



SUPERSTUDIO MAGAZINE

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25 YEARS OF DESIGN by Gisella Borioli

In 1983, the founders of what would become the most iconic group in the representation of events and creative, technological, and forward-thinking practices realized, from their first headquarters—"Il 13" in Via Forcella—that the "Zona Tortona" had great potential and could become the heart of a new Milan. Years later, the former working-class and industrial area has become a vibrant center of ideas and opportunities, a focal point for fashion, design, art, as well as social development. The vision of a creative and exhibition district has been fully realized. In today's Tortona District, major fashion brands coexist with seven museums, cultural centers, photography studios, theaters, arthouse cinemas, countless restaurants, repurposed spaces turned into event venues, design hotels, modeling and communication agencies, and a population of young people looking ahead. The challenges of the years have not slowed its development; on the contrary, they have stimulated new ambitions. Twenty-five years after the first event that anticipated the phenomenon of "diffused design," born precisely at Superstudio Più, a new step is taken. This anniversary is celebrated with a special edition of art and design taking place across three of our Milan venues with three projects: Superstudio Più with SuperNova, Superstudio Maxi with SuperCity, and Superstudio Village with SuperPlayground. And with a major opening party featuring, among many creatives, the extraordinary anti-gravity dance performance by choreographer Yoann Bourgeois. Once again, we will amaze you.

WELCOME BACK MARCEL WANDERS!

Marcel Wanders returns to where it all began: Superstudio Più. It was 2001 when he debuted as an unknown young talent; today he comes back as an established rockstar of international design to celebrate 25 years of Moooi. He does it in grand style, with a mega silver celebration: a spectacular installation of over 1,000 square meters that transforms the space into a symbolic narrative, a sort of manifesto of his imagination. It gathers, celebrates, and relaunches iconic objects and products, reinterpreted—starting with the modular Peak Sofa, Moooi's bestseller. There is no nostalgia—there is, once again, the same drive and ambition of Marcel to surprise, move, intrigue, and above all provoke. Interview on the new Marcel Wanders is on page 5.



LEXUS. INTIMATE EMOTIONS ON FOUR WHEELS

"SPACE" reflects on contemporary mobility and transforms the car from a means of transport into an intimate and fluid space that travels with people.

Lexus presents one of the most sophisticated and sensitive reflections on contemporary mobility with "SPACE," an installation that goes beyond the technical dimension of the automobile to question the very meaning of movement—no longer, or not only, as a transfer from a starting point to a destination, but as a journey made of experiences, emotions, and perceptions. The protagonist is the new LS Concept, placed within a 360-degree immersive environment that dissolves the boundaries between vehicle and space, transforming the car into a "space that moves with people"—a fluid place designed to generate comfort and serenity for the individual it hosts. Movement thus becomes a mental experience, as well as a physical one. In parallel, the project "Discover Together 2026" further expands this exploration, inviting four creative teams to reinterpret the theme "Discover Your Space" through a radical rethinking of the rear seat of the LS Concept, which becomes a ground for experimentation and storytelling—a sort of private, silent, and contemplative sanctuary. A vision emerges in which luxury coincides with the quality of experience, and the car evolves into an intimate space capable of accompanying the individual into a new dimension of travel.



SAMSUNG ELECTRONICS. LOVE-DESIGN IN PROGRESS

The electronics giant explores the most human side of innovation, with an installation centered on emotions and everyday life.

From technological efficiency to a love for creativity. Almost counterintuitively, hi-tech giant Samsung Electronics presents "Design is an Act of Love," an installation that shifts technology's focus toward the more intimate and relational dimension of design.

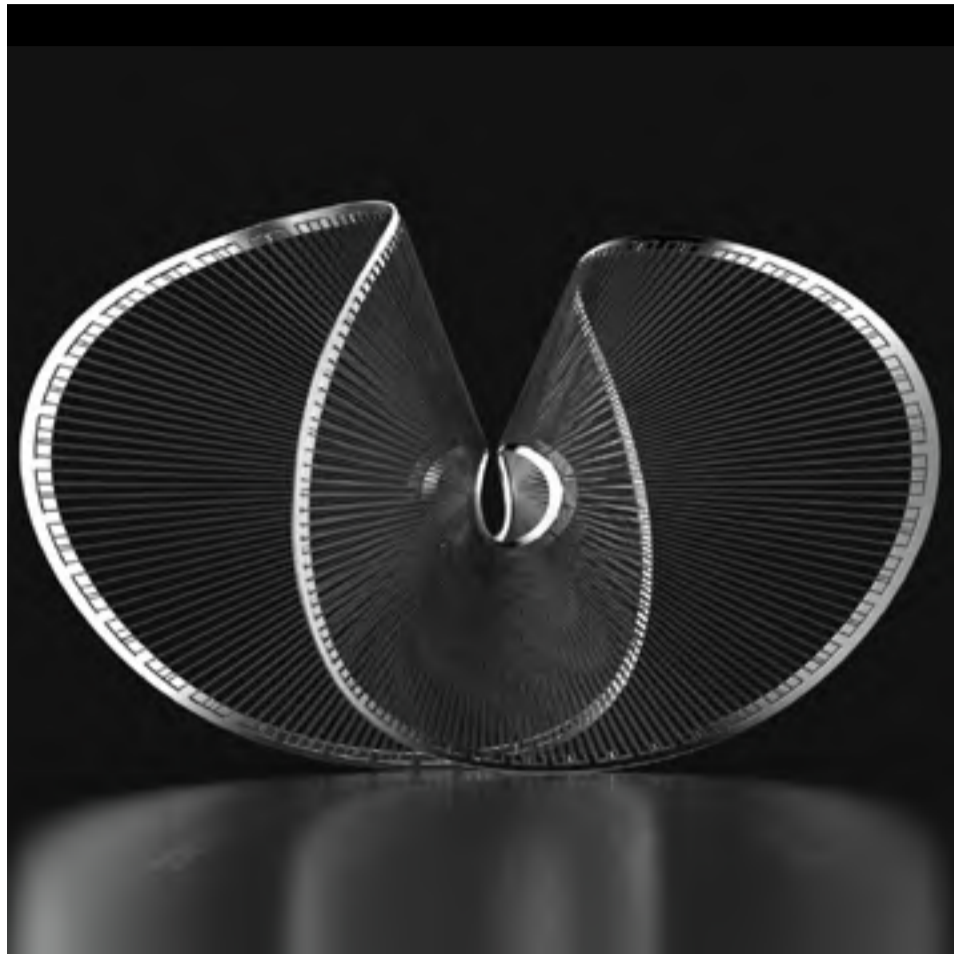
Inside the Samsung Design Open Lab, conceived as a work-in-progress laboratory, visitors are invited into the heart of the creative process, exploring experimental concepts, prototypes, and products that reflect an increasingly human-centered approach. This is not a simple exhibition but a narrative in which design translates everyday gestures and needs into experiences and emotions.

Here, technology loses rigidity and becomes fluid, serving people. The intentionally evolving journey conveys a clear vision: the future of design is not only functional innovation, but also the creation of connections between objects and people. To reinforce the concept, a Design Talk on April 22 focuses on new trajectories uniting design and humanity, confirming Samsung's role as an interpreter of cultural as well as technological change.



SuperNova.

ROSS LOVEGROVE, TOYO ITO, ANKON MITRA. THREE ARCHISTARS FOR THREE VISIONS OF THE FUTURE. CREATIVE, COURAGEOUS, FREE TO THINK, DESIGN, AND MOST IMPORTANTLY, DREAM AND MAKE OTHERS DREAM.



KARBONY. ON THE EDGE OF CARBON BY R. LOVEGROVE + HIDEO SHIMIZU

KARBONY unveils "Infinity," an experience played on the edge of... carbon. Intertwining lightness and geometry, the carbon fiber thread becomes living material, and space is animated with new perspectives and light plays. Ross Lovegrove presents Gabo 2.0 and Stereometric Method—sculptures where volume arises from air, strength manifests without weight, and creativity soars. Hideo Shimizu contributes with his Infinity bathtub.

NEXT125. AUTHOR KITCHENS BY ANKON MITRA

Superstar Ankon Mitra enters the world of next125 kitchens and presents an installation in Milan inspired by "oritecture," a fusion of origami and architecture.

This debut marks a focus on experimentation for the next125 kitchen universe. The company inaugurates a collaboration with Ankon Mitra, the renowned architect and sculptor from Delhi. For the occasion, Mitra draws inspiration from the concept of oritecture, a dialogue between origami and architecture, and presents "UN:FOLD", a dynamic folded aluminum installation. Surrounding a circular pavilion, it shifts perspectives and light, transforming rigid materials into fluid forms. Precision, emotion, and experimentation merge in a harmonious dialogue between design and art.

DESIGN ASSOCIATION. HOUSE OF THE HEART BY TOYO ITO



Generations come together to explore the concept of home. Children and star architects reflect on what it means to live today, balancing affection and imagination.

Welcome to "One Earth – The House of the Heart." What if a home were not just a place, but a feeling to be designed? Visionary Toyo Ito goes beyond merely answering the question. With One Earth – The House of the Heart, he invites 100 children from Japan and Europe to shape their ideal homes, free from rules and conventions. Alongside them, Ito and architects such as Kazuyo Sejima and Sou Fujimoto do the same, designing futuristic studios. The dialogue between in-

nocence and design genius restores to the home its meaning, poetry, emotion, and vision for the future.



Ross Lovegrove



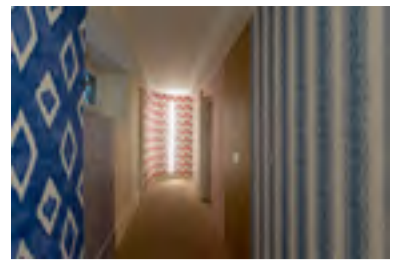
Ankon Mitra



Toyo Ito

C&C MILANO. TOUCH ME

When digital reality surpasses imagination. With "The Tactile Atelier," C&C Milano, renowned for its refined fabrics blending tradition and contemporary style, explores the relationship between material and technology. This is achieved through an immersive installation: a sophisticated LED wall recreates in 3D the spaces of the apartment at Via Brera 7. At the center stands the "Designer of the Future Table." Surrounding it are cubes covered in fabrics that transform virtual surfaces. Visitors are immersed in the space and become protagonists of a phigital experience that emphasizes the primacy of touch, complemented by a digital book about the brand.



ABKSTONE. PAOLA NAVONE CHEF

From star architect to super chef. Paola Navone steps into the kitchen—or rather, designs it—with Otto Studio, creating "SupeRavioli Bistrot," an elegant and immersive bistro dedicated to filled pasta. The installation celebrates the innovation of ABK-Stone's large gres slabs and introduces visitors to Cooking Surface Prime technology: an invisible induction system that optimizes space, amplifies creativity, and encourages conviviality.



INDIGO DESIGN. BEYOND GRAVITY

Japanese designer Satoshi Kan, leading Indigo Design, presents an immersive exhibition showcasing the brand's new furniture collection, which blends minimalism, elegance, and irony. The forms are dynamic, emphasizing the lightness of lines and the quality of materials. Featured in the collection is the new Gravity Chair (photo), a delicate seat whose soft curves defy gravity.

PASTOE. NEW CHAPTER

In the project "New Chapter for Pastoe," the historic Utrecht company reaffirms its identity through a collection that combines formal rigor with contemporary vision. From pioneers Cees Braakman and Aldo van den Nieuwelaar to icons Gerrit Rietveld and Martin Visser, a dialogue emerges between memory and innovation, where materials and functionality define interiors and furniture characterized by a timeless aesthetic.



FORUM8. LANDING ON THE MOON

"Experience The Moon. Design the Future": a name, a program. Or rather, a futuristic project bridging engineering and design, in which FORUM8 presents cutting-edge Japanese engineering software solutions. Dedicated to disaster prevention, environmental protection, and the development of social infrastructure, these solutions immerse visitors in a space so advanced and engaging that it feels as if they have landed on the Moon or traveled forward in time—light-years ahead.



ISTITUTO MARANGONI MILANO DESIGN. AI-MAGE AND SUBSTANCE

Farewell to Artificial Intelligence as an invisible, abstract entity. With "Domestic Oracles," students from the Master's in Product & Furniture Design at Istituto Marangoni, in collaboration with Alessi and the Italian Institute of Technology, give it tangible form. The result is a collection of home objects that can be seen, touched, and used. These poetic artifacts interact with those who inhabit them: they become perceivable. In other words: beyond AI-magination, there is substance.

THAILANDIA SHOW

It's more than a fair, and more than an exhibition. "Heritage Reimagined: The Futuristic Thai Crafts Evolution" by Slow Hand Design is a collective exhibition dedicated to Thai tradition and culture. Objects, decorations, and handcrafted products—from ceramic vases to jugs and paintings—as well as works of all kinds, shapes, and materials, tell the full magic of Thailand. And as they parade before the visitor's eyes, they captivate and enchant.



SuperCity.

SUPERCITY IS AN EXHIBITION FORMAT THAT BREATHES LIKE AN OPEN CITY. ITS ELEMENTS COEXIST WITHIN THE SAME LARGE, FREE-FLOWING SPACE, LIKE A VAST, TRAVERSABLE GALLERY. THE SUPERCITY CONCEPT WAS CONCEIVED BY ART DIRECTOR GIULIO CAPPELLINI.



IMAGINING THE CITY

An urban poem takes shape at the intersection of architecture, design, and vision. A collective exhibition curated by Giulio Cappellini transforms imagination into reality.

Serving as the starting point of the SuperCity project, the exhibition constructs a narrative of virtual architectures and evocative suggestions, where every element contributes to shaping an ideal city suspended between future and poetry.

Standout installations include Agorà and Abet Tower—both by Cappellini and featuring the refined decorative surfaces of **Abet Laminati**, ranging from vibrant hues to neutral shades. These interact with another intervention, also developed by Cappellini in collaboration with **Artelinea**, exploring the relationship between urban architecture and domestic space. Surrounding these installations, an interior design project comes to life: high-design furnishings from **Cassina** and **Living Divani**, **Moroso** seating, the curved, soft-toned sofa from **Boffil|DePadova**, geometric wooden chairs by **Foppapedretti**, and the **Magis** triptych—table, sofa, and bench. Details complete the experience: linens and textile accessories by **C&C Milano**, state-of-the-art equipment from **Technogym**, lighting by **Icone Luce**, and ceramic sanitary fixtures—wall-mounted or suspended, always light and minimal—by **Flaminia**. Elegant furniture by **Gebrüder Thonet Vienna** dialogues with unique **Jaipur Rugs**—crafted over months—alongside colorful jugs and glasses by **Mario Luca Giusti**, soft poufs from **Zanotta**, bright trolleys from **Zoom Bags**, and the legendary 500 Spiaggina, a Fiat 500 by **Garage Italia**.

WHEN DESIGN BECOMES ART

Everyday objects and materials are transformed into stunning installations.

“When Design Becomes Art” is a collective exhibition that reinterprets common objects as true works of art. Surfaces, materials, furnishings, and accessories take center stage, transforming both the space and the viewer’s perception. On display are pieces that straddle the line between art and design, created by **Abet Laminati**, **Alexandre Fontani** and **Edoardo Cassina**, **Artelinea**, **Flaminia**, **Hsiang Han Hsu** and **Icone Luce**. Together, they demonstrate how design can transcend function to convey emotion and beauty, pushing beyond boundaries in the spirit of pure creative fusion.



PORTRAITS. DESIGN THROUGH THE LENS



An exhibition that creates a dialogue between photography and design, blending irony and memory. Italian design icons are transformed into images.

Dedicated to some of the most important icons of Italian design, “Portraits – fotografia | design” is a one-of-a-kind photographic exhibition: through the lens of Walter Gumiero and curated by Giulio Cappellini, it presents a series of shots interpreting great masters and iconic products from companies that have marked the evolution of design. The images, suspended between lightness, irony, and classicism, are displayed alongside the physical presence of the photographed

objects, generating a direct dialogue between vision and material. This results in a fresh interpretation of contemporary design, capable of weaving together languages, eras, and sensibilities. Featured participants: **Baxter** with **Paola Navone**, **B&B Italia** with **Gaetano Pesce**, **Cappellini** with **Jasper Morrison**, **Desalto** with **Krusin**, **Flexform** with **Antonio Citterio**, **Kartell** with **Ferruccio Laviani**, **Living Divani** with **Piero Lissoni**, **Molteni** with **Gio Ponti**, **Moroso** with **Patricia Urquiola**, **Porro** with **Front**, **Riva 1920** with **Renzo Piano**.

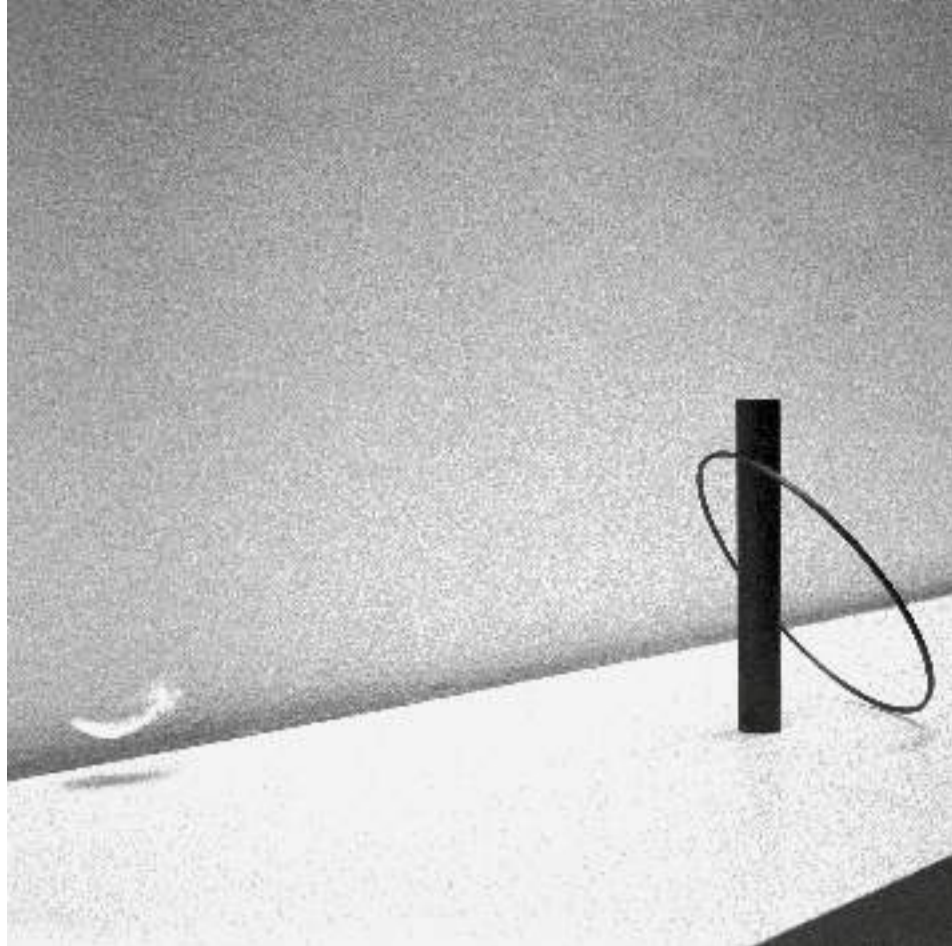
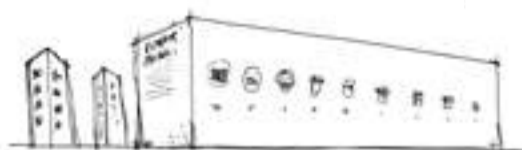
FACES THAT CONTROL THE LIGHT



Difficile innovare sugli interruttori che accendono l’illuminazione de- It’s not easy to innovate on the switches that control lighting in domestic spaces. But the genius Giulio Iacchetti did just that with a playful collection resembling a gallery of small paintings.

With 230 Faces, the **Compasso d’Oro** winner **Giulio Iacchetti** reinterprets the Plana series switch plates by **Vimar**, transforming them into a collection of faces. By involving **37 international designers**, the project gives shape to masks in which the controls themselves become expressive elements.

Set up like an art gallery, the installation invites the public to interact, demonstrating how even an invisible object can gain identity and character.



THE SIGN THAT TAKES SHAPE BY LEONARDO TALARICO

With **MINIMA**, Leonardo Talarico transforms graphic design into a spatial installation. The exhibition creates a dialogue between form and void, construction and subtraction, producing a scene to be experienced like a three-dimensional painting. The show also features products from Cappellini, **MDF Italia**, **Living Divani**, **Trussardi Casa**, and **Henrytimi**, accompanied by the photographic work of **Julia Scribani Rossi**, adding both lightness and depth to the composition.

NEMESI. PERSONAL LUXURY

With **Personal Luxury**, Art Director **Matteo Agati** guides visitors into the world of **Nemesi** interior design, where semi-precious stones and coated metal become sculptural furniture. Tables and furnishings interact through natural textures and pure geometries, evoking primordial landscapes. The installation invites visitors to explore, observe, and touch the materials, spanning residences, hotels, retail spaces, and yachts, offering a sense of discreet, tactile luxury.



ARTELINEA. GLASS AND REFLECTIONS

Along “The Artelinea Walls”, an immersive 200-square-meter path curated by Art Director **Giulio Cappellini**, eight bathroom furniture compositions are displayed, featuring both wall-mounted and freestanding solutions that showcase the versatility of **Artelinea’s** collections, a leading Made-in-Italy company in the sector. Glass, the brand’s signature element, interacts with surfaces, plays with reflections, and transforms perspectives, creating elegant spaces where design and functionality meet.



ISTITUTO MARANGONI. THE CAP CLUB

With **Future City: CAP Club & CAP Spa**, third-year Interior Design students from the **Istituto Marangoni**, in collaboration with **Giulio Cappellini**, explore the future of interiors. **CAP Club** envisions a fluid and transformable social space, while **CAP Spa & Wellness** offers immersive environments dedicated to well-being. Two visions that combine design and technology, redefining the relationship between space, experience, and people.



VISIVA. HIDDEN LIGHTS

Seen, not seen. That’s somewhat the effect created by the curious “**Visiva**” surfaces produced by the innovative and multi-patented **Dinamikatec**, a company leading in integrated lighting within composite or plastic materials and renowned for creating customized lighting solutions that combine aesthetics and functionality. This is exactly what happens with **Visiva**: a wall with embedded luminous texts that appear and disappear, visible and invisible at the same time.



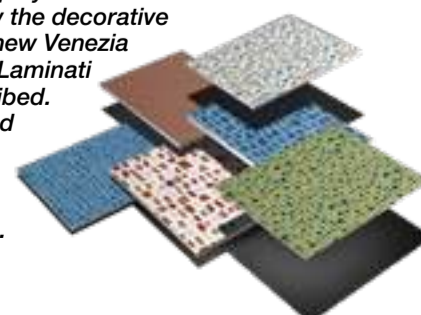
ALESSI. A TABLE FAIRYTALE

With “**Il Tornitore Matto**” (**The Mad Turner**), **Alessi** reinvents sheet turning, an ancient technique at the heart of household objects. Just as the **Mad Hatter** in the story **Alice in Wonderland** interprets the world in his own way, this project challenges industrial processes and technological limits, transforming artisanal skills into surprising contemporary objects, balancing creative freedom with technical rigor.



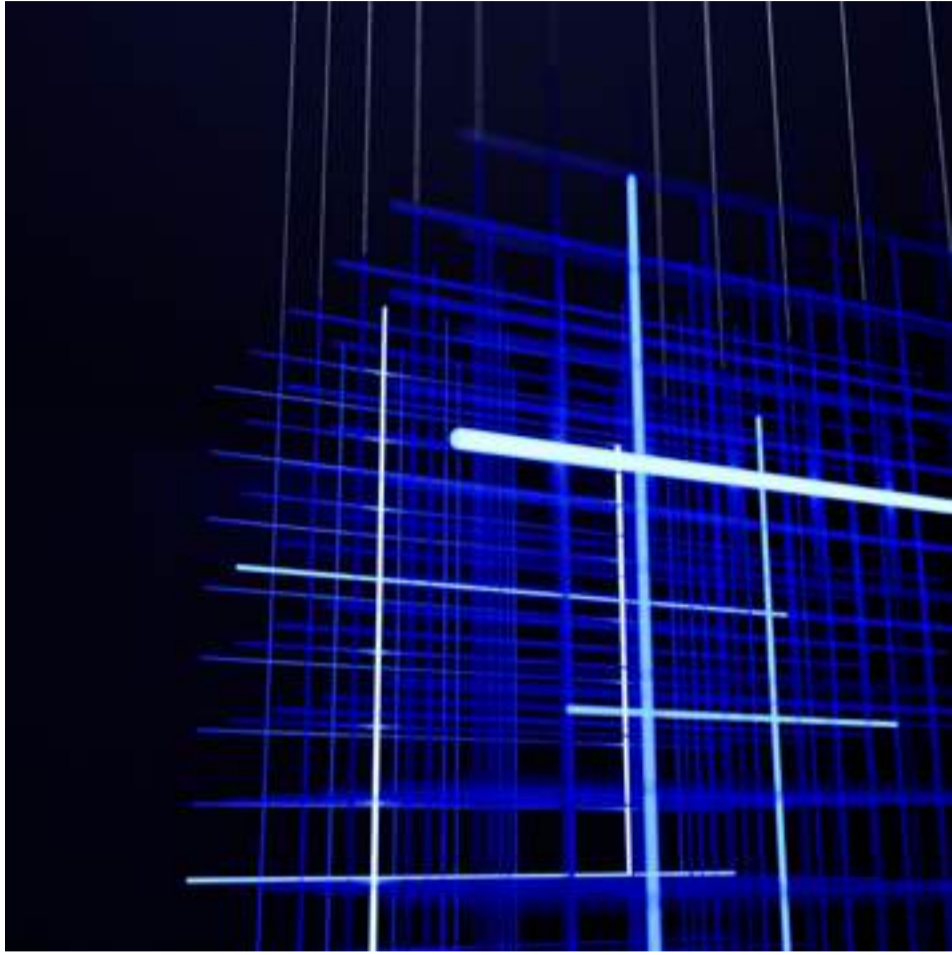
ABET LAMINATI CREATIVE

Elegant yet playful at the same time. This is how the decorative surfaces in the new **Venezia** pattern by **Abet Laminati** can be described. They are inspired by **Venetian terrazzo**, reimagined with a creative eye.



SuperPlayground.

THE DEBUT OF DEBUTS: NEW VENUE, NEW PROJECTS, NEW CREATIONS. GET READY FOR AN EXTRAORDINARY CAROUSEL OF IDEAS, VISIONS, PROTOTYPES, AND INSTALLATIONS, ALL CELEBRATING FUN AND INNOVATION.



RICCARDO TOLDO. LUMINOUS POINTS OF VIEW

"XY" is Riccardo Toldo's project for Superstudio Design, an installation where the Cartesian plane becomes a luminous, suspended presence. A network of lines and coordinates creates a dynamic and immersive vision of matter, highlighting its experimental nature and most original applications. The work reflects the designer's research, which, balancing craftsmanship and innovation, brings objects to life that merge technology with design sensitivity.

THE TEAM OF INDEPENDENT TALENTS

Superstudio Village in Bovisa opens with Superstudio Design 2026, presenting SuperPlayground, a platform dedicated to emerging young talents and experimental design. This revitalized space hosts an international selection of 32 designers, chosen through an open call from over 200 applications coming from more than 30 countries.

In this open, inclusive context, charged with a sense of novelty, material research is expressed through hybrid surfaces and construction systems in **Abele Malpiedi's** "Z Series: Hybrid Skin"; at the same time, cultural and identity dimensions take shape in **Abraham's** Ethiopian-inspired transformable seat "Gabata" and in the contemporary rituals of "Ancestral" by **Acmé**. The light and color of the immersive environments in "Sky Garden" – by **Atelier Stilum** with **Iplex Design** – seem to redefine the concept of space.

The relationship between body and object manifests in the freedom of use and fluidity of forms in **Jan Meusburger's** "Holla Hoop" and the dynamic balance of **Michele Bussini's** "3+2 Stool"; in parallel, inclusive design in **Federica Ciotola's** "Fit Chair" and **Mara Bragagnolo's** "Bad Posture Chairs" overturn the traditional user-project relationship. The dialogue between structure and construction emerges powerfully in **Giorgio Bena's** "Limbo" series and in studies of wood and its material tensions in **Claudia Martinelli's** "Tre di Bastoni" and **Chris Ruhe's** "Office Cocoon."

At SuperPlayground, one observes how material becomes narrative through interweaving and transformation: from **Francesca Fossati's** "Fili d'Anima" to **Yield Studio's** "Force and Flow", exploring the transformation points of industrial materials, up to the design objects in "An Ever-Evolving Creative Organism" by the Swedish duo **Jondal**. At the same time, work on light as a perceptual threshold is admired in **LM Studio's** "In-Between Light" and in the fluid sculptural forms of **IJK Studio's** "Ripplefold Stand."

Memory is another central element in this scenario, expressed through **Monia Giannini's** poetic recycling in "Papaveri Eterni" and the playful "Collezione Ironica" by **Pepita Design**, as well as through dialogue with identity in **Studio Lecker's** "Wurstel" project and the material balance of **Tamiati's** "Equinox Series." Material fractures are highlighted in **Po-Wei Chen's** "Raw Edge Collection", and reflection between need and desire emerges in **Riccardo Cenedella's** "Panopticon Contemporaneo."

The everyday is reinterpreted in contemporary terms in **Rowena Liangru Lu's** "Serious Play" and in the empathetic presences of **Ayça Yılmaz's** "Companions." Conversely, urban and relational dimensions emerge in "Fatti i Castelli", **Holcim Italia's** project with **Nadia Vallino**, where a childlike gesture symbolizes refuge amid societal noise, and in **Testatonda's** mini-ramp "Funbox", an apparently simple device connecting body, space, and community.

Industrial memory becomes a sensory experience in **Uneven Objects' "The Memory of Production as a Living Emotional Environment"**, while light is the true protagonist in **Yet:fab's** "Alherd", **Riccardo Toldo's** suspended "XY" project, and the evolving objects of **Yaf Studio's** "Timida." **Zade Design Crafts Studio's** "Teardrop Collection" unites nature and craftsmanship in a unique, personalized production, while **Blueloop – Denim House** delivers contemporary design rooted in sustainability. SuperPlayground thus reveals a constellation of unique projects that define new directions in contemporary design.

FOOD DESIGN STORIES. ALL FOR "AIR"

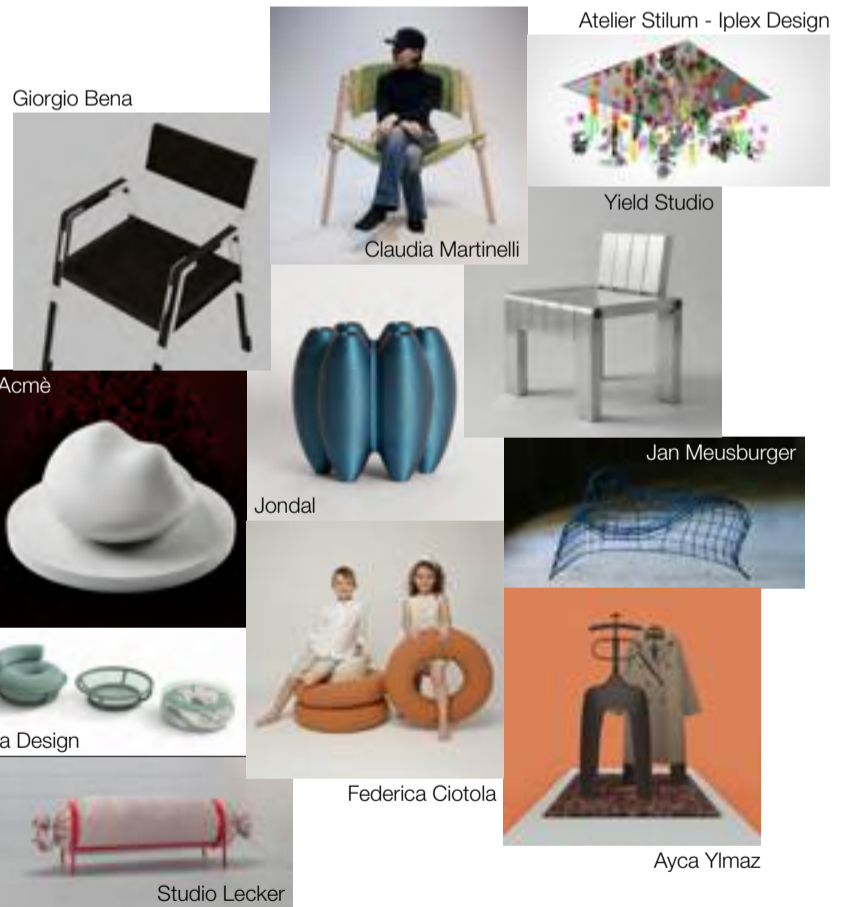
A group of designers that renews itself each year, returning to Superstudio with ever imaginative and playful projects. This year at Superstudio Village, they are sure to amaze.

"Let's Imagine AIR" is the theme of the 2026 Food Design Stories collective, a platform that brings together independent designers and emerging visions in food-related design. On display is a selection of objects and projects – including digital ones – united by a light, innovative aesthetic, immersed in an evocative "above the clouds" setting. Curated by Caterina Misuraca and Sandra Faggiano, the exhibition shines a spotlight on sustainability and new scenarios, transforming design into a living, critical, and engaging experience.



C&C REVEALS ITSELF, VEILING THE ENTIRE SUPERSTUDIO

With its refined fabrics, the historic company known for creating the most beautiful home textile weaves participates in the event, adding its touch to the projects of the three venues: an elegant and high-tech dedicated space in SuperNova, sophisticated home linens and textile accessories for SuperCity, and a large theatrical drapery in a custom red created specifically for SuperPlayground (image).



GRAPHIC DAYS. VISUAL DESIGN IMMERSION

Visual design lands at Superstudio Village, becoming an experience to discover, live, and share. The invitation is free and open to all.



Graphic Days is more than a festival: it is a full immersion into the world of visual design. Born in Turin in 2016, it now arrives in Milan, at the Line space in Superstudio Village, aiming to intrigue, engage, and inspire a diverse audience. How? With an exhibition dedicated to the 14 editions of Posterheroes, the international poster design contest; an immersive, high-impact installation that transforms signs and languages into a sensory experience; a Print Club Torino area focused on artisanal printing; and a performative space, like a large workshop, where everyone can experiment, discover, and invent.

LOUSY AUBER. HOT AIR BALLOONS GIVEN NEW LIFE

An exhibition that occupies a 15-meter-high space, filling it completely with its Bubbles, which visitors can explore from the inside. A breathtaking work.

"Keep Your Bubble – Nella tua bolla" plays with unexpected materials: old hot air balloons are reborn, becoming light structures that blur the line between personal and collective space. Each "bubble" offers an intimate refuge, while the internal path encourages movement, exploration, and shared experience. Presented in Bratislava by the eclectic and versatile Slovak artist Lousy Auber, the installation "Keep Your Bubble" now lands at Milan Design Week as an intriguing project that merges art, design, and architecture. While being touted as one of the most social and Instagrammable locations of the Fuorisalone, it also prompts reflection on the value of material reuse and recycling.



**MARCEL WANDERS.
THE NEW HUMANISM OF DESIGN**

Special Guest of Superstudio Design 2026, Marcel Wanders, charismatic protagonist of contemporary design and absolute star of Dutch design, debuted at Superstudio Più 25 years ago. Today, right here, we host him in a major retrospective exhibition dedicated to him and his work for Moooi. Here is how he answers three questions by Gisella Borioli.



How has design changed in the last 25 years?

Design has changed profoundly over the past 25 years, but the most significant shift is not aesthetic, but philosophical. In the early 2000s, design was still centered on the object: form, material, authorship, the pursuit of perfection. Today we are experiencing what I would call a contemporary revival of humanism. Design has moved closer to people, to emotions, to the small rituals of everyday life. The object is no longer the hero; the human experience is. Digital tools have accelerated creation, opened the field to more voices, and made experimentation more accessible. But this speed has also revealed something essential: perfection is no longer the goal. Imperfection, the trace of the hand, irregularity, the unexpected detail—

these have become signs of authenticity. They remind us that design is a human act, not a mechanical one. Sustainability has evolved from a niche concern into a fundamental responsibility. Designers are now expected to consider the entire lifecycle of an object: how it is made, how it ages, and how it returns to the world. What hasn't changed is the need for meaning. In a fast, noisy world, the most valuable projects are those that feel human, intentional, imperfect, and quietly alive.

How have you changed in the last 25 years?

People often assume that 25 years transform a person—that time smooths out edges, replaces fire with caution, and turns instinct into strategy. But in my case, the opposite is true. When I look back at *Wanders Wonders* from 1996, my small yet explosive book, I recognize myself today. The ideas that shaped it still shape me. They've grown, of course—becoming more layered, more refined, more solid—but the core remains unchanged. The flame is the same, still burning strong. If anything, the years have only clarified the mission I wrote back then: "to create an environment of love, to live with passion, and to realize my most exciting dreams." It wasn't a slogan—it was a compass. And it still is. I continue to chase ideas others might call illusions. I still leap higher than reason would suggest. The difference is that now I land on my feet, supported by experience, skill, and a lifetime of practice. In my personal life, the boundary between work and play has always been fluid. I live by the words of L. P. Jacks: "The master in the art of living makes little distinction between work and play..." It wasn't an aspiration—it was a diagnosis. So how have I changed? Not by becoming someone else, but by becoming more precise in being myself. More mature, more complete, yet still driven by that same youthful fire that refuses to fade. If that means being "incapable of learning," then it is the most beautiful kind of incapacity.

How do I imagine design and the world in 25 years?

I believe the future will be brighter than we dare to imagine. By 2050, design will have fully embraced its human dimension—intuitive, emotional, generous. Technology will be powerful yet discreet, serving life rather than dominating it. Materials will be intelligent, but true intelligence will lie in how we use them—with empathy, balance, and imagination. We will finally understand that progress is measured not in speed, but in depth. And yet, as the saying goes, "those who truly know do not predict." The future is too fluid, too alive, too beautifully unstable to be captured in a forecast. But we can sense its direction: toward humanism, toward meaning, toward a world where design is not mere decoration but a cultural force shaping how we live, love, and coexist. Certainty is the enemy of creativity. It is in the unknown that imagination breathes. I prefer to think of the future not as a destination, but as a journey—a long, open road that reveals itself step by step. And if the future refuses to reveal itself, I will walk that road guided by the same mission that has always driven me: "to create an environment of love, to live with passion, and to realize my most exciting dreams." Because, in the end, "the best way to predict the future is to create it."

THE SENSORY JOURNEY BY SOGIMI

With "Shadow Crackers", Sogimi brings to life an immersive path among the sculptures of Jacopo Mandich and the audiovisual installations of Eric Oder. Among dim lights, LED walls and dark spaces, visitors interact with iron, sounds and lights and set off on a sensory journey that combines art and technology and lifts the imagination to a higher level.



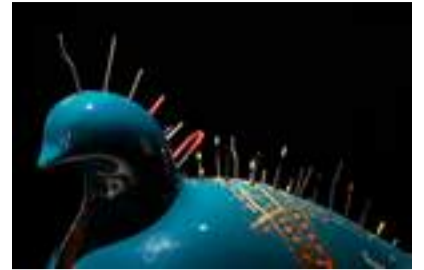
THE SUSPENDED CATHEDRAL BY POLYPIÙ

Polycarbonate transforms into architecture and poetry. Thus "PolyPiù Cathedral" is born, a stepped luminous installation that, suspended between full and empty, plays with material, light and transparency, creating surprising spaces and effects. Created by Studio Marco Piva in collaboration with PolyPiù, the site-specific work demonstrates how a technical material can become the protagonist of a striking architecture.



WELCOME AND DISSUASION. MyOwnGallery

Designer **Franco Perrotti**, known for his collaborations with major international brands, combines his design practice with an artistic exploration that results in projects with strong social and political impact. In the exhibition curated by **Fortunato D'Amico**, design, art, and craftsmanship merge into a symbolic language where function evolves into vision. Outside, in the Piazza dell'Arte, "Dissuader", a monumental metal pigeon pierced by spikes and suspended in the air, and its counterpart in laminated wood lying on the ground, reflect on the invisible barriers of cities. An invitation to rediscover the beauty of connection and shared experience.



IMAGINARY SKYSCRAPERS. Atelier FLA Museum

In the Atelier of the Superstudio Più museum, the exhibition "Skyscrapers" turns architecture into narrative and metaphor, bringing into dialogue two complementary visions: that of resident artist **Flavio Lucchini** and that of photographer **Giangiuseppe Rocco di Torrepadula**, aka GG. The skyscraper, an icon of modernity, is the starting point. For Lucchini, it represents the visionary power of humankind: in his digital paintings, inspired by the landscapes of Dubai, buildings multiply and become almost unreal organisms, symbols of a world in constant acceleration. Between wonder and unease, these architectures tell cities without limits. GG, on the other hand, starts from a personal journey and transforms iconic buildings into suspended images, immersed in leaden skies. A seagull, instinctively added to one shot, becomes the symbol of his research: freedom. Skyscrapers thus become "Cages", elegant cages that reflect on the price of success and on the structures that can imprison the individual. A visual dialogue that invites us to look at cities—and ourselves—from a different perspective.



MIRRORS. SOTTASS&FRIENDS. FLA Museum

In the underground thematic rooms of the FLA Museum, the exhibition "Mirrors" is an intriguing journey of author-designed mirrors created between 1980 and 1990, unique pieces made exclusively—and later in limited edition—for the magazine "Donna" directed by Gisella Borioli. The authors were young architects and artists at the beginning of their careers and now famous: **Michele De Lucchi** (1980), **Alessandro Mendini** (1981), **Silvio Pasotti** (1982), **Ettore Sottsass** (1983 e 1990), **Lucio Del Pezzo** (1984), **Nathalie Du Pasquier** (1985), **George Sowden** (1986), **Philippe Starck** (1987), **Paolo Portoghesi** (1988), **Massimo Iosa Ghini** (1989). Room after room, a narrative unfolds between art, fashion, design, vanity and beauty, through visual suggestions and cultural references.



BOULEVARD BETWEEN ART AND DESIGN. Superstudio Maxi

Art and design meet in an increasingly fluid dialogue, where the boundaries between disciplines blur to create a light and subtle balance. And it is precisely on this balance that **Art Boulevard by Living Divani** is built, where the large silver sofa island designed by **Piero Lissoni** for **Living Divani** becomes central: it organizes the space, dividing it in two. On one side rise the imposing burnished steel totems by **Flavio Lucchini**, on the other the sculptures by **Maria Cristina Carlini** which, made of wood, corten steel and ceramic, express a continuous search for natural, environmentally conscious and aesthetically appealing materials. The works—both the totems and the sculptures—fit harmoniously into the space, coexisting like mysterious inhabitants in the imaginary city envisioned by art director **Giulio Cappellini**.



F. Lucchini

M.C. Carlini

FABRIC SCULPTURES CRYSTALLIZED IN COPPER

Caterina Roppo develops, with **Incalmi**, a material research that intertwines fabric, light and metal. Her project "galateo ancestrale" consists of a series of works born from fabrics later crystallized in copper, in which matter is fixed and transformed, giving life to suspended forms. A project that invites slowing down and listening, centered on breath as a primary gesture of awareness. **At Superstudio Maxi.**



Who ... What ...

THANKS TO IVAN.
THE POET WHO
WRITES ON WALLS



A mural that reminds us of the power of imagination is the gift of Ivan, the street poet who invites us to “throw seeds into the wind to make the sky bloom” at Superstudio for its 25 years of design and 20 years of support for street art.

When the Berlin Wall with its libertarian paintings was considered a symbol of independence, young people who claimed peripheral walls to express their fantasies in Milan were all considered illegal vandals deserving fines, trials and other deterrent measures, Gisella Borioli invited Sharp and Daze, American superstar writers, to exhibit in the new MyOwnGallery at Superstudio Più. Also inviting the then Councillor for Culture of the Municipality of Milan during the administration of Letizia Moratti, Vittorio Sgarbi. The result? The councillor's initial disgust turned into interest. Gisella's curiosity turned into enthusiasm. The mistrust of young artists into willingness to collaborate legally with the city. Since then, countless art initiatives both inside and outside the venue have been carried out, providing museum spaces, visibility, collaborations and contacts, and bringing street art into the panorama of public art (with the constant “supervision” of Borioli&C). Flycat, KOne, Nais, Bros, TvBoy, Neve, Pao and many others have been able to emerge and today are sought-after artists. Revolutionaries who have entered museums and have even been invited into government buildings in Rome to tell their story. Ivan, a leader from the very beginning, a poet with a thousand interests and a natural aggregator, now travels the world leaving traces of his art that combines calligraphy and imagination. And now he dramatically enters Superstudio Più with a great exceptional mural that invites everyone to dream.



A ROBOT FRIEND

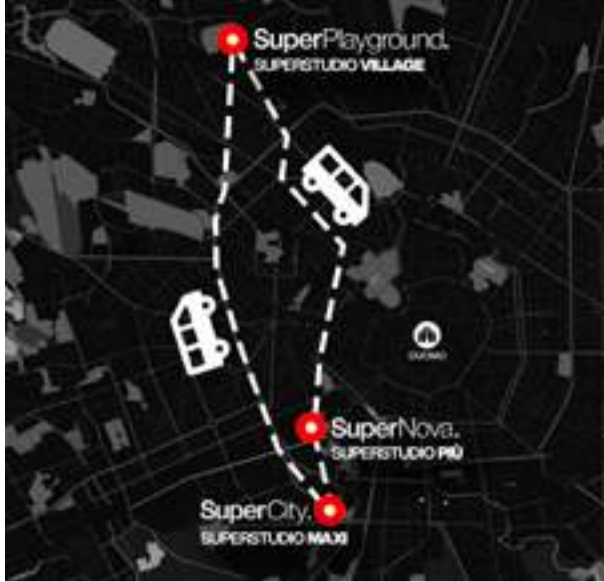


We, who were among the first to experiment—during past editions of the Fuorisalone—with artificial intelligence, the metaverse, 3D touchscreens, avatars, holograms, augmented reality, space travel, metaphysics and other illusions—could we possibly not feature the character of the year, the humanoid robot? And so, welcoming you at Superstudio Più is Flavio, now a familiar presence at the brand-new **AI LAB** in Superstudio 13, the iconic hub of photographic studios on Via Forcella 13, where **E-Photo** and **Limitless** explore the technological future of fashion. Also thanks to E-Photo and Limitless, the Holobox makes its debut: a large experiential and immersive touchscreen that previews the visit to the FLA Museum, allowing viewers to observe Flavio Lucchini's works from every angle with a simple touch.

Thanks to

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WITH THE CONTRIBUTION OF REGIONE LOMBARDIA
UNDER THE PATRONAGE OF THE CITY OF MILAN



Superstudio Tour with us

A dedicated transport network will be available to visit all the Superstudio Design projects during Milano Design Week 2026, on April 19, 21, and 23. Shuttle services will be accessible at the entrance of each venue, according to the following schedule:

- Sunday, April 19 | 11:30 AM – 5:30 PM
Superstudio Maxi ↔ Superstudio Village
- Sunday, April 19 | 3:30 PM – 5:30 PM
Superstudio Più ↔ Superstudio Maxi ↔ Superstudio Village
- Tuesday, April 21 | 12:00 PM – 6:00 PM
Superstudio Più ↔ Superstudio Maxi
Superstudio Più ↔ Superstudio Village
- Thursday, April 23 | 12:00 PM – 6:00 PM
Superstudio Più ↔ Superstudio Maxi
Superstudio Più ↔ Superstudio Village

STOP&LOOK. ALL IS ART

A branded T-shirt or a luminous mini-sculpture or perhaps a dramatic poster or a branded mug? A book to learn more about the Superstudio world or a one-of-a-kind designer vase or maybe a “moustache” design piece that works as a useful coat rack? The word Love in bench version or a gadget to stick wherever you like or instead a small faceless portrait that so much recalls the woman of the heart or a signed sweatshirt? A fashion cap “stolen” from the legendary photographic studios or a graphic artwork encapsulated in perspex? Or, to end in style, a precious wine with a label designed by an artist and the dilemma of whether to drink it or display it? Original and limited souvenirs for visitors, selected by the FLA museum, a non-profit association to which the proceeds of sales will go to support its charity projects.



The sky in a room. “Una esplosione di corpi An explosion of celestial bodies and suspended atmospheres that reflect and amplify the creative and experimental essence of the space and the professionals who animate it. This is how the decorators **Arianna** and **Francesca** of **Studio Moco**, for SuperNova, envisioned a pictorial intervention on the walls for an engaging path. **At Superstudio Più.**

A sculpture called sofa. Living Divani takes part in the Art Boulevard of SuperCity with an extraordinary site-specific installation. An immense silver sofa that invites participation at the center of the path. **At Superstudio Maxi.**



Where ... When...

TALK & TALK

The calendar of **Superstudio Design talks** brings the venues to life: it unfolds as a continuous narrative of meetings and in-depth discussions that explore the themes of contemporary design, between design, architecture and visions of the future.

- **Leading figures at Superstudio Maxi** include personalities such as Carlo Ratti, Giulio Cappellini, Marcel Wanders, Alberto Alessi, together with Giulio Iacchetti and Paola Silva Coronel.
- **At Superstudio Village:** Luca Barcellona, Matilde Casani, Cristina Celestino, Giovanna Giannattasio, Annalisa Rosso, Franco Raggi, Alessandro Stabile, Mario Trimarchi, Aldo Colonetti, Andrea Cancellato and Sergio Massironi.
- **At the center, the cross-promotion talk with ICFF** represents one of the key moments. With the participation of prominent speakers, including Marcel Wanders, Matteo Agati, Sergio Nava and Mr. Sawai, it strengthens the relationship started three years ago between Milan and New York, amplifying visibility, connections and opportunities.



Programma dei Talk.

HONDA / WORKSHOP

For this edition of Superstudio Design, Honda involves students and teachers in a special creative and shared journey through workshops in which visions and ideas about the future are transformed into real concepts, also thanks to the use of AI. **AI Superstudio Maxi.**

STREET CULTURE LIVE. Roof - Superstudio Più

On the expansive terrace of Superstudio Più, the **Re.Circle** program, curated by Ivan Tresoldi, comes to life. A vibrant lineup of open studios, live painting, performances, slam sessions, and conversations with key figures from Street Culture creates a dynamic platform to reflect on the evolution of street art, whose journey toward recognition and wider acceptance in Milan began right here at Superstudio Più back in 2006, opening the way for all forms of artistic expression rooted in the street. **Art week on the Roof runs from April 20 to 25** (see QR code), with a special **live painting** session on the 27bis storefront on **April 19**.

- **street culture** with Ivan, Emi.artes, Ivo Molino, Odol
- **art in the city** with Francesco Garofalo, Alberto Zanoletti, Bellavista&Piccini
- **live painting** with Ivan, Odol, Ivo Molino, Gardena Boys
- **urban dance** with YoY Performing Arts
- **spoken music** with Flycat, Ker, Paolo Cerruto
- **free performances** with Ivan, Yoy Performance Arts
- **open talks** with Gisella Borioli, Marco Bazzini, Francesco Garofalo, Alessandro Riva, Daniele Nicolosi (fu Bros), FlyCat, Pao, Davide Oldani, Francesco Zani
- **artworks exhibits** with Flavio Lucchini, Michelangelo Pistoletto, Alberto Zanoletti
- **explosive handycraft** with Giacomo Nathan Viva
- **creative lights** with Ker
- **toasty bar** by New Team
- **design on the table** by knIndustrie

Thanks to knIndustrie, Superstudio Group, ivan-studio, Slide Design, FLA FlavioLucchiniArt, Bellavista&Piccini.

LIGHT LUNCH ON THE TERRACE

On the Roof of Superstudio Più, creativity unfolds not only through Pistoletto's striking installation and the vibrant energy of street art activities, but also in moments of pause and conviviality. Visitors can take a break at the **Toasty Bar** by **New Team**, enjoying a bite while seated at tables styled with design pieces by **KnIndustrie**, partner of an event where art, design, and gastronomy seamlessly come together.



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