



20 YEARS ALREADY! SUPERSTUDIO PIÙ ANNIVERSARY

We are already in January and the year of the magnificent twenty years of Superstudio Più is already over, sadly closed to events. Including our birthday party. From 2000 to 2020 time was spent in a breath, with the end of a year to forget. We hope to celebrate the return to normality in 2021, with a finished pandemic, with new initiatives and new hopes.

We could not imagine, Flavio and I, that day back in 1999 when, looking for 1000/1500 square meters to set up a new larger art atelier for him and for me a studio suitable for television footage that would complete first Superstudio in via Forcella 13 photographic studios proposal, we came across a large Gabetti sign, in via Tortona 27: factory building of 17.000 sqm for sale.

Beyond the gate a piece of General Electric, still active but about to move abroad, with its yellow walls already peeling, the smoky chimney, the large garden, the driveway leading to the central building still swarming with workers. We tried to imagine what it could have become immediately: everything that was not there. A house for creativity, for innovation, for art, for design, for dance, for events, for advanced communication, live and video, for contemporary visual expressions, open to companies as well as to creative people which were talented and needed visibility but did not have conditions in order to access to unique galleries or public spaces that were not granted to them.

Realizing a dream that appeared suddenly was not easy and all the banks consulted refused to finance the visionary project that was to be born in a suburban Via Tortona where large factories were in the process of being decommissioned. Except for the last one, through a friend's intervention, a small provincial bank that allowed the dream to come true. In 2000 the century changed and our life too.

Superstudio 13 continued to be the focal point for the image world successfully with the world's most important photographers shooting in its studios and side activities, schools, workshops, agencies, freelancers to complete the services panorama.

Superstudio Più (Più because it was bigger, more open, more eclectic, more involved in city life) grew, day by day, becoming what it is. A heady rush, with building companies carrying out throughout the three months of summer break what normally took at least three times longer time. In a very short time Superstudio Più was (almost) as it appears today: an elegant complex of very white buildings, with black doors and window frames, the great art works of its founder scattered in the green to remember that everything comes from passion for fashion and art.

It is difficult to collect in a few pages twenty years of innovation, challenges, meetings, opportunities, events, shows, exhibitions, fashion, design, art, yoga, dance, theater, conventions, technology, culture, business, soirées and everything that revolved around them. Including the final transformation of an area little out of the centre into a district par excellence which the world envies us and would like to recreate.

We wanted to celebrate Superstudio Più's twenties with a big party, as was the custom. Like we did for the 30 years of Superstudio 13. The evil Covid has not allowed it.

We do it with a book, DESIGN SUPER SHOW, a very personal diary that tells with images, thoughts, reports, the unrepeatable years in which Design has dematerialized and transformed science, technology, culture, emotions, shows.

Gisella Borioli



The entrance of General Electric in via Tortona 27 as it appeared in 1999 before being transformed into Superstudio Più: from electrical components factory to a creativity lab.

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Twenty years ago in Milan, Tortona area was a suburb with warehouses that employed many workers, such as Riva-Calzoni, General Electric, Osram, Nestlè, etc., gradually emptied. It seemed that the disappearance of these industries which produced important artifacts left a desert. No one, not even I who had chosen it first, could imagine that after our photographic studios and with Superstudio Più's introduction other model agencies, fashion companies, event management, museums and therefore hotels, restaurants, temporary shops and many other activities could make this area the smartest and most innovative in Milan. Superstudio was the first light bulb, the first light that subsequently multiplied to illuminate this area and attract fashion world, design, and all those activities that today contribute to make Milan the driving force city of Italy. The next step is another exhibition venue in an even more suburban neighborhood, sure that we will bring culture and new interests there too.

Flavio Lucchini
founder and president of Superstudio Group

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A BOOK TO REMEMBER

Expected for a year but delayed due to the pandemic, the book tracing the birth of the first multicultural hub in Milan, Superstudio Più in via Tortona, and the most important event in the city, the Design Week here it started, finally comes out this month.

DESIGN SUPER SHOW - 2000/2020 evolution and mise-en-scène of design it's not only a demonstration of how architecture, design and world of design have changed, but how the whole city has been transformed thanks to minds, including the international ones, which have made their contribution. Desired and made by those who created Superstudio world: the author is Gisella Borioli with graphic concept by Flavio Lucchini.



"Design Super Show", the latest book published by Superstudio Group, alongside several publications.

BEPPE SALA: MILAN MEANS DESIGN

Beppe Sala, mayor of the city, has long been committed to making the "small" Milan a creative, economic and spiritual nation's capital and beyond, capable of competing with metropolises of the world. His look at Design events in Milan opens Design Super Show book.

In these months of pain and uncertainty, Milan's life seems to fade almost becoming a memory. This book and its author's energy put us back on the road of values for which Milan has been, is and always will be, one of the capitals of creativity. There are other cities, of course, especially in Italy, boasting absolute beauty and unattainable artistic heritage. But Milan has on its side a combination

of work and creativity which make it a unique and irreplaceable reality. This combination has a name: design.

Milan is one of design capitals not for a spiritual or artistic vocation but because great industrial events, Milanese and not, have found in this city an ideal cradle to give shape to their products.

This story's key point was the choice of Olivetti, a proudly Ivrean company which chose Milan to create a dialogue between its

Giuseppe Sala, visiting Superdesign Show 2017 event, sitting on the installation by Tokujin Yoshioka, winner of Milan Design Award first prize.

products and man of the 20th century's culture and sensitivity. The most evident symbol of a large part of that experience (the most vital and generative) was Ettore Sottsass, the "giant" mentioned in the first pages of this book.

In fact, Milan design story could have vanished together with that industrial world which had decreed its destiny and greatness. Instead, it was able to reinvent itself by becoming the driving force of an experience that from the industrial mission has been able to engage a much wider role as generator of contemporary taste.

Recently, the death of Manlio Armellini, one of the people who best interpreted this transformation making Salone del Mobile as flagship event of international lifestyle. Gisella Borioli in this book's pages offers us the other side of the Moon, a research "in the field" of solutions, consideration and views on our life forms. Superstudio was a pioneer of this way of interpreting design, its protagonists, its dreams and even its excesses, by throwing and bringing to germinate the seed of what has become the largest open-air creativity experiment in the world, the Fuorisalone.

We have had dark times. But the world is already starting today from that beauty which knows how to turn into projects in service of man and his life. The world restarts from Milan.

Giuseppe Sala, Sindaco di Milano



Meetings with design great protagonists. Including: 1.Paola Antonelli, New York's Moma senior curator 2.Mario Cucinella 3.Stefano Giovannoni 4.Michele De Lucchi, 5.Jacopo Foggini 6.Aldo Cibic 7.Philippe Starck 8.Piero Lissoni 9.Elena Salmistraro.

Photo Giovanni Gastel

Where is design going? Let's hear our protagonists

"Aesthetics, ethics, economics, technology, philosophy, science, consciousness, contamination, digitization, sustainability, have redefined the global design view and highlighted its complexity"

This is what DESIGN SUPER SHOW, the book on the last 20 years of design seen at Superstudio in Milan, announced from the first page, where in a certain sense the transformation of the physical object into a cultural/emotional project took place, capable of awakening feelings in order to open future's horizons.

A completely different approach from the "technical" books in the category. Rather, along with the present, signs of future. And how the dematerialization of object's representation will lead us, as Philippe Starck says to "Design as we know it today will disappear within twenty years... Artificial intelligence will be everywhere".

Together with him other design world protagonists who were guests at Superstudio with their evocative installations created for important international companies, are wondering about the future. Below who they are:

Aldo Cibic, Alessandro Ciffo, Alessandro Guerriero, Alessandro Mendini, Annet van Egmond, Carlo Ratti, Carolina Nisivoccia, Daniele Lora, David Trubridge, Doriana Fuksas, Dorota Koziara, Elena Salmistraro, Emanuel Gargano, Fabio Novembre, Felice Limosani, Fernando e Humberto Campana, Giulio Cappellini, Iliaria Marelli, Ineke Hans, Italo Rota, Jacopo Foggini, Jean Nouvel, Job Smeets, Karim Rashid, Kengo Kuma, Kim Seung Hwan, Leonardo Talarico, Luca Gnizio, Luca Nichetto, Maarten Baas, Marcel Wanders, Marco Piva, Maria Cristina Carlini, Mario Cucinella, Massimiliano Mandarini, Matteo Thun, Matteo Zorzenoni, Michelangelo Pistoletto, Michele De Lucchi, Nika Zupanc, Oki Sato, Paola Antonelli, Paola Navone, Patricia Urquiola, Philippe Starck, Piero Lissoni, Raffello Galiotto, Ross Lovegrove, Stefano Boeri, Stefano Giovannoni, Stefano Seletti, Thom Mayne, Tokujin Yoshioka, Tom Dixon, Yona Friedman.

SPECTACULAR DESIGN

Beyond the object, which remains the starting point, new design is told through technology, emotions, shows, performances, interactive experiences. In twenty years it has dematerialized itself and has become emotion, idea, vision. And so it has entered the great venues of Superstudio Più.

Trends 14 chapters. 1.Design becomes a Show 2.Dematerializing 3.Emotions into the Light 4.Art Interactions 5.Temporary Architectures 6.Color Games 7.Contemporary Living 8.Surprising Automotive 9.Innovation No-limits 10.Other Horizons 11.Material Metamorphosis 12.Thinking Green 13.Design Factories 14.Discovering.



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Courage, vision, luck, commitment, love, friendship, sharing, experience, spontaneity, interest for fashion, art, design and all kinds of innovation are keywords that have brought us this far. Milan thanked us by transforming itself also thanks to this impulse. 20+20+20 and beyond: this is my wish forty years from the arrival in zone 6 and from the first Superstudio in via Forcella, twenty years from the second Superstudio in via Tortona. With the wish of other twenty years of success at the third Superstudio just opened in via Moncucco to bring culture to suburbs. Three strong points of the city created with the same passion.

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*Gisella Borioli,
founder and CEO of Superstudio Group*

Semi-serious dictionary: neologisms

In the eclectic, free, transversal scenario that has revolutionized homes and work places by adding extraordinary language of contemporary design to the solidity of tradition, new words define projects and choices. Here are some from Design Super Show pages.

- **Animalmood:** animal-shaped objects among classic or contemporary furnishings
- **App/artment:** home automation or digital households items that work with apps
- **Archistar:** famous architects who work on large international projects
- **Artchitecture:** architectures with complex shapes, true urban art works
- **Artfloor:** unusual rugs and carpets, similar to paintings or art-work
- **Barock:** Excessive contemporary decorativism
- **Bathmore:** transformation of the bathroom into another (spa, lounge, gym, etc.)
- **Crossdesign:** objects composed of elements with different cultural roots
- **Curvy:** curvilinear objects in a convinced way
- **Domotech:** environments with high-tech systems and facilities
- **Experienseat:** character-chairs, multifunctional chairs, technological seats
- **Fantasylight:** high tech and spectacular imaginative lamps
- **Flatart:** art-design for home, objects designed by artists, lofts like galleries
- **Foodesign:** food served by a starred chef
- **Funnyture:** funny, unusual, playful objects that make you smile
- **Glocal:** typical made in Italy designed by designers from distant countries
- **Hotdoor:** very strong and characterized objects for outdoors
- **Humanism:** anthropomorphic objects and furnishings or those that recall human forms
- **Ibridism:** objects and environments that mix different and contrasting elements
- **Ikeali:** simple, economical, easy to assemble and transport furniture and objects
- **Parametric design:** digital vision of design that solves complexity
- **Phygital:** representation of design in physical and digital form
- **Romantech:** romantic or sensual but high-tech objects
- **Rustichic:** rustic, country style but elegant
- **Slowdesign:** soft, discreet, reassuring objects for comfort zone
- **Transpartout:** trend for chairs or other transparent furniture

STEFANO BOERI: TWO-SIDED MILAN

The Architect Stefano Boeri, President of the Triennale, a public figure with a strong influence on contemporary Milan, is an excellent witness of explosive power that Expo 2015 and Design in its recent transformation have had. So he remembers it in Design Super Show book.

20 years of Superstudio are 20 years of life in Milan. Two decades during which our small and busy metropolis has been able to regenerate and return to being a protagonist on the scene of World cities of the planet.

In this regeneration, which had Expo 2015 as a catalyst, Milan has been able to play together two trump cards deeply linked to its history: a constant boost towards innovation and a deep culture of social generosity. In the world of creativity, this inseparable combination (when one of the two components is missing, Milan immediately returns to being a small city) has created a uniqueness which still amazes and attracts the world: that of hosting two excellences - in Fashion and Design - that know how to generate extraordinary attractiveness places and at the same time keep its roots in a much wider territory of productive networks, small enterprises districts, families and companies which in the textile, wood and fine mechanics sectors are still today a fundamental resource.

A combination of elements that perhaps nothing like the happy spatial and temporal interweaving between Salone del Mobile at Rho Fair and the widespread Fuorisalone through the streets of Milan can tell.

But this Milanese mix of innovation and generosity is clearly present in the quality of relationships - between entrepreneurs, creative people, researchers, traders, communicators... - that innervate the creative processes. Relations that still today in Milan retain that dimension of human informality and sense of surprise and conviviality that are so non-existent in “problem solving” processes of other project cultures. Superstudio has been able to represent this inseparable pair of values and tendencies over the past 20 years, remaining at the same time a research and experimentation place and an exhibition space linked to commercial and production traditions of the great Milanese region.

Here, under the eye of Gisella Borioli - further confirmation of the fundamental role of some great Milanese women in embodying the soul of a place to the point of totally identifying themselves with it - young international creative and powerful local companies, creative theorists and sophisticated craftsmen, young students and famous artists came round.

Here, thanks to the view and perseverance of Gisella Borioli and Flavio Lucchini, the history of these 20 years has passed and the effort to plan a new rebirth of Milan will also pass from here in the next difficult months.

Stefano Boeri

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Twenty years of experimentation, adventures, research. Twenty years of brave and often against the tide choices. Twenty years of presentations that have left their mark in the city and around the world. And above all... twenty years of passion for good design. These are twenty years spent with Gisella and her team. ... and now Superstudio is ready for new challenges in the future. There is still a lot to do and to create!

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*Giulio Cappellini,
architect and Superdesign Show art-director*



CARLO RATTI. MAN OF THE FUTURE

Interview by Gisella Borioli

His life, his professionalism, his ubiquity, his commitment to a different future make him a unique professional. Wikipedia states: architect and engineer, Carlo Ratti teaches at Massachusetts Institute of Technology in Boston, USA, where he directs the MIT Senseable City Lab. Esquire magazine included him among the "Best & Brightest", Forbes among "Names You Need to Know" and Wired in the list of "50 people who will change the world". Fast Company named him among the "50 most influential designers in America" and Thames & Hudson among the "60 innovators shaping our creative future". Two of his projects - Digital Water Pavilion and Copenhagen Wheel - were included in Time magazine's "Best Inventions of the Year" list (2007 and 2014). Again in 2014, Copenhagen Wheel also won the prestigious Red Dot: Best of the Best award.



Carlo Ratti, architect, engineer, researcher, co-curator of Italy project for Expo Dubai.

• *How to become Carlo Ratti, the best, so young?*

Without asking such questions! I believe that at the basis of our work there's a lot of curiosity. There is a scene from a famous movie by Truffaut, Jules et Jim, which has always inspired me. The one where Jim talks to his professor Albert Sorel: "Mais alors, que dois-je devenir?" - "Un Curieux." - "Ce n'est pas un métier." - "Ce n'est pas encore un métier. Voyagez, écrivez, traduisez..., apprenez à vivre partout. Commencez tout de suite. L'avenir est aux curieux de profession". Another aspect is cooperation, teamwork. That's what brings all our initiatives together: Senseable CityLab, the research lab I run at Boston MIT; CRA - Carlo Ratti Associati, the architectural and

design studio based in Turin and New York; and finally the start-ups world, such as Makr Shagr, Scribit or Superpedestrian. These are three glimpses of reality in transformation between physical and digital world - through research, design and product.

• *Everyone is talking about smart-cities of the future. In summary, what should be the most important and essential change?*

First of all, I believe that smart city concept needs to be clarified. In recent decades, the Internet joined physical space - our cities space, first and foremost, and it's turning into the so-called "Internet of Things", bringing with it new ways of interpreting, designing and inhabiting the urban environment. Some define this process by the name of 'smart city', the intelligent city. But I fear this definition runs the risk of relegating the city to a mere technological accident. I prefer to talk about Senseable City, a city that is both sensitive and able to hear. This is possible using technologies as a means and not as an end.

• *What responsibility do architects have in all this?*

A huge responsibility, also in the light of the Anthropocene's current crisis. Even though cities cover only 2% of the earth's surface, over 50% of the world's population lives in cities, and cities are always responsible for 75% of energy consumed and 80% of carbon dioxide emitted into the atmosphere. If we can do something to change our urban centres for the better, in Italy as well as in America, Africa or Asia, we can truly have a positive impact on planet's scale.

• *What will Expo Dubai and in particular our Italy pavilion teach us?*

Like everyone, we also have in mind Expo Dubai as one of the post-covid restart opportunities. This means getting the chance to reflect not only on the future of major international events, but also on large-scale issues that are becoming increasingly urgent, such as sustainability. In particular, the Project for Italian pavilion allowed us to experiment with new ways of understanding space and the relationship with its context. We liked the idea of a pavilion that would change constantly, that's why we pursued the idea of a reconfigurable architecture, both long term - thanks to its components reuse, boats returning to sail - and short term - thanks to digital technologies. Circularity is a common theme: nothing is wasted; on the contrary, everything is reused.



Italian Pavilion designed by Carlo Ratti with Italo Rota for Expo Dubai 2020/2021.

Three boats became an event space spectacular roof, on the other hand coffee grounds, orange peel, or recycled plastic become building materials.

• *Great architectural projects and smaller projects that try to get in tune with nature. How to deal with them?*

Our projects basis, both with Carlo Ratti Associati, and with two robotics start-ups we founded, Scribit and Makr Shagr, is an open-minded approach to multiplicity. As I said we are an interdisciplinary and international team, experimentation and curiosity are the basis of our method. Well, I think curiosity is the basis of every project, a key to seeing diversity as motivation and not as an obstacle.



Scribit, the little robot designed by Carlo Ratti drawing on the walls.

new year new things!

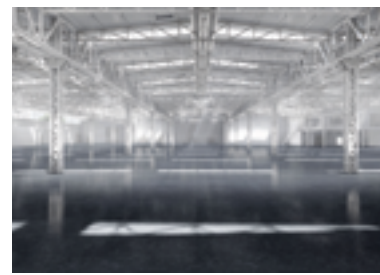
Despite the situation, over the last year to forget we have worked to prepare us for better years. It was time to make an assessment and think about the future. So there are many innovations in the pipeline. Let's anticipate a few.

NEWS N.1. The legendary Superstudio 13 photographic studios in via Forcella 13 are renewed and expand their spaces and facilities offer with a new organization! A brilliant and qualified young female team takes the reins, led by Tommaso Borioli. Chiara Callegari, new studios director, joins the company supported by Priscilla Roberta and Giulia. With Walter Terzini, valuable equipment manager and our assistants, the loyal ones and the new-entries. Superstudio 13, born in 1983 from an idea of Flavio Lucchini (then editor, creator and director of the most important fashion magazines, and with him Gisella, his wife) to give new perspective to the fashion image, on the eve of forty years starts again and with new energy. For booking and information info@superstudio13.com



The great limbo studio 3 of Superstudio 13 in via Forcella, Milan.

NEWS N.2. Superstudio Maxi is finally finished, the new venue we created by regenerating an old half-abandoned steel factory in via Moncucco, always Milan zone 6. Now it is a bright industrial-style headquarter hiding technologically advanced and totally sustainable solutions which will allow you to work safely and with respect to environment and health. A huge elegant space, the largest private venue in the city, will led to culture, art, design, knowledge through inclusive events and fairs open to all and with a «Passion Days» programme that respond to all wishes. Fulvia Ramogida



The huge exhibition venue (7.500 sqm) of the new Superstudio Maxi.

joined the team in order to coordinate the events. For visits and information info@superstudioevents.com

NEWS N.3. "DESIGN SUPER SHOW - 2000/2020 evolution and mise-en-scène of design at Superstudio in Milan" it's ready, the book by Gisella Borioli that traces twenty years of innovative design exhibitions. 520 pages, 750 images, 70 meetings with the great protagonists of architecture and design who have been with us. A not chronological diary of creativity and emotions. It can be requested by writing to info@superstudiogroup.com



Design Super Show 2000/2020 Superstudio book's initial pages.

NEWS N.4. It happens at Superstudio Più but... To the next issue!

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Over 20 years leader in the world of events, both as location and as design reality, we collect the request of a strong change spreading across the planet. Nothing will really be as before, after the pandemic. It will take more sustainability but also more technology, more specialization, more vision, more ethics. We are working for it and we won't stop to look at our little one big reality but we will look up to really be part of a new way, hopefully better.

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Tommaso Borioli,
CEO of Superstudio Events and Superstudio Set



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