DESIGN • FASHION • ART
INNOVATION • EVENTS
TRENDS • ANTICIPATIONS

@AT SUPERSTUDIO MAGAZINE

@AT - May-June-July 2019 - n. 18 - @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.

NUMBERS: QUALITY VS QUANTITY

Like every year, at the end of the Design Week of Milan, the same-old farce of figures (and visitors) takes place and whoever gives the highest ones, as in a fishing contest whoever catches the biggest one. No one makes a difference among typologies, substance, message, purpose of the events, as long as the biggest crowd is reported, and any means is legitimate. It is not important to make a distinction among operators and creatives and groups of youngsters full of beer (irregularly sold cheaply in the streets of design) or the parades with drums or irreverent masquerades like sumo fighters with huge fake bellies wandering around the showrooms. There are then the "easy-click" ones, attracted by spectacular installations such as the zipper on the facade or the pierced-woman-chair by Gaetano Pesce, that have a little to do with the design news but seem to catch the public eye. The compelling question spreading among the operators at the end of Design Week is "how many people?" where each one hopes to defeat the other and often bluffs. I don't think anyone can give an exact number, divided per district, presences, as there are no actual measurement tools. Many visitors widespread all over Milan, queues, traffic jams, it is impossible to know how many of them were actually motivated and how many arrived out of curiosity or to share the party or create chaos, or to lose themselves into the movida resurfacing here and there, especially in the evenings and on weekend. The problem appears repeatedly every year.

At Superstudio we have chosen selection and quality, with a mandatory registration, for respect of the companies and professionals that are the framework of the Design Week and the ensuing economy. This worked as deterrent creating a happy island. 80.000 registered visitors and over 2.200 journalists is a result that makes us proud. Just like the 45.000 focused visitors of the week at Triennale that definitely do not weigh less than the titanic crowds that invaded the streets. Also the 1.200 cultured visitors registered per day at the new stage of temporary design of Teatro Parenti made the manager-director Andrée Shammah pleased. Because everything is relative. Maybe even the 250.000 passers-by reported by Brera District or the 150.000 ones communicated by Tortona District, excluding passers-by and party-goers, shouldn't be regarded as satisfactory data? And what about the over 1.500 events? Maybe a reflection is starting that "less is better"? Is it possible that in a Milan brimming with improvised design, only selection may save quality?

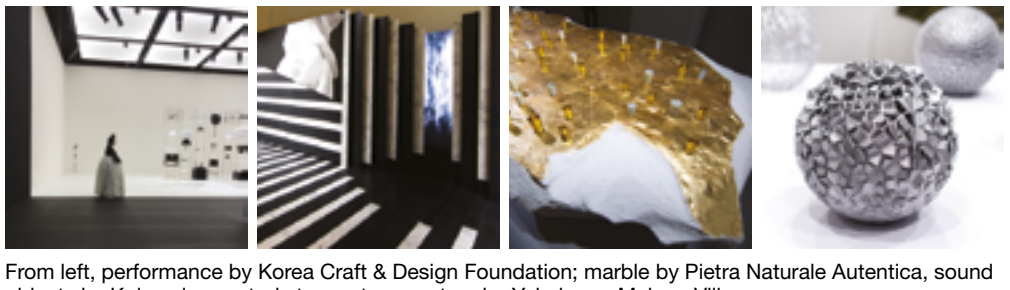
Gisella Borioli

The "Leading with Light" performance by Lexus among dance, lights and technology at Superdesign Show 2019.

SUPERDESIGN AT SUPERSTUDIO

LIKE A TEMPORARY MUSEUM

The first hour ambition, dating back to year 2000, to present new entries for the house and interiors, in a non-conventional way, that leave space to emotion and culture, during the years has brought to Superstudio increasingly sensational mise-en-scènes that led the way to new means of exhibiting design. Superdesign Show faithful to its traditional configuration and yet in continuous evolution, with 2019 edition has once again surprised with its museum-like installations. The performance among a dancer, lights and four totem-robots that interacted and moved in perfect synchrony by Lexus. The tower by Matteo Thun for 3M, an obelisk that outside reflected the sky, and inside enchanted with a flock of luminous butterflies. The immense white and black room of Korea where tradition and modernity chased one another in a play of contrasts. Then there were the large wood petals that fluctuated in an empty space by Sumitomo, accompanied with seven philosophical questions. And the golden bells and minimal objects by Koizumiya conveying sounds and harmonies. The long wall of stripes of white or black Italian marble, with video wall at the centre, by Pietra Naturale Autentica reminiscent of architectures by Mario Botta at Fusio. And other magnificences where technology became human.



From left, performance by Korea Craft & Design Foundation; marble by Pietra Naturale Autentica, sound objects by Koizumiya, a study to see temperature by Yokohama Makers Village.

NEW MUSEUM OF DESIGN AT TRIENNALE OF MILAN

FROM THEMATIC TO PERMANENT MUSEUM

Joseph Grima

The Triennale, with Stefano Boeri as chairman, never stops surprising with its increasingly interesting activity. After a long period of design annual theme exhibitions curated by Silvana Annicchiarico, it is now hosting a more classic and permanent form of exhibition. At the same time as the not-to-be-missed "Broken Nature" exhibition curated by Paola Antonelli, the "Museum of Design" curated by Joseph Grima, is now located, filter-free on the ground floor. A way to respond to a basic demand of culture and knowledge - in connection with the museum of ADI and the regional companies museums - and to ensure visibility to the Triennale's heritage with unique pieces by great masters. Finding domestic objects, that quietly entered our houses such as Valentine writing machine by Sottsass, the inflatable armchair by Zanotta, the unfailing foldable chair by Plia, up to the break with respectability and to modernism of furniture by Memphis, is like opening a memory scrapbook. A basic set-up, a likewise simple connection to publishings and facts of the time, from 1950 to 1980. A nostalgic itinerary for those who lived those years, a cultural promenade for students and young amateurs. *G.B.*

From left, UP by Gaetano Pesce, B&B Italia; Blow by De Pas-D'Urbino-Lomazzi, Zanotta; Papillon by Guido Rosati, Giovannetti Collezioni; Casablanca by Ettore Sottsass, Memphis.

LATEST APPOINTMENTS

TRENDS AND AUTHENTICITY

Just a few months since the beginning of 2019 Superstudio already boasts a rich season of events all dedicated to fashion, art, design and technological trends.

● Let's begin from sustainable fashion with **White Street Market** hosted in January and that will be back in June. The Italian appointment dedicated to "street" fashion, a fair, a meeting point and a landmark for the whole world of street culture. 60 top brands, from Timberland to luter, from New Balance to Pony, have set up special showcases and captivating expositions inside Superstudio, to complete a calendar full of activities, presentations, happenings and much more in the Tortona district. The ethical trend in today's fashion has been highlighted with the set up of Venere degli Stracci by Michelangelo Pistoletto a reminder of the need to give new life to discarded clothes. For skateboard, that will become an Olympic discipline in the forthcoming Tokyo Games 2020 an indoor half pipe has been created for live exhibitions and artists' boards by The Skateroom.

● From street culture to "**Salone della Cultura**". An event with pavilions dedicated to old books, new ones, used ones, courses, exhibitions, workshops and conferences. An event that encourages the awareness and collaboration between two entities, the one of the modern book and of the old or used book.

● With **Affordable Art Fair**, the fair that revolutionized the way of collecting contemporary art, hosting over 80 selected local Italian and International galleries, the emerging and prominent artists works, all under 6000 euros. A moment of encounter, exchange, research, and sharing of the latest trends of contemporary art, in a dynamic and welcoming environment.

● New appointment with **Talks 2019** by TeamSystem dedicated to the digital transformation of companies and professional practices on the topic of "people at the centre of digital transformation". Works began with a plenary session, followed by in depth analysis of subjects such as Digital Experience in selling, Big Data but also to new boarders such as Blockchain and Artificial Intelligence.

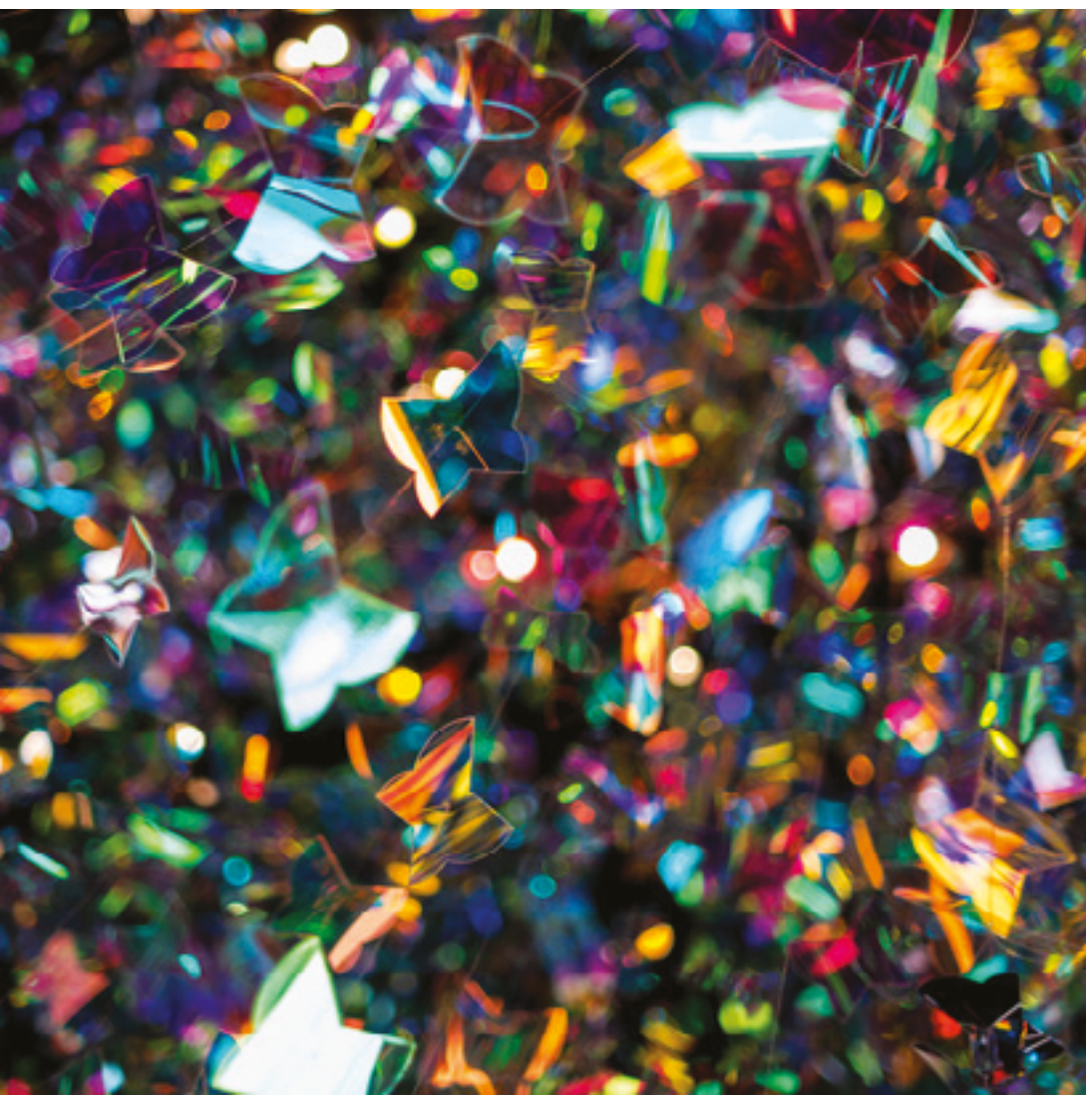
● On the other hand, in line with traditions, the 32nd edition of **Milanofil**, the most important national philatelist fair supported by Poste Italiane. The collectors' cornerstone in all its most authentic forms: stamps, comic strips, vinyl records, vintage pens, miniature trains and historical cars. Visitors were able to complete their own collections and discuss about the pursuit of rare items.

● This year's great new entry has been an exciting boxing ring packed with champions. "We are very happy to bring boxing back in Milan, a city including sport among its excellences, particularly in a special location always hosting great International events of fashion and design that liven up the city every year". This is what Veronica Diquattro, Executive Vice President of DAZN Italy said about her choice during the presentation of the second edition of **Matchroom Boxing Italy** at Superstudio.

● To complete the overview on the first few months of the year, we remind the great success of the 19th edition of **Superdesign Show 2019**. With over 2.200 journalists among visitors. A work of research, based on "Only the Best" mission focusing on the theme on Innovation&Tradition and a strong presence of Asia, with Japan, Indonesia, Korea.

Martina Cinquegrana

The kaleidoscopic world of butterflies in the tower by Matteo Thun at Superdesign Show 2019.

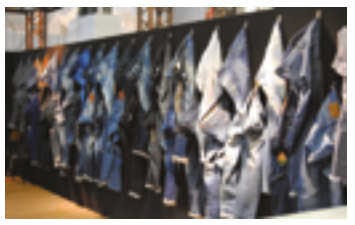


NEWS **DON'T MISS IT**

THE "EXHIBITION THAT DOESN'T EXIST" CONTINUES

Over one thousand five hundred people were able to admire the immaterial exhibition of Toys by Flavio Lucchini, on show at Superstudio Più during the latest Superdesign Show. An important figure, considering that imaginary large sculptures appeared in the empty space only after downloading the FlavioLucchiniArt App and following the instruction given by Sense-immaterial Reality, author of necessary technology. The incredible exhibition that allowed to admire the art works in all its details and viewpoints and also take a photo with them, was very successful and aroused great interest, so much that a replay is already planned during the year in London and Dubai. However, before moving abroad, the "Unreal but real" exhibition by Lucchini will be back in Milan for the whole month of May, set up in MyOwnGallery, in via Tortona 27 bis. Visits every day in small groups by appointment.

SUPERSTUDIO PIÙ DYES BLUE



Original or imitation, natural or bleached, slim-fitting or cigarette-straight, cropped or skinny... blue jeans are an icon of style and is regarded as the most versatile item of clothing, an essential evergreen in every wardrobe. It is no coincidence that Première Vision, company organising fashion and textile fairs from the 70's, chose to celebrate it in all its forms with a great event dedicated to denim. The "Denim Première Vision" event, for the first time in Milan, will be hosted by Superstudio Più on the forthcoming 28th and 29th May. Not an accidental choice Milan, the capital of fashion, boasting a long tradition connected to denim, with many brands that used it in a creative way developing iconic products. This year the Salone is organised in inseparable and complementary themes; on one side fashion with trends in the whole supply chain, on the other, sustainability. Among them, the smart creation project intends to provide evidence on sustainable innovation, circular economy and responsible project planning in the sector. 28/29th May - Superstudio Più.

SPYDER KOREA'S RUNWAY AT SUPERSTUDIO 13

Runway shows are back at Superstudio 13, bringing back the opportunity to present collections in the area for both Men and Women Fashion Week, entering leisurely in the calendar of the great runways and fashion events always more present in Tortona district, next to Armani, Fendi, Zegna, Moncler, and many other. And while Men Fashion Week in Milan is drawing closer and White Street Market will be on show at Superstudio Più, in Superstudio 13's large space, a runway show by Spyder Korea well-known fitness and lifestyle brand, will take place. 17th June, via Forcella 13. For info and booking contact: info@superstudio13.com

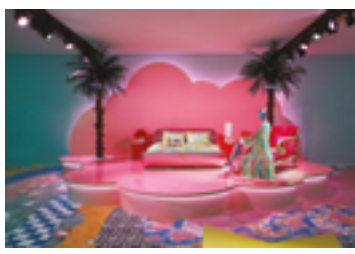
A LIVE GATE

Launched for Design Week 2019, a large video wall that points out the entrance of Superstudio Più and invites you in. On screens that take up to 40,5 metres, an alternation of names and activities of the permanent occupants, schedule of the forthcoming events, news images and previews, create an enormous moving newspaper wall. It is the first installation of a kind, created by Wave&Co, whose director described: "Tradition and innovation find the perfect bond in this gate that follows the entrance's solid and pre-existing form and adds a technological element that encourages the image communication, grabbing passers-by attention.

FASHION AND DESIGN

EVERYONE'S OWN WEEK?

Purists of design, promoters of the Fuorisalone as a phenomenon of widespread creativity, don't appreciate this. They don't appreciate that fashion, with all its strength, has sneaked in, among small and big furniture brands, among manufacturers of super-technological devices and designers in search of visibility, subtracting spaces and attention. After years of investments and hard work to create an event that involves the whole city and that made Milan the world capital of design, here, among companies pride of Italian creativity but with turnovers that don't withstand the competition, among the many pioneers and experimenters, among universities of the world and young talents that still struggle among insufficient budget and unreachable locations, appear on the same stage and at the same time the Great Fashion Designers and fashion shops that enjoy the party with some extraordinary setup or hosting pieces of design and therefore entering in the packed events schedule. They are glorious names, that evoke luxury and golden lives: Louis Vuitton, Hermès, Bulgari, and more such as Dolce&Gabbana, Tod's, Miu Miu, Tommy Hilfiger, Blumarine, Paul Smith and many more, not to mention those who have been actually into decor, for years and not sporadically, such as Armani, Missoni or Versace. They have added, indeed, for the occasion, decorative objects of all sort, but they do however take attention and visitors away from the actual reason to be part in this Design Week: talk about tomorrow's habitat, not of today's clothes.

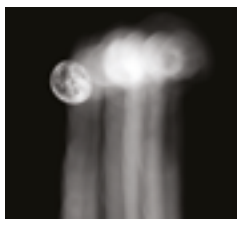


From left. Miu Miu M/Matching Colorstool; Home Sweet Home, Missoni; Versace Home.

ROOFTOUR IN MILAN

An ambitious project by CLEVERCities: to promote and create between today and 2023 green infrastructures and innovative natural solutions. Superstudio has been pioneer of times, and in 2014 hosted on the Roof the first large urban vegetable garden in Milan, a green project by Fondazione Pistoletto, with the permanent "Third Paradise" installation by the well-known artist. The project continued on the occasion of Expo2015 with the first paddy field on roof by Coltivare la Città association. The Roof Tour supported by CLEVERCities ends right at Superstudio: on 14th June a guided visit from 5pm by Ambiente Italia in collaboration with ROOF-matters and Ordine degli Architetti of Milan. For info: areart@superstudiopiu.com

THEN COMES THE ITALIAN ART PHOTOGRAPHY



"Man on the Moon" exhibition will be the protagonist in June, it recalls the Ghost Book theme, a new editorial and multimedia project on Italian art photography, founded by Giorgio Racca. Pier Paolo Pitacco, art-director and well-known artist at Superstudio for his numerous collaborations, in charge of graphics and contents explains: "Ghost presents original and uncommon stories, alternating great names and emerging young ones. The number 5 volume, just like the exhibition, is indeed dedicated to the 50th anniversary since the Moon landing. About ten authors describe their personal vision of the satellite with their photographs. An evocative and fascinating exhibition and a step to create a community that shares research of quality and that finds itself in a class publication". MyOwnGallery, 3rd June/30th July.

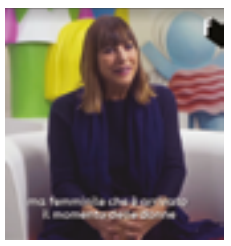
EVERYONE AT THE MOON PARTY

Superstudio's summer party has become tradition. It gathers in the large garden at the entrance, clients, friends, collaborators in a different and cheerful evening. This year's theme is the Moon. The actual born star, to celebrate 50 years since the moon landing. The moon theme will state in many ways, from the dress code to the lighting set up to lunar cocktails, these by today's most trendy bartenders, along with a soundtrack that will blend traces of indie music with some from the 50's, black rock, with local rap in a "masala" of surprising notes. Superstudio Più, 10th July. By invitation only.

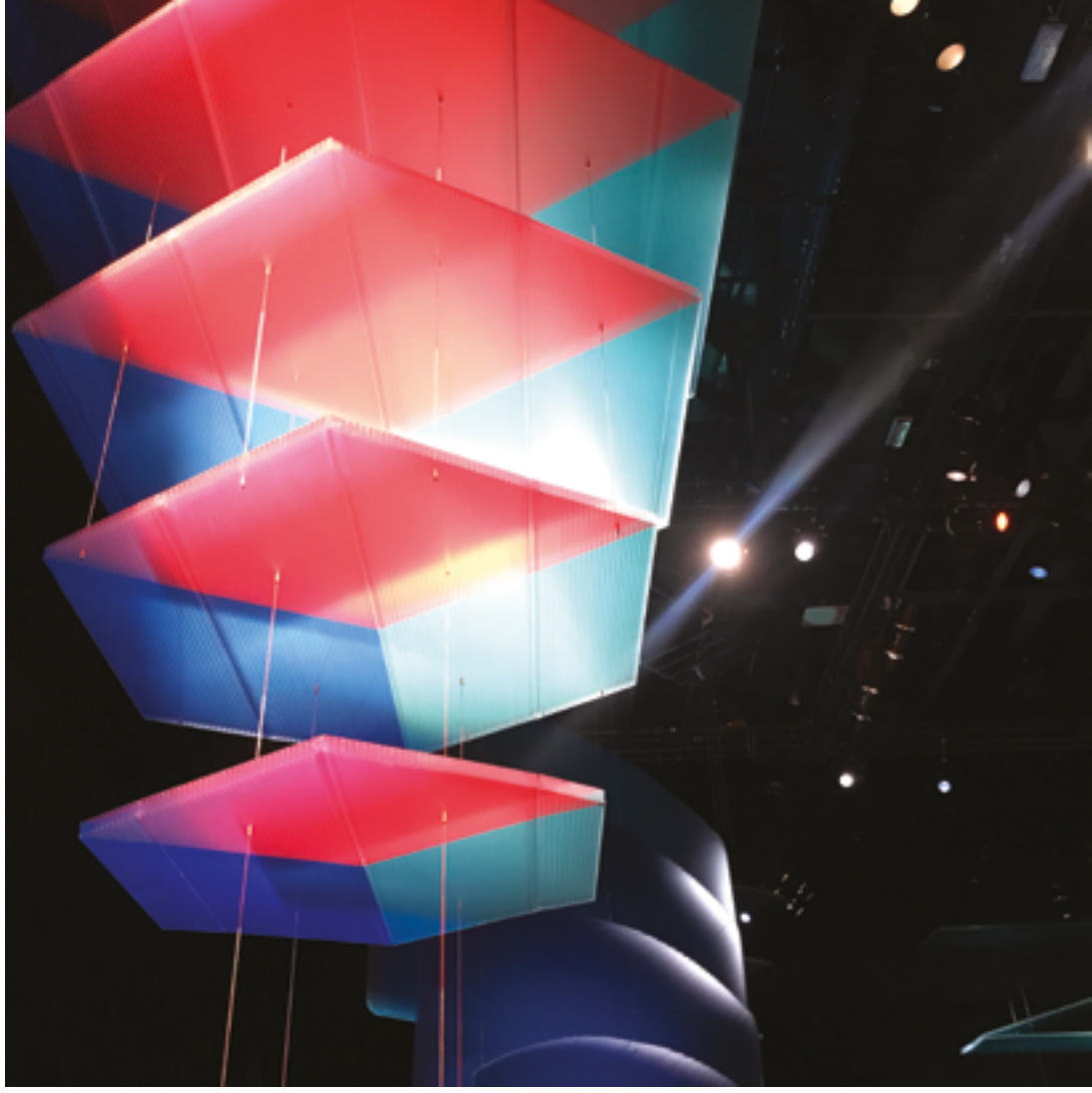
PRESENTATION OF ARMANI'S BIOGRAPHY

Extremely reserved, unreachable, even algid: who is actually Giorgio Armani? The new book by Tony di Corcia published by Cairo Editore, tries to answer this question by interviewing journalists, fashion designers and important figures of culture, top models, actresses, going through the steps of an extraordinary existence that begins with its own brand in 1975 that then originated an international empire. On the fashion designer's 85th birthday (11th July), Superstudio hosts the first preview of the presentation of the book that according to the author's will, concentrates on the man, narrating Giò's (as his mother Maria used to call him) childhood, fondness, friendships, personalities, feelings.

WOMEN'S SOCIAL: EVERYONE FOR FREEDA



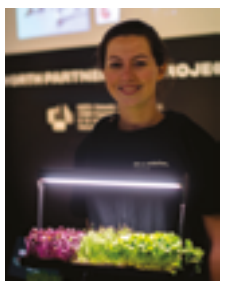
A hundred thousand contacts to see Gisella Borioli's brief interview on social Freeda dedicated to women who have something to say, is a very pleasing result. But nothing compared to normal performances by Freeda (a title that Italianises and makes the term freedom for women) a digital editorial project dedicated to women and especially feminists 4.0, describing stories of women beyond stereotypes that have broken barriers and contributed to the change of society. Two years from its debut, Freedom has over a million followers, thanks to all the unique and extraordinary women that presents, very much different from the standardises starlet model that rages on digital media and non.



Installation by Armani/Casa for Milano Design Week 2019 in Armani/Theatre by Tadao Ando.

SUSTAINABILITY

GREEN IS THE NEW TREND



Taking care of our planet. For Superstudio this is a priority at the base of many business decisions that have marked the year's innovation. 100% sustainable power: in consideration of the large consumptions, moving from traditional to eco-friendly power has ensured a much improved ecological impact on environment. Smart air-conditioning: in large and industrial spaces heating is one of the items that mostly affect costs and, even more, pollution. The newly installed digital system allows to control temperature in the various spaces according to what is hosted, with a remarkable saving. A vegetable garden on the roof: if in Tokyo having a garden on the roof is a legal obligation, in a city with so much cement like our Milan it is not a popular habit. Since 2014 we have created a vegetable garden and a lawn covering a 700 sq.m. roof. The roof halved the heat production and we harvest what nature creates. All of these solutions allowed us to avoid spreading 382 tonnes of CO_2 in the air and to... sustain sustainability.

MAKE-YOUR-OWN-SALAD AT SUPERSTUDIO CAFÈ

A new management by New Team Banqueting group, that already manages Dada Café of Superstudio Più, starts at Superstudio Cafè next to Superstudio 13's photographic studios in via Forcella 13. The setting, simple and cosy designed by architect Michele De Lucchi doesn't undergo transformations nor does the cuisine by chef Michele Grasso. The new entry is the arrival of salads to be created as one wishes and with no limits. A healthy fresh and be-spoke proposal, with fanciful ingredients. We look forward to see you!

INNOVATION

RIDING ON TECHNOLOGY

With three questions to Alvise Braga Illa, founder and chairman of the company TXT e-solutions and of the start-up Sense-immaterial Reality, we discover how new technologies will bring more beauty around us.

Design, fashion, art, digitalization and innovation. How can/should these elements dialogue with each other?

The boarders among art, design, fashion, technology, in all their forms and for everyone's taste and culture, will continue to lessen until they disappear. Can we oppose to these transformations? Of course not, we must navigate in the new ocean, with courage, as well as with competence and creativity.

What is it going to change over the next ten or twenty years?

I think there will be an end to the most extreme forms of "I produce in excess, I sell at diminishing "price points", I place the rest on alternative channels and destroy the unsellable". We will be compelled to accept, and many of us will gladly embrace a more sustainable and "eco-friendly" design, fashion and art. I think digital revolution will be accomplished once innovation, completely included and embraced also by creatives, artists, designers and visionary entrepreneurs, will contribute to create new works of great strength, innovation, beauty, therefore new masterpieces.

I hope creativity will become work for many, in a world that will have satisfied the so-called primary needs. And so, once we become more beautiful outside, we will be more beautiful also inside. What if the culture of beauty, strength and innovation, became a primary need?

We are only at the first steps and technology runs too fast for its relation with design and fashion to be "happy". Today is a relation of experimentation and tension. On the other hand, there is no change that does not involve tension.

Which is a significant innovation of the last period?

I would like to point out some works in progress to create immaterial works, that may be placed next to material ones during all the course of creation, production, sharing and selling. The dematerialisation will take us to what I call "3D photography", which, combined with "3D printing", will take us... who knows where. It is nice that the first stutters of immaterial art have bashfully been shown a few days ago at "Unreal but real" exhibition, by Flavio Lucchini, great blender of art and fashion, at Superstudio, where the ephemeral becomes reality. They are all "work-in-progress". Let's navigate and we'll see.

TRENDS

COLOUR IS BACK

Two years ago it was the theme of the year of Superdesign Show 2017: "Time to Color" still a faint suggestion of a trend, of the innovative, brazen, generous use of the colours in the house, either pure or dusty or strong, or pastels or sophisticated. Today this trend has strengthened and is changing the home and hospitality panorama, giving vibrating new life to sofas, walls, objects and even bathroom fixtures. This is how, at the recent Superdesign Show, Normann Copenhagen, well known Danish brand and Giulio Cappellini have interpreted it for the Superhotel where design turns red orange green blue, daring without hesitation the rules of obvious. Also significant is the return to the catwalk of the king of colour Benetton with a subversive "capsule collection" designed by Jean-Charles de Castelbajac, in a recreated "factory" setting complete with busy workers.

From left. Superhotel by Giulio Cappellini; Benetton F/W 2019-20 fashion show; Normann Copenhagen.

INTERVIEW: PAOLA ANTONELLI. CURATOR

CAN NATURE BE REPAIRED?

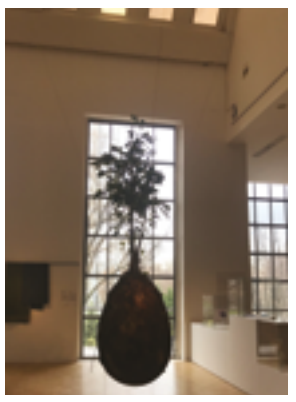
She is the most famous, esteemed and the most sought-after. She is the curator of Architecture and Design sector of Moma of New York, where she arrived very young answering a job-posting on a newspaper, but also of the Broken Nature exhibition at Triennale of Milan where she points the finger at the environmental disaster. Gisella Borioli met her on the occasion of Lexus International Design Award.

Paola Antonelli.

Your professional history is emblematic, especially in Italy. Is America always America?
I would rather say that New York is always New York. Moma was an exceptional starting point. If you do something at Moma, everyone sees it. There are extraordinary curators in the world that have not the visibility and opportunities that I have. However things are changing. There are many Biennials, Triennials, Design Weeks that are becoming popular, in Indiana, Istanbul, Beijing for example. Curators search for innovation. Nothing better than having the opportunity to discover other cities.

Your vision of design is transverse and your exhibitions usually talk about big ethical and environmental issues. But can design redesign the world?
Nothing and no one can do it. General collaboration is necessary. Designers must change politicians, politicians must change the legislation, and then they must impose a new way to operate on industries. It is a complicated system. I always say the designers are the enzyme of innovation as they are those who turn technological and scientific discoveries into objects that people use. Then everything has a financial background, designers can do so much, help or protect people, but not by themselves. If designers don't know a bit of politics, a bit of anthropology, a bit of science they stay relegated in the role of decorators. Aesthetics is extremely important, it is a communication factor towards other human beings but does not find an end in itself.

I was shocked after having seen your Broken Nature exhibition at Triennale. Nature is broken and it seems impossible to repair it. And now?
That is exactly what I wanted. I hope people come out of the exhibition with your same reaction. The curator group that worked with me has been outstanding. The exhibition is structured so as to begin a comprehension of the long-term problems we are facing, but it was also very important to confront with everyday problems, from the biodegradable pregnancy test to the way to transport water in Africa. I would like people to leave the exhibition with an idea of what can be done at home.



Capsula Mundi (2003) by Anna Citelli and Raoul Bretzel.

What is design today? Planning, industry, science, technology, engineering, philosophy, history, future, aesthetics are all part of today's design. With such complicated concept, how can it be represented?
It is hard to embrace complexity, almost no one is able to in its wholeness. It can be dealt with in pieces or trying to understand it as a whole, and computers help us so much in this. We should not be afraid of the science fiction type. Computers and artificial intelligence are tools that we have to understand complexity. The capitalist system is very complicated. It is difficult to comprehend the profits for the sake of profits. How can wealth be accumulated without the rest of the world going better. I see students with very clear ideas, they are hope.

How important is the mise-en-scène of an exhibition? And what should it transmit especially?
It is extremely important. You can have the best ideas but it is of no use if you cannot communicate. It is very important also because it helps understanding, emphasize emotions, collects history and memory. There is no juxtaposition between ethics and aesthetics but it is important to begin with a precise ethical purpose and that aesthetics is motivated and dragged by such purpose.

Dematerialization is one of the ways of representation of design with video, augmented reality and virtual reality in many ways, and more that we probably cannot imagine yet. Is this the future of your mise-en-scène?

Algorithmic Design di Lisa Marks, 1st winner of Lexus Design Award 2019.

Not necessarily. There is always a lot of space for more real, tangible expressions. If you have a look at the results of Lexus Design Award, where I was a jury member, there has been a lot of research and "material" representation. To give my vote I searched for a synthesis of many things, between science and form, and to find today's objects drawing from the past, that combine technology and handicraft, such as the bra for women who had breast surgery.

In Milan, two ways to represent design and production and culture of design presently co-exist. The Salone, with its great offers of new products reserved to professionals, with admission fee, and the Fuorisalone, with its spectacular installations, cultural moments, free and open to everyone. What do you think about this "system"?
I think there is not enough experimentation yet and that there is still too much prevalence of furniture. Our industry is extraordinary and took us to a level that we must never forget. The future however cannot be just dependent on the object and it is very important that manufacturing companies encourage other forms of design and visualization. I like attention to social issues but there is more, for example biodesign and other forms of design that are still not being contemplated. A lot could be done by industries but also the city, creating more open forms of hosting young researchers who are unable to afford high costs of everything. Our future could pass through there. We must be careful with this obsession for furniture.

Design with technology and science have the task to design new houses, new cities, the new world. Could this sweep off ugliness, mess and vulgarity and make everything more beautiful, people more respectful and aware?
I hope not, violence yes, but not the rest. I think vulgarity and ugliness are needed anyways. When I went to New York at the age of 25 my father gave me a horrifying golden mosaic vase telling me "bring it with you because you will need something ugly in your life otherwise you will lose your mind". And honestly, who are we to judge what is ugly and what is beautiful? We need to develop critic ability: the opposite of beauty is indifference.

POST-DESIGN ENCHANTMENTS IN THE DARK

DANCING LIGHTS BY LEXUS

Every year Lexus knows how to surprise and its first time at Superstudio was no exception. A performance between the dancer and the totem-robots, inspired by future lighting technologies by Lexus, "Leading with Light" it was an immersive, astonishing and magical spectacle. The show, characterized by synchronized movements between the woman and the machines and the dynamic play of light beams that interacted with people following their gestures, designed by the famous digital visual design studio Rhizomatiks known for its ability to use the latest technologies.

THE TELEVISION THAT NEVER TURNS OFF BUT DISAPPEARS BY LG

It is probably the most exciting new entry of the latest Design Week, anyone's desire object. The latest Oled "Signature" TV set, launched by LG Electronics, an astonishing technology that makes it as thin as paper and completely rollable on itself up to disappear inside its tasteful container, leaving out only a luminous little stripe with essential information of time and temperature. Presented at Superdesign with an abstract set up of only light, by Foster + Partners studio, it redefines in a new way the relation between space and tv.

LUMINISCENCE COLOURS BY ARMANI

Armani' great comeback in the top events of Design Week highlighted two unmissable appointments. The Silos exhibition of projects by great Japanese architect Tadao Ando, well known author of Armani/Theatre, and the launch of new entries in furniture and household textiles in Ando's Theatre that usually hosts Armani's fashion shows. Here, in darkness, pieces of furniture with sophisticated colours and stunning installations, with polyurethane panels radiating colourful lights from above. An essential and effective mise-en-scène lesson, starting from common and economic materials.

DOES FUORISALONE INFLUENCE THE FAIR?

Probably the most interesting presentation, seen at Salone del Mobile at Rho, has been, in our opinion the one by Flos B&B group and Louis Poulsen, gathered in one very large museum-like stand, and introduced by the animated and interactive video wall created by Dotodotdot to talk immersively about design. A significant event of the "fuorisalonisation" process of the fair, meaning less commercial presentations. A road that numerous signals indicate as already traced. Co-protagonists with architects are great visual design firms able to create emotions mixing expertise by graphics, video-makers, light-artist, and multidisciplinary creatives. Exactly what has been happening at Superdesign Show for years...

Discovering Batawi culture with interactive projections by Indonesian Contemporary Art & Design.

@AT is a quarterly magazine published by Superstudio Group.
Editor in Chief: Gisella Borioli.
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Paper and digital edition downloadable on www.superstudiogroup.com and www.superdesignshow.com
Editorial office: areart@superstudiopiu.com
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