

SUPERSTUDIO presents  
Temporary Museum  
for New Design 2013

MILAN → DUBAI



Downtown Design Dubai

www.downtowndesign.com

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#### OPEN DOOR TO THE MIDDLE EAST

It is a great honour to bring to Downtown Design, staged for the first time in the heart of Dubai (29 October - 1 November), the Temporary Museum for New Design, highlight of the Fuori Salone during the Design Week in Milan, the historic capital of international design. Launched in 2001 by Superstudio Group, at Superstudio Più, its spacious cultural and exhibition centre dedicated to innovative events spanning the fields of art, fashion and design, and revamped in 2009 with the format 'less fair and more museum', the Temporary Museum explores the new confines of global design, paying great attention to research and quality, to new talents, to technological progress and crossovers with art. In its galleries international brands, great architects and young designers present their new creations with exciting and interactive installations that always have a powerful impact, as in a contemporary museum. We are delighted to present in Dubai some pieces of Iconic Design representing different sectors to which good design adds value, exploring the phenomenon of 'made in Italy' or new frontiers of design like Poland, which is attracting attention thanks to the talent of its designers. In a black and white installation with touches of colour, the Selected Objects are chosen among those taking part in the latest editions of the Temporary Museum in Milan.

Gisella Borioli



#### THE FUTURE IS AT SUPERSTUDIO

Great international brands, such as Hyundai, Samsung, LG, Canon. Masters of design such as Jean Nouvel, Tom Dixon, Marcel Wanders, Massimiliano Fuksas and Campana brothers. Young talents such as Marteen Baas, Fabio Novembre, Nendo who made their debut here, with their experimentation. Renowned brands setting new trends. Young brands aiming at positioning among the VIP. Producing countries historic capital cities and new frontiers.

National collectives or representative firms. Superstudio with its Temporary Museum is the ideal stage for the great spectacle of design taking place one week per year in April, in Milan, in the great Fair called "I Saloni" and in the phenomenal "Fuori Salone" in the city of Milan, of which Superstudio has been promoter.

**"AN ABSOLUTE MUST... THE HUB OF FUORISALONE... THE EVENT DEDICATED TO RAISING THE PROFILE OF NEW AND EDGY DESIGNERS". (THE FINANCIAL TIMES)**

#### NEXT EDITION 2014 IS WAITING FOR YOU

Unmissable stop of the Design Week itinerary, "Temporary Museum for New Design" by Superstudio is the perfect container for any expectation: high value contracts in all world's currencies, encounters changing the history of a firm or of a person. Numbers are self-explain-

ing: 120000 visitors, 3000 journalists, 40 exhibitors, 100 young designers, 10000 expositive sq.m. and many services to make the visit easy and pleasant.

Exhibiting at the Temporary Museum is easy. Are you a great firm, a small manufacturer, an architect, a designer, a master craftsman, a buyer, a visitor, an artist? Ask for the application form or info at [info@superstudiogroup.com](mailto:info@superstudiogroup.com) [design@superstudiopiu.com](mailto:design@superstudiopiu.com)

### 3 Questions to GISELLA BORIOLI

Ceo of Superstudio and Artistic Director of the Temporary Museum

*Coming in the Middle East with your Temporary Museum what expectations would you have of the region?*

I think the Middle East market, after so many economic, architectural and cultural progresses, is now ready to appreciate the most innovative and smart design, which values quality and research, not only evident luxury. I personally witnessed, in the last seven years, an improvement in taste both in the field of arts and design, adding new values to an increasingly mature region.

*Why did you decide to participate in the Downtown Design event?*

First, it has been love. I fell in love with Dubai since the first time I visited it, in 2006. I was struck by its history, its energy, its courage, the mix of nationalities, ethnicities, religions, cultures, the Oriental-Occidental lifestyle, the respect for tradition coexisting with the future vision. Being at Downtown Design is a way to participate to this tremendous impulse.

*What benefit do you see by attending the show? What do you expect to get out of it?*

There are things you don't do for an immediate commercial return. Superstudio doesn't sell furniture, it creates innovative events instead and the Temporary Museum for New Design is the most important of them. A "less fair and more museum" format to present in an innovative and spectacular way what's new in design, with a continuous search for new brands, new designers, new ideas, new tendencies. I'm interested in presenting this concept in Dubai and I hope a fruitful and broad cooperation will arise for the years to come.

*"The aesthetic and technological quality of the buildings of Dubai, of its skyscrapers is extraordinary in itself. It's appropriate for such beauty to be accompanied by tasteful and high quality furniture, characterized by a high cultural level and signed by great designers in the world."*



### 3 Questions to CRISTINA ROMELLI GERVASONI

Fair Director of Downtown Design Dubai

*What does Contemporary Design represent at this moment in Dubai and what is the outlook?*

Dubai is changing profoundly, and showing a great interest in design. The last few months have seen the opening of showrooms by Poltrona Frau, Cassina, Cappellini, Armani House and B&B and stores like The Ikon House with brands such as Vitra, Fritz Hansens and Comptoir 102. Dubai is a hub for the whole of the Middle East and Africa, one of the regions that have seen the fastest growth in the number of hotels and airports.

*Why have you invited Superstudio to bring its "Temporary Museum" and what are the prospects for the future?*

Superstudio is the "cornerstone" during Milan's Salone del Mobile and we believe that it's important to offer our visitors an international perspective. For us it is a great privilege to present the Temporary Museum in Dubai.

*There is talk of a future City of Design? What is the plan?*

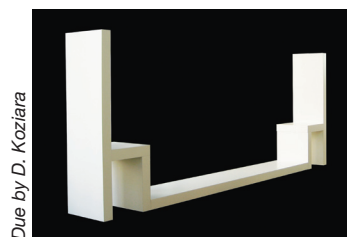
The Design District wants to be the natural destination for companies specializing in luxury goods, fashion and design that today are located in different parts of Dubai. The objective is to house the best design in residential spaces, offices and boutique-hotels, including ones conceived for this purpose.

*"Downtown Design is a new trade fair that carefully selects the companies that take part in the event, coming up with new responses to the needs of the company and the market."*



# Iconic Design

Selected Objects. The good design is everywhere. Chosen by Superstudio, innovative, stunning, last proposals from the "Temporary Museum for New Design 2013"



Due by D. Koziara

## Public Space ASTRINI DESIGN

**Design:** Due by Dorota Koziara

Astrini Design is a new brand, associated with the renowned company Astromal, who has been present on the market for over 30 years. Astrini Design seeks to create a beautiful, modern form, strong line that will make the world more interesting and will reveal the new horizons in harmony with ergonomics, safety and functionality, important components of good design. Astrini Design produces two collections for public spaces: Due design by Dorota Koziara and City Alphabet design by Michal Bartkowiak and Piotr Welniak.

[www.astrini-design.pl](http://www.astrini-design.pl)

Swieciechowa, Poland - Ph. +48 65 529 91 91

[studio@astrini-design.pl](mailto:studio@astrini-design.pl)

## Beauty Saloon and spa MALETTI

**Design:** Kromo Wash, Spring Waterfall by Maletti Design Team

Since 1936 Maletti has been a by-word for design, innovation, technology and passion. The wish of both appearance and functionality, has driven Maletti in its choice of working with famous designers as Philippe Starck, Borek Sipek, Claudio Silvestrin, Ross Lovegrove, Christophe Pillet, and others besides. Kromo Wash is a hair wash unit that groups a relaxing, anti-cellulite, lymph drainage massage and an integral pressure therapy with chromo-therapy. Spring Waterfall is a tub with light and water games.

[www.maletti.it](http://www.maletti.it)

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Kromo Wash by G. Maletti

## Ceramics and Tiles

### TAGINA CERAMICHE D'ARTE

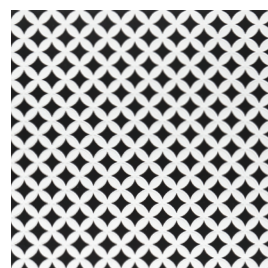
**Design:** Tagina Skyline by Loris Cardoni

A real ceramic system to furnish with renewed elegance the residential living spaces and ideal for contract projects with a strong personality. The colour, the decors and the contrasts of the collection Déco d'Antan can offer a great visual lightness and compositional freedom. The geometrical patterns and the engraved floreal decors exalt the surface giving smooth to the touch and precious on view thanks to the skillful mix of the glazes and the grit powder. Tagina always proposes innovative products characterized by high quality standards.

[www.tagina.it](http://www.tagina.it)

Gualdo Tadino (PG), Italy - Ph. +39 075 91471

[angelo.bori@tagina.it](mailto:angelo.bori@tagina.it)



Tagina Skyline by L. Cardoni

## Sitting

### CRJOS DESIGN MILANO

**Design:** Ink by Rita Rijillo

A fluid brushstroke that rewrites the functional logic of the chair. Ink is a new synthesis between form and function, unusual, quality-oriented for purpose, pointing towards new aesthetic trends. Crjos Design Milano creates ideas in furnishing and accessories for residential and contract using materials of excellence: stainless steel manually polished to a mirror finish, the best Italian leathers. The collections are designed and built to survive the evolutions of style.

[www.crjosdesign.com](http://www.crjosdesign.com)

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Ink by R. Rijillo

## Office furniture

### LANDOR

**Design:** Raptor RT01 by Sotyrys and Aleksander Pantopulos, Bufa by Monika Elikowska Opala and Wojciech Opala

Landor Polska is a company which produces and distributes products of unique design. Cooperating with renowned designers, who are often awarded for their exceptional achievements, the company launches in the Polish and foreign markets furniture which enchants with its design. Landor focuses on innovativeness, seeking new forms and applying traditional materials in experimental ways. The Bufa armchair received a Top Design 2013 award at Arena Design.

[www.landor.com.pl](http://www.landor.com.pl)

Kraków, Poland

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Raptor RT01 by S. and A. Pantopulos

## Outdoor/Indoor

### SLIDE

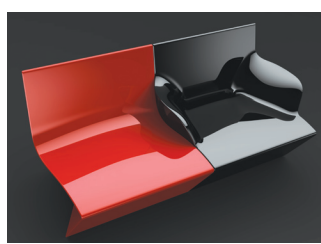
**Design:** Blos by Karim Rashid, Kami Ichi by Marc Sadler, Cubic Yo by Giulio Cappellini, Chubby by Marcel Wanders, Tao by Guglielmo Berchicci, Pivot by SLIDE Studio

Seats, tables, lamps, vases, bookcases and other items creating a unique suggestive atmosphere. Innovative, diverse and constantly updated products with a clean ironic design: not simply furnishing items but products which radiate light. There are three constant elements in SLIDE production: the simplest plastic material - polyethylene -, the production technique - rotational moulding - and the creativity of the famous Italian and international designers.

[www.slidedesign.it](http://www.slidedesign.it)

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Mob. +971 50 658 1641 - [www.desertriver.com](http://www.desertriver.com)



Kami Ichi by M. Sadler

## Lighting

### ZAVA

**Design:** 1962 and Ociu by Franco Zavarise, Arianna by Paolo Ulian & Caterina Di Michele

Franco Zavarise combined his extensive experience in metalworking with a great passion for lighting. A collection of lamps with a clear-cut personality, whose uniqueness lies in the blend between the hardness, consistency and expressive power of iron and the impalpable lightness of light. Zava's view of the world, is practical and visionary at the same time, where ethics and aesthetics come together with respect for man and the environment.

[www.zavaluce.it](http://www.zavaluce.it)

Top Décor: Mr. Amer Askari

Dubai, UAE - Ph. + 971 2 645 8068

Mob. + 971 50 611 9646

[decortop@emirates.net.ae](mailto:decortop@emirates.net.ae)



1962 by F. Zavarise

## Contemporary Art

### SLIDEart - FLAVIOLUCCHINIART

**Sculptures:** Here by Alessandro Mendini, L'alieno di Vitruvio by Denis Santachiara, My Flower and Totem by Flavio Lucchini

Where art, design and fashion join together. SLIDEart is an art editor that is brand new for concept and placement, born in the industrial context and developed in the artistic world. The project includes many great designers working as artists. All the small architectural sculptures are by Flavio Lucchini, living between Milan, Paris and Dubai.

[art.slidedesign.it](http://art.slidedesign.it)

[www.flaviolucchiniart.com](http://www.flaviolucchiniart.com)

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Totem by F. Lucchini



Here by A. Mendini

Iconic Design/Selected Objects is a project by Gisella Borioli, with the artistic direction of the architect Giulio Cappellini and the cooperation of Dorota Koziara for the participation of Poland. An initiative by Superstudio Group in cooperation with SLIDE, Milan and Desert River, Dubai, for the support on the premises. We thank Cristina Romelli Gervasoni and Art Dubai Fairs LLC. E-mail: [design@superstudiopiu.com](mailto:design@superstudiopiu.com), [info@superstudiogroup.com](mailto:info@superstudiogroup.com). Website: [www.superstudiogroup.com](http://www.superstudiogroup.com).

## 3 Questions to GIULIO CAPPELLINI

Architect, Designer, Talent Scout and Art Director of the Temporary Museum

*What is the difference between the Temporary Museum and other design fairs?*

Temporary Museum aims to be a 'receptacle of ideas and tendencies' proposed by designers and manufacturers from various parts of the world. It doesn't matter whether the designer is a star or a novice taking his or her first steps in the field or the manufacturer is a large multinational or a small workshop. What matters is the quality of the ideas. This is what makes it different from trade fairs that often take in everything without any kind of selection process.

*What are the lines of your art direction that make a difference?*

Clarity, coherence, simplicity and internationality are the guidelines I follow in my art direction of the Temporary Museum. Installations with a powerful emotional impact reach the end consumer as well as operators in the sector in a quick and clear way.

*The Temporary Museum is open to big names and young talents. How are the two reconciled and how is the scouting done?*

I don't care whether a designer is twenty or eighty, whether he was born in Sidney or Milan. What counts is whether his work is able to make us dream. I travel a great deal and it is easy for me to find new talents all over the world.

*What do you think about the proliferation of design museums in the world? Is design a form of art?*

It's very important to promote design in the world by bringing it to the public's attention, getting it to understand the value of original designs. But if we want to do a good job we need to keep the concept of quality in its various styles and facets at a high level.

*"True design, the kind that lasts and brings us joy, is undoubtedly a form of art."*

## 3 Questions to GIUSEPPE COLONNA ROMANO

Ceo of Slide Design and passionate about art, promoter of SLIDEart

*In just a few years Slide has become a leading manufacturer of plastic furniture produced using the technology of rotational moulding. How did this sensational growth come about?*

We were the first in the world to have the idea of developing a complete range of luminous furniture that comprises tables, seats, bar counters, vases and decorative objects that have made it possible to change the setting of events, public establishments and gardens. Before we started on our production, luminosity was limited to floodlights, spots and other light sources that were not part of the furnishings and served only to illuminate. With the new luminous furniture the atmosphere has become 'magical'.

*Alongside industrial production, you personally oversee a section of contemporary art with sculptures entrusted to famous architects or artists that often utilise technologies for the manufacture of furniture. Is it business or the fulfilment of a personal desire?*

New initiatives usually arise out of an intuition, a personal passion or a market requirement. In coming up with the concept of the SLIDEart collection, there was certainly a mix of all this. Our expertise in technologies for the utilization and working of plastic has allowed us to make original sculptures with a remarkable visual impact. And then the reputation and expressive capacities of well-known artists and designers did the rest.

*In what way does art influence design and vice versa?*

An ever greater number of artists are proposing objects and pieces of furniture that are mass-produced by various companies. Designers on the other hand are increasingly ready to express themselves with products made in limited numbers, because the art market today is willing to promote products created by famous designers.

*"Today the borderline between art and design has become invisible"*

