



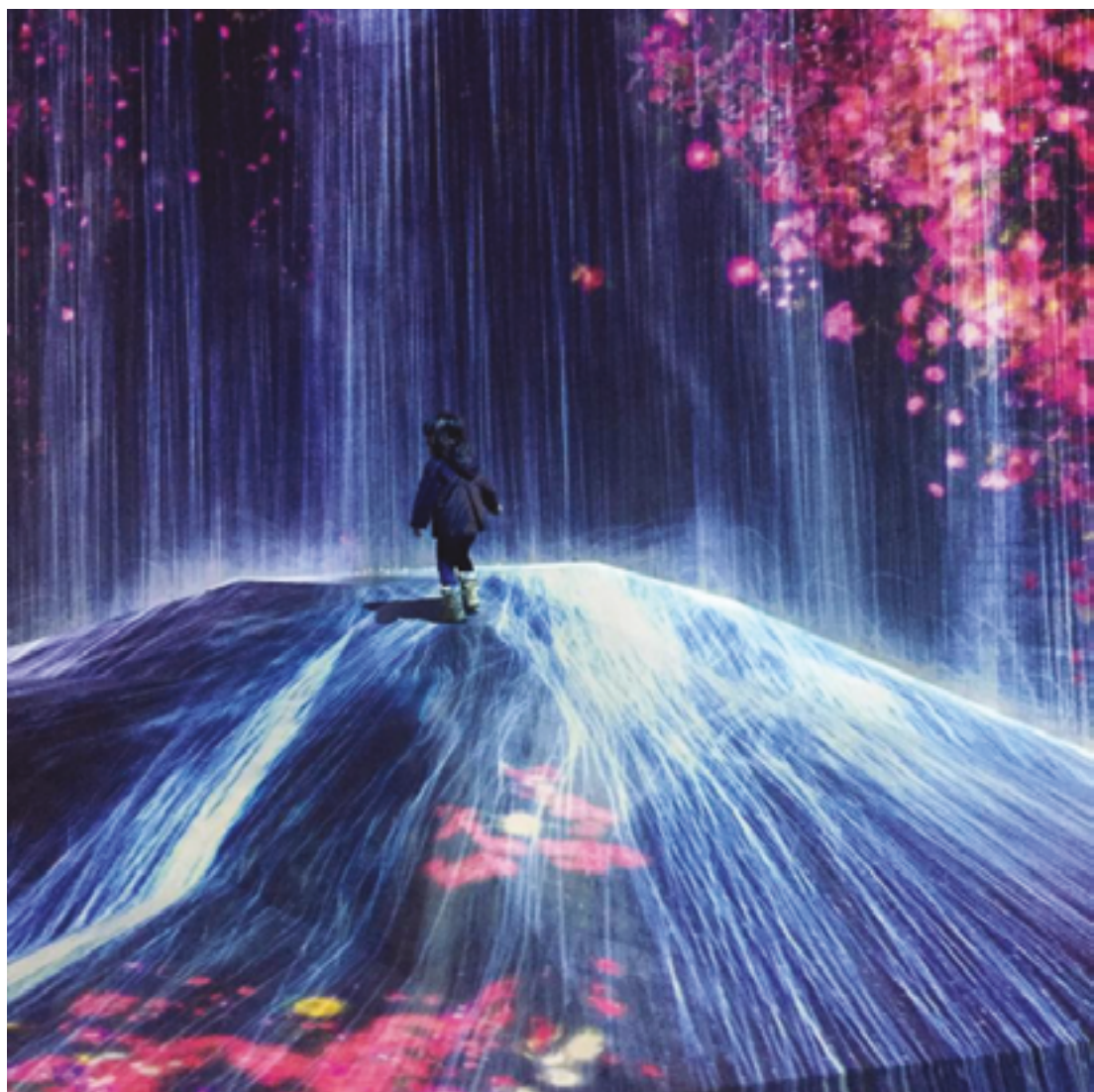
INNOVATION&TRADITION

A subtle fil-rouge, at Superdesign Show 2019, connects proposals and research that are the basis of today's design-thinking. Over these last few years' creative bulimia, a lot of excesses displaced us and made us forget the great masters' lessons, cultures embedded in our DNA, undeniable traditions, environmental risks and fears which, everyone, from now on, must face. On the another hand, the aesthetic changing trend does not stop, it feeds on invisible inspirations, welcomes cryptic messages, destroys and creates trends, interferes with desires, creates new consumption models. And a third aspect, technology moves with extreme acceleration transforming our own lives but is increasingly human-tech.

The theme of this edition of Superdesign Show is **Innovation&Tradition**, born from the awareness of the co-existence of these three inseparable elements: tradition-beauty-technology and that no research, no matter how advanced must forget the human factor. While the focal point of the world moves and outlines Eastern countries as increasingly protagonists of financial-scientific-technological-productive systems, we are yet again witness of a strong and qualified presence of **Japan** that operates on daily routine, speaking the language of art and emotions, about the latest generation of automotive and electronics, as well as about many other essential and performant objects as beautiful as sculptures. And then comes **Korea** with an important exhibition commissioned to twenty-five great national designers. **Indonesia** is back with its tradition rethought through contemporaneity. Speaking of Japan, that, for many years has been very special to Superstudio with its magical installations such as the previews years ones by Nendo, by Tokujin Yoshioka, by Kengo Kuma, we underline the project **Take a Seat**, that we devised in collaboration with Osaka city, a reflection on the archetype "chair", present in the rooms with works by three selected women-artists. Other stops of Grand Tour of Design, take us to a spacious and modern "**Brazilian home**" but also in search of top quality Northern design brand such as **Normann Copenhagen** and finally the project by **Giulio Cappellini** that with "Italian attitude" proposes an innovative **Superhotel** thought to support various clients' personalities.

This year co-protagonists, together with designers, are important creative international studios that work on immaterial settings, on emotional entertainment, on experiential interactivity. Interactions with art and technology, where it is easy inserting visions or pre-visions of the future, are detectable right from the entrance, with a kaleidoscopic and immersive Tower by **Matteo Thun** for **3M** that anticipates the excitement of the digital museums such as the brand new **Mori Building Digital Art Museum** of Tokyo (picture on the right). To follow the luminous journey by **Lexus** designed by **Rhizomatiks**. The museum-like setting for rolling televisions by **LG** with the prestigious signature by **Norman Foster**. The space walk among design meteorites proposed by **Finsa** in collaboration with the high-technology creative studio **Enorme**. The "exhibition that does not exist" **Unreal but Real**, where **Sense-immaterial Reality** makes large sculptures by **Flavio Lucchini** materialize along the path through your smartphone. And finally, the installation by **Dassault Systèmes**, created by the American studio **Morphosis** that provides a preview of a circular economy based society. **Materials Village** leads us in the fast-running world of materials, where textiles, ceramics, surfaces do much more than their primary function, and the container-house by Marie Claire Maison highlights it and suggests original uses. Do not miss **Smart City** that in the nearby location Superstudio 13 keeps on the research and debate on the Latin way to the cities of the future.

Gisella Borioli



The waterfall room, immersive nature at Mori Building Digital Art Museum: teamLab Borderless of Tokyo.

NEW DIGITAL AND MULTI-SENSORY MUSEUM IN TOKYO

Having Japan in our heart, we couldn't not visit the new spectacular **Mori Building Digital Art Museum: teamLab Borderless**. Created by the Japanese collective teamLab including architects, engineers, mathematicians, artists and musicians, located in the artificial technological island of Odaiba in Tokyo, the museum fascinates for the ability to combine figurative art and technologies of virtual reality. There are no art works to admire, you immerse yourself in the art work and interact with it inside light waterfalls, expanses of roses that transform into sunflowers and butterflies, mutant animals, enchanted forests of lamps, trees to be climbed, marine landscapes, symphonies of futuristic leds. Not just projections but unique sceneries that transmit a continuous emotion. And, moreover, labs for children and a tea house where you can have a cup of tea just like Alice in Wonderland.

LEXUS INTERNATIONAL / FUTURE IS MOBILITY



What will the circulation be like in the years to come? Which means of transport will be eliminated? Which ones will resist and which will instead be strengthened? In regards to the theme of mobility, one of the most serious of the future, Lexus International responds with an exciting lighting and sound show. **Rhizomatiks** is the author of the great project, a creative and competent group of visual and media artists. Thanks to them the most clamorous performances in events such as Expo of Milan 2015, the Rio Olympics in 2016 and the Sónar Barcelona, annual festival of electronic music. At the same time, six projects by the finalists of the seventh edition of **Lexus Design Award** will be presented, a contest which promotes the work by young talents. With an overview of innovative and possible proposals.

DASSAULT SYSTÈMES / 3D CAN CHANGE THE WORLD

This is what the interactive installation "**Design in the Age of Experience**" illustrates with rotating panels transformed into interfaces that connect human experience to environment. Created by Dassault Systèmes, French leading software company for the creation of 3D design, with the collaboration of the architecture firm **Morphosis**, with the award-winning founder **Thom Mayne** in the service of president Obama for seven years, and opinion-leading architects **Kerenza Harris** and **Eric Meyer**. It is a convincing demonstration of how pioneering innovations in design can drive change in our cities, our mobility networks, energy use, making our daily endeavour more sustainable. And finally, a programme of meetings on the subject has been scheduled with designers and thinkers.





Moving immaterial flowers and butterflies that fascinate the visitor. Mori Building Digital Art Museum of Tokyo.

DESIGN, HUMAN, NATURE. Environment and climate risks have also moved Paola Antonelli, curator of the Art and Design section of Moma in New York and now also of the **Broken Nature** exhibition: **Design Takes on Human Survival** at Triennale of Milan (until 1st September) who said: “If governments and power structures don’t take seriously enough the impending environment issues, maybe designers are the actual leaders of the change. Design can offer not only strategic creativity, but also focus and strategy” the text visible from the entrance in Broken Nature adds: “Also for those who believe that the human species is going to die out (Sooner? Later?), design offers the tools to arrange a more elegant vanishing.”

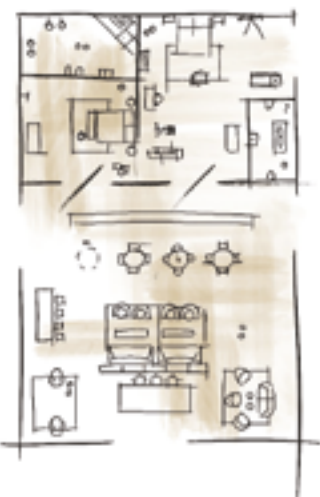
NORMANN COPENHAGEN / TWENTY YEARS OF CREATIVITY

The Brazilian architect **Roberto Burle Marx**’s colourful and surreal landscapes are the inspiration of the scenery where Normann Copenhagen, Danish company founded by **Poul Madsen** and **Jan Andersen** and creator of the new trend Danish Modern, recounts the collections of its twenty years. In an articulating path among organic shapes and, surprisingly there are eight islands with great worldwide famous classics such as Pad or Studio chair, the Silo footstool, the Phantom lamps. On the other hand, original and created just for the occasion is the collection by ten international artists where art and design meet to get into the every day’s life. From the mnemonic vase to the art-blanket, to the candleholder, to the reinvented mirrors, to the rug like a painting.



THE ITALIAN ATTITUDE

SUPERHOTEL / UNDER THE NAME OF DIVERSITY



A true International hotel, inspired by the whole world and yet with deep Italian roots. An enlightened celebration of diversity, where everyone can feel at home. It may seem an utopia, but it most likely anticipates a trend of the future. Proposed by **Giulio Cappellini**, master of seeing beyond. To visit completely, here is a large lounge, different types of suites, a gym and a restaurant with cuisines from many countries. Here, industrial products by the most prestigious Italian brands mix with custom-made top handicraft pieces and with design classics by the most important names. From **Jasper Morrison** to **Shiro Kuramata**, from **Tom Dixon** to **Patrick Norguet**, from **Alessandro Mendini** to **Piero Lissoni**, from **Philippe Starck** to **Patricia Urquiola**, to name just a few. Opposite styles coexist in harmony. The antique piece of furniture is next to the high-tech table, the new baroque combines with the minimal. The essential room is placed besides the one full of contemporary art works.

“An international hotel where, in the name of top industrial and handicraft quality, different cultures mix with each other, balancing between past, present and future.”

ARTINTAVOLA / FLY ACROSS THE TIME



It flies over a two-century span, the spectacular table by architect **Ulderico Lepreri**, who places reminiscences of his native Sicily in an international table context. From the **Herend** porcelain, used by the Habsburgs, to the **Schiavon** silverware, to the real Bohemian **Moser** crystals to the Sicilian ceramics by **Bartes** up to the steel objects by **Elleffe Design**. Only the two heads of the table have a conventional “mise en place”, as for the rest plates, glasses, silverware are randomly arranged on transparent plexiglass plates by **Tuai**. Or, hanging from a canopy, they seem to fly under **Fabrizio Lupo**’s Baroque lighting.



A KALEIDOSCOPE IN A TOWER

Materials Village welcomes us at the entrance of Superstudio Più, in the Art Square, with a new spectacular mise en scène. This year, **3M**, American leader company in scientific research on materials, astonishes us with an emotional installation curated by **Matteo Thun & Partners** that celebrate nature as a source of inspiration for significant and sustainable solutions. **A Pinnacle of Reflections** is a 14m high tower where visitors are invited to immerse in a colourful and kaleidoscopic world that recalls the extremely-rare **blue morphic butterfly**, on the basis of the multilayer optical FILM technological concept BY 3D Design: the transformation from caterpillar to butterfly is the symbol of innovation. Inside the installation you can therefore enjoy spectacular colours and shapes, and the lights reflected from layers of film create a fabulous imaginative scenery.

LG ELECTRONICS / HOW TO ROLL A TELEVISION

There is a new generation of televisions. Not only objects that broadcast images, but design pieces which can redefine the surrounding space. Following the presentation at Ces 2019 in Las Vegas, the **LG Signature Oled TV R** arrives from South Korea. In addition to an extremely-high picture and sound quality, it is the first television to be defined “rollable”. A difficult concept to imagine, but very close to the idea of personalisation, nowadays in our daily contemporary routine. The 65 inches extra-thin screen is rollable inside the base and may stop at three positions: totally disappear, leave only a part for notifications or be on “full view”. In **“Redefine Your Space”**, a project designed by **Foster + Partners** studio, visitors may experience the reinvented way we “watch”.



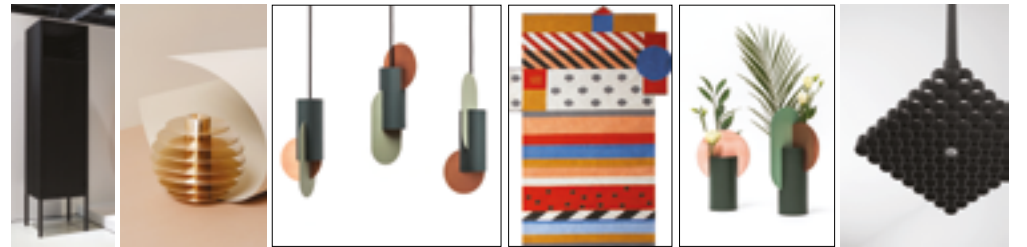
FINSA / ASTRAL BODIES

While hundreds of meteorites collide the earth’s surface every year, the **“Astral Bodies”** by Finsa historical Spanish company of covering for interior appear at Superstudio Più. Created by **Enorme Studio** and the creative team of **Vitamin-Arte**, they consist of MDF boards covered with exuberant colours, textures and finishes that use the new Fibracolor, innovative material, fulfilling the widest range of design requirements. Shaped as meteorites, they float in a spatial landscape.



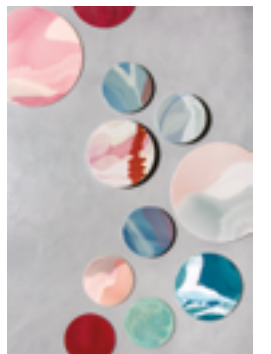
PROSTIR86 / WHAT IS MODERNISM?

A definition is proved by the nine, among designers and brands, of the **Ukrainian community** Prostir86. “Modernism is not style, it is a way of being that embraces progress, structure, content and discipline”, they claim paraphrasing a quote by designer **Massimo Vignelli**. There is research of innovation, functionality, but also simplicity and energy in the objects and pieces of interior decoration on show, but most of all the careful study of materials in non-stop experimentation. An assorted proposal. From the vertical container to the spherical candlesticks to chandeliers. From the art-rugs to the modernist vases, to the suspended innovative lighting, and besides a jewellery collection, ceramics and other objects, as a proof of today’s Ukrainian quality and creativity.

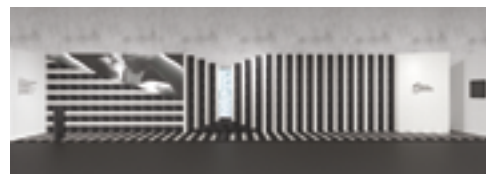


GOBBETTO / THE MAGNETIC RESIN

A magnetic resin? Yes it exists and it is named **Dega Energy** it’s the year’s new entry, created and patented by Gobbetto to expand the use possibilities of this material. To represent its ductility, **Giulio Cappellini** designed **“Resin Arcade”** for the installation. It consists of a portal passage with today’s trend colours, on a grey resin floor. Along the walls of the Arcade, circular magnetic panels are arranged like pictures where the innovative Dega Energy is presented in all its possible applications.



PNA PIETRA NATURALE AUTENTICA / STONE IS BETTER



“#stoneisbetter” is the name of the installation by **Remigio Architects** that highlights the quality of the stone. Its versality, from sculpture to architecture, its purity, resistance in time. An idea by PNA, acronym of Pietra Naturale Autentica (Natural Authentic Stone) a brand that collects 45 companies members of **Confindustria Marmomacchine**. Inspired by the projects of Cathedral of Siena and the Church of San Giovanni Battista by **Mario Botta** in Fusio in the Canton of Ticino. And, just like these two extraordinary buildings, it is an alternation of black and white marble in a game of optical illusions, that remain impressive century after century.

DELIRIOUS EYEWEAR / HOW TO SEE

The original materials are the feature that most likely made the success of Delirious, eyewear brand, founded in 2012 by **Marco Lanero**. From the most well-known natural-based acetate one to more redefined materials such as Indian water buffalo horn, from Japanese titanium to beta-titanium. Needless to say, design lives up to the “Made in Italy” and “Made in Japan” manufacture. The co-branding with **Carl Zeiss** for the lenses complete the excellence framework.



JAPAN LOVES SUPERSTUDIO

Japanese technology and design have always been an established presence at Superstudio Più. This is normal, given the top level of research and production. This year the number of exhibitors has increased even more, so much that a full sector is dedicated to the Rising Sun Country. Proposals are a more than ever wide variety, with a fil-rouge of great attention to sustainability and yet an eye on the millennial traditions. A further example is Katana Suzuki, the first motorcycle created in 1981 to focus on an alluring design. The new model, renovated with the most cutting-edge technology is on show at Smart City exhibition at Superstudio 13.

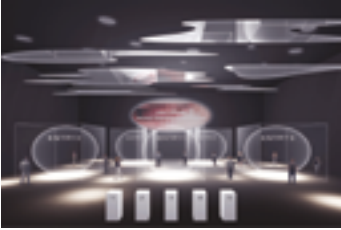
INAX / THE SHAPE OF WATER

It's called "The Rituals of Water" the exhibition by Inax, historical brand of sanitary ware and tiles, which in 1920 was chosen for the bathrooms of the Imperial Palace Hotel of Tokyo, by Frank Lloyd Wright. Besides bathroom proposals with innovative sanitary ware and design accessories, artistic and decorative tiles recount culture, traditions and everyday rituals with water in Japan. Among these, an elegant blue and white pottery toilet from the Meiji era of the late nineteenth century.



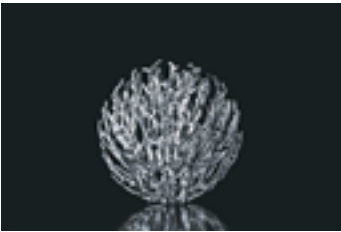
ABLE DESIGN AWARD / HAPPY DESIGN

Able Design Award celebrates the ten year anniversary of its foundation. Three universities from Japan (University of Tokyo, Kyoto University of Art and Design, Tama Art University) and two European universities (Politecnico of Milan, Central Saint Martins - University of the Arts London) have produced a design space dedicated to the "LAUGH" theme.



YMV / METAL AND NATURE

Yokohama Makers Village, for the "Ikimono" collection, created in collaboration with the designer Hiroaki Nishimura, an architect programmer and a leading company in 3D printing, proposes eight metal objects that reproduce the strength and functions of the different natural elements, thanks to parametric design.



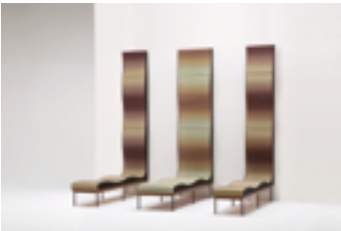
TOKYO CREATIVE 30 / IDEAL ABILITIES

The poetry of Japanese design also in little everyday objects, from the flower vase and the packaging of a product to the technological object. On show the works by a group of designers from Tokyo, in all fields, from furniture to fashion, from beauty to food. A multi-faceted overview that proves how creativity combines well with ability and technical skills.



ADAL / INTO THE NATURE

Green is not only the main colour, also the furniture for the contract of the historical Japanese brand is inspired by the shapes of nature. It is made in igusa, the typical panels in wooden rush, which tatamis are made with. There are benches reminiscent of a waterfall, little sofas and panels that depict an oasis of relaxation just like a mountain meadow.



"Design is the word to live well, essential for industry, economy, nature. It is a crucial point of our life. Nature must be at the centre also of design. I would like to make a project that combines nature, technology, poetry, art and beauty. All joined in an utopia. A dream."
Toshiyuki Kita, Golden Compass Award for career 2011

SUMITOMO FORESTRY GROUP / THE DOMINANCE OF WOOD

"Happiness grows from trees". Because wood helps to relax, reduces stress, promotes concentration and facilitates memory, increases cerebral activity, enable us to perceive the passing of time more slowly, and diminishes the negative effects of artificial light. On the basis of these statements, designers Kosuke Araki and Akira Muraoka have created the "Reevaluating Wood" interactive installation. An ideal and impressive frame to present furniture solutions by Sumitomo Forestry Group, a corporate division of the group Sumitomo, born in 1691 and specialised in working wood. Not to be missed, the ceiling modular elements in wood that limit acoustic impact and make electrical lighting more natural. Or the table partitions, light and in several tones to create pleasurable personal spaces. All of this, with state-of-the-art manufacturing progress, and of course, respecting the environment. A significant step forward in the Changing City into Forest project, which involves an all-round use of wood and in 2041 the building of a 350m skyscraper made entirely in wood.



KOIZUMIYA / SOFT METAL

Launched in 2012 by Koizumi Seisakusho Co.Ltd, the Koizumiya brand address especially women. Its products take inspiration from the Kaion concept, the metal sound that conveys pleasurable vibes. To introduce them, an installation has been selected, that guests can interact with to make unique sounds.



BUDBRAND / TRAVEL WITH BEAUTY

Regardless of any circumstances, any situation and anytime. Journey is this year's theme chosen by Budbrand, for design objects created by the new talent generation. Flower vases, bowls, jugs, with the common purpose to bring joy.



A not-to-be-missed exhibition of projects, drawings, photographs by Tadao Ando, great minimalist architect born in Osaka, already author of Armani Theatre, at Armani/Silos from 9th April to 28th July. *"I would like to create architectures that can last forever, not in form or substance, but as an unforgettable memory in people's hearts."*
Tadao Ando

OSAKA/SUPERDESIGN: THINK A SEAT!

Do we need a new chair, besides the thousands already existing ones and the hundreds of new proposals every year? A thought and a challenge, at the base of the project **Take a Seat** developed by Superstudio together with the **Italian Institute of Culture of Osaka and Asian Studies Group**, the prefecture of Osaka on the occasion of the Design Day 2019 in the world, where **Gisella Borioli** acted as **Design Ambassador for Osaka**. An invitation to reflect on an archetype of décor, expression of different functions and cultures, led to a selection among various projects left anonymous, of the proposals by three Japanese designers that revealed only at the end, to be three women of three different generations. **Akino Iida** (in collaboration with **Koji Saki**, **Eko Yasuno**) with a primordial chair made of bamboo trunks, **Mayumi Kuwayama** with the conceptual chair of intersected vegetable "veins", and the curvilinear objects-holder chair by the student **Luna Naito**.



Akino Iida, Mayumi Kuwayama, Gisella Borioli and Luna Naito.



THE MAGIC OF ASIA

KOREA CRAFT & DESIGN FOUNDATION ART IS CONTAMINATION



South Korea arrives at Superstudio with "Monochrome Monologue", a project by Korea Craft & Design Foundation (KCDF) supported by Korean Government. Through the language of black and white, it aims to express the "Korean sentimentalism". The art works by 23 artists, who use traditional techniques and the artistic direction by **Kuho Jung**, director of the Seoul Fashion Week are focused on the integration and contamination of various arts, beauty of emptiness, modernity and immediacy of Korean craftsmanship. From stylised yet highly characterised objects, to the futuristic installations, everything is highlighted by a simple and minimal setup.

INDONESIAN CONTEMPORARY ART & DESIGN BY ARTURA AMONG A FLOWER'S PETALS



Yes, it is actually in the petals of a flower, or better, a dancing flower (Kembang Goyang) that the Indonesian design and craftsmanship is revealed. ICAD Indonesian Contemporary Art and Design, that unites Indonesian's top creators, exhibits their work in four areas placed like the petals of a flower. The exhibition named "Essential Jakarta" and supported by Jakarta Capital City Government under the Department of Tourism and Culture, is aimed to introduce the culture of Betawi, the

first inhabitants of Jakarta, with integration and influences of other populations that later installed. A must-see therefore, are batiks and ceremony costumes, expression of top level handicraft, but also furniture and décor reproduced to tradition but in a contemporary key, like the colonial-style benches in wood and reed. To finish, interactive videos, and a corner dedicated to dance and one to cuisine.

Forest of resonating lamps. Mori Building Digital Art Museum of Tokyo.



THE LAST INTERVIEW WITH *A. Mendini*
INSTINCT AND REASONING

Alessandro Mendini, a Master and a fundamental and unforgettable personality in the post-modern design panorama, since the creation of Alchimia in the late 70's, has been close to Superstudio not only as a friend but also as an author of various exhibitions and installations in addition to the “heart plate” designed for the Municipality of Milan. His ironic and disenchanted vision, his poetry and eclecticism, his openness and his vision, have been instructive for many designers who became famous. His pieces are now icons kept both in houses and many museums. Among the thousands of unforgettable works, the Proust armchair and the museum of Groninger in Holland. We honour him, with this last interview to Gisella Borioli. Thank you Alessandro.



Proust armchair for Cappellini

What changed, since 2000, and what will change?
In these twenty years, the world has become digital. A radical anthropological revolution that tragically goes on.
The instinctive sign, the fil-rouge of your work?
The fil-rouge of my work is instinct (hot) and reasoning (cold).
Which adjectives would you use to define the trends of contemporary design?
Contemporary design is agnostic, indifferent and superficial.
How was your experience at Superstudio?
At Superstudio I had some very pleasant presences.
How crucial was the mise-en-scène?
The mise-en-scène is the important

communicative container of the projects.

An anecdote, a meeting, a memory of that experience?
The visitor's reactions, always with opposing views, but never neutral.
What does a “fair” exhibition need to have, in addition to the product, to be attractive and impressive?
The space of the fair exhibition must be alluring, even when empty, with no objects on show.

If you were asked to mention maximum three icons of design in these last twenty years, yours or somebody else's, which ones would they be?
The chairs by Philippe Starck, mobile phones, works with 3D printers.

What is the Fuorisalone of Milan for you?
A chaotic and energetic event. An interesting mess.

Milan capital of design. Is it right or is something still missing?
For better or for worse, Milan is still the capital of design.



Heart Plate for the Municipality of Milan/ Superstudio



A large dematerialized Toy by Flavio Lucchini in a square in Tokyo, seen through a smartphone.

THE EXHIBITION THAT DOES NOT EXIST. Unreal but real, is the unreal yet real exhibition, to see only through your smartphone or tablet. The immaterial Toys by Flavio Lucchini, large sculptures of overlapped cubes like huge colourful toys, punctuate the whole path of Supedesign Show. Sculptures are photographed with the inevitable smartphone and are immortalized forever, but in reality they don't exist as the space remains empty: they are born as small real maquettes designed by the artist but they transform themselves into unreal monuments through the technology of Sense - immaterial Reality, the latest evolution of augmented reality. All you need to do is download the App Flavio Lucchini Art, identify outside or inside of Superstudio the art-markers that indicate the points where the art works are located. Therefore frame the surface indicated by the art-markers and a sculpture by Flavio Lucchini will appear. Admire it, look it in details, walk around it, photograph it, take a selfie with it and, of course, share it on socials.



FOCUS ON
CLIMATEX / THE PERFECT BALANCE

It becomes warm when it's cold, cool when the temperature is high. Just like the skin compensates for fluctuations in temperature and moisture. It's called Climatex and it's a revolutionary fabric from the historical textile company Jab Anstoetz. Climatex has an extraordinary longevity and is easy to maintain as it retains its original freshness for a long time and does not require a particular maintenance. Furthermore, the synthetic and natural fibers that make this material have been designed to be easily separated one from another, for a complete recycle.



WORTH PARTNERSHIP PROJECT / UNION MAKES DESIGN

Many unusual objects illustrate WORTH Partnership Project, an initiative by the European Union, that supports collaborations between SMEs and start-ups, designers, producers and technology companies to create innovative products and ideas by young designers through transnational collaborations in the fields of fashion, accessories, furniture, design. The initiative financed by COSME programme with the certainty that creative industries (SMEs and start-ups) are the main driving force of economic growth in Europe. Each object combines aesthetics, function and technology, keeping in mind environment and sustainability issues.



MISS SOLAR LIGHT / WHEN LIGHT IS GREEN

The design is simple, essential, recalls the candle in the old candleholder. Actually, Miss Nightingale, portable lantern, is a revolutionary proposal that combines sustainability with technology. Created by the Dutch studio of Annet van Egmond after three years of research, has Led lights and uses solar energy, with capacity to last 60 hours. It can therefore be easily charged, batteries are not necessary, and it is made of materials, such as recyclable plastic, whose disposal does not cause any pollution.



MOORA MOBÍLIA BRASILEIRA / BEYOND DESIGN

The company was born in south Brazil in 1945, but has constantly renovated its production to be always up with the times. It employs the best Brazilian designers from Rejane Carvalho Leite to Angelo Duvoisin, from Mauricio Arruda to Bernardo Senna, to Aciole Felix. At Superstudio it introduces a collection of linear and essential chairs and armchairs, where research of the comfortable seat is the common priority. In addition, of course, to attention to sustainability and therefore to research of recyclable materials. Wood is mostly used, usually alone or alongside to metal tubular and to leather.



smart city
2019

On its third edition, Smart City is increasingly active and destined to grow in time. And its beginning on 13th March along with the Digital week, with the presence of Council Member Roberta Cocco, has a precise meaning. “It is human friendly Information technology that communicates with design” explains Emilio Genovesi CEO of Material ConneXion Italia and creator, with Chairman Rodriguez, of the exhibition. Technology must communicate with humans and Smart City is a reflection on topics of the future, on how to live urban areas. However, it does not want to propose an example of a sustainable city such as the ones that already exist in various countries, but points out a “latin way” to smart cities. Therefore a city that adjust to change, but just like Italian design adjusted to times, besides being functional, it has to focus on beauty, in every way. Young ones are the first “recipients” of Smart City. “We need to intrigue them, provoke them, tell them what companies do and how they work with digital” continues Giulio Ceppi, curator of the exhibition. And in fact, after a more emotional section at the entrance, there are real examples or reports of developing projects where new technologies commit to tradition. The pragmatic approach suits new generations. According to sociologist Francesco Morace, the subject of sustainability and environmental awareness has been dealt with for years by an élite of intellectuals, who lived in prosperity. It was something ideological, usually a way to protest against a kind of system. “From what emerged in research – continues Morace - for young people it is a real problem that must get to the point. It is not something for the purposes of a clear conscience, but an issue to be dealt with urgently”. And the campaign of the sixteen years old Greta Thunberg, with all its follow-up, is the confirmation. The changes in our daily routine and how technology has become a tool of symbiosis and empathy, during the whole exhibition, have been and will be the core of workshops, case histories, conferences, debates, seminars.



Roberta Cocco, Council Member for Digital Transformation at Municipality of Milan.

MATERIAL CONNEXION ITALIA / THREE TIMES NETWORK

Forever a regular at Superstudio Più, the network dedicated to materials and new technologies this year has a triple exhibition. As usual, near the entrance, in the Art Garden and in the Art Square, there is Materials Village with the most cutting-edge proposals for construction industry, interior design, textile, architecture, whose fil-rouge are aesthetics and sustainability. Protagonist is “Pinnacle of Reflections” installation by 3M, in collaboration with Matteo Thun & Partners. The second project is the third edition of the exhibition event “Smart City: People, Technology & Materials” curated by Architect Giulio Ceppi and sponsored, among others, by the Municipality of Milan and the Chamber of Commerce of Milan-Monza-Brianza-Lodi. On show in Superstudio 13 spaces in via Forcella and open to the public from 13th March, on the occasion of the Digital Week. The third project, at Superstudio Più has the alluring, promising title “Materica The Beautiful Side of Design” and is born from the collaboration with Marie Claire Maison.

SPERDESIGN MAP

www.superdesignshow.com www.superstudiogroup.com

AT SUPERSTUDIO PIÙ VIA TORTONA 27

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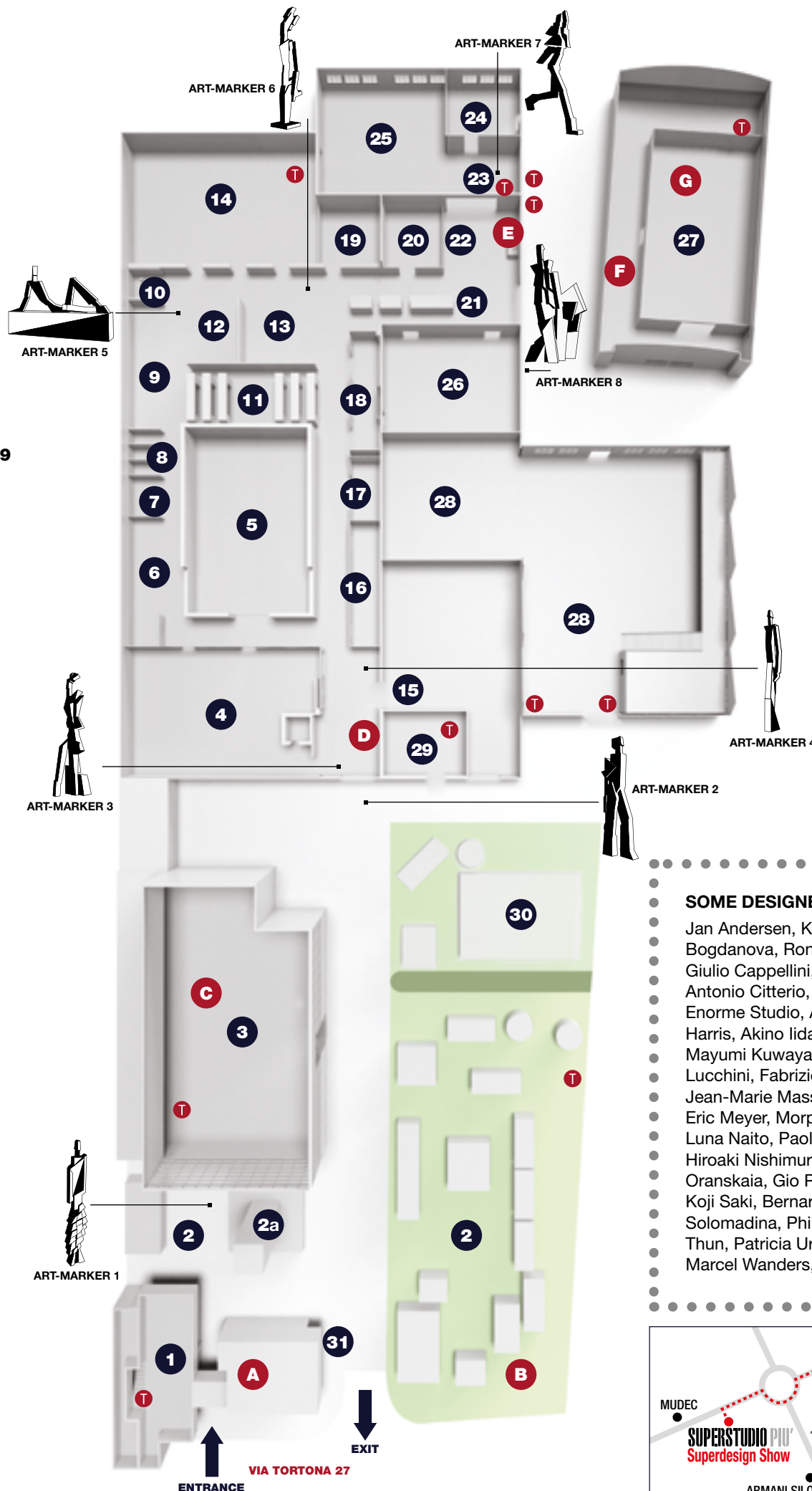
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by MARIE CLAIRE MAISON

A - PRESS OFFICE
courtesy MOGI CAFFÈ
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SOME DESIGNERS AND ARTISTS

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Material ConneXion Italia
**smart
city
2019**
People
Technology
Materials

AT SUPERSTUDIO 13
VIA BUGATTI 9 / VIA FORCELLA 13
Smart City:
Materials, Technologies & People

- Advanced Building and Infrastructures
- Connected City
- Smart living - Smart People
- Sustainable and Circular City
- Integrated Mobility
- Food Policies and Urban Agriculture

Amundi
Abet Laminati
ANP Associazione Nazionale Dirigenti
Pubblici e Alte Professionalità della Scuola
Arup
ATM - Azienda Trasporti Milanese
Camera di commercio di Milano
Monza Brianza Lodi
Domotex Hannover
con il progetto Wood.Lifecycle
Ecodom e CDCA
Edison Divisione Servizi Energetici e Ambientali
Eni
Enel X
Festival della Crescita
FINER Finance Explorer
Fondazione Barilla Center
for Food and Nutrition

Fondazione Cariplo - La Cittàintorno,
FHS, Cariplo Factory, FIL,
Fondazione Social Venture GDA
Fondazione Irso
Gruppo CAP
Life M3p
Marchingegno
Milan Urban Food Policy Pact
MM
Nutella
Padanaplast - a Finproject Company
Poliuretano è
Remade in Italy
Sharing Cities - Comune di Milano,
a2a Smart City, Fondazione Politecnico
di Milano, NHP, Siemens, Teicos Group
Snam
Suzuki Italia

UBS Europe
Veolia
Wirtgen Group
3P Technologies
Chateau D'ax
Direct3D
EOS
Kindof
Montecolino

La mostra ha il patrocinio di:

Comune di Milano
Regione Lombardia
Camera di commercio di Milano Monza Brianza Lodi
ANCI
Assolombarda
AISM
SIEC

FOR THE FIRST TIME IN THE WORLD
THE EXHIBIT THAT DOES NOT EXIST
TO SEE THROUGH YOUR SMARTPHONE
AT SUPERSTUDIO PIÙ



UNREAL BUT REAL
FLAVIO LUCCHINI A SOLO SHOW

Otto grandi sculture **Toys** di Flavio Lucchini, reali ma immaginarie, aspettano il visitatore per un a-solo-show al Superdesign Show. Imponenti, ludiche, colorate, si fanno ammirare in tutta la loro fisicità. Ma in realtà non esistono, e lo spazio resta vuoto. È l'ultima versione della realtà virtuale di **Sense - immaterial Reality**, qui per la prima volta applicata all'arte, che permette di vederle e fotografarle attraverso lo smartphone scaricando l'App FLAVIOLUCCHINIART o inquadrando il QR. Otto grandi pannelli neri sul percorso indicano i punti in cui le sculture appaiono e le istruzioni per vederle. Una tecnologia dalle mille applicazioni che per mette di smaterializzare qualsiasi cosa per rivederla facilmente in qualsiasi luogo in tutti i suoi dettagli. La mostra **Unreal but Real**, a cura di Gisella Borioli, si conclude con una selezione delle sculture originarie, reali, di dimensioni ridotte rispetto all'illusione. Le opere di Lucchini nascono come "oggetti" ma sono pensate anche per essere sviluppate in grandi dimensioni e diventare totem urbani collocati nelle piazze.

Eight big Toys sculptures by Flavio Lucchini, real but imaginary, await the visitor for a solo-show at Superdesign Show. Imposing, playful, colorful, they are admired in all their physicality. But in reality they do not exist, and the space remains empty. It is the latest version of the virtual reality of Sense - immaterial Reality, here for the first time applied to art, which allows you to see and photograph them through a smartphone by downloading the FLAVIOLUCCHINIART App or framing the QR. Eight large black panels on the path indicate the points where the sculptures appear and the instructions to see them. A technology with a thousand applications that allows you to dematerialize anything to easily see it again in any place in all its details. The Unreal but Real exhibition, curated by Gisella Borioli, concludes with a selection of the original sculptures, real, reduced in size compared to the illusion. Lucchini's artworks are born as "objects" but are also designed to be developed in high dimensions and to become urban totems placed in the squares.



Superstudio Più, via Tortona 27 Milan
April 9/14 h 10am/9pm - Sunday h 10am/6pm (gate closes at h 8.30pm, Sunday 5.30pm)
www.flaviolucchiniart.com - www.myowngallery.it - sense-immaterialreality.com



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SUPERDESIGN SHOW

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