

DESIGN • FASHION • ART
INNOVATION • EVENTS
TRENDS • ANTICIPATIONS



SUPERSTUDIO MAGAZINE

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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 borders, 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 "**Il 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 and 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.

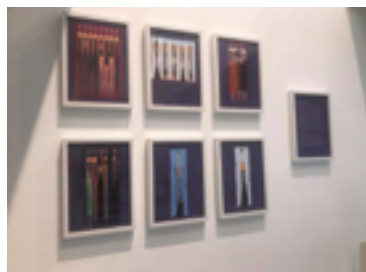
1 - Iliad presentation. 2 - La7 show schedule presentation. 3 - Cahier, drawings by Flavio Lucchini. 4 - Young Chef by S. Pellegrino. 5 - Interact by IAB Europe conference. 6 - "I Lari" exhibition in MyOwnGallery.



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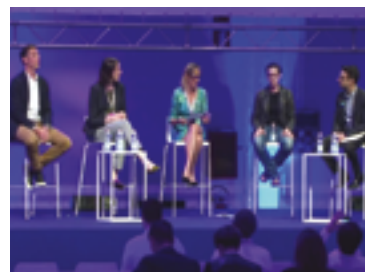
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SUPERSTUDIO INSIGHTS

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.



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 Perofil, 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.



Ese
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

5th and 6th 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

2nd and 3rd 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

7th and 8th 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
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/inhousecommunity-awards-2018

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

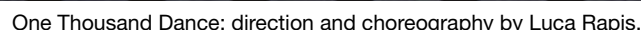


The contemporary art museum that contains art work of the private collection of Miuccia Prada and Patrizio Bertelli has just opened. The beautiful, candid, disquieting “Torre” designed by Rem Koolhaas. The construction completed the artistic offer of **Fondazione Prada** in Milan placing a futuristic 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 Koolhaas 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: 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 uncertainty 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.

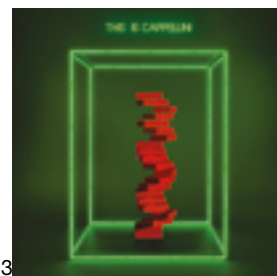
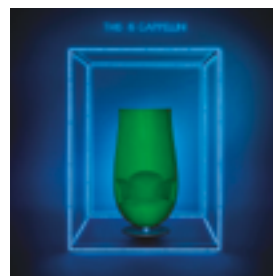
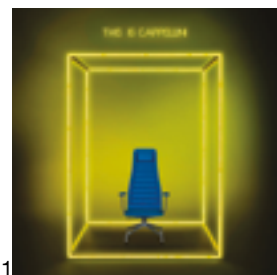
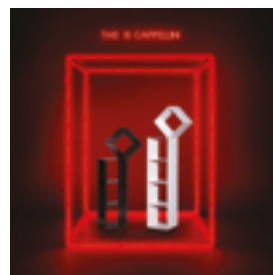
ADVERTISING

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 Capellini 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, depriving 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

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. Contacts: Chiara Ferella Falda: chiaraferella@superstudiopiu.com

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