



MILAN: NOT JUST STREET ART

From trials of street-artists caught in the act of committing “crime”, to urban art that has become the essential ingredient to make cities attractive and suburbs tasty. Milan once again as “movement” leader aiming to increase art on the walls, in the gardens, in the squares. Everything began fifteen years ago. I was there.

I remember when, in 2006, the then newly elected mayor Letizia Moratti called me to join Milan Strategic Committee in order to give suggestions on creativity still dormant in my city, one of the first things I tried my hand at was an attempt to clear street artists from undesirable ghetto to the real artists one, such as many were, making the difference between vandals/taggers and guys who expressed dreams and drawings with murals, often ennobling degraded walls.

It all started at Superstudio's MyOwnGallery, with an exhibition by two American street art's giants, **Sharp** and **Daze** and, later, with that of an even more popular one, **Obey**, famous for Obama's official portrait which accompanied his election.

Well, I invited an initially horrified then intrigued councillor for culture at the time, Vittorio Sgarbi, to visit the exhibition. Squatting on the garden in front of the gallery, discussions and controversies stirred up between angry supporters of hard and pure street art and the excitement that goes with it, and those most likely to approach typical places, even galleries or museums.

I got excited, knowing well that my satisfaction would only be immaterial, not trading in works or doing as an agent for artists, just no-profit communication.

So I immediately became an “aunt” for these full of talent and fury guys, actually very sweet and sensitive that I remained friends with.

The result was, not only because of me, the first and famous street-art exhibition at the Pac in 2007 that paved the way for everything else. During Moratti's administration period I succeeded in some blitzes: to bring in the same year the international Cow Parade to Milan with its decorated resin cows, to commission large mural by different artist in every area of Milan starting with **Pao**, **Neve**, **TvBoy**, **Nais** and **KayOne**, two great exhibitions at Superstudio with **Bros** and **TvBoy** before they became well-known, manholes in Tortona area and Via Montenapoleone of “Sopra il Sotto” decorated by international street artists commissioned by MetroWeb, and so on.

Until continuity was timidly ensured even after the change of Moratti administration in 2011, by Mayors who came later. In 2015 the first public “Free Walls” were assigned.

I have continued to love and support this art form in our spaces, the last one was **Flycat** exhibition in MyOwnGallery a few months ago. The street poet **Ivan** accompanied with his poem the new Superstudio Maxi presentation at the Triennale in January 2020, in advance (excuse me for using this disrespectful comparison) on the declamation of the young poet in yellow **Amanda Gorman** at President of the United States Joe Biden inauguration ceremony.

I'm happy to see that city is finally filling up with colors, entire outlying areas become open-air museums, murals are first approach great canvases to art for everyone and there are those who go to see them on purpose and that the Municipality of Milan has decided to support Public Art officially with a dedicated office. Not only street art but also sculptures and installations.

Gisella Borioli



Legalized Street Art first example in Milan Districts. “Walls of Fame” by Gisella Borioli - Neve author, overpass Busso, Viale Sturzo, Milan (2010).

a contemporary museum city



Dress Totem and Gran Sera site-specific great sculptures by Flavio Lucchini at Superstudio Più's Art Garden.

With **Marina Pugliese**, curator and leading figure in the field of art, put in charge of the new office to promote and enhance public art in the city, Municipality adds an ambitious goal to its vision of Milan 2030. We talk about street-art, which has already conquered many public and non-public walls, but not only. The project also includes high-impact urban installations and sculptures capable of enhancing suburbs by bringing all services and opportunities, including art and culture, to 15 minutes from each home. Project evolution can be followed on « Art in public space » Municipality's web page or by contacting the office in charge of. Works installed on open squares but also in private places will enter the catalog and among these we would gladly see Superstudio's Art Garden with the great cor-ten steel sculptures by Flavio Lucchini, easily accessible. Councillor Filippo Del Corno, who has already said he won't be running for reelection, leaves behind as a legacy a richer and more lively city with various types of Art Weeks that have taken off in recent years.

A.I: INTELLIGENCE BUT ARTIFICIAL

By Dario Negri

The IULM university in Milan, specialized in languages, communication and marketing, launches a new specialization in A.I. and organizes a very interesting event to discuss and explore how artificial intelligence may not be anymore a fantasy perspective but rather a solid reality, present in everyday life and that will change (for best) the time to come. It's not a coincidence that Superstudio Maxi is a stone's throw from IULM, together we had started a collaboration in what is becoming an innovation's training center.

"But machines can really think?"

Trying to give a clear reply to this question, on feb 5th finished the 3-days digital convention **Umania**, organized by IULM over the theme of artificial intelligence.

A very important event, the largest in Italy with more than 1200 participants, Umania has seen the alternation of top speakers with and very high competences to underline all the aspects related to this technology, still, we can say, not well known.

Actually, as explained during the event, artificial intelligence is already quite present in many daily applications from neurosurgery to marketing to large constructions: it has been compared for the level of importance to electricity! The improvement in any field when a.i. is applied is exponential.

A good example could be found in marketing, considering the next changes foreseen for personal data collection: in less than two years "cookies" will disappear, bringing a total blackout to many systems that actually use these instruments to collect data and create consumer targets. A.I. will come to rescue as it will allow, starting from the available data, to grow simulations in order to re-create the necessary information.

The other question that was laid in the middle of the workshops was "human being is then about to become obsolete?"

Surely not, has been the collective answer from the experts: a current evaluation exteems the creation of 130 millions of new positions in the job market, related to A.I., but more than anything, A.I. will always be, due to its nature, to serve the human being.



Screenshots from AI for Humanity & AI for Marketing, artificial Intelligence virtual class organized by UMANIA for IULM University, with international top-thinker.

SHOOTING BOOM

Events (forbidden until March 5th, then we'll see) suffer but shootings and fashion videos are intensifying to follow also to filmed or streaming fashion shows which are replacing the catwalks with the spectators and have changed Fashion Week's soul. **Superstudio 13** photographic studios, with a new feminine management, reached in January an exceptional request from both customers of all time and many new operators. To the point that many sets have been shifted into the big spaces of other Superstudio locations, **Superstudio Più**, a few steps away and the brand new **Superstudio Maxi**, just a little bit further.

Top brand's ad campaign, editorials, music and advertising videos, crowded crews, celebrities who want large spaces and privacy, now find in the whole Superstudio's facilities an even greater choice among wide venues, cyclo studios, day light studios, astounding dimensions halls, outdoor spaces with parking and restaurant, always with our photo team super-specialized help. Meanwhile renewal continues at Superstudio 13...



The big Studio 3 cyclo set of Superstudio 13, the most requested among its numerous studios.

MIXCYCLING: RECOVER WASTE

By Materially

Mixcycling, born in Vicenza in the north of Italy, is an innovative startup transforming organic waste into low environmental impact materials through a patent-pending process. Most of the organic waste is scrap generated by local agro-industrial processes, such as rice husks, grape marc, coffee parchment skin, cork, etc.

Natural fibers recovered from organic industrial waste are blended with recycled, bio-based or virgin polymers.

This pre-blend is disinfected by means of a non-thermal plasma technology and is then activated to enhance the adhesion between the fibers and the polymers. The sustainable and aesthetically appealing resulting material is suitable for several sectors of application, including cosmetics packaging, disposables, furniture, automotive and food packaging. One of the most successful blends is Sughera, a compound obtained by recovering cork waste generated by closures manufacturing processes of Labrenta Srl, Mixcycling's "mother" company. Starting from this first version, a biodegradable Sughera (Bio-Sughera) has been developed by blending the cork with bio-based polymers.

A Life Cycle Assessment carried out on Mixcycling's organic blends, proves that these materials feature a low environmental impact. The use of organic waste as secondary raw materials within the Mixcycling process reduces its overall environmental impact.

Mixcycling is a member of **Materially Selection**, a selected network of specialty operators in the fields of advanced materials, sustainable innovation and materials for the circular economy. www.materially.eu



Water glasses made with Mixcycling eco-friendly materials. Brevetti WAF courtesy.

THANKS TO EMILIO THANKS TO RODRIGO

Emilio Genovesi loved design, politics, his research and promotion work on materials, his beautiful family with his wife Anna and daughter Martina, his lifelong friends. He was intelligent, pragmatic, confident, visionary, gruff, kind. A man of other times projected into the future. An unforgettable partner for Superstudio, where for five years he arrived with project for Material ConneXion Italia of which he was CEO and soul itself: the Materials Village which during the various Design Weeks filled the garden with white houses full of innovative products and super-top architects with their futuristic installations and the first editions of Smart City event, a look at future city in collaboration with the Municipality of Milan. It is difficult to accept that he suddenly passed away, after the recent death, a few months ago, of his President Rodrigo Rodriguez. The void they have left together is immense, but we are sure that their qualified team will be able to carry on their vision and projects in the pipeline, which you will find once again at Superstudio.

GIORGIO ARMANI PRIVÉ INVITATION

Attending the **Armani Privé** high fashion show in Paris, has always been a privilege for little happy few, power and money aristocracy or top-top journalists. But, thanks to the pandemic, rules have been broken this year and Giorgio Armani offered a much wider audience the latest haute couture collection via web, from his wonderful Palazzo Orsini in via Durini, Milan.

Among delicate frescoes, large mirrors and imposing drapes, his models paraded weightlessly, wearing Botticelli transparencies easily with nonchalance, evanescent blue, crystal flowers, jewel-jackets, tulle capes and the latest "invention": long jade necklaces which wrap around the upper body as essential waistcoat. It makes you want to brush up on somewhat obsolete words (and values) to comment on this collection that is not afraid to look back while remaining well closed to the present: kindness, education, harmony, sweetness, respect, awareness.

It's Giorgio Armani usual mood. Here, once more, declined with artistry. Still visible on www.armani.com



Giorgio Armani Privé in "Omaggio a Milano". The Haute Couture 2021 Collection digital presentation.

MA*GA EXHIBITION: MISSONI FOREVER

By Gisella Borioli

The memory of a man, athlete, artist, fashion designer, a friend who passed away eight years ago but it seems like yesterday. He created an eternal, timeless fashion which time makes even more desirable.



Ottavio and Rosita Missoni 1984, photo by Giuseppe Pino.

Ottavio Missoni would have turned 100 on February 11th. For friends, for those who have known him, he'll remain forever a young athlete who made it to Olympics, an artist who knew how to obtain exciting mix-and-match from wool as beautiful as tapestries and fabrics, a sportsman for life, an open minded man who, even well advanced in years, captured people with his charm and vitality. But also an entrepreneur surrounded by children, grandchildren and friends, who lived with his wife Rosita in a countryside garden-house and from there created his fashion and his legend. For those who have

not known him, for the younger ones, the Ma*Ga museum in Gallarate paid him homage by celebrating his centenary with a new set-up by Luca Missoni and Angelo Jelmini of "Sala Arazzi Ottavio Missoni" permanent installation.

"To mark the 100th anniversary of my father's birth - Luca Missoni says - it seemed natural to us to confirm his Tapestries exhibition in the Museum room dedicated to him with a thematic narration of his artistic work.

A knitted fabrics selection, some of which were already presented in 1975 during his first exhibition at Galleria Il Naviglio in Venice. A polychrome paintings series in acrylic on wood created in experimental form in the early 1970s."

All this for the artist. In order to never forget the man, an exhibition section presents Ottavio's bright sporting career, Gallarate Gymnastics Society athlete since 1947, culminated at the London Olympics in 1948 with the 400 meters hurdles final".

We can not forget that Missoni and their guys have been present in a large part of our life, and that after fashion years shared on our magazines pages, Rosita chose to present the new Missoni Home adventure in 2002 right at Superstudio Più.



The new "Sala Arazzi Ottavio Missoni" set-up for large patchwork knitted fabric tapestries collections at MA*Ga Museum in Gallarate. Project by Luca Missoni and Angelo Jelmini.

ARCHITECT-TOUR: AN ITALIAN IN...

By Giulia Guerra, Matrix4Design

A live streaming virtual world tour to discover the most important architecture firms in the world, led by the Italians who founded them or work there: ready to go with Matrix4Design?

Superstudio is pleased to support this beautiful initiative, in consideration of the importance it gives to architectural studios as first new way of life protagonists, we invite you to follow this virtual journey.

A world tour to discover the most prestigious international studios, led by Italian architects who have built their future abroad. In 2021 Matrix4Design presents **An Italian (architect) in...**, the digital tour which from France to Denmark, from Norway to the United States, from Spain to Australia opens the doors to global architecture's driving forces.

Each stage of the tour will be dedicated to a large international architectural firm, where an Italian architect, founder of the studio or full member of the team working there, will be as a guide among desks and ideas behind the most famous projects, to catch their success secrets.

The first five events will take place from February to June 2021 and will be held in Oslo, Norway, with **Tommaso Maserati**, architect at Snøhetta studio; Amsterdam, The Netherlands, with **Giacomo Garziano**, founder of GG-loop studio; Copenhagen, Denmark, with **Enea Michelesio**, architect at BIG - Bjarke Ingels Group studio; New York, USA, with **Ada Tolla** and **Giuseppe Lignano**, founders of LOT-EK studio; Paris, France, with **Ivana Barbarito**, founder of Barbarito Bancel studio. During the second half of the year, the journey will continue in other major international cities: Barcelona, Sydney, Tokyo, Stockholm and London.

The series of meetings, carried out in partnership with Superstudio Group and made possible by the contribution of sponsor companies representing the Italian design excellence, is aimed at an audience of highly qualified architects, designers and project professionals who wish to broaden their perspective on new architectural horizons.

The appointments, which will be presented by the journalist Laura Ragazzola, will take place monthly on GoToWebinar online platform; the first, which will feature architect Tommaso Maserati of Snøhetta studio, is set for Wednesday February 24th at 2.30 pm. Here is the link to sign up:

<https://register.gotowebinar.com/register/7738864626355544844>



Snøhetta studio in Oslo, Norway, first scheduled appointment with Tommaso Maserati. Freebooter residence building by GG-loop studio of Giacomo Garziano, Amsterdam.

A NEOCLASSICAL INNOVATION AWARD

A historical partner of Superstudio, companion of many exhibitions, projects and adventures, and an extraordinary designer who presented the most creative, colorful, fun projects at our Temporary Museum and Superdesign Show: the winning partnership between **Slide** and **Paola Navone** strikes again, with a prestigious international award.

For the third year in a row, the historic Lombard company, famous for its bright décor and rotational moulding, wins the **Good Design Award** which rewards excellence and innovation, organized by Chicago Athenaeum Museum of Architecture and Design with Metropolitan Arts Press.

This time the award goes to Ottocento tables collection by Paola Navone which thanks to Slide's know-how are able to combine classic industrial production with craftsmanship.

Every single piece with soft shapes has no-replicable black and white shades, which recall marble natural colors or sophisticated blurred colors.



Ottocento Tables produced by rotational method, by Paola Navone for Slide.

dubai expo 2020/21 preview

By Cristina Romelli Gervasoni

Dubai proudly starts 2021 on a positive note welcoming the UAE community and its tourists to be the first to visit Expo 2020 Dubai's **Terra- The Sustainability Pavilion**, a few months in advance the official opening scheduled for October 1, 2021.

The new roads leading to the Expo site, the impeccable welcoming by young Emiratis and the dreamy atmosphere of beautiful landscaping and special evening lights make the experience really exciting with the privilege of being among the first visitors.

In an unparalleled time in our history that has brought with it a pressing need to rethink the way we live, **Terra** explores the opportunity to come together as a global community and find answers to our big challenges in order to create a better future for all humanity.

The walk-through Terra is the journey of our planet and our relation with nature where we wander through forest roots and dive into ocean depths to experience that we are all connected and witness how our consumerism has corrupted the Earth.

Terra will remain in legacy as a Science Centre that will inspire sustainable choices for generations to come, beyond the Expo 2020 Dubai. This remains the focal purpose of this Expo and the vision of the UAE's leadership, while our Thematic Pavilions — Opportunity, Mobility and Sustainability — rally the call for collective action to tackle these challenges.

The pavilion, designed by Grimshaw Architects, "sets an example" for sustainable building design. Built to be net-zero for both energy and water, it features 1,055 photovoltaic panels arranged on a 130-metre-wide roof canopy and atop a series of 'Energy Trees'. The pavilion also uses cutting-edge water-reduction strategies, water recycling and alternative water sources.



EXPO Dubai 2020 entrance.

JOB SMEETS: MY HOME MY MUSEUM

interview by Gisella Borioli

To understand Job Smeets, a visionary artist who has no equal, I would suggest starting from his website, which tells more than a thousand words. Everything is spectacular, unique, questionable, quirky, opulent. In fact it's the other side of modernity: the one which hybridizes banality and visions, technology and manual skills, pop and kitsch, humor and horror, function and dysfunction, museums and markets, awards and provocation. With a global success result.



Job Smeets artist-designer among his creations.

• And finally you arrived in Milan...

After living in Paris, Amsterdam, Antwerp, Berlin, London, and long stays in the US Rebecca and I moved to Milan in 2018. It was a perfect moment with the city on an all-time high, full of creatives there in design, art fashion, theater, TV... and it was a scene and culture we immediately were welcomed into. It was the perfect creative place for us to live and work, that is until Covid struck!

• You decided to have an extraordinary house, at the same time home, shop, gallery, your world...

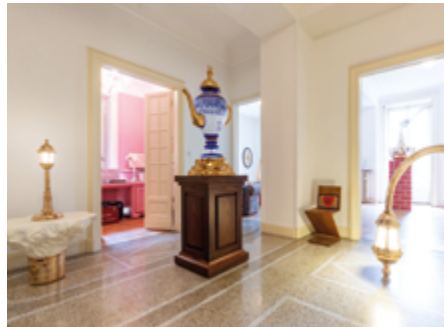
Well it all happened in Milan, the sun was shining and we were all

in a renaissance mood to party hard and work hard. Roads came together. I had a very 'Non Modernist' creative attitude... doing the brand Blow with Seletti, working on a flurry of new creative collaborations, for example a new theater show inside the Triennale Museum in Milan with the other 'non-modernists' Charley Vezza of Gufram, Maurizio Cattelan, Stefano Seletti (Seletti) and Pierpaolo Ferrari (photographer). But then at its height Covid struck and everything is in suspension.

Our house in Milan reflected the mood of the time. We would all hang out in this surreal space in this old classic building surrounded by my work... The space was a perfect surreal balance of living, working and gallery in an elegy rant setting, looking out of the balconies across a typical Italian street absorbed totally into the light and sounds of the city.

• How do you define your so eccentric works, visionary mix of art and design, of past and future, of technology and craftsmanship?

It's hard to define my work and it's getting harder as years go by. Looking back I see I was heavily inspired by the Renaissance, and by Picasso reinventing himself seven times in his career. Styles and fields overlap in my world, they always did. Whether you sell in a shop or in a gallery it doesn't influence the creative value of a product or object. We now all have learned that a banana can be a piece of fruit, or a lamp or an art piece. I was never afraid of technology or extreme craftsmanship. Bit for me it's never the core reason, these tools are available to visualize the idea as directly as possible but not to define it. Every creator uses its unique talents to visualize authentic work. Whether you are a writer, dancer, actor, artist, architect or artist, you try to reveal some mystic truths (Bruce Nauman).



House of Job, Milan home-gallery.

• Great silver mosaic objects for Bisazza at Superstudio in 2007. What do you remember of that memorable performance?

I met Piero Bisazza in Tokyo in 2006 where we made the first one great "art interior" as if it were a "peepshow". After that he invited Studio Job to propose that installation. Under pressure, I hand sketched an idea, presented my pen drawings alongside a real silver service set and proposed "Silverware". A giant version of an iconic 17th century silver service that you could have found in Versailles.

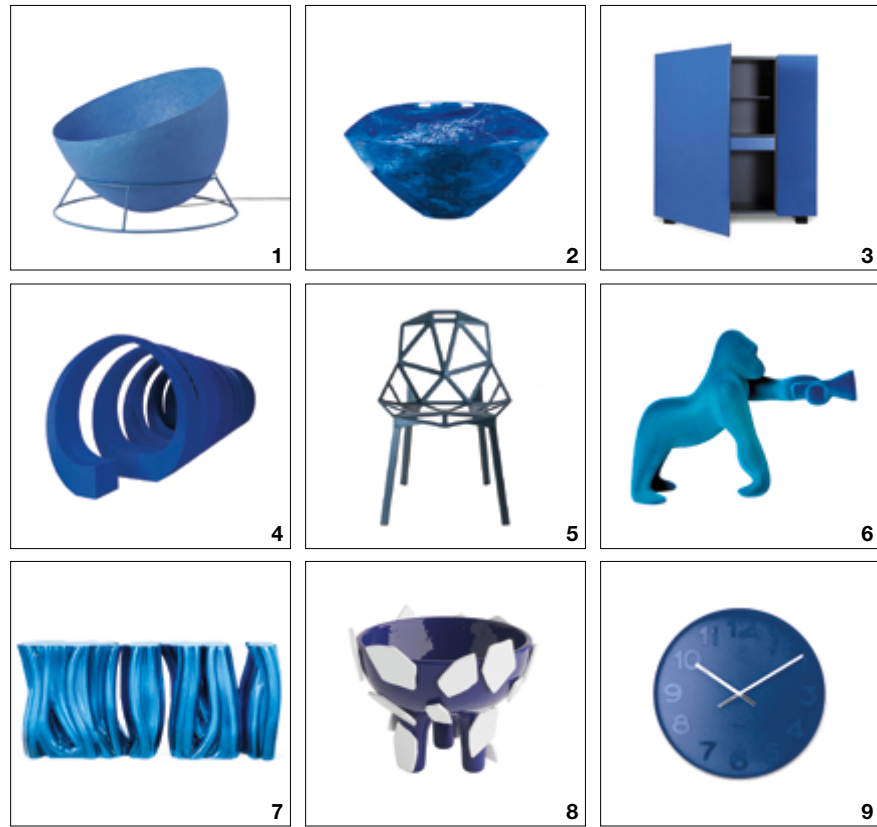


Studio Job for Bisazza, Superstudio 2007.

of your wealth or success, a showpiece that tells the visitor who you are. Maybe that silver service gives the idea of how I felt at that moment.

trends: into an increasingly blue

If blue, in its several versions from ultramarine to light blue, represents an easy choice for a house by the water stealing view from pieces of sky and sea, this color's application in city environments is less obvious. That's a pity, blue is always beautiful, elegant, positive. In this roundup some suggestion with classic, sophisticated, innovative, unusual pieces that fit for harmony or opposition to any style. A trend that comes directly from fashion.



1. H2O F Nebulite by In-es.artdesign 2. Marble vase by VG New Trend 3. El Paso by Giulio Cappellini for Cappellini 4. And by Fabio Novembre for Cappellini 5. Chair_One by Konstantin Grcic for Magis 6. Kong by Stefano Giovannoni for Qeeboo 7. Monochrome Blue Console by Boca Do Lobo 8. Schlemmer of ACH collection by HOMMES Studio 9. Mr Blue by Karlsson

SUPERDESIGN 2021: WOMEN'S WORLD

We've all been coming out of a terrible time when the world seems to have stopped, and the energy inside us has been compressed. At Superstudio we're getting ready to face the return of Salone and Fuorisalone in September for a Design Week full of ideas and able to show us the way. This is the most important moment of the year for design world. And we want to surprise with an all-female project in the midst of many other projects.

We believe it has come out clearly in recent times that one of the main ways to go it's to recognise the talent, strength and professionalism of women. The empowerment of so many women leaders in many states of the planet is a clear message that the coming decade will see growth, affirmation and benefit on many society's aspects.

"In Women's Hands" is the theme we chose at the beginning of 2020 to invite planners, architects, designers, artists to be part of a major exhibition project that could highlight female creativity when it represents the main subject, but also when it is part of a couple or a team, knowing full well how much ability and sensitivity it can add even to group work.

Due to lockdown we managed to do in October 2020 only a small (but very successful) female design exhibition in MyOwnGallery, the Superstudio Più gallery. The September 2021 Design Week appointment invites us to an even more daring challenge: an important and varied collective exhibition in a pavilion completely dedicated to women's projects.

There are many architects who sign valuable pieces for global or niche brands. Some of them are famous and media-related, others deserve exposure and appreciation which gives them the fame they deserve.

This is the invitation we make to a group of international women designers to participate with their latest projects in the next edition of Superdesign Show supported by the manufacturing companies they collaborate with.

It will be a great event organized with the usual passion and professionalism by Superstudio, an event set up with elegance, freedom and sensitivity. Tailored for each of them. Applications are already open.

For information, please write to: design@superstudioevents.com



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