

Temporary Museum for New Design 2012



Superstudio | Milano

@AT - April 2012 - n. 3

THE OBJECT DEMATERIALIZED

A storm of sounds, videos, lights, projections, holograms, 3Ds, augmented reality and special effects seems to be the ultimate great attraction chosen to display the new design during this Design Week. With the aid of visual-artists of great caliber and of state-of-the-art technologies, the object is almost dematerialized and ensues from the sound and visual emotions it complements, and not the other way around. Product histories are told through images, movies, words, evocation and interactivity. This year's new trend invites to new sensations and questions, stimulating other curiosities beside the mere act of sitting down, opening a wardrobe or turning on a light. This trend embodies the main theme of the 2012 Temporary Museum for New Design, a project that succeeded in turning a fair event into an emotional exhibition, where all the participants are involved, as it happens only here. It is not easy, in a world that keeps pushing the knowledge boundaries, to keep abreast of immaterial innovations, of technology wonders, of surfing between ever more mysterious and complex smart mobile devices, apps and clouds. This is Temporary Museum that, with its "less fair, more museum" ambition, escorts visitors through a path telling of chairs, tables, sofas, holders, chandeliers, objects, marbles and materials which not only redesign the real world, but also the relentless fascinations of that virtual world, now integral part of our daily life. For a moment, enveloped by this conjectured future that is already our present, we forget global recession, politics in turmoil and a planet full of uncertainties. We enter a world of commitment, research, quality. Maybe a dream.

Who knows how renowned architects and great intellectuals of our history would react in front of this liquid, hybrid, edgy, restless, fast-changing society? Connecting the new proposals by designers and creative people with the words of very important men of our history invites to reflect and associate emotions with the mind. Key sentences such as: "Imagination is more important than knowledge. (Albert Einstein)"; "Modernity is not about adopting four square-sized pieces of furniture. (Gio Ponti)"; "We must become the change we want to see in the world. (Mahatma Gandhi)" and other deeply significant aphorisms speckle the street leading to the single exhibitions, presented in the two Temporary Museum venues: one at Superstudio Più and the other at Superstudio 13. In our opinion, they summarize what we are looking for: body, heart and mind confidence.

Gisella Borioli

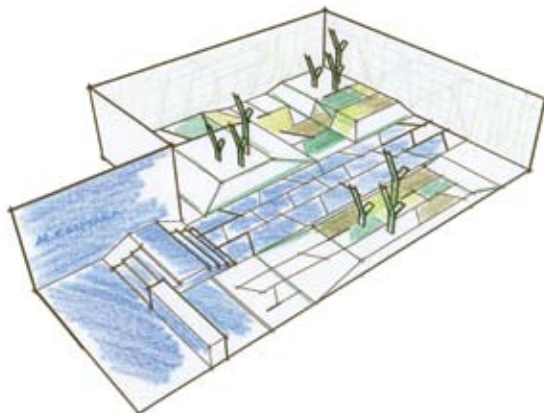
www.superstudiogroup.com

ALCANTARA® The wood-clad future

Gallery 9 / Superstudio Più

Once again playing a starring role at Fuorisalone, Alcantara® selects Superstudio to display an installation where the material application transcends the mere surface function and interprets an imaginary future "green." Visitors walk through a stylized, multi-sensory path, a truly unique experience. "The future landscape": a space curated by Giulio Cappellini to be traveled among hills, trees, rivers and mountains, enriched by a sensational video installation, that invites to dream curated by the video-artist Yuri Ancarani.

www.alcantara.com



CANON Technology and visual culture

Gallery 5 / Superstudio Più

Canon comes back to Superstudio to convey all the mystery and liveliness of the forest with the "Neoreal in the forest" event. With two installations, it pushes the boundaries of human perception in order to bring to life a multi-sensory experience, by revealing nature with a thousand threads and a deluge of lights. The incredible images, conveyed with the brand-new digital imaging technologies, are curated by the visual-artist Nobuhiro Shimura. "spring" and "Fall in Pop", are the artworks designed with Ryuji Nakamura and mintdesigns. Curated by Toshiki Kiriya.

www.canon.com



Attraversamento - Detail of an exhibition at Superstudio (Milan, 2010) - Photo by Giovanna Vitale



CARRERA Roof Performance

Roof 27 / Superstudio Più

The sun lights up the night. A luminescent dome on the Superstudio Più roof hosts the latest Carrera 6000, the brand's "heritage" models reinterpreted with a contemporary twist. At night, the sphere becomes the venue of "Jump into the sun", a unique event of performances and photographic shootings. A huge video-wall on via Tortona will tell passers-by what happens by inviting them on the roof and inside the Temporary Museum and maybe make a reservation for the show.

www.safilo.com



CICLOTTE Home fitness super Steelish

Hall 20B / Superstudio Più

The nowadays ultra-famous Ciclotte, a truly museum piece, cycles to Superstudio for the 2012 Fuorisalone edition. Created by the Milanese designer Luca Schieppati, this one-of-a-kind exercise bike breaks all the design patterns for athletic equipment. Two are the relevant novelties: a new steel version and an accessory able to integrate the product with the most state-of-the-art infotainment electronic devices, such as tablets and smartphones. Vertically displayed, the Ciclotte models seem to complete the boxes of a big crossword puzzle.

www.ciclotte.com



COSENTINO

The “Swiss knife” by the Campana brothers

Gallery 8 / Superstudio Più

Innovative and original, the **Cosentino** project is carried out with the collaboration of **Humberto and Fernando Campana**, globally renowned Brazilian designers. The starring role belongs to **Silestone®**, **Eco®** and **Sensa®** natural materials, all by Cosentino, shaped by the Campana brothers’ creativity, until they become an island of colors. Independent surfaces, inspired by the multi-functionality concept, recall the stratified function of the Swiss knife.

www.cosentinogroup.net



COTTO

As a natural stone

Gallery 23C / Superstudio Più

Leader in the sanitary and bathroom fitting sector, the Thai company **COTTO** displays the top novelties of its latest collection. Especially, **Marmo Granito**, a revolutionary stone reproducing the beauty of natural stone. The designer **Chalang Kijphayak** leads us to a relaxing, dream-like and essential installation curated by **Aniroot Kitiithichot**. “The Paradise River”, a space where you can get lost in the soft shapes of the rounded and polished stones gathering on the beach.

www.cotto.co.th



CRISTALPLANT

Carlo Colombo’s holograms for White Air

Gallery 10 / Superstudio Più

Unconventional organic shapes, holograms, light and shadow interplays distinguish the “White Air” installation, curated this year by **Carlo Colombo** for **Cristalplant®** & **Poliform**. The exhibition area is divided in two: on one side, are displayed the product prototypes, selected as the most interesting winners of the 2012 **Cristalplant® Design Contest**, while the central area is devoted to the interactive 3D holograms of the products awarded the special mention.

www.cristalplant.it

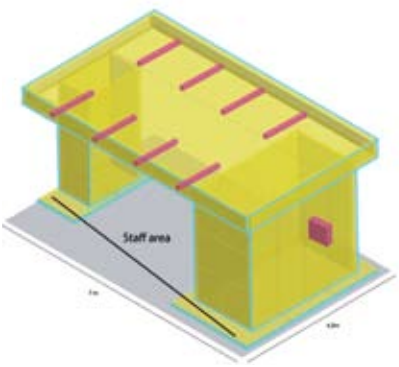


DE PONTE STUDIO | DPSA+D
Fragments and embroideries

Spazio La Perla 29 / Superstudio Più

The installation in the space of **La Perla** showrooms amazes and awakens new sensations. The general concept, created by **Silvio De Ponte**, revolves around the fractal concept, a system made of a module element, that multiplies to produce a complex and articulated scenario, formed by an ensemble of “Fragments”: a great “embroidery” to be experienced, unfolding in the area modifying the spatiality criteria. A space to let your emotions flow.

www.depontestudio.com

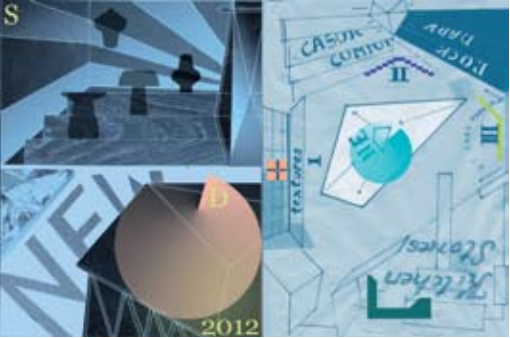


DENNIS BY BUREAU DETOURS

A station service of ideas

Esterno 13 / Superstudio 13

A station service but made with recycled wood recovered from pallets to introduce a reflection on the use of these spaces in view of the future electric cars. It’s **Dennis design center** on the road. Inside, a workshop, a meeting an experimenting place open to everyone. A “social” project by **Bureau Detours**. www.dennisdesigncenter.dk - www.detours.biz



DIESEL

Casual lifestyle and “social kitchen”

Gallery 7 / Superstudio Più

Everyday mythology to tell the essential values, self-expression and different product lines devoted to daily life. Five worlds entwine and overlap, forming a map for a visual and emotional narrative. This is the heart of the contemporary fairy-tale selected to present **Diesel Home Collection**, carried out with the collaboration of **Foscarini** for the Lighting sector, **Moroso** per for the Furniture sector and **Scavolini** for the kitchens, where **Renzo Rosso**’s world philosophy is acknowledged. In an exclusive preview, the new “Social” Kitchen, imagined as the house’s perfect “party room”.

www.diesel.com

FOSCARINI

The origin of creativity

Gallery 11 / Superstudio Più

Water drops, an eclipse, an explosion, the wind blowing, blade of grass swaying to the breeze: nature tells us a story. “Foscarini Inspire (Imaginaire)” is an emotional and enthralling installation, in which fragments of images and sounds are pulled apart and put together to yield up, through visual and sound suggestions, the creative concept, the sensitivity, the intuition from which every project is born. Visitors are led into a discovery path through the sceneries curated by **Vicente Garcia Jimenez** and video installations by **Massimo Gardone**.

www.foscarini.com



THE EXHIBITION: ON DISPLAY A TRIBUTE TO ETTORE SOTTASS

art.box1 / Superstudio Più



Superstudio pays homage to the unforgettable **Ettore Sottsass** - the great master of all generations, who revolutionized the design world with his Memphis - with “tu Sottsass”, a small exhibition of exclusive drawings by **Fabrizio Sclavi**, in collaboration with the M.A.T. association. www.fabriziosclavi.it

Lounge per V.I.P. (Very Important Professionals)

Gallery 2B (1°piano) / Superstudio Più

The prestigious space of **MyOwnGallery** art-gallery, placed right at the main entrance of **Superstudio Più**, becomes, during the **Fuorisalone**, a lounge, a meeting room, a relax area, exclusively devoted to the accredited professional operators. Bio-bar service by **Alce Nero**. Mix of white and black furnishings, paintings and sculptures by **Flavio Lucchini**, the resident artist. On the first floor, above the registration. Ask for the pass at the reception point. In collaboration with **Slide**, **Elena Salmistraro**, **karpet**, **Lighting Design**, **Functionals**, **Comforty Living**, **Giorgia Paolini**, **Noti**. We also would like to thank for their contribution in the staging of Temporary Museum common areas: **Foscarini**, **Dorota Koziara**, **Flavio Lucchini**, **Piotr Kuchcinski**, **The Dannish Design Center**, **Cappellini**, **Asus**, **Alce Nero**, **Layup Carbonio**.

FUNCTIONALS

Expect the unconventional

Gallery 15A / Superstudio Più

Functionals reconfirms its attitude towards success with simple, essential, exciting pieces, bound to remain impressed in the onlookers’ memory. The famous Dutch brand offers a collection of tables and chairs, lighting objects, textile accessories, distinguished by an unexpected artisanal simplicity, appealing to the touch, especially nice made-to-last and finely shaped. **Ad and Simon van Esch**, founders of **Functionals**, know how to convey to the market the perspectives and visions of their designers with products that have truly something to say. Highlight: the wonderful **Wendela chair**, in all its declinations.

www.functionals.eu



HOWE

Timeless Urban design

Studio 2 / Superstudio 13

It is easy to fall once again in love with the wonderful **40/4 stacking chair**, designed in 1964 by **David Rowland** – true icon, perfect for any application within the contemporary urban living – playing again an unchallenged leading role in contemporary solutions, combined with functional tables.

Again, a functional and space-saving design: with the “Free Thinking” concept, **HOWE** thinks in a creative and free way, with a new urban design idea. Chairs and tables are perfectly suitable for small-sized apartments and flexible spaces.

www.howe.com



HIKO

Italian debut

Studio 6C / Superstudio 13

Timeless objects for the super new brand, born out of the collaboration between the designer **Enzo Berti** and **FLAI**. Strong character, free from fashion and market influences: this is **HIKO**. The use of ash-wood and natural finishes creates a Nordic allure, artfully balanced by the Italian rationalist gusto, clear from any merely decorative solution. The result is a pure and essential project, rediscovering and reinterpreting chairs, tables, complements and innovative container systems.

www.hiko.it



Optical Art - Detail of an exhibition at Superstudio (Milan, 2008) - photo by Giovanna Vitale

ICHIMURA SANGYO

Dress-clad Carbon

Gallery 23D / Superstudio Più

The Japanese company Ichimura Sangyo Corp in “Carbon fiber - Advanced material meets sensoriality and beauty” combines for the first time the lightness and strength of carbon fiber with the sensoriality and beauty of Alcantara®. The Japanese designer Toshiyuki Kita has shaped chairs in carbon fiber, externally covered with grey, blue, red and orange Alcantara®. www.ima-ichimura.jp



ALÊ JORDÃO

Cars never die

Studio 6B / Superstudio 13

One-of-a-kind pieces, limited edition sculptor-like chairs, shaped by the pressed plate of old cars. Alê Jordão, the brilliant Brazilian designer, never ceases to amaze and in his installation, the past is brought back to a new life, reshaped in a new form. Chairs and much more: from the ashes of old trunks take off wonderful phoenixes made of plate. www.alejordao.com



KUSCH+CO GMBH & CO.

Understand, touch and experiment

Gallery 13/ Superstudio Più

Kusch+Co, the historic German company in a constant becoming, embracing the avant-garde of Nordic-Scandinavian design, in collaboration with the Atelier Brückner, presents a series of projects by Frank Person, Scaffidi & Johansen, Porsche Design Studio, Valdimar Hardason. The Kusch+Co history is unveiled with texts, interviews, images, light and sounds, materials and products in order to understand, touch and experiment. Among the novelties: chairs, armchairs and benches for the home design. www.kusch.co



REX KRALJ

A legendary chair

Studio 6A / Superstudio 13

The legendary REX Chair, designed in 1952, on permanent display at New York’s MOMA, comes back into production today with its iconic and timeless shape, together with new or re-produced “sisters”, thanks to the acquisition by Impaktales. www.rex-chair.com



LEUCOS

Looking ahead

Studio 1 / Superstudio 13

50-years playing a leading role on the international scene of light design: Leucos celebrates its anniversary with an unforgettable installation curated by Danilo De Rossi. A path through space represented by a trail in lighted glass leading to the set of “Emotional decorative”, crossing history. Artworks by Jorge Pensi, Marco Piva and Javier Mariscal. www.leucos.it



MARMO ELITE

A monolith made to think

Studio 11 / Superstudio 13 e 9
(main entrance on via Bugatti 9)

A huge block of onyx coming from the bowels of the earth makes us wonder how it got there. Music in the background creates a mystical ambience. An extraordinary “object” by Marmo Elite, producer and distributor of precious marbles all over the world. www.marmoelite.com



SUPERSTUDIO SELECTION

Young designers go online

Basement/Superstudio Più

Superstudio offers to the Discovering contest participants the opportunity to sell their products also online. Thanks to the collaboration with www.dalani.it, the e-commerce site, specialized in household goods, for many designers a virtual window opens up under the distinctive “Superstudio Selection” logo. www.dalani.it



Concavo/convex - Detail of an object on display at Superstudio (Milan, 2010) - Photo by Giovanna Vitale



NATIONAL JOINT-EXHIBITION: A VIEW ON THE WORLD FROM EAST TO WEST

Italy but also Germany, Holland, Brazil, Japan, Korea, Turkey, Thailand, Denmark, Poland, Sweden, France, Spain, England, Switzerland, many realities of the international design are hosted at Superstudio. Among these, the focus is placed on joint-exhibitions, arranged in collaboration with the respective institutions.

SWEDEN

Inredia, center of excellence

Gallery 23B / Superstudio Più

It lies in Tibro (Western Sweden) but today it is in Milan, it is real and virtual. It is Inredia, the center of international excellence in interior design. A virtual and real forum for designers, architects, schools and students, furniture and interior design companies. Inredia is much more than a simple building: it is a project curated by Mattias Westelius, designed on the collaboration described as “the melting pot of interior design”. It will be completely carried out in October and you can virtually preview it at Superstudio. www.inredia.se



POLAND

Challenging the latest design

Rooms 6 / Superstudio Più

On display, the results of the urban furniture competition for the city of Poznań, the Polish capital of design, and the exhibition of projects by the under-35 designers within the “Design from Great Poland - Promotion of the local culture” event. The exhibition motto? “The Wide Road | the Narrow Gate”. The entrance, right beside the main entrance, is at the end of the temporary staircase, through the door placed on the visitors’ heads, with a startling installation and many interesting proposals. www.designedinpoznan.pl www.poznan.pl



POLAND

Between rigor and softness

Gallery 21 / Superstudio Più



Distinguished by rigor and poetry, the Polish Design exhibition. Design From Wielkopolska Region, the booming industrial district, shows the most significant examples of Polish contemporary design. The companies Astromal, Comforty, Noti, Marmorin, Profim, Meble Vox present the creations by talented designers (Augustyniak, Chudecka, Jędrzak, Kalarus, Kozia, Krupińska, Kuchciński, Mowo Studio, Rygali, Welniak, Wierszyłowski), by Design Schools (Art University, School of Form and Concordia Design Centre). Organized by the Wielkopolska Region and curated by Dorota Kozia. <http://en.umww.pl>



THAILAND

Sensitive weaving

Gallery 23A / Superstudio Più



The exhibition Thailand’s Slow Hand Design “Weaving the Spirit of Thai Handicraft,” presents a thorough overview on Thai cultural context, past and present, focused on the weaving theme. Chairs, items for the home and the outdoors, textile proposals combine Thai manual skills and sensitivity. The project is curated by Thai researcher and designer Eggarat Wongcharit. Designers: Thitiporn Chanawangsa, Rush Plean-suk, Suppapong Sonsang, Krit Phutpim, Nakarin Kam-srila, Koike Atsushi, Paiwate Wangbon, Viroon Sanguan-wongwan, Jitrin Jintaprecha. www.depthai.go.th



CITY ALPHABET: SCULPTURE-LIKE BENCHES

Exclusively designed for the Temporary Museum by the Polish sculptors Piotr Welniak and Michal Bartkowiak, the huge letters of the “design” word turn out to be winding benches placed outdoors and available to visitors. www.michaeldesign.eu



Temporary Museum for New Design 2012

Superstudio Design Week has 1 project, 2 locations and 3 addresses

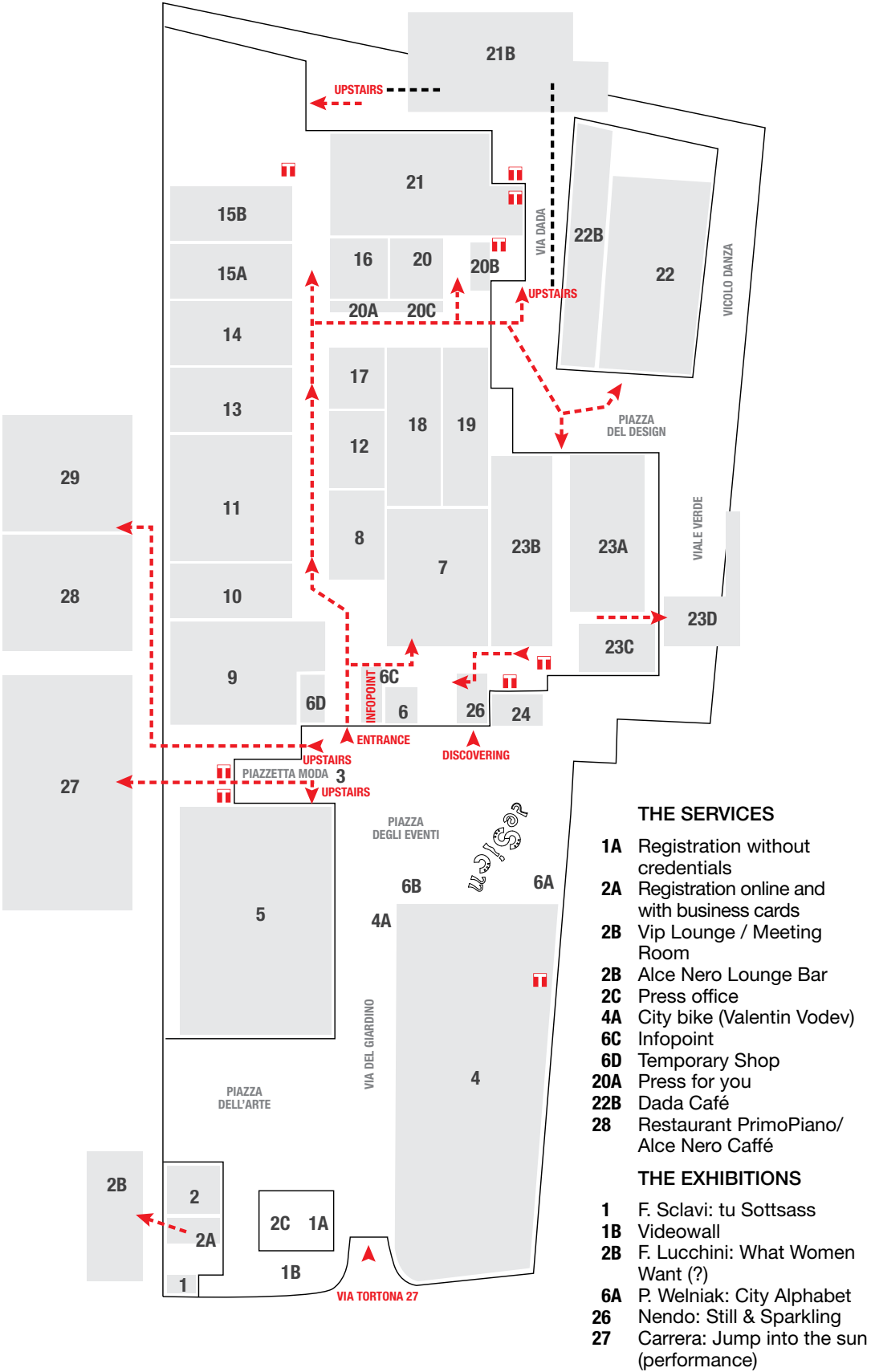
Superstudio Più, via Tortona 27

Superstudio 13, via Forcella 13
with a secondary entrance from Superstudio 9, via Bugatti 9

THE MAGAZINE @AT AND THE TEMPORARY MUSEUM FOR NEW DESIGN 2012 CATALOGUE WITH THE PROFILE OF ALL EXHIBITORS AND ARTISTS CAN BE DOWNLOADED ONLINE IN THE DESIGN SECTION OF THE SITE WWW.SUPERSTUDIOGROUP.COM



Map of Exhibitors Superstudio Più

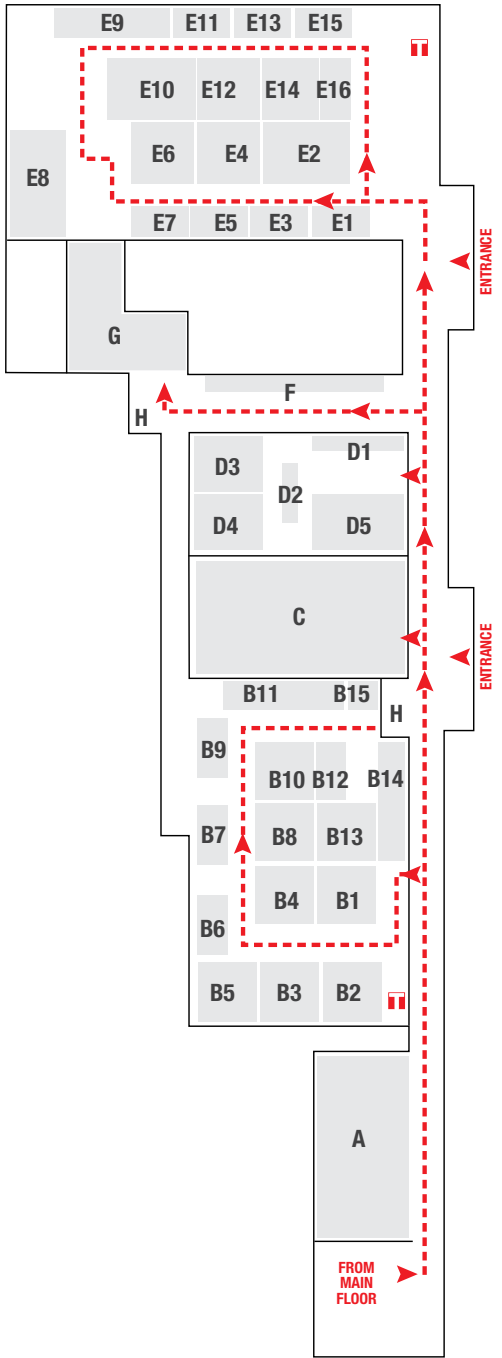


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Map of Discovering Superstudio Più - Basement

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- B1 L. Talarico studio mist-o
 - B2 Smooth Plane
 - B3 Alessandro Marelli
 - B4 Giorgio Biscaro
 - B5 Andrea Borgogni
 - B6 Francesco Citterio
 - B7 Annamaria Litterio
 - B8 ZETA (Zaven & Matteo Zorzenoni)
 - B9 Elena Salmistraro Designer
 - B10 Ghigos ideas
 - B11 Designing Light by Giesse-Technology
 - B12 Enrico Girotti by ForHouse
 - B13 PG Bonsignore
 - B14 Giorgia Paolini
 - B15 S.M.ART B.E.Ar. design
 - C Ilide
 - D1 Falabrac-Workshop of Ideas
 - D2 Arredi Marziani di Marzia Mosconi
 - D3 Simona Boiardi
 - D4 Ivan Casoni for FC Arredamenti
 - D5 rossifaravelli
 - G Artbeat
 - E1 Chicako Ibaraki
 - E2 Sakura Adachi & John Bennett
 - E3 Lucirmás
 - E4 Henrik Sörig
 - E5 Timo Hoisko and Matti Korpela
 - E6 Verónica Posada - Si Studio
 - E7 Timothy Tuppence
 - E8 PlanAbacus
 - E9 karpet
 - E10 CAI Light
 - E11 9 Across
 - E12 Noushaz Mahini Tehrani
 - E13 Dvelas
 - E14 Baumgartner
 - E15 Herve
 - E16 Ministry of Senses (MOS)
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THE EXTRA EXHIBITION
What Women Want(?)
Passerella 2 B / Superstudio Più

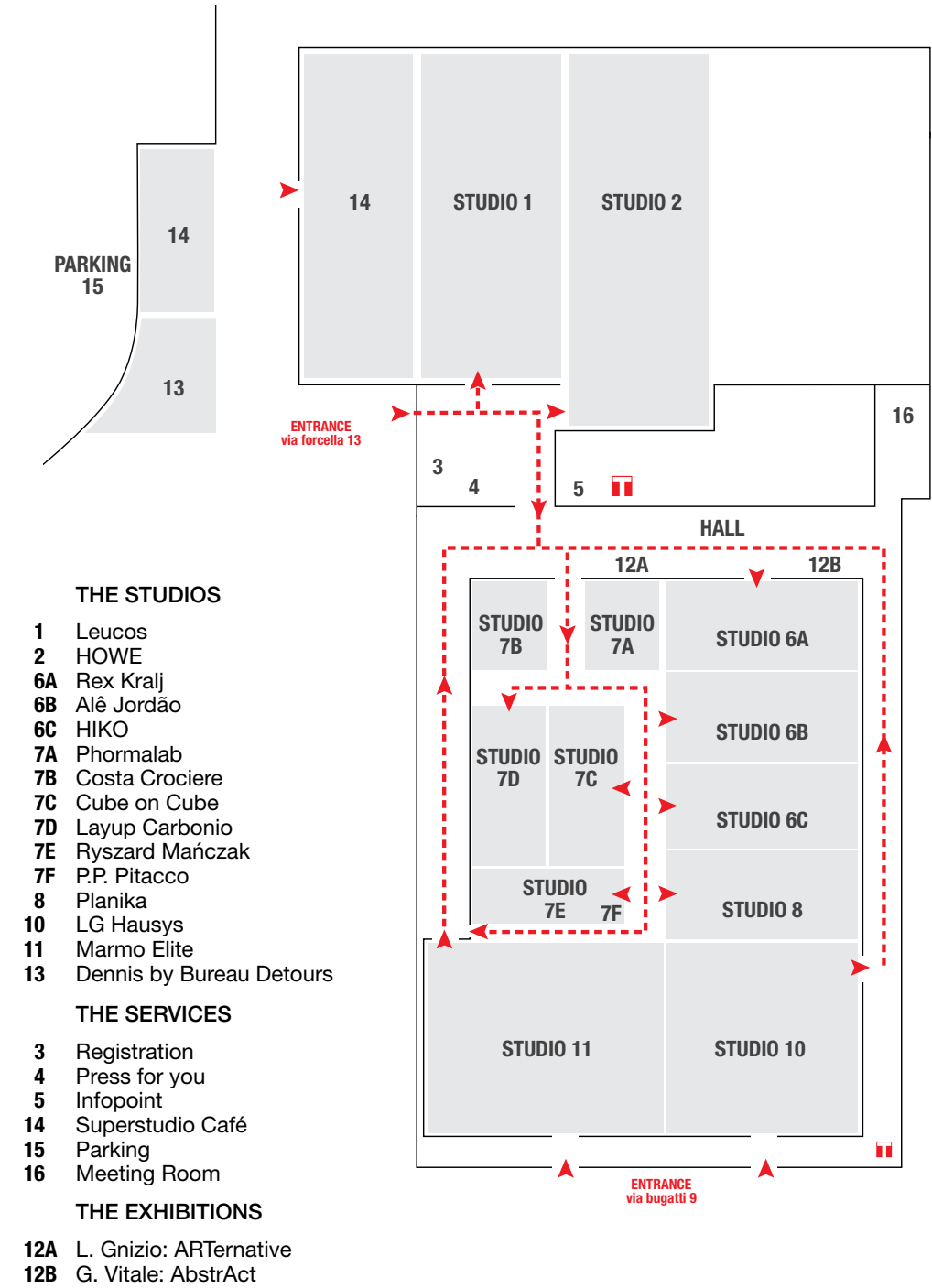
Closing the gap between cultures by casting a questioning glance on women's condition in the world with a touch of irony on fashion superpower. These are digital artworks reflecting on burqas and abayas in contemporary society. A contamination of languages: art, politics, advertising, graphics, fashion and publishing. After the 54th Venice Biennale, Flavio Lucchini presents at the Temporary Museum a synthesis of his "What Women Want (?)" exhibition. www.flaviolucchiniart.com



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Map of Exhibitors Superstudio 13



COCKTAILS AND EVENTS CALENDAR

- MONDAY 16TH APRIL**
- 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più
 - 3 pm-8 pm | DENNIS BY BUREAU DETOURS Bench Press - Outside13 / Superstudio 13
 - 4 pm | MINISTRY OF SENSES Performance by Gunter Geiger - BoxE16 / Basement
- TUESDAY 17TH APRIL**
- 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più
 - 3 pm | NGISPEN Cocktail - Gallery 16 / Superstudio Più
 - 6.30 pm | RONDA DESIGN Cocktail - Gallery 19 / Superstudio Più
 - 6 pm | WIELKOPOLSKA REGION Cocktail - Gallery 21 / Superstudio Più
 - 6.30 pm-9 pm | CANON Cocktail - Gallery 5 / Superstudio Più
 - 8 pm-11 pm | DE PONTE STUDIO Cocktail by invitation - La Perla Space/ Superstudio Più
 - 8.15 pm-10 pm | CARRERA Cocktail by invitation for Press - Roof / Superstudio Più
- WENDSDAY 18TH APRIL**
- 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più
 - 2 pm | ILIDE Design Workshop with 3B Ceramiche Artistiche - BoxC / Basement
 - 3 pm | DE PONTE STUDIO Forum on Surface,Light and Material - La Perla Sp. / Superstudio Più
 - 5 pm-6 pm | ICHIMURA SANGYO Cocktail by invitation - Gallery 23D /Superstudio Più
 - 6 pm | ALCANTARA Cocktail by invitation - Gallery 9 / Superstudio Più
 - 6 pm-9 pm | LUMIOTEC Cocktail - Gallery 17 / Superstudio Più
 - 6 pm-9 pm | TURRENIBY Cocktail Special guest and Press - Gallery 12 / Superstudio Più
 - 6.30 pm-9 pm | TURKISH STONES Cocktail by invitation - Garden / Superstudio Più
 - 7 pm | CRISTALPLANT Giving Price Design Contest 2012 - Gallery 10 / Superstudio Più
 - 7 pm-9 pm | NENDO with LASVIT Cocktail - Gallery 26 / Superstudio Più
- THURSDAY 19TH APRIL**
- 10 am-7.30 pm | CARRERA free entrance - Roof / Superstudio Più
 - 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più
 - 3 pm | DE PONTE STUDIO Forum on Surface,Light and Material - Sp. La Perla / Superstudio Più
 - From 8.15 pm | CARRERA “Jump into the sun” Performance - Roof / Superstudio Più
- FRIDAY 20TH APRIL**
- 10 am-7.30 pm | CARRERA free entrance - Roof / Superstudio Più
 - 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più
 - 3 pm | DE PONTE STUDIO Forum on Surface,Light and Material - La Perla Sp. / Superstudio Più
 - 6 pm- 9 pm | COTTO Cocktail by invitation - Gallery 23C / Superstudio Più
 - 6 pm- 9 pm | LEUCOS Cocktail - Studio 1 / Superstudio 13
 - From 8.15 pm | CARRERA “Jump into the sun” Performance - Roof / Superstudio Più
- SATURDAY 21ST APRIL**
- 10 am-7.30 pm | CARRERA free entrance - Roof / Superstudio Più
 - 10 am | MEBLE VOX Children Workshop (first group) - Gallery 21 / Superstudio Più
 - 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più
 - 12.30 pm | MEBLE VOX Children Workshop (second group) - Gallery 21 / Superstudio Più
 - 3 pm | DE PONTE STUDIO Forum on Surface,Light and Material - La Perla Sp. / Superstudio Più
 - From 8.15 pm | CARRERA “Jump into the sun” Performance - Roof / Superstudio Più
- SUNDAY 22ND APRIL**
- 10 am-9 pm | ILIDE esposition of Workshop’s creations - BoxC / Basement
 - 12 am-2 pm | ALCE NERO CAFFÉ Cooking Show - First Floor / Superstudio Più

PRESS FOR YOU

Media partner magazines

Hall /Superstudio Più e Superstudio 13

A special thanks to the partner magazines, freely distri-buted in two locations: 90+10, Abitare, A.casa, A+D+M, Archilovers, Archiportale, Archiproducts, Artribune, Bamboo, Best Up, Bravacasa, Capital Living, CasaFacile, Casamica, Casaresart, Casaviva, Case da Abitare, Case&Country, Chi è Chi, Class, Cover, DAMn° Magazine, DDN Free, DDN Guide, Elle Decor, Elle Decor Mag, Exibart, Fashion, FineStreet Media Group, GCasa, Hearst Home, Icon, Image in Progress, Interni Panorama Magazine, La Cucina Italiana, Marie Claire Maison, MFL-Magazine for Living, Milano 24 Ore News, Modem Design, Objekt International, Ottagono, Pambianco, Riders Italian Magazine, Side Magazine, Sinetica White Circus, Televisionet, The Lifestyle Journal, Urban, VilleGiardini, WU magazine.

ALCE NERO CAFFÉ
Restaurant bio with terrace

First Floor 28 / Superstudio Più

Alce Nerò Caffè opens a bio-temporary-café on the first floor space, right beside the De Ponte exhibition. Design space and a terrace overlooking the new Armani headquarters. Food, bio, show cooking, fresh smoothies and quality take-away. To make a reservation, please contact Piera Urbini, 335 241438. www.alcenero.it



ALCE NERO CORNER-BAR
A tasty break

Gallery 2B (1°floor) / Superstudio Più

Tea, coffee, gourmandizes and snacks on display in the small traditional house carriage and everything strictly bio, in the small corner within the VIP lounge, located in the art gallery at the entrance of Superstudio Più. For professionals only: access is granted only with the red pass issued at the reception. www.alcenero.it



DADA CAFÉ
Buffet and à la carte

Via Dada 22B / Superstudio Più

Italian cuisine with a fusion twist and a rich buffet at Dada Café, Superstudio Più's famous restaurant for creative people, furnished with Slide pieces. Equipped with a veranda and a wide outdoor area. Moderate prices. Reservation recommended. To make a reservation: 02 43145093. www.conviviumbanqueting.com



SUPERSTUDIO CAFÉ
Trendy and stylish

Outdoor 14 / Superstudio 13

Express cuisine and grill in the small restaurant adjacent the Superstudio 13's photographic studios, usually patronized by the fashion world. The space is entirely made in natural wood, designed by Michele De Lucchi. Equipped with a wide outdoor area. To make a reservation: 02 83396237. www.conviviumbanqueting.com



LG HAUSYS
Contemporary Décor
Studio 10 /Superstudio 13 e 9
(main entrance on via Bugatti 9)

White and layered surfaces, rounded shapes of everyday life for LG Hausys. The spaces, created by the designers TaeWoo Kim, HyunWoo Yong, KuenTae Kim and SangHoon Kim, place a special focus on nature and people. An absolute novelty in the installation by SungHee Park, HI-MACS (Acrylic Solid Surface), is an innovative material, with a great use potential for the surfaces of household appliances and furniture.
www.lghausys.com



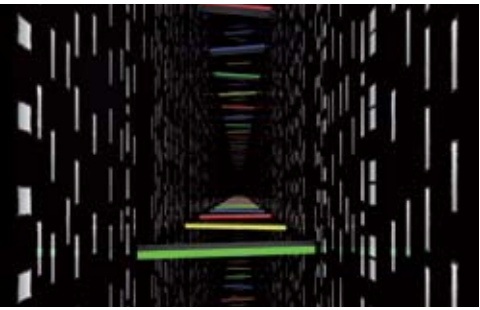
LIXIL CORPORATION
Shaped like pleasure
Gallery 18 / Superstudio Più

An enthralling and symbolic presentation, to satisfy a new desire, discovering a state of bliss. A sensual and different bathtub, whose shape recalls a soft soap, presented in an unusual ambience, among books, in the living area. Kenya Hara's project for LIXIL evokes the wonder of touching a super soft foam: a new water control technology shapes it and allows to experiment a new lifestyle, that revolutionizes the house ambiances and their function as the library seems to suggest to visitors.
<http://global.lxil.co.jp>



LUMIOTEC
Technology, solitude, infinite...
Gallery 17 / Superstudio Più

"Line light fall", a staggering crevice created by two walls flooded by waterfalls of luminous lines. In a spectacular ambience, Lumiotec presents a completely absorbing experience, in which ceiling and floor merge. This amazing installation was developed by the Japanese architect and designer Naohiko Mitsui, using the panels Oled Lumiotec, the most advanced in the world.
www.lumiotec.com



MELOGRANOBLU
Light and darkness talk
Gallery 20 / Superstudio Più

A rain of light, made of drops and crystalized stalactites. They are globes shining not with their own light but with indirect light. "Hydra. Luminous installation" by Massimo Crema & Ermanno Rocchi for Melogranoblu is told with two sculptural shapes: a light wing in white satin glass and a high glass column, irradiating a veil of faint and impalpable light. The hundred luminous glasses, making up Hydra, become the interpreters of an interrupted dialogue between light and darkness.
www.melogranoblu.com



NENDO with LASVIT
Oki Sato's glass world
Gallery 26 e BasementA / Superstudio Più

Special guest at Superstudio is the young most-prize winning designer of the year, Oki Sato, who, with his Nendo studio, has quickly conquered a relevant position in the arena of international design. Lightness and poetry in his exhibition "Still & Sparkling" with enchanted objects in blown glass eluding rules, as the "liquid" tables and the light bubbles, all produced by Lasvit in Bohemia. The exhibition introduces the Discovering section, in the Basement.
www.nendo.jp
www.lasvit.com



PHORMALAB
Heating lights
Studio 7A / Superstudio 13

Recalling the shape of flowers, the stylish and innovative infrared lamps by Phormolab generate heat, indoor and outdoor. The lamps, available in the floor, wall and ceiling models, illuminate and heat up at the same time the ambience.
www.phormalab.it



NGISPEN
Playing with Tradition
Gallery 16 / Superstudio Più

Designed by top-notch names, among which Fabio Novembre, Maarten Bass, Jerszey Seymour and under Richard Hutten's artistic direction, the historic Dutch brand presents a rich collection: furnishings, lamps and accessories. "Playing with tradition" is the underlying theme, but also a way to interpret reality with ever new shapes, with timeless shapes and the chairs seem to melt like icicles under the sun...
www.ngispfen.com



PLANIKA
The fire design
Studio 8 / Superstudio 13

It is like entering a warm and cozy home, when outside is freezing: an intimate and enveloping world unveils to whomever comes from the cold. Thus is born "The World of Contrasts", the exhibition space of Planika, company producing ethanol bio fireplaces, that don't need an extractor hood and encapsulate the quality with the constant research for ever more innovative technological solutions. The product designers are Christoph Pillet and Serge Atallah.
www.planikafires.com



RONDA DESIGN
The house changes look
Gallery 19 / Superstudio Più

The vault made of alveolar modules interlinks the different rooms of Ronda's "Gallery" exhibition, designed by Giorgio Corrà of Studio Creta with Key Cucine and Mimo Design Group. The furniture, through basic movements and elements, brings forth more complex and functional systems. Here containers change look, thanks to shutters with magnetic covers that can be applied and removed, in a constant interactive interplay. Highlight: Flavio Lucchini's skyscraper-façade.
www.rondadesign.it



ROYAL MOSA
Amazing surfaces
Gallery 14 / Superstudio Più

This year's event revolves around inspiration: "Inspiration to Create". Inspiration for those who want to create beautiful and one-of-a-kind objects. The installation by Royal Mosa, leading brand in the ceramic tile sector, inspires something completely new and different. Real Living Walls, with a wide range of ceramic surfaces to be combined in different sizes, color shades, sheen and textures. For an ever unique and original result, there are also the Royal Mosa collections for the floors, a true inspiration to create!
www.mosa.nl



SAMSUNG
Four minutes into the future
Gallery 22 / Superstudio Più

"Life/Installed 4 minutes to think of the future": Italo Rota's augmented reality project. The Samsung installation is made up of a household ambience, furniture and backgrounds, all of them in dull grey. An aphonic, deaf and anti-retinal world, contrasting with the images and sounds available through the tablet: by watching the same room through the tablet, visitors will see it again furnished and colored. They will be able to turn this space into a very meaningful installation.
www.samsung.it



TAGINA
Full Contract!
Gallery 15B / Superstudio Più

Tagina Ceramiche d'Arte launches "Tagina Contract". With the new Compact 20 mm format, the Umbrian company reaches advanced levels of application. An ideal choice for the needs of hotels, shopping centers, spas, swimming pools, restaurants. The Tagina collection for the outdoor is also available for indoor décor creating a continuity. Polished surfaces or sophisticated textures for versatile tiles can be arranged in a traditional or floating way, on sand, on gravel and directly on the grass.
www.tagina.it



TURRINIBY
Bio-design with bamboo
Gallery 12 / Superstudio Più

Creating in order to develop the quality of natural materials, respecting human rights and nature: this is the creation concept combining the two editors TurriniBY and Schütz and the designers + Durisotti Fritsch. A refined design for furniture in natural fiber of bamboo or rattan, allowing an ethereal, delicate, fluid architecture: Vivien Durisotti and Antoine Fritsch's project alternates combinations in rattan and metal, without any glue, in a biodegradable and recyclable interesting perspective.
www.turriniby.com

THE DANISH DESIGN CENTRE'S HUGE LIBRARY
Hall 20C / Superstudio Più

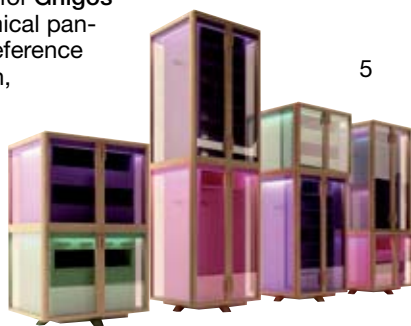
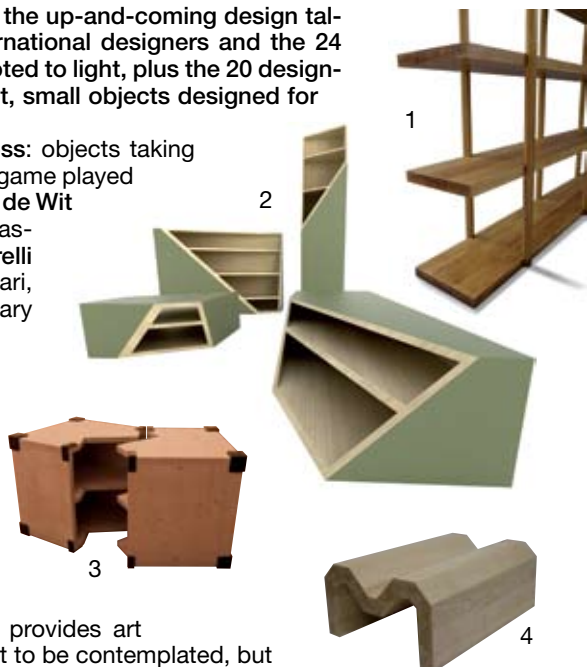
Why are Danish people so obsessed with chairs and shelves? Find it out in the tome telling this passion: "The Milan Issue, vol. 1 - Danish Design 2012", available in the huge modular library, a thousand combinations for a thousand set-ups. The Danish Design Centre's project is curated by Tina Midtgaard; the related installation is designed by Kibisi and carried out by &tradition.
www.ddc.dk

DISCOVERING: MAKE WAY FOR YOUNG TALENTS. IN THE BASEMENT

Basement / Superstudio Più

Discovering is a journey among the up-and-coming design talents: 43 young Italian and international designers and the 24 winners of the Ilide contest devoted to light, plus the 20 designers of the Musei di Carta project, small objects designed for the Italian museum gift-shops.

To be seen at Basement 9 Across: objects taking cues from a crossword puzzle, a game played by two journalist-designers, Amy de Wit and Ornella Stocco. The great passion for wood of Alessandro Marelli (picture 1), student of Enzo Mari, materializes in the Esagono library and in the Travi table. Andrea Borgogni presents "Self-production": a collection of three chairs and a stool. The space set up by Annamaria Litterio presents wood objects recalling animated characters. The designer-artist Marzia Mosconi of Arredi Marziani presents lamps and three handmade chandeliers inspired by nature, while Artbeat provides art with a new dimension: not just art to be contemplated, but also used: S.M.ART B.E.Ar. design (picture 3) presents linear and functional wood furniture, while the lights of CAI Light shine like diamonds. For Chicako Ibaraki, a coffee-table/stool in a single element and Line: a led lamp, as a captured ray of light. Designing Light by Giesse-Technology introduces a new range of product distinguished by a wireless lighting system. Dvelas presents Trimmer Chair, a chair light as the wind, like the sail and rope that constitute its materials. Two projects of overlapping stratified paper for Elena Salmistraro Designer. Enrico Girotti for ForHouse presents a collection of steel and glass tables and of steel, wood and interwoven thread chairs, suitable also for the outdoors. The design becomes instead a real jewel to be worn with Falabrac-Workshop of Ideas. Only excellent solid wood for Swallow by Francesco Citterio (picture 4), a product with an endless modularity exploiting the dovetail joints. Also by joint is Giorgia Paolini's pliable library, flexible and light, that can be interpreted as a musical combination. Fancy and imagination also for Ghigos Ideas suggesting a "city of objects", a gastronomical panorama brought to the table, in a constant cross-reference interplay between architecture and design, urban, domestic and culinary dimension. Witty/Whity is the common denominator of the collection presented by Giorgio Biscaro who uses white to highlight the small intelligences of every project. Also white is one of the wood chairs on display, designed by Henrik Sørig. Natural materials also for Ivan Casoni for FC Arredamenti in the "Forever Trees" project, in which the hollowed-out trunks become décor elements, and for "Geometric", the new hemp chair by Finnish designers Timo Hoisko and Matti Korpela. An unusual combination between natural and super artificial materials for the stools and side table by studio mist-o, produced in solid wood and Plexiglas, also used by Leonardo Talarico (picture 8) for his library with clean lines, playing with the transparent reflections, as does the recycled glass employed by Lucirmás (picture 6) for a collection of one-of-a-kind objects, such as "Hanging", the clothes hanger by Lucia Bruni. Ministry of Senses (MOS) (picture 7) presents the Reactable, an electronic musical instrument that transforms music into a tangible and visual experience. Also PlanAbacus presents, along with the Danish designer-artist Lars Angaard Madsen, another installation to listen to: a sofa based on the serial musical composition by Pierre Boulez. Herve (picture 5) rethinks the traditional wood wardrobe as a showcase/furniture in vivid colors. Contrasts between high-tech glass and artisanal objects, produced by local communities, in the desk by the Mexican Juan Carlos Baumgartner. Timoty Tupence reflects on words and on their meaning in different languages. Unique, handmade felt carpets, inspired by Kyrgyzstan's ancient nomad tradition for the Swiss Karpet, while Noushaz Mahini Tehrani designs the collection of furniture and fixture, distinguished by multi-colors and multi-materials. Multi-function instead for "Pyrago", the cardboard project by Sakura Adachi and John Bennett, presented with T, the table in glass and aluminum. Sectional chairs and cabinets for PG Bonsignore, for rossifaravelli Tin Wardrobe, a wardrobe prototype in innovative materials cut in futuristic shapes through an augmented reality installation. "Oh... what a mess!" is the name of Simona Boiardi's vases, "taken" in the precise moment in which they break. Artisanal décor objects also for Smooth Plane (picture 2), presenting Cutline by Alessandro Busana, a line defined through the volume section. Verónica Posada - Si Studio draws inspiration from the birds' migratory flight for the origami of its Migration Lamp. And finally, Zaven and Matteo Zorzenoni celebrate comparison and dialogue in their ZETA project with a complete collection.



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ILIDE

Italian light contest

BasementC / Superstudio Più

An innovative national contest made of ideas, created by the collaboration between Gualeni Design Studio and Italian companies. "Ilide Design Contest 2010/2011" has accepted the challenge to launch a new light company, Ilide - Italian Light Design, with a contest that will produce the first product collection. Over 1000 participants for the contest sponsored by G.A.I. (Young Italian Artists); 20 finalists (designers, technicians, creators and artisans) have worked together under Davide Giulio Aquini and Daniele Gualeni's technical and artistic direction. www.ilide.it



TURKISH STONES

Marble's evocative power

Garden 4 / Superstudio Più

The Turkish marbles are the main feature of the "Thus Spoke The Marble: The Journey Alters You" project, an exhibition curated and arranged by Demirden Design, with the aim of promoting the contemporary design and bring the tradition experience into the creative renovation currently stimulating the country. An ideal visual and design art-garden path, of great impact for any visitor, unravels through the installations of some international designers, such as Werner Aisslinger, Emre Arolat, Ayse Birsal + Bibi Seck, El Ultimo Grito, Alfredo Häberli, Richard Hutten, James Irvine, Can Yalman. Eight tributes to enhance the Turkish marble, a material and mental space, allowing to discover all its endless possible applications. www.turkishstones.org

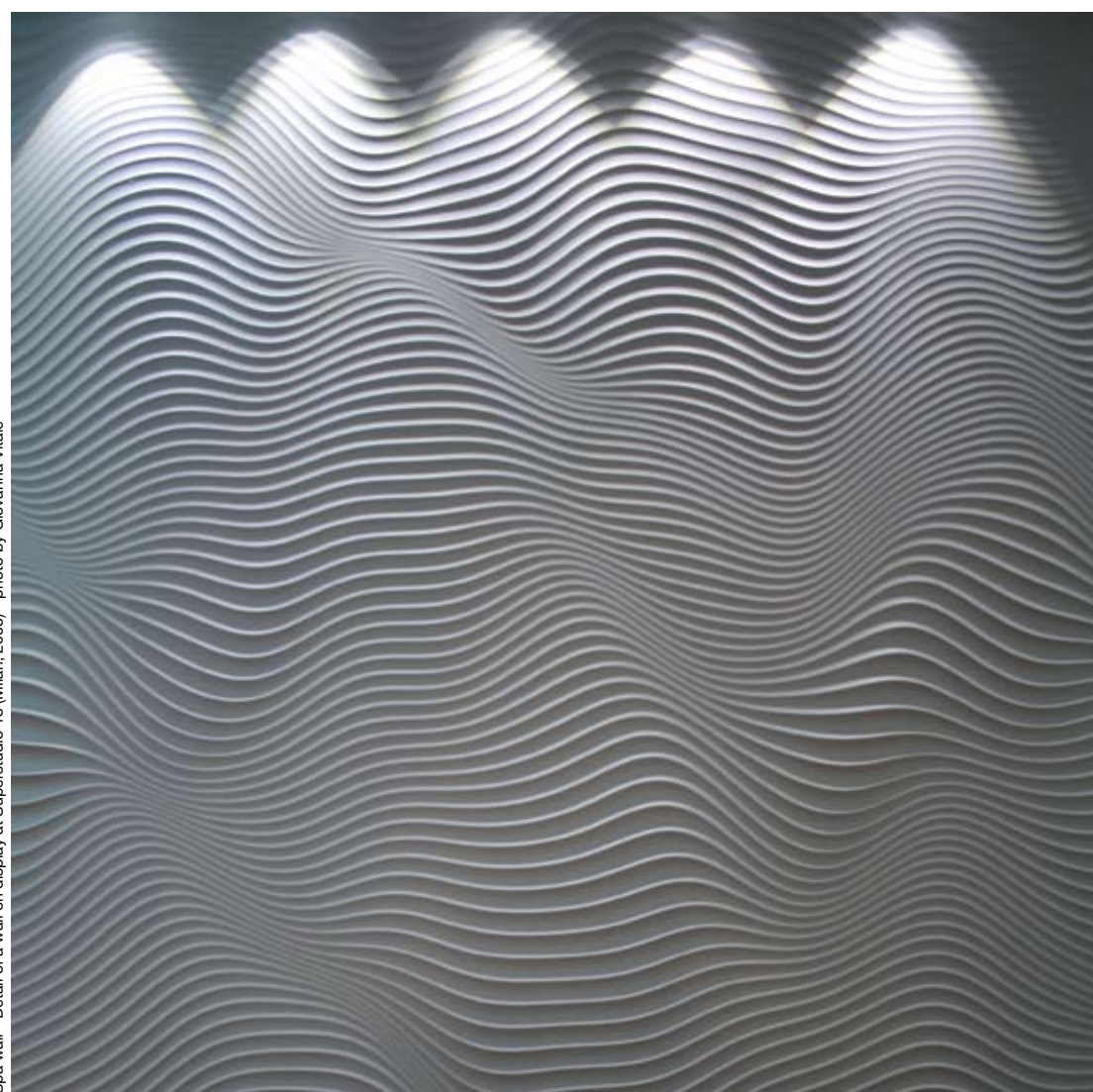


MUSEI DI CARTA

An optional for Temporary Museum

BasementF / Superstudio Più

Aliantedizioni presents an interesting proposal curated by Alessandro Loschiavo, involving twenty designers, among which many young talents, and the master Riccardo Dalisi, who together have studied as many objects made of paper and cardboard, designed to be sold in twenty Italian museums, one for each museum. Within the Musei di Carta project there is also a bright card case designed by Laura Affinito, expressly for the Temporary Museum for New Design. A minimal, mobile and recyclable installation, so the exhibition can be easily moved in different venues, curated by Makoto Kawamoto. www.museidicarta.it



Spa wall - Detail of a wall on display at Superstudio 13 (Milan, 2008) - photo by Giovanna Vitale

THE EXHIBITION: LUCA GNIZIO

ARternative: the new life of industrial waste products

Hall / Superstudio 13

Recycled materials, retrieved plates, industrial waste products, household residues and other materials - bound to remain forever in the cursed spots holding the relics of our lives - become, in the hands of the young designer Luca Gnizio/FordesignFor, new creativity instruments, in a research that distances itself from the serial, beautiful, polished, sophisticated, reassuring, expansive object, to offer chairs, lamps, armchairs, unique, controversial, artistic, romantic, disturbing, inquiring pieces. The ARternative exhibition invites to simply reflect, to critically think, to embark upon a mental path that will help us to go back to simple gestures, from selecting an object to get rid of the surplus. The exhibition is organized by Superstudio in collaboration with the M.A.T. Milano Altri Talenti Association. www.fordesignfor.com



SELECTED OBJECTS: GOOD SHAPES AND NEW FUNCTIONS

Studio 7 / Superstudio 13

A small selection of objects with unusual shapes, telling the new aesthetic lessons and suggesting other functions.

CUBE ON CUBE. A strong sign, angular shapes, solid stratifications - which do not require tools to be assembled - constitute the basis of the pieces in natural wood, that can be dismantled, reminiscent of ancient traditions, by the Swiss company Cube on Cube, designed by Sandra Rijke and Désiré Engelen (picture 1). www.cubeoncube.com

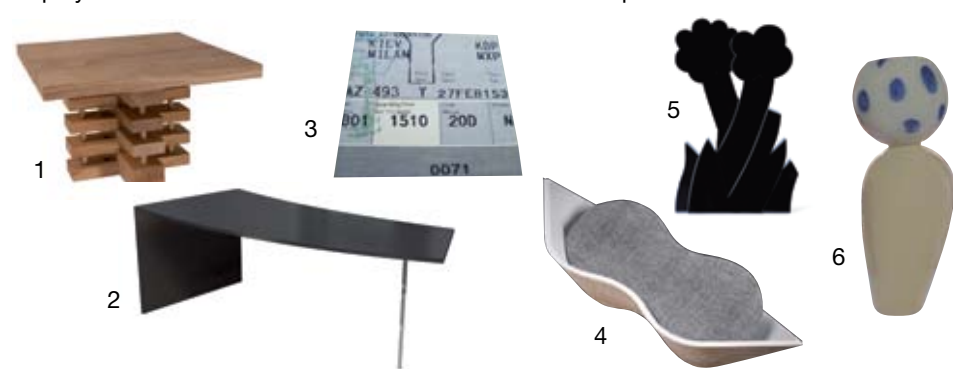
LAYUP CARBONIO. Stylized lines, high technology, composite materials in carbon fiber. Minimum depth and maximum resistance for design pieces redefining functions (picture 2). www.layupcarbonio.com

PIERPAOLO PITACCO. Cultural affinities and double function, between art and consumption, for the carpets of the Twins series, created by the designer-artist Pierpaolo Pitacco, renowned art-director (picture 3).

RYSZARD MAŃCZAK. Winding geometries and joint interplay for tables and sofas inviting to be tested, created by the Polish designer Ryszard Mańczak for some national companies (picture 4). www.ryszardmanczak.com

SLIDEART. Flavio Lucchini's limited edition mysterious black flower for Slideart functions both as culture and a private booth (picture 5). www.slideart.it

COSTA CROCIERE WITH VENINI. Irregular and evocative shapes for the three designer vases by Venini, where flowers find new arrangements, designed by the architect-artists Casagrande-Recalcati (picture 6), Flavio Lucchini, Emanuela Venturini, that will be put on display on the new Costa Fascinosa boat. www.venini.it/public/home.htm



WELCHOME

ThefirstMallforddesigndiscounts

MyOwnGallery 2 / Superstudio Più

With a temporary lounge to tell reality, placed right at the entrance of Superstudio Più, the first discount-mall, devoted to the distribution of Italian quality products for the contemporary home, opens in Santhià, between Milan and Turin. In a glass and steel building, on a 14-thousand-square-meter surface, WelcHome hosts forty stores of important and renowned brands (the number is bound to increase), ranging from kitchens to upholstery, from textiles to fancy goods, from furniture to décor objects, beside restaurants, a bookshop and other opportunities to enjoy culture or relax. On the Milan-Turin highway, exit Santhià.



THE LISSONE MUSEUM CONTEST

Street furniture, 4 winning ideas

Outdoor 24 / Superstudio Più

165 designers under 36, coming from 26 countries from five continents, answered to the call for bids of the Street Furniture contest for the 2011 Lissone Design Award to design a new generation of urban furnishings. The winner is an Italian eco-sustainable project: "Green Connection", design by Alberto Manzoni, Arianna Vignati, Valentina Riveccio, Valentina Lollo and Marina Caramagno, on display along with the other designers who ranked in the first four places. www.museolissone.it



DEJANA KABILJO

Political Design: Occupy!

Outdoor 3 / Superstudio Più

Hot question: does design answer to political needs? The designer-artist Dejana Kabiljo attempts to do this with "Occupy My Couch", a solution for indignados, occupiers, supporters of different movements. The long mattress for public and private sit-ins is interactive, provocative, funny, aesthetic and sexy. www.kabiljo.com



MAGLIETTEFRESCHE

The Temporary Museum's t-shirts

SuperstudioShop 16B / Superstudio Più

What can be better than an evocative t-shirt? The "Superstudio Collection" t-shirts and shopping bags, produced expressly for the 2012 Temporary Museum, feature brief aphorisms, taken from the great intellectuals and architects of all times, from Gropius to Castiglioni, from Plato to Giò Ponti, the same displayed all around the exhibition path. The items, from a collaboration between Superstudio Group and Magliettefresche, are on sale in the temporary Superstudio-shop, arranged in the container bestlocation. www.magliettefresche.it



PORSCHE e ALCANTARA

Innovative and polished

Outdoor 6B / Superstudio Più

The perfect fusion of technology, elegance and design lies at Superstudio in the Cayenne S Hybrid by Porsche, with interiors by Alcantara®. Sustainable luxury for an engine that succeeded in renewing itself: in this project and in "The future landscape", still on display, the sustainability is the underlying thread for Alcantara®, certified by "carbon neutral". In just one year, it reduced by 49% carbon dioxide emissions coming from the material production process. www.alcantara.com

THE EXHIBITION: SLIDEART

Architect's sculptures

Spazio Ansaldo/Piazza Bergognone

Sign Off Design is the original initiative presented during the 54th edition of the Venice Biennale, curated by Luca Beatrice, offering a new perspective on artists and designers' work. 22 famous names between art and design face one another in a sculpture exhibition that employs all the most advanced industrial technologies: among the architects Alessandro Mendini (see picture), Karim Rashid, Marc Sadler, Denis Santachiara, Alessandro Guerriero. Sign Off Design is the new artistic project by Slide, international leading company in the multi-faceted outdoor design, now also engaged in the art-publishing field. www.slideart.it



DESIGN DAYS DUBAI

An appointment with art-design

Dubai - march 2013

The first appointment with art-design in Dubai has just successfully ended and it is bound to become a not-to-be-missed event and to tie an even closer collaboration between Design Days Dubai and Superstudio.

Its characteristics: the high quality of the products on display - some truly exceptional -, several international galleries, among which the Italian Paola and Rossella Colombari and Nilufar (see picture). All the best to the director Cyril Zammit for being able to cast a different glance on the design mingled with art. See you in March 2013! <http://designdaysdubai.ae>



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Collaborators: Sara Valentina Barzaghi, Valentina Beretta, Anna Bergamo, Gloria Beruschi, Giulia Borioli, Tommaso Borioli, Giorgia D'Apollonia, Roberta Denti, Alessandra Di Consoli, Chiara Ferella Falda, Dario Negri, Flavio Lucchini, Maria Luisa Molinari,

Elena Pardini, Giulia Parodi, Danilo Pasqua, Francesca Porrini, Daniela Riccio, Michele Ronzulli, Santa Solano, Walter Terzini, Alberto Vittone.



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VALENTIN VODEV

Easybike

Outdoor 4A / Superstudio Più

Small, light, funny, functional: it is the three-wheeled electric bike presented by Wiener Valentin Vodev for short urban distances and as a quick means of transportation between the Temporary Museum halls. <http://cycleeco.com>



THE EXHIBITION: ABSTRACT

Giovanna Vitale's pictures

Hall / Superstudio 13

A sensitive eye, attention to details, a strongly aesthetic culture: this is how are born the beautiful pictures of "Abstract" by Giovanna Vitale, who, in the previous design editions of Temporary Museum for New Design, has caught with her camera fragments of furnishings or installations and turned them into abstract pictures for the exhibition devoted to her, organized by Superstudio in collaboration with the no profit association M.A.T. Milano Altri Talenti and with the contribution of Spazio81, top workshop for fine art prints. 150 highly suggestive subjects to be in seen, partly on display in the hall of Superstudio 13 and integrally in the digital totem. Some of the exhibition pictures are published on a large scale in these pages.

Light threads - Detail of the Canon exhibition at Superstudio (Milan, 2011) - Photo by Giovanna Vitale