

DESIGN • FASHION • ART  
INNOVATION • EVENTS  
TRENDS • ANTICIPATIONS



# SUPERSTUDIO MAGAZINE

SPECIAL EDITION COVID-19

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## RESTART SAFELY

We are all fine, with our hearts gripped by anguish every time news of the evolution of this terrible health situation reaches us. The world is locked, it's not know up to when. The hope and the desire to get back to life as usual keep us active, busy, focused, open to the new possibilities that the incredible reality that surrounds us today has shown us: forcing us to reinvent our lives and remodulate the scale of values. **Family**, affection, love in the first place. And consequently the house, rediscovered as the shelter that does not betray. Then, in random order, the work we have learned can be done on the couch, on a bench, on vacation, without fixed hours and physical chains, but mental stimulation only. **Studies**, which don't take you away from teachers and classmates, only you see them in two dimensions, on the screen. **Friends**, so far away and so close thanks to technology, that now you see in sweats, without makeup, without superstructures, perhaps more vulnerable but more open-minded and pleasant. **Purchases**, from clothes to food and everything, so just a click but without the pleasure of the moment you take away the box of desire. **Holidays**, consumed in advance, and now with impalpable boundaries that everyone can modulate at will within the time and in the manner because also the concept of "holidays", all-closed-to-August, could follow the change. **Culture**, this even more upset, now that we have learned to attend it more by reading in-depth books, going to the cinema, to the theatre, to conferences even from the bed. **However sociality, human relationships, in all of this?** For us who make "events", and in this word there is everything, the scenario of a near future is a daily question. We continue to think that nothing can replace the strength, the warmth, the emotion, the beauty, the surprise, the impact, the memories of a "live" event that brings into play so many professionalism to give us an unforgettable experience. But nothing will be the same again, at least until we find a way to defeat this elusive enemy. **So we're preparing for the reopening.** With new ideas and lots of precautions to be implemented in our locations. As our open letter explains on page 4. To make our future events safe at all times and places, and to welcome our guests with a smile and the certainty that they are not in danger, virus-proof. Everything that needs to be done will be done, starting with a face mask that we will give to all, hoping that it can be put soon among the memorabilia to be forgotten.

Gisella Borioli



The empty Naviglio Grande at the time of coronavirus, in Milan.

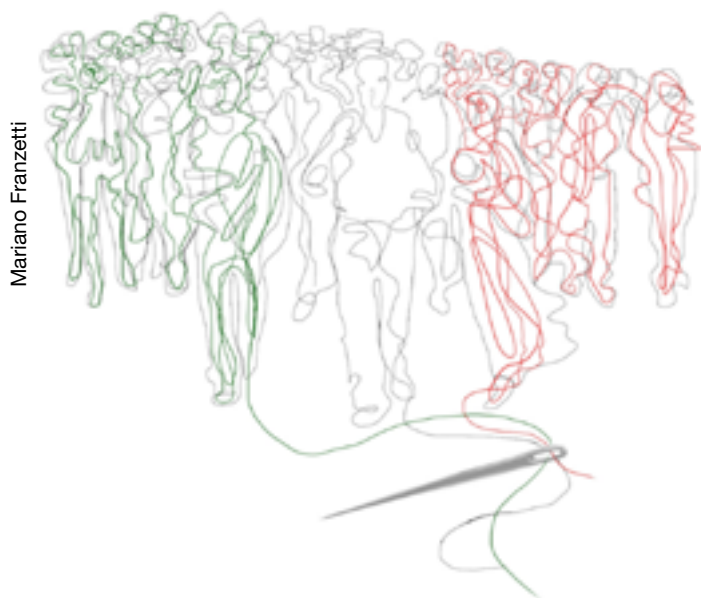
## TOGETHER THE FASHION IS STRONGER

In conjunction with the last days of Fashion Week in February, the health crisis has also dramatically affected fashion. In Milan, fashion shows behind closed doors, virtual fashion shows, fashion shows cancelled were the first responses of the fashion system that since then is frozen: shops, companies, orders, shopping it's all quiet, all closed. A very serious situation for this fundamental voice of national GDP and

employment, no income no expenditure. Thus from the first message of a retailer to thousands of emails received in recent days, came the spontaneous and viral movement "TOGETHER WE ARE STRONGER" that has become a free association without charges and composed of small and medium-sized enterprises and craft businesses that sees firsthand the **White**

fair and **Confartigianato**. An association set up to tackle the current situation in a cohesive manner and to press for the economic measures needed for the post Covid-19. Massimiliano Bizzi, founder of White, comments: "I am really impressed by the many messages and understand the demand to be the spokesperson for a new SME aggregate movement in which the union and the commitment of all will make us strong. This association will see us all involved on the front line to find together the most effective solutions. I am convinced that all those who have always been close to us, such as the City of Milan and its Mayor, and all the other important institutions that have allowed us to take many initiatives to support SME, will not leave us alone. We certainly have a real certainty in Confartigianato Imprese, which has already won together with us very difficult challenges for the good of the sector. Immediately we want to turn the spotlight on all our small and medium-sized enterprises and shops with a special communication project #whitetogetherwearestronger that wants to give voice to companies through our communication channels, especially social media, such as Instagram. A storytelling of values - in addition to products - to launch a positive message, aimed at promoting and connecting companies to their e-commerce or online retailer. The first of a series of actions that we are developing to tell you that we are here with you." The success and credibility of White, which, let us remember, has its basis in Superstudio and the most important space of its manifestation, is a guarantee that things will be done soon and well, until this crisis is far away, because together we reach further away.

<http://www.whiteshow.com/insieme/>



Mariano Franzetti





Piazza del Duomo in Milan, April 2020. Great crowd and gatherings disappeared.

### SUPERSTUDIO DONATES 12.000 MASKS TO SUPPORT MILAN

A thought that Superstudio willingly addressed to many citizens who, needing them, do not find these medical devices now essential for every movement and that will be required also in the early times of the post-coronavirus for the more normal activities. Imagining operators who will accompany the doctors in the new hospital just inaugurated in record time at the Fair, and the many people who will not be able to get them, we found and offered **12.000 certified face masks** to the Mayor Sala and



to the Councillor of the Municipality of Milan Rabaiotti and to the Civil Defence. They have reached Hospital of the Fair and 'Enzo Jannacci' Hospitality House, Saini sports center converted into a shelter for homeless and the center set up in Porta Romana port of call to lighten Casa Jannacci ensuring the protection of all guests. We are pleased to have been able to contribute a little help to our city and to the safety of its weakest inhabitants.



#### #EVERYTHINGWILLBEFINE

We don't need words to express how much Superstudio and its people are involved and aware of the very serious health emergency of Covid-19.

The hashtag that goes in Italy tells confidence for a better future.

The bright Italian flag on the ledwall of our entrance is a thank you, a symbol, a sign of hope for all and in particular for those who take care of us.

### SUPERSTUDIO MAXI RUNS LATE BUT WITH UPGRADE

We had hoped that our beautiful, large, new location would be ready by April 2020, so that its opening coincided with the first design event in zona Moncucco as the Superstudio one occurred exactly twenty years ago with the first design event in zona Tortona. Instead, the pandemic of coronavirus has upset everyone's plans. Salone e Fuorisalone first postponed in June then in April of next year, closed companies, offices, all the activities, also the construction site that was renovating the old disused steel factory in order to transform it into the much anticipated **Superstudio Maxi in Moncucco** is sadly blocked for weeks. The opening date moves



to September, with the hope that the health emergency will give us a break and we can get back to life and work as soon as possible.

In the meantime, we are improving the project, even more implemented of systems and devices that make it sustainable, eco-friendly, acoustically correct, technologically advanced, safe.

## SUPERDESIGN SHOW 2020 → 2021

At the beginning of April we are usually in the run-up for Milan Design Week already: coming and going of trucks, architects, builders, projects. However Salone and Fuorisalone postponed to 2021. In autumn something will happen. Here are some previews.

### SEE YOU NEXT YEAR



Despite the crisis, despite the uncertainty, despite the fear, we wait for the whole world to start again and we continue to believe that the appointment with Design in Milan will be - next edition in 2021 - a moment of redemption, trust, beauty, progress, sociality. We are working to return next summer with a renewed, sparkling and exciting **Superdesign Show**, together with the districts of Milan and the Salone. But also ready to propose **real and virtual innovations** that will make our event even more interesting and irreplaceable. A lost year, but not in vain. It will be for us a R-evolution, indeed a redvolution: in the way of conceiving the lay-out (all red), in design, in communication, in the way of looking to the future. With the presence of large global brands that are wondering about life and the environment. With a stroll

through the cultured and technological proposals of the contemporary East that will come out with renewed energy from the crisis. With an endless roundup of young international designers. With a special on Women Designers which has attracted so many creative people from all over the world. With Supercampus, designed by Giulio Cappellini, who will reinterpret the way to share studies and work spaces after the experience of smart working that has given a nice acceleration to these experiences. With Italian creativity proposals that mix craftsmanship and attention to detail to industrial production as only us could invent it. With talks, meetings, opportunities and much more. Along with our exhibitors of 2020, everyone still with us. No digital substitute can give the magic and the involvement of "live" event. Meanwhile follow AT online: previews and videos are waiting for you.

*Gisella Borioli, creative director Superdesign Show*

### CREATIVITY IN DIFFICULTIES

It is precisely in the most difficult moments that tension must not give way and creativity must always think of the future. Superstudio is a physical and mental place, open, eclectic, always ready for new interpretations and transformations. And Superdesign Show, the Milan Design Week event that kicked off the Fuorisalone District twenty years ago, will be full of surprises to the next appointment. The new layout for the design event will have as its **main theme red**, which will connect, sometimes on the walls and on the floor, the different installations where a maze will lead you for the first time. Suspended lights in the air will create a magical effect. Never before has the task of design been to create beautiful projects but above all to make the audience dream!

*Giulio Cappellini, art director Superdesign Show*



### SALONE... FUORISALONE... NOT-FUORISALONE...WHAT A MESS!



At the press time the confusion is a lot. What is going on? Simply the cancellation of Milan Design Week with Salone and Fuorisalone also in June 2020 brought the whole world of design and its surroundings into fibrillation, including organizers, communicators, institutions. April 2021 appears very far away for the cre-active tribe which are designers, architects, entrepreneurs used to

anticipate times. So ideas fibrillate and projects take shape. Virtual and non-virtual.

Here is **Brera Design District** launches its renewed [fuorisalone.it](https://www.fuorisalone.it) in June and an expansion of the **Fall Design Week** in October. **Interni** under the guidance of **Gilda Bojardi** could celebrate the 30<sup>th</sup> anniversary of the influential magazine with a macro event like those she is used to organize at the State University and elsewhere with the support of all the most important brands. **Triennale** is ready to start again after the holidays with great exhibitions on masters who have made history. **Fashion** with the **fashion shows** and **White** in September could be part of the game if space is enough for them more the design. The various **Districts** connected to Design are dialoguing to find common points and good ideas but it's not known when. And **Superstudio**, the focal point of design during the Fuorisalone? Superstudio keeps the engines ready to make its contribution to the recovery of design in Milan aligned to the most sensible decisions of the city. But how, but when, but with what and with whom? Here, the date is the other unknown, there are proposals to put together a schedule of events between September and October, but a certain date is urgent that does not mess up the various weeks already scheduled for autumn. Let's wait for someone who takes the wheel. In the meantime we invite our customers, our exhibitors, our partners to follow us on the magazine and on our sites or to contact us directly on [info@superstudiogroup.com](mailto:info@superstudiogroup.com) for updates.



THE NEW RESPONSIBILITY OF ARCHITECTS



Freedom Tower, New York, instead of Twin Towers.

Honestly, I too believe that once this health emergency is over (but will it ever really end?) we will all be more vulnerable and in danger. We have understood that it is not only the third world war, already touched on several times to threaten us. Nor is Islamic and international terrorism frightening us. Nor the delinquency that they tell us in decrease but that when it touches you it still terrifies you. Nor the mass invasions of the world’s poor who flee from impossible countries and that we do not know how to welcome. Nor the “climate change” with all the dark and real threats brought back to consciousness by Greta Thunberg. Nor the coronavirus that an unheard Bill Gates predicted four years ago and that only now goes around the net. Nor the unstoppable drought that burns lives, the devastating Australian fires, the tsunamis that sweep everything under a wave as high as a mountain, the earthquakes that disrupt the earth and engulf people. Nor a hypothetical global blackout that would destroy all our certainties of evolved, hyper-connected, travelers, globalized peoples.

We’ll all be more and more in danger because these threats can materialize one by one or even more together. And other calamities, known or unknown. We need new heroes, visionaries, seers who can build a safer world, as far as possible. We don’t need fake news or social charlatans. We need architects, designers, engineers, urban planners, scientists, researchers, computer scientists, doctors, sociologists and others who hold power knowledge and experience to work together to build, and protect, cities and nature. We also need competent and prudent politicians to regulate everything, visionary and reliable leaders. We need not-collapsing skyscrapers, houses that protect, ultra-efficient hospitals, unpolluting means of transport, bridges that don’t collapse, omniscient control systems, vegetable gardens, gardens, woods, forests that guarantee us. So much more.

We start asking architects, who are holding our cities and are turning them into science fiction scenarios. Already today buildings caress the clouds, the walls are waves of glass and steel that defy the rules of statics, roofs and facades are parametric laces, air-conditioned transparent domes are the sky of parks, houses, transport and public spaces that coexist in this artificial environment as in a real Truman Show. Architecture became mission, it became art, it became science.

And what about design? We will ask design to be less frivolous and more substantial, less ego-centric, without sacrificing beauty, emotions, the stories he can tell, the functions he can invent. We will ask him to respond to everyone’s desires and needs, to be both exclusive and democratic, so that no one feels excluded. I wish the third millennium, so dramatically begun, could learn from this cruel lesson of an unknown virus that is killing him to be better, wiser and more forward-looking. Able to listen to the Cassandras who predict imminent dangers but which nobody, taken as we are by the whirlwind of our life, wants to believe.

Who better than the architects, and the futuristic teams that surround them, can take their share of responsibility for that safer world that we would like to leave to our children?

G.B.

CAN ARCHITECTURE BE ROCK?

For the architect Massimo Roj founder of Progetto CMR, integrated engineering company, and his band (with Marco Ferrario and Antonella Mantica) certainly yes. And also for the curator Fortunato D’Amico with whom he created a surprising book entitled Rocktecture, a neologism that brings back to the surface the influence that revolutionary music had on the young students of polytechnics of the ‘70 and on all the culture of the years to come. And it prompted them to forget the teachings of their famous masters to venture on the path of an innovative and breaking architecture. Rocktecture has nothing to do with the books illustrating the latest buildings and urban solutions of the archistars, they emphasize, and often exalt, the constructive and technical characteristics, they browse through rigorous pages and impeccable images. No, this book is different, the pages seem composed to the sound of the drums, each sheet could be the cover of a record, each photo is freely treated with a freedom pop, or better rock. A book that sounds loud, no noise. It tells, it’s true, twenty-five years of activity of what is a studio considered among the best one hundred in the world through buildings, objects, projects, quotes and tributes to the most famous rockers who, without knowing it, have conditioned their choices. But he does it at his own pace, almost every page matching a song. Because - as Massimo Roj writes - «Yes, he himself. The Rock, is the indomate animal that nourished our dreams in the years of growth, given a rhythmic breath to the hopes and ambitions confused in the head, clothes of humanitarian ideals pursued wearing tennis shoes for a journey into real and imaginary worlds. At this point the question is a must: what kind of architecture could ever arise from rap and trap? The book is in Italian and English, you can order on Amazon or write to [press@progettocmr.com](mailto:press@progettocmr.com)



A BOOK FOR THE FIRST 20 YEARS

Twenty years have passed since April 2000 when the ex- General Electric in via Tortona from electrical and mechanical components factory was transformed into a factory of ideas and creativity. And it was inaugurating his new life with the first design event. In order to celebrate the anniversary that has changed the way to communicate objects and projects with presentations more and more spectacular the book 2000/2020 DESIGN SUPER SHOW edited by Gisella Borioli with graphic concept of Flavio Lucchini (just the two founders) is coming. Design evolution and mise-en-scène at Superstudio in Milan. Installations, interviews and other topics. To remember and then start again.



Study for the book cover.



Savona 18 Suites Hotel, Milan.

INTERVIEW  
ALDO CIBIC. COLORS AND NATURE

Very young in 1980 was already in the Memphis group, together with other boys who would become protagonists of Milan in 2000. Aldo Cibic, counted by Domus among the one hundred best architects in the world in 2019, ten years before was at superstudio 13, with a small temporary living unit in the parking lot, with green spaces and vegetable garden. But at the time of coronavirus he’s meditating on a new project, to be presented again to Superstudio. Meanwhile, he has left a mark in zona Tortona with Savona18 Suites hotel, an innovative hospitality project that lives among its iconic pieces and colors.

In his last interview Ettore Sottsass reminded you as the one of his group who perhaps absorbed his lesson more...

The eighties, seen and experienced from where I was, still remain in my memory as an unforgettable moment. Memphis was one of the references and for Milan also was a very exciting moment, full of opportunities, full of energy. The language of my work largely reflected that of the master at the beginning, but even then it did not correspond to the typical breaking speech of Memphis, being more classical, oriented to balance, harmony, proportions.

What about the fil rouge of your work now?

My work is mainly about love for shapes and colors, the relationship with nature, investigating how life occurs in places, and therefore the sense of community and the continuous desire to be able to interpret the world we live in.

With what adjectives would you define contemporary design trends?

All in all, I think that’s rather mannerist.



Let’s talk about your experience at Superstudio. In which year, what and how did you submit your proposal?

I presented “More with Less” at Superstudio and “Pocket Landscape” at Antonia Jannone gallery in 2009. More with Less, with the subtitle Enjoy Life in a Changing World, presented living modules of 4 x 4 meters, and

represented the possibility to design and build functional “oasis” to a new way of living and relating to leisure, and in line with changing concepts of lifestyle and beauty. Superstudio was an original scenario, because it was a country scene in the middle of Milan.

How important was the mise-en-scène?

The mise en scène was one of the most difficult tasks of my life, as we managed to bring 4 x 4 m houses with trucks in those narrow streets, in the courtyard of Superstudio 13.

A memory of that experience?

For me it was the first time that I presented on a real scale an idea of life that I had always dreamed and that I had presented a few years before at the Venice Biennale with Microrealities. The great joy was the reaction of the audience, seeing people fall in love with that idea of living. It made me happy to realize that what I had dreamed of was what people liked, too. I realize now that More with Less has been forerunner of a movement towards countryside, healthy food, kitchen gardens, a new relationship between man and nature.

If you had to mention up to three design icons of the last 20 years, yours or others, what would they be?

The Chair One by Konstantin Grcic for Magis in 2004. Apple’s Ipod Shuffle in 2005. The Ellissima bookcase, which I redesigned and produced in 2019.

What is Milan Fuorisalone for you?

The Fuorisalone was the first and greatest networking phenomenon in the world of design and more.

What about a project of yours for 2020?

We are experiencing a special moment (coronavirus epidemic), and I am thinking every day about what will be this year’s project, and if I still have time I hope to present it to Superstudio.







Tommaso Borioli, Daylight venue at Superstudio Più.

## OPEN LETTER

# SUPERSTUDIO AFTER COVID-19

*Dear customers, dear visitors, dear friends, today, in the world, 3.9 billion people are under lock down and struggling with some form of restriction on their lives. In this suspended time, where everything seems immobile and nothing has certainty or definition, we are committed to imagine a future for the world of events and also for us. Many things will change, there will be different ways and uses and different way of living experiences: for this, for you (and for us) we will take the opportunity to review what our work represents to us.*

*The damages of virus will impact our economies and it will take some time to return to normality.*

*The key issue is to avoid new infections and to prevent the virus from spreading again and nullifying the efforts made. For the foreseeable future, this will be the priority of all societies in the world.*

*We need to start thinking about what comes next.*

*We do not want to imagine a world where people can no longer leave their homes, a world where people no longer meet, a world where there are no more places and public moments, where no more planes, trains and buses are used, where there are no more bars, restaurants, theatres, cinemas, pubs, concerts, and especially events. We think instead that, especially in the first phase, these activities can be resumed but with the maximum of caution.*

*After September 11 2001, it was thought that planes would stop flying because of the too many risks of new attacks. Actually, after the initial stop, we organized ourselves with all the controls at the airports we know and the prevention on the plane and in the end, with some sacrifice, we flew back.*

*We think that even for our world, the world of events where people meet and come together to share an experience, which is certainly one of the most at risk, we can resume the activity with appropriate precautions. Our organisation, in accordance with the guidelines of World Health Organization and the authorities, intends to implement a series of procedures to make events in our structures completely risk-free.*

*These are the first devices that we intend to activate to the recovery:*

### A New Organization, A New Vision

*In order to resume the work of the whole sector, the whole sector needs to come together to find new solutions and a new vision for the events sector.*

*We are identifying some solutions that can help this development.*

*Events will need to be rethought to reduce crowding and times when there is more risk.*

*Regarding the realization of events we are working on these hypotheses:*

- events subdivision on over several days to reduce the turnout
- during conventions and conferences the capacity will be reduced, occupying 1/3 of the chairs
- face masks and hand-sanitizing gel delivery to participants
- in exhibition areas the spaces of the corridors and the distance between the stands will be increased where possible
- access to the event will be made gradually (as in supermarkets) to avoid overcrowding
- thanks to the large outdoor spaces we have, the queues will be organized with order and respecting the safety distance
- signs will be placed in the various areas to give the guests instructions on precautions (bathroom area, restaurant area, relax area, etc.)
- to access to the bathrooms will be respected enough space for access queues

### Facilities

- queues for access to the facilities will be organized in rows at personal distance, maintaining the safe distance taking advantage of the large outdoor spaces
- we intend to equip ourselves with remote laser temperature readers available on request for the control of the entrance of the public
- all access to spaces will be left open to avoid contact with handles and pull handles
- during the day will be sanitized environments, seats, stands, bathrooms, etc. frequently
- after every event will be made a complete sanitisation
- air regeneration systems will be set up with 100% complete air ejection, so that in the inlet pipe the air comes completely from outside eliminating air recirculation
- air filters will be replaced with super filter and sanitized periodically
- hand sanitizing gel dispensers will be placed to be used by anyone coming in
- we will ensure that every supplier and fitter, with their staff, is in compliance with the current regulations on the prevention of contagion

*So that's where we are today.*

*We also ask you to tell us what we could do in your favor to adapt to the new world that awaits us at the end of this long lock down: no one is saved alone and together we can be the true engine of rebirth of a new phase of life.*

*We look forward to hearing your voice, thank you and see you soon.*

*Tommaso Borioli, CEO Superstudio Events*

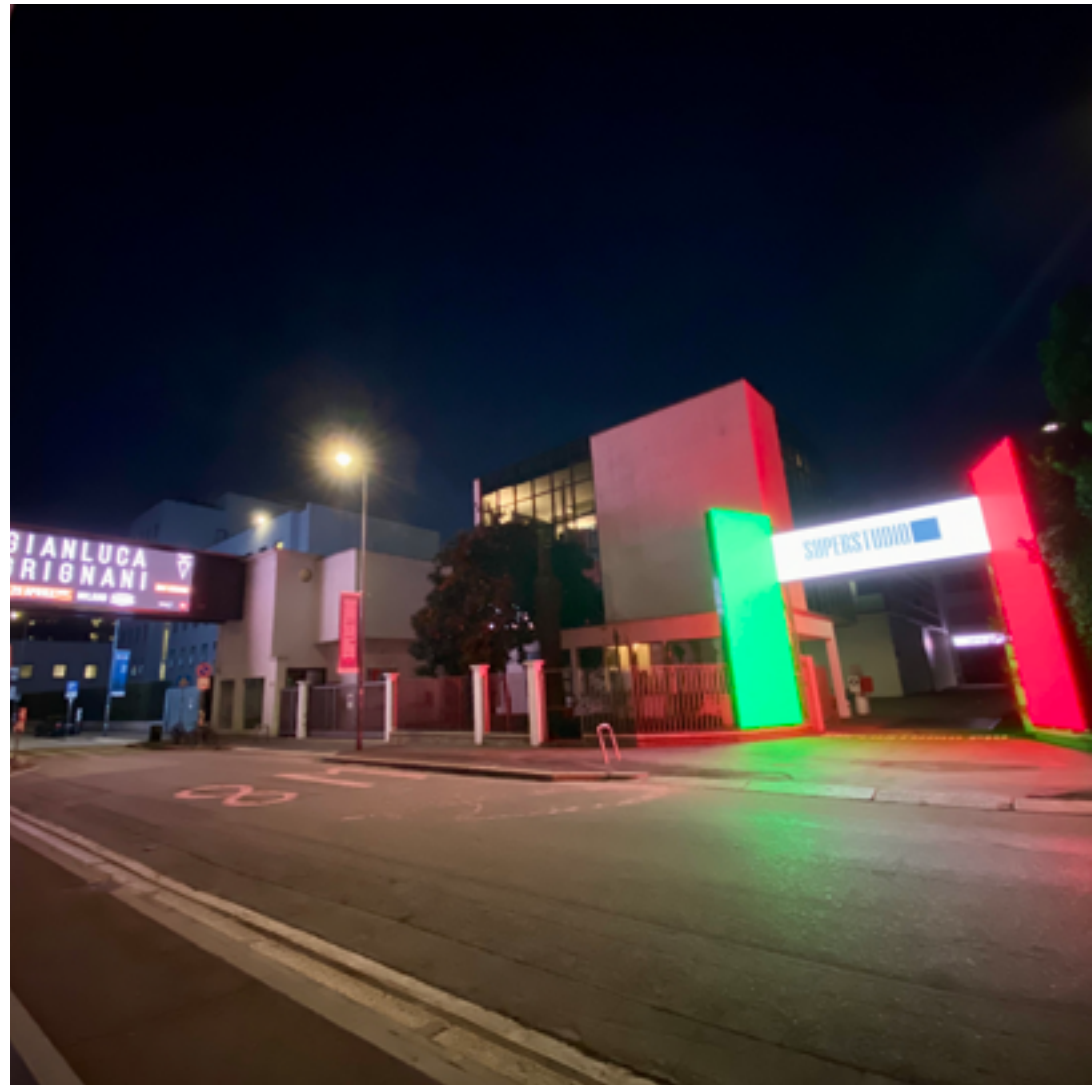
## BIG GENEROUS BRANDS

Armani, Prada, Versace, Dolce&Gabbana, Gucci, Trussardi, Moncler, Zegna, Benetton... and many many more. They are the big of fashion that we meet every day at Superstudio 13, our photo studio where they make their very blinding shooting. For once, all united in a generous gesture that wants to help Italy in the terrible situation of the coronavirus. **King Giorgio** was the first with a millionaire donation that showed the way to other brands and also among the first to convert all his companies to produce lab coats and medical devices for hospital workers because "all Giorgio Armani is sensitive to this reality and is close to all of you: from the stretcher bearer to the nurse, from general practitioners to all specialists in the sector. I am personally close to you". **Prada** donated two complete intensive care stations to each of the hospitals of Milan Vittore Buzzi, Sacco and San Raffaele.

**Carlo Capasa**, president of the National Chamber of Italian Fashion has activated all members to pay contributions to donate respiratory machines and other medical materials to the hospitals that need them through the Extraordinary Commissioner for Emergency and Civil Protection, starting from the new ex Fiera Milano hospital, which will be an intensive care center at the service of Lombardy and throughout Italy: "with *Italia we are with you* the members of the National Chamber of Italian Fashion and all the companies in the Fashion sector show their heart and their attachment to our country. Our associates have put in place many and very generous individual initiatives, have converted the production areas of their companies to make face masks and medical clothing and have proven to make system. "Gucci has donated more than a million face masks and 55.000 lab coats made with its supply chain because, as Alessandro Michele says, "Gucci has created an open and free world, but above all it is a global community. We ask you all to become the changemakers of this crisis and join us in the fight against the coronavirus."

**Damiani** as well, as **Luisa Spagnoli** (and as **Superstudio**), found the face masks to be donated to hospitals on the international market.

Other personalities are involved differently: **Bulgari** started producing hand sanitizers gel, **Chiara Boni** has put a t-shirt up for sale in favor of Lombardy Healthcare Association because "it is essential to remain united in the fight against a common enemy, especially in support of those on the front line". **Trussardi** donates 100% of sales on [trussardi.com](http://trussardi.com) to support the Hospital of Bergamo because "our commitment now is directed to the care of people who risk their lives because of the Coronavirus". **Dolce&Gabbana** supports Humanitas University "because we felt we had to act: in these cases the important thing is to make the right choice. Supporting scientific research is a moral duty for us." **Diego della Valle** has set up a fund for families of Covid-19 health workers victims. Among the first to move in this direction **Chiara Ferragni** and **Fedez** with a fundraiser with a rich result that allowed to finance in record time the field hospital of San Raffaele Hospital of Milan: "We hope that our initiative will sensitize people in Italy and abroad to the coronavirus emergency in which we are all involved". With many others continuing to join in the race of generosity, so it is.



Via Tortona at night, opposite to Superstudio Più, Milan. Nightlife in the district is just a memory.



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