, masters, executive programmes, short courses and a new



"Fashion and Luxury Goods Management". Thanks to multiple offices in Italy and in the world, of which New York the office on the 27th floor of the Trump Tower, ESE connects a virtual no-frontiers studying route - beginning the studies in Milan and continue in Madrid or London - the possibility to continue the experience in internship in the most important companies.

Dario Negri

# **SCHEDULE**

#### 5<sup>th</sup> and 6<sup>th</sup> September 2018 **SHOWROOM PENTA**

Private event by invitation.

Two days dedicated to textile companies selected for the quality of materials and research of new solutions. www.studiopenta.com

#### 6th September 2018

#### **BOREALIS AG CONVENTION**

Private event by invitation.

The company, leader in the production of polythene, organises an exclusive event in which 140 top international managers confront themselves on the theme of waste management and plastic leakage.

www.borealisgroup.com

#### From 21st to 24th September 2018 WHITE WOMAN

Private event by invitation and registration. The usual appointment with the biggest Fashion fair for research, always full of new entries. www.whiteshow.it

#### 2<sup>nd</sup> and 3<sup>rd</sup> October 2018

## **DEUTSCHE BANK CONVENTION**

Private event by invitation.

A large bank group, awarded in 2018 as "best consumer credit bank" presents to more than 800 managers and employees new projects for social responsibilities and investment solutions.

www.db.com/italia

#### 4th October 2018

#### **AXIS CONVENTION**

Private event by invitation.

Axis, leader company in video surveillance systems, widens its offers and presents the platform for cloud service management and new video cameras free of dangerous substances to the environment.

www.axis.com/it-it

#### 7<sup>th</sup> and 8<sup>th</sup> October 2018 "BOTTIGLIE APERTE"

## Event open to the public.

A kermesse, dedicated to the world of technology with 250 producers, 900 references on taste and master classes.

www.bottiglieaperte.it

#### 7th October 2018 **GO COPPOLA**

# Private event by invitation.

A not-to-be-missed appointment for Italian hair stylists that, for the eighth time in a row, meet the latest look trends. The show is livened up by special guests, performers and turning points.

www.aldocoppola.com

### 15th October 2018

## INHOUSE COMMUNITY AWARDS

inhousecom-munity-awards-2018

Private event by invitation. At its fourth edition, the event aims to make arise the worldwide excellences of legal business management, employees, CFO and financial business managements. www.inhousecommunity.it/evento/

18th - 20th October 2018

#### THE INTERNATIONAL CONGRESS ITALIAN ACADEMY OF OSSEOINTEGRATION

Private event by invitation.

Second International congress for business partners and professionals of Osseointegration. Three days full of educational activities, meetings and workshops in the field of implantology and of the oral rehabilitation.

www.iao-online.com

#### 10th November 2018 **BOSCH CONVENTION**

Private event by invitation.

The German multinational corporation discovers new lines of electro utensils and invites its guests to take part with enthusiasm to the innovative process for a technology capable of preserving the natural resources. www.corporate.bosch.it

#### 17th November 2018

## **CNA NATIONAL CONGRESS**

Private event by invitation.

The National Confederation of Craftsmen and Small-Medium Enterprises arrives at Superstudio for its Annual Congress: a day in the name of economy and commercial models to aim to. www.cna.it

19th November 2018

# FINANCE COMMUNITY AWARD

Private event by invitation.

The recognition to excellences in the finance section: advisors, investors, banks, private equity and Sgr are among this evening's guests, a unique opportunity to award the professionals of the field.

www.financecommunity.it/evento/ financecommunity-awards-2018

#### 29th and 30th November 2018 CODEMOTION

Event open to the public.

The most awaited event of the year dedicated to IT! For two days, Superstudio becomes the hub of innovations for developers, tech communities, start-uppers, professionals, young and passionate ones.

www.milan2018.codemotionworld.com

POINT OF VIEW

# ASTONISHING IN AND OUT ARCHITECTURES



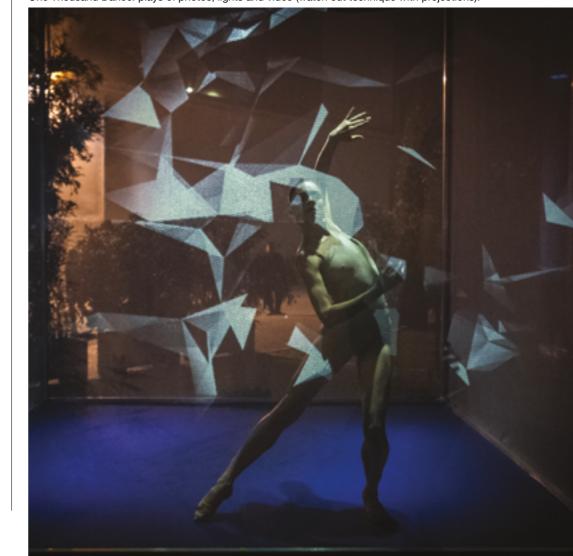
The contemporary art museum that contains art work of the private collection of Miucia Prada and Patrizio Bertelli has just opened. The beautiful, candid, disquieting "Torre" designed by Rem Khoolaas. The construction completed the artistic offer of Fondazione Prada in Milan placing a futuristic architecture in the complex of old and new buildings dedicated to contemporary art, already an unmissable destination of the cultural Milan. The floors of the tower have irregular heights, from 2,7 meters of the first floor up to 8 of the upper level and containing collections of different origins and inspirations. Every space overlooks to a breath-taking glass wall hunched forwards on emptiness, on an original panorama of the Milanese suburb that extends up the

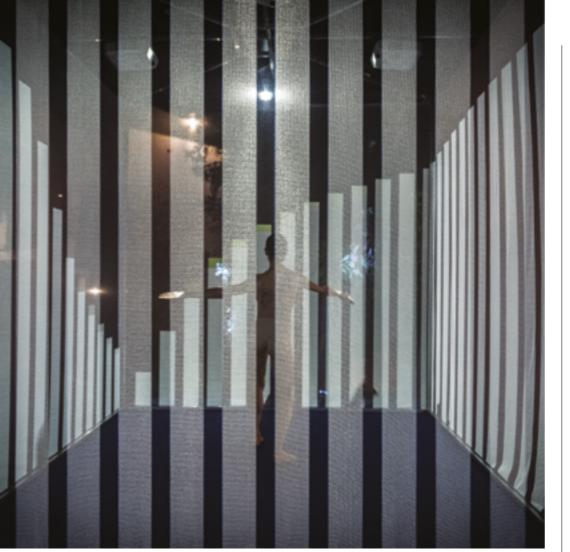
city's limits. The most admired space, an unmissable fairy-tale, the enormous "mushrooms" by Carsten Höller that rotate upside down. Another museum that stands

out as art work is the 150 meters high gold "frame" named Frame of Dubai, recently opened on project by the award-winning Mexican artist Fernando Donis, partner of Studio OMA of Rem Khoolaas for eight years. A surreal architecture, a large square that sparkles like jewellery close to Zabeel Parc that frames the city and shows the old, new and the future Dubai. In addition to the spectacular view that can be admired from the glass window and floor of the last floor, as a matter of fact you enter directly into the world of tomorrow among visual effects, 3D projections and virtual reality. It feels like actually living there, in the city where cars fly, humanoids robots are found on the street, the atmosphere is rarefy and secure.



One Thousand Dance: plays of photos, lights and video (watch out technique with projections).





One Thousand Dance: direction and choreography by Luca Rapis.

# BOOKS

# **DESTINY'S CHOICES**

If Milan has become the first example of city where fashion determines character, design is a global phenomenon, creativity talks the languages of the world, urban fabric is spotted with temporary-locations and the Fuorisalone has become a model imitated in many capitals, maybe thanks a bit to destiny, in addition to its illuminated pioneers. This is, at least what Flavio Lucchini claims, founder and president of Superstudio Group, but also editor and artist, protagonists of the creative Milan since 1960, whose yesterday's choices have contributed to the Milan of today. This is what Lucchini describes, as author, in his last book "IL DESTINO – dovevo fare il contadino ma ho incontrato la moda (e non sono uno stilista)", a first person



path through the golden years of fashion and the encountering with great fashion designers, intellectuals, well-known photographers, artists of the time, social revolutions.

How and why are born from his background as journalist and art-director, Superstudio 13 large hub for photography and fashion image, Superstudio Più for design, creativity, innovation, big events.

"IL DESTINO" is a passionate story about courage and luck that you can read like a novel. Edited by MyOwnGallery for Superstudio Group, purchasable in LaFeltrinelli bookstores in all Italy, and in paper and digital version on www.ilmiolibro.kataweb.it, on amazon.it and on the main international eBookstores. Or upon request directly to info@superstudiogroup.com.

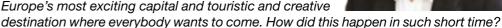
# INTERVIEW: COUNCIL MEMBER CRISTINA TAJANI

# THE POINT ON THE CREATIVE MILAN

If Milan has become the most attractive city in Europe in such short time, it is also thanks to who governs it with new spirit. Among these, the council member for Fashion, Design and Productive Activities Cristina Tajani, a young competent and passionate woman that revitalised the city.

Interview by di Gisella Borioli

A Miracle happened: Milano pre-Expo was experienced as a static city, even a bit boring. Today, it is considered Europe's most exciting capital and touristic and creative



I think aiming on an open schedule of quality events for different public, built in synergy with private citizens has been the winning decision: it has pushed the image of Milan towards a city open to the world, rich in culture, art, sociality.

The week-events are becoming a distinctive mark in Milan. Which are the ones now and the ones scheduled?

After Milan Women Fashion of September, at this point very soon, the Fall Design Week will take place: an important moment of reflection on the main themes of the forthcoming Fuorisalone. It starts again 2019 with Fashion, in January and February. We therefore continue in April with the Design Week and we arrive in May, with the third edition of Food City. 2019 will be the year of Leonardo and every event will recall the theme of the brilliant Vinciano. Among the themes we will propose circularity, as key for a new sustainable economy.

Fashion, design, craftsmanship, technology, food, cinema, music ect. Open successfully to the city: is the secret within the quality of the choices?

Before the quality of the choices, there is the network. Building synergies with consistency and inclusive ability has always been one of our commitments at the centre of our agenda; a way that allowed us to work with operators both in quality of the proposals as well as on the sustainability of the city.

Public and private citizen move in harmony. To arrive where?

Milan is the most integrated Italian city in the international context, economy leader of the Country. I think two aims combine: strengthen the global net with other large economy capitals, to keep up with the biggest ones; reconnect strong connections with other Italian cities that try to combine innovation and inclusion. As I am convinced that Milan, alone, is not enough. Inequality, today is what mostly put in



danger the obtained results. It is exactly on this line, that synergy between privates is a central element, to make resources and opportunities available, otherwise unreachable.

From the left; Council Member Cristina Tajani, Rodrigo Rodriguez, president of Material ConneXion, Gisella Borioli CEO Superstudio Group. The Mayor of Milan, Beppe Sala, Emilio Genovesi, CEO Material ConneXion. Together with a successful public-private collaboration, have created the Smart City event at Superstudio Più.

# • SAVE THE DATE • • • • • • • • • • • • • • •

# HAPPY BIRTHDAY TO FLAVIO IN TRIENNALE

90 years, a fantastic accomplishment especially if conquered in perfect physical and intellectual shape. The "Triennale" dedicates a whole evening to Flavio Lucchini's birthday celebrating productiveness and the continuous creative attention of an innovator that has left a mark in the world of fashion in Milan. It will be celebrated on the 27th October from 9pm in the Salone d'Onore with the movie "LA MODA IN ALTRO MODO" and the presentation of the book "IL DESTINO" with the presence of many famous testimonials. To pay homage will be Stefano Boeri, president of Triennale and Joseph Grima, Director sector fashion and design.

# SUPERDESIGN SHOW ALWAYS MORE INTERNATIONAL



Superdesign Show, landmark event of the Fuorisalone, from the edition that ended in April it obtained an important recognition that has already been admitted also for 2019 edition, namely the International Fair by the Lombardy Region.

The placement has been achieved not only for its contents with always more attention the world, but also for strategic decisions: the title is in fact set by the public institution only to organizations with pre-

cise parameters in terms of security, logistics and services suitable for the contexts, and in Superstudio Più's case, originate a whole vision and continuing investments to offer spaces fitting the international panorama, always in search of professional locations.

# LIGHTS ON SHOW AT SUPERSTUDIO CAFÉ



In the restaurant next to the photographic studios of via Forcella 13, it is normal to renew the theme photographic exhibitions. The present one is a visual experiment by the artist-graphic **Pier Paolo Pitacco** on photos of light by Alessandra Di Consoli and others shot in the past years during Design week at Superstudio Più.

40 abstract images, in which is hard to recognise the origin, virtually "redrawn" and transformed into little

digital pictures. Lingering over images may be an idea, waiting to order on the new menu. Purchasable upon request and in the required format, by writing to info@superstudiogroup.com.

# WOULD YOU LIKE TO BECOME A CONTRIBUTOR OF @AT?

Send us your curriculum and a little text that involves Superstudio from your point of view. Possibly also with photos. The best pieces will be selected by the editorial staff and will be published and this could be the beginning of a collaboration. Send your material to: areart@superstudiopiu.com

# **BEAUTIFUL PEOPLE**

Celebrities visiting Superstudio 13 make no news anymore as everyday, well-known personalities in fashion, design, art, industry, economy, shows, sport are around the spaces. Here are some that have been with us in the last season.

1 - Stella Maxwell and Hiandra Martinez, Versace Resort 2019, photo Lea Colombo. 2 - Manuel Agnelli and the Afterhours for Rolling Stone, photo Fabio Leidi. 3 - Chiara Ferragni for Marie Claire Spain, photo Gianluca Fontana. 4 - Patrick Cutrone for Icon, photo Christophe Meimoon. 5 - Chloe Grace Moretz in Fendi for L'Officiel Paris, photo Wulff Myro. 6 - Beatrice Vendramin for Gioia Magazine, photo Andrea Gandini. 7 - Cate Blanchett, Armani outfit for Vogue Italia, photo Tom Munro. 8 - Paola Egonu, video and photo Red Bull. 9 - Alessandro Cattelan, presentation of the new hit single Street Clerk.





One Thousand Dance: classic dance in a contemporary and technological form.

#### DRESSED UP ART POINT

#### THINKING ABOUT CHRISTMAS DINNER?



We can already feel it, the fever starts to rise in September and into an explosion of fun, the evening of Superstudio's Christmas party.

Thinking of the joy in being together, Superstudio proposes, for the third year in a row, a space - Art Point - to agencies and companies as a space already set up to host a business Christmas party. The winning idea: a space that may contain from 200 up to 450 people, with a platform, sound/light/ video already positioned but may be personalized, cloakroom and already defined catering, entrance

and reception already furnished and a varied catering proposal, including furniture and decoration with a "turnkey" price. Embraced with uncertainly the first year, the Christmas formula has now become the most demanded request in December, so much that the first requests already came already in June. You can say that Christmas here, at Superstudio, is forever!

# "BOTTIGLIE APERTE" AT SUPERSTUDIO PIÙ

# **DRINKS IN MILAN? YES BUT PROPER DRINKS!**

As Design week does network and does system in the world of design and architects, so does Milan Wine Week - from 7th to 14th October - treasures this experience and gathers together professionals of the field, big cooperatives, little refined producers, locals, wine shops in a great event and of course, the public is always very interested in combining culture with pleasure. The most awaited event, that already last year earned a lot of interest from the public and the press, is called "Bottiglie Aperte" born from the creative mind of Federico Gorlini, already organizer of food events and wine. "Our wish is to arrange in a single occasion all wine operators thus avoiding scattered events that are sometimes one exactly like the other, disrupting each other and generating confusion.

I experienced Milano Food Week, that witnessed the creation of "Bottiglie Aperte", and with which we experienced how to create an event in this extraordinary city".

"Bottiglie Aperte" will be at Superstudio on the 7th and 8th October 2018, all info on www.bottiglieaperte.it



# THE PERSONALITY: PAOLA NAVONE

# **FREEDOM TO CREATE**

An anticipative designer that has always dialogued with cultures, historical periods, ethnics groups, diversities. A creator of objects, environments, atmospheres, emotions in complete freedom. Thus made her great and unique. Paola Navone does not follow trends, she creates them.



Interview by Gisella Borioli

What has changed in the last twenty years of design? And what will change in the last year that will take us to 2020?

I think, if God permits, there is more freedom.

It's already a good answer.

It's not as if you can analyse changes, the real change is that by now everything coexists and everything can coexist more and more. What will change? The level of freedom will increase.

Do you think this freedom expresses the fact that design has intercepted thousands other products, thousands other needs, thousands other expressions?

Let's say that there is more freedom from those who use design. It is like clothes, one does not mind the problem of what is the new collection of the next six months, puts on whatever, and this type of evolution happened in décor. There is not this sort of subjugation to the architect or to the decorateur. In this sense I say people have more freedom. And also designers are more free that by now burst in all directions. The panorama is more free as it opened to creativity and countries that were once considered to be non-existent or marginal like Asia, Africa rather than Northern Europe. This privilege has broken a bit.

Is this issue, this opening dangerous for us?

It's dangerous yes and no, meaning if it arouses curiosity, the idea of scouting, adventure, it's not. If it produces defensive attitude, it is clearly the end.

You have done so much in an eclectic free manner, but what is the fil-rouge of your work if you could define it?

Curiosity, the desire to look to the next day, never to what is finished. The projects of which I am most fond of are the ones that are not finished, because for me as soon as they finish, a period, an adventure, a journey ends.

But could there be a finish line, an idea, an object, a creation? Is there never an end to curiosity?

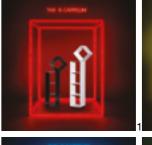
There is never an end meaning that it is actually a sort of a treasure hunt that at the end is found somewhere.

### **ADVERTISING**

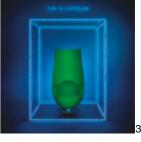
# **CAPPELLINI PORTRAITS**

Images inspired by immaterial architecture with light that draws spaces to advertise iconic furniture by Capellini, only he could want them. Extremely requested art director and mouthpiece of the family company Giulio Cappellini moves with elegancy marking quality, always. The forthcoming advertising campaign of the brand chose abstract and emotional language instead of the classic one, the life-style.

The four "portraits" photographed by Andrea Garuti in Superstudio 13's photographic studios - with its large modular spaces perfect for interior design needs - mix art fashion and design language by placing historical successful pieces in a neon frame Dan Flavin-like, highlighting the colour trend.









In the photos: DROP by Nendo (1), LOTUS by Jasper Morrison (2), TULIP ARMCHAIR by Marcel Wanders (3), REVOLVING CABINET by Shiro Kuramata (4).

# AN EXHIBITION FOR FIORUCCI



It was certainly not easy to rebuild Fiorucci's history, that so much influenced the new generation's style, just a few years after his death, and yet so many years after the ordeals that estranged him from his creation, de-

priving him even of the trademark. "Epoca Fiorucci" exhibition, open at Ca' Pesaro in Venice until the 6th January, mends in a certain way the past to the present, reaching the phenomenon's roots starting from the philosophy of the shops, real shop windows of

Contacts: Chiara Ferella Falda: chiaraferella@superstudiopiu.com

his style. His world and his passions collided in these spaces: avant-garde fashion from swinging London onwards, post-modern design with the contribution of great innovators such as Sottsass, Mendini, Branzi, De Lucchi, pop and street art with the participation of standing artists such as Keith Haring, Jean-Michel Basquiat, Andy Warhol. Original décor of the shop in Venice show back the atmosphere in his store shops in the world, from Milan to New York to Los Angeles, Tokyo, Sydney, Rio and Hong Kong and create curiosity in the new open store in London. Next to photographs, videos, clothes, accessories, all sorts of gadgets, the Venetian shop's setting recalls the Fiorucci's "philosophy", because - as he always used to say - A shop is "a relation among

emotions, thoughts, languages and different souls". Superstudio contributed in finding different historical pieces and various materials supported by Franco Marabelli, architect who curated the legendary shop in New York very popular by Andy Warhol and Madonna, collaborator of Elio Fiorucci for many years. Gisella Borioli, friend since



both youth, has given a testimony on the nice book along with the exhibition curated by Gabriella Belli and Aldo Colonetti. A Fiorucci corner that proposes again a joyful and desecrating

style will be present at White in September.

# WOULD YOU LIKE TO BECOME PARTNER OR SPONSOR OF SUPERSTUDIO?

Over 100.000 visitors and 2.000 journalists during Design Week in April. Over 300.000 visitors per year in various events. A database of 200.000 email addresses. Leadership in the most innovative Italian fashion Fairs. The attraction of its concept gallery for contemporary art and design. The quality of its events. The history of its photographic studios, the prestige of its locations, the elegance of its spaces. The liveliness of its restaurants, the attention to "cuddles" to its clients and visitors. with thousands of collaboration possibilities that its activities offer, Superstudio Group presents itself as an ideal subject to establish a custom-made sponsorship of partnership for requirements of any institution or company.

Superstudio Group - Via Tortona 27 Milan 20144.

Tel +39 02 422501 - info@superstudiogroup.com

@AT is a quarterly magazine edited by Superstudio Group.

Information. For events: www.superstudioevents.com - info@superstudioevents.com Photographic studios: info@superstudio13.com

Registered with the Ordinary Court of Milan on 20/12/2017 at number 368.

Collaborations: Anna Bergamo, Giulia Borioli, Valeria De Grandis, Chiara Ferella Falda, Dario Negri,

Paper and digital edition are downloadable on www.superstudiogroup.com and www.superdesignshow.com

Editor in Chief: Gisella Borioli

Monica Pastore (translations)

All rights reserved.