



WHAT'S NEW

A novel, large and expressive logo, designed by the art-director and artist Flavio Lucchini, to symbolize the new era of design at Superstudio, having reached the mark of 15 years of success. SUPERDESIGN SHOW, to convey how design has now surpassed itself, and at the same time conventions, prejudices and categories, hierarchies, limits, boundaries and even physical laws, occasionally daring the impossible. The lesson of the great masters of the Post-modern and of Radical design, from Ettore Sottsass to Andrea Branzi and Alessandro Guerriero and Alessandro Mendini, who opened the floodgates of fantasy in the seventies, has become the watchword of contemporary design, which is able to combine tradition with eclecticism, the past with the future, experimentation with quality. After opening its doors to the events of the Fuori Salone in 2001 with Design Connection, and after totally revolutionizing the concept of the exhibition with the sophisticated formula of the Temporary Museum in 2009, for 2015, the year of the Expo, Superstudio is coming up with new responses to market trends, to the changes in the world of design, to the broadening of horizons and to the army of creatives 2.0, with the new name and new format of the SUPERDESIGN SHOW. In what way does Superdesign differ from events of previous years? It is a grand container that tackles today's realities from a renewed perspective. On the one hand it retains the fascination of the Temporary Museum, entrusting a number of international brands with the task of exploring the last frontiers of creativity and presenting them in gripping displays that enchant and surprise the visitor in a spectacle of the senses. On the other it is increasingly open to research, to talent scouting, to the selection of creative forces willing to try out innovative solutions to improve our lives. And in addition it is proposing thematic exhibitions that offer a cross-section of complementary worlds, some of them still not fully explored and developed, like furnishing fabrics or settings for children. The emotional collective exhibitions of China and United Arab Emirates. Art, as always, is intertwined with design at Superstudio: this year it is present with a selection of one-off pieces of art-design for our homes and installations that can be "used" by going inside them or sitting on them. A great theme and an invitation: OPEN YOUR MIND!

Gisella Borioli



Helio Curve sculpture, Reuben Margolin for Hyundai, detail



Space 5 - 5b HYUNDAI MOTOR COMPANY - SOUTH KOREA SCULPTURE IN MOTION 2.0 - HELIO CURVE

Project by Hyundai Design Centre with the artist Reuben Margolin
Hyundai introduces "Helio Curve", the new artistic installation of the project "Sculpture in Motion" celebrating "Fluidic" the brand's typical design philosophy, a guiding principle of Hyundai's style and sensitivity. Inspired by living organisms' movements, Helio Curve is a large-scale kinetic sculpture created in cooperation with Reuben Margolin, well-known artist whose imposing sculptures combine mathematic logic with sensuousness of nature. With a continuous "vital" movement of shapes that never repeat, the sculpture mechanism proves how a fluid may take tangible form and how motion in art may become art in motion. The concept car introduced is Intrado.

worldwide.hyundai.com - milan2015.hyundai.com - hyundai.it

Space 10 ASAHI GLASS COMPANY (AGC) - JAPAN GLACIER FORMATION

Space design: Norihisa Kawashima & Keika Sato, Artenvarch
For the first time at Milan Design Week, AGC, world leading manufacturer of glass for architecture, cars and screens, challenges the designer to move its use from architecture to design. A glass maze reminiscent of the creation of a glacier. A magical weave of transparencies, images, words, colours, lights. "Glacier Formation" is an exciting exhibition giving new glamour to glass space. Transparencies and reflective properties of glass combine with projected images and info visualisation. People interact within the space in a brand-new way with the material and everything they need to know.

www.agc-group.com - www.agc-milan.com



Space 29 AISIN - JAPAN IMAGINE NEW DAYS

Project by AISIN Design, Ryota Kuwakubo, Setsu & Sinobu Ito, Chiba Institute of Technology

Innovative solutions for quality of life. Looking into the future with "intelligent" objects that can move and interact with people, thanks to extraordinarily sophisticated sensors. Futuristic scenery with an original design inspired by the most advanced technologies for cars (handles, doors, spoilers) and home (bed frames, sewing machines) with the aim to understand social changes and provide products that improve, through technology, people's lifestyle. Aisin manufactures safe and eco-friendly electronic micro-components.

www.aisin.com



SPACE 11
GIOPAGANI COUTURE - ITALY
INTERIOR EXPERIENCE



Project by Gio Pagani

An interesting designer, leader of Made in Italy, who experiments contamination with fashion, drawing on ongoing proposals and trends: architect Gio Pagani exhibits his Couture collection re-editing materials in a textile version getting inspiration from Made in Italy tailoring and crafting tradition. Gio Pagani's Couture collection speaks the language of taste through its fascinating sofas, "embroidered" tables, and other proposals. The research on materials, cutting-edge style, tactile experience and graphic splendour take us in an authentic journey

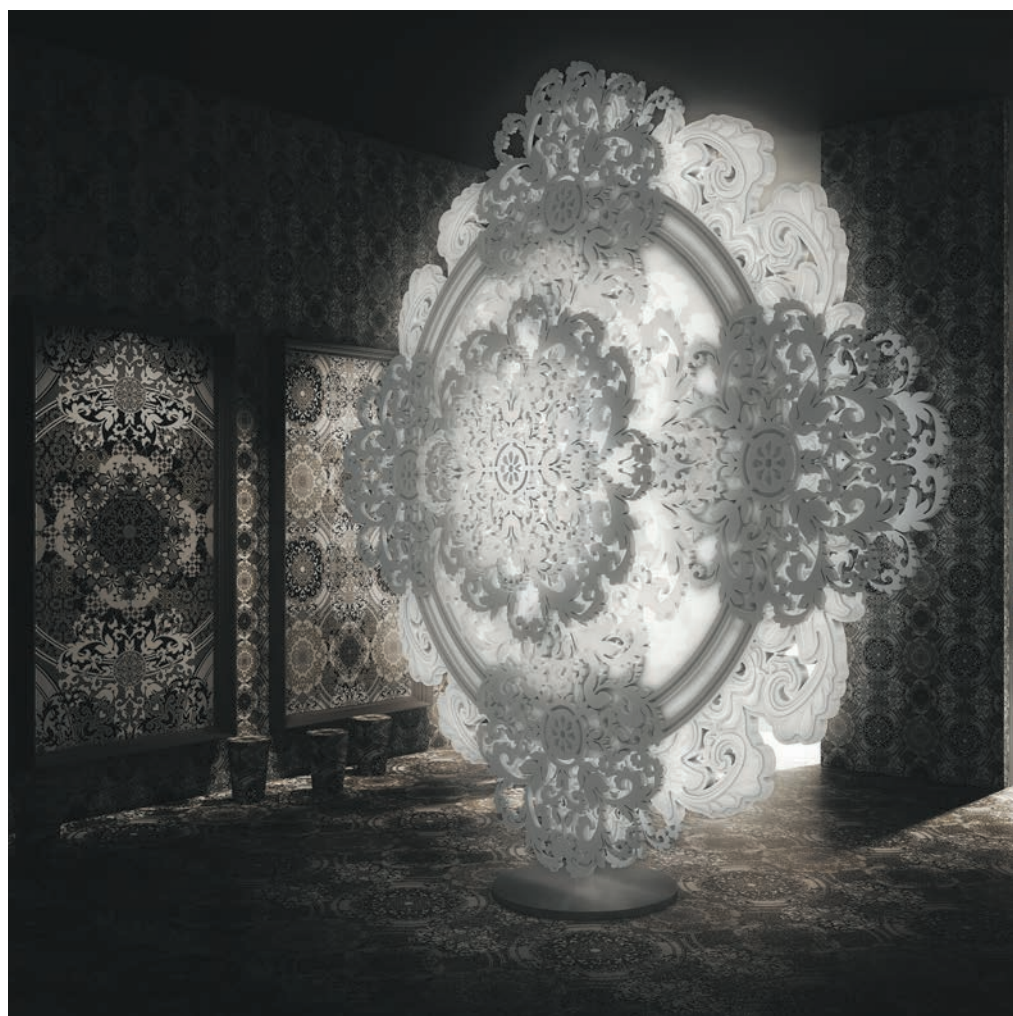
through style and preciousness of fashion interior design. www.giopagani.com

SPACE 23
LG HAUSYS - SOUTH KOREA
THE RATIONAL AND EMOTIONAL WORLDS

Project by Marcel Wanders

Getting inspired by LG Hausys' continuous innovation as well as by their versatility and performing quality of their materials, Wanders tells the story of the products endless possibilities and he does so through a downright sensory experience. Two opposite worlds, the rational and emotional zone, meet and HI-MACS® becomes a piece of art. Marcel Wanders, dubbed by The New York Times as "The Lady Gaga of Design" for his eclectic and never-ending creativity, says: "We have drawn up a space full of fantasy and surprise, where visitors can linger, enjoy and encounter the endless possibilities offered by the range of LG Hausys materials. We applied them in their full potential, from floor to wall, from covering to foil until we got unexpected and surprising results!"

www.lghausys.com



Emotional installation for LG Hausys, project by Marcel Wanders

SPACE 9
FORMER - ITALY
ONE SPACE, PLENTY OF SOLUTIONS



matching original tables. www.former.it

SPACE 24
JAN KATH - GERMANY
ON NEW TRACKS - BACK TO THE ROOTS

Jan Kath, great German designer, is considered avant-garde of the modern carpet field. Every single creation is a visual and sensorial experience, a real work of art. Kath blends classic elements of oriental carpets with contemporary and minimalist design and at the same time opens new roads, looking back to origins. Spracrafted, carpets from another world, narrates endless sweeps, faraway galaxies, and unimaginable depth unattainable by human genus, reminiscent of moon landscapes. This collection won the Wallpaper Design Award 2015. Erased Heritage is homage to oriental traditional carpets yet in a brand new interpretation. An ancient, specifically elaborated production technique that delicately "erode" the surface of the carpets, to make them look as if they have been on an house floor for many generations. www.jan-kath.de



SPACE 26
BEAU&BIEN - FRANCE
LOUIS 15

Designer Sylvie Maréchal

Century of audacious splendour and innovations, when interiors embellish with lavish decors, hanging lights and candelabra, art of lighting. Looking back at that time, designer and light sculptress Sylvie Maréchal created an original and aerial hanging frame consisting in crystals floating in space. To make it lighter, she concealed the structure of an ancient chandelier, disclosing just the best: the glittering, magically floating crystals. www.beauetbien.fr



SPACE 27
VITAMIN DESIGN - GERMANY
SUSTAINABLE DESIGN FOR SUSTAINABLE FUTURE

Designer Gintaras Grablauskas

Sustainable design, solid wood, simple yet accurate shapes, smooth and innovative lines, well balanced proportions: items designed by Grablauskas, designer and founder of Vitamin Design, are consistent with the Company's philosophy that seeks to maximize the environmental quality while minimizing any negative impact on the natural environment. His tables have the scent of nature and in spite of their ostensible simplicity afford clever functionality, use, transport solutions. These are nowadays classics that fit perfectly both in basic and sophisticated homes. The table Aetas won the 2014 Interior Innovation Award and nominated for 2015 German Design Award. www.vitamin-design.com



SPACE 20
PIETRO TRAVAGLINI DESIGN - ITALY
GET OFF THE GROUND

Project by Pietro Travaglini with Giovanni Gastel, Marco Pozzi and Carlotta Colarossi, Davide Montagna

Pietro Travaglini, included since 2012 by the international press among the 10 most talented Italian designers, presents his anthropomorphic and mutant creations with a video-installation, and the signature by two great artists: international photographer Giovanni Gastel and director Marco Pozzi. On show the bookcase Schiena, a dynamic combination of modular elements, the curvy lamp/magazine rack Onda, the lamps of the Serie Tubino, the surprising sculpture-seat Metropolis offering to those sitting on it the unique "skyline" moulded by their own shape. www.pietrotravaglinidesign.com



SPACE 21
ORNAMENTA - ITALY
FRAMES

Designer Yong Bae Seok

Curators Davide Tonelli, Gianluca Soddu

Ornamenta's "ceramic 2.0" introduces "return to ceramic decoration", as starring role of surfaces where matter and art blend together in one single word mARTeria, giving life to one-of-a-kind, tailored, born and made in Italy projects. FRAMES is the project by Yong Bae Seok for Milan Design Week. Perfect items with square outer edges design brand-new three-dimensional decors. Pre-defined shapes articulate in the space "structured and de-structured" compositional rhythm and design. FRAMES is experimentation, communication with the architectural-space and aesthetical-functional dimension of design. www.ornamenta.com



SPACE 3
IVANKA - HUNGARY
THE SOUND OF TEXTURES

Ivanka, the Hungarian leading designer concrete company, presents an installation connecting the inner features of different surfaces turning them into sounds, through the human touch with "The Sound of Textures" experience. Symbolic trees will stimulate the human interaction with tactile surfaces. The concrete "house", presents new surfaces and textures renewing the building material, making it unusual and tasteful, just like sophisticated ceramic. A contemporary style combining the essential nature of concrete with trend. For over a decade Ivanka has been constantly searching and exceeding the boundaries of concrete.

www.ivankaconcrete.com



COLOUR PSYCHOLOGY BY SIKKENS

An interesting research by Sikkens, great paint brand with 200 years of history, constantly projecting towards the future. The challenge was to try to differ colours in harmony with the different human personalities. The aim is to prove the application of paint products for interiors in residential environment and the elaboration of colour palettes for interior use according to a "personality profilatura of the user". For the experimentation Sikkens sent to a characterized and colour studio IED - European Design Institute, that visibly brought their fresh interpretation in the Selected Objects area. Truly an original research, anthropological and aesthetic: from the Dreamer, to the Curious, to the Minimalist, up to Irascible to Mysterious, arised 10 grandeur of colour to ten types of personalities.

www.sikkens.it - www.sikkensdecor.it - www.paintlab.eu

MEDIA PARTNER

4 ROOM, 90+10, ABITARE, ARCHITONIC, ARTRIBUNE, CAPITAL, CASAFACILE, CASE&COUNTRY, CHI E' CHI, CLASS, CLUB MILANO, DDN, DDN FREE, DDN TV, DESIGN ILLUSTRATED, DESIGN STREET, DESIGN42DAY, DESIGNSPEAKING, EXIBART, FASHION, GRAZIA CASA, IMAGE IN PROGRESS, INTERNI, INTERNI PANORAMA MAGAZINE, IQD, JULIET ART, JULIET DESIGN, LIVING CORRIERE DELLA SERA INTERIORS MAGAZINE, LIVING SPACE, LUXOS MAGAZINE, MARIE CLAIRE MAISON, MEZONIN, MFFASHION, MFL - MAGAZINE FOR LIVING, MODEM DESIGN, MY ART GUIDES, OBJEKT@INTERNATIONAL, OTTAGONO.COM, PAMBIANCO DESIGN, SINETICA WHITE CIRCUS, TG FASHION, URBAN, WIRED, WU MAGAZINE

Creative China

After having been regarded for so many years as the world's factory, China's huge progress in the global economy is showing also in the new commitment in art and design. Two exhibits opening eyes and mind on the new Chinese creativity. And a meeting with technology that keeps you connected wherever you are.

SPACE 14
RED STAR MACALLINE - CHINA
 INNOVATION DESIGN UNION - COLLECTIVE
 Curator Mr. Zhu



A total-white scenery where a river flows leads us inside made-in-China contemporary design: furniture, accessories, decorations: eight designers, among the most interesting creative talents in the Country, are present. Original project that is likely to enter and influence the international production. Innovation Design Union is the new brand aiming at focusing the attention of the global arena on Chinese designers' creativity and encouraging international exchange and cooperation.

innovation Design Union is the new brand aiming at focusing the attention of the global arena on Chinese designers' creativity and encouraging international exchange and cooperation. www.chinaredstar.com

SPACE 9b
TIPART - CHINA
 LIFE·LINE

Curator Li He - Designer Rachel

Inspired by the little and big things of the river of life, the art pieces collection for interior and outdoor decoration reveals quality, beauty, uniqueness, boldness. Each sculpture is a unique creation, skilfully hand made through ancient techniques by Tipart, which has been operating for over twenty years in art applied to design. High-impact, simply perfect art design, natural materials shaped according an anthropomorphic and contemporary, harmonious and appealing aesthetics. Easy pieces to be lived and wonderful to be admired.

www.tipart.net



SPACE 19a
3 ITALIA
 3 FREE TO EXPLORE

Exhibiting space that 3 Italia, mobile operator of the Chinese group Hutchison Wham-poa, created in collaboration with Huawei is refined and essential and embraces perfectly with PocketCube design, Wi-Fi/4G revolutionary hotspot that satisfies the house-office and mobile connection needs through a 2-in-1 device. Conceived and designed by 3 Italia and created by Huawei, PocketCube is an elegant project, shiny black "Cube", glazed black "Pocket" that combines the beauty of design with the innovation of its technology. As slogan, visitors will be "free to explore" the Pocket-Cube potential, not only by testing the innovation of the product but also the speed of 3 Italia mobile telephone network.

www.tre.it

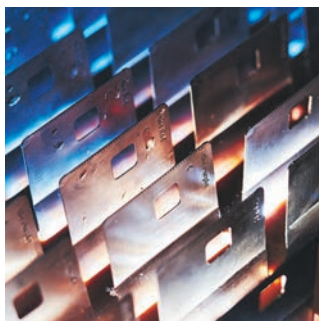


SPACE 25
HYUNDAI CARD - SOUTH KOREA
 MONEY

Project by Hyundai Card Design Lab

How can a financial company connect with the art and design world turning the use of money into a no less than an aesthetic and sensory experience? Hyundai Card in "Money" tells ten years of credit card design, innovation, technologies, materials and various design projects, reflecting the relevant philosophy. The exhibit shows the evolution of money and how the credit card is changing into an object of desirability, Hyundai Card Design Lab is the multidisciplinary design department behind Hyundai Card who created quite a few award-winning art and social projects. Hyundai Card supports important art institutions such as MoMA in New York, Tate Modern and Tate British in London, Mori Art Museum in Tokyo.

www.hyundaicard.com



ROOF
MICHELANGELO PISTOLETTO WITH N.O.V.A.CIVITAS
 "TERZO PARADISO - COLTIVARE LA CITTÀ"

On Superstudio's roof the great installation "Terzo Paradiso - Coltivare la Città" (Third Paradise - Grow the city) by Michelangelo Pistoletto born from a project by n.o.v.acivitas, turns an urban vegetable garden into a paddy field that will narrate, through conferences, panel discussions, workshops, performances the relationship among design, nourishment, architecture and sustainable consumption. Artists and creative, architects and designers, world star personalities involved in promotion of sustainability and of social changes, will be committed, all through the duration of Expo, into an educational path having as symbolic focus and revolutionary seed precisely the rice grain. www.terzoparadiso.org



AN ARTIST IN DESJOYAUX POOL

The fact that Ugo Nespolo, well known conceptual artist from Turin, the protagonist of the poor art with ironic and pop references, is challenging himself in the decoration of an industrial production Pool, is certainly a story that underlines once again how the artists are approaching designers and engineers and are ready to work with industry. The small Desjoyaux pool, without piping, perfect for family use and easy to maintain showed in the Selected Objects looks like a horizontal framework, where swirls and colours designed by Nespolo chase each other, creating a beautiful optical illusion. www.desjoyaux.it

Is it art or design?

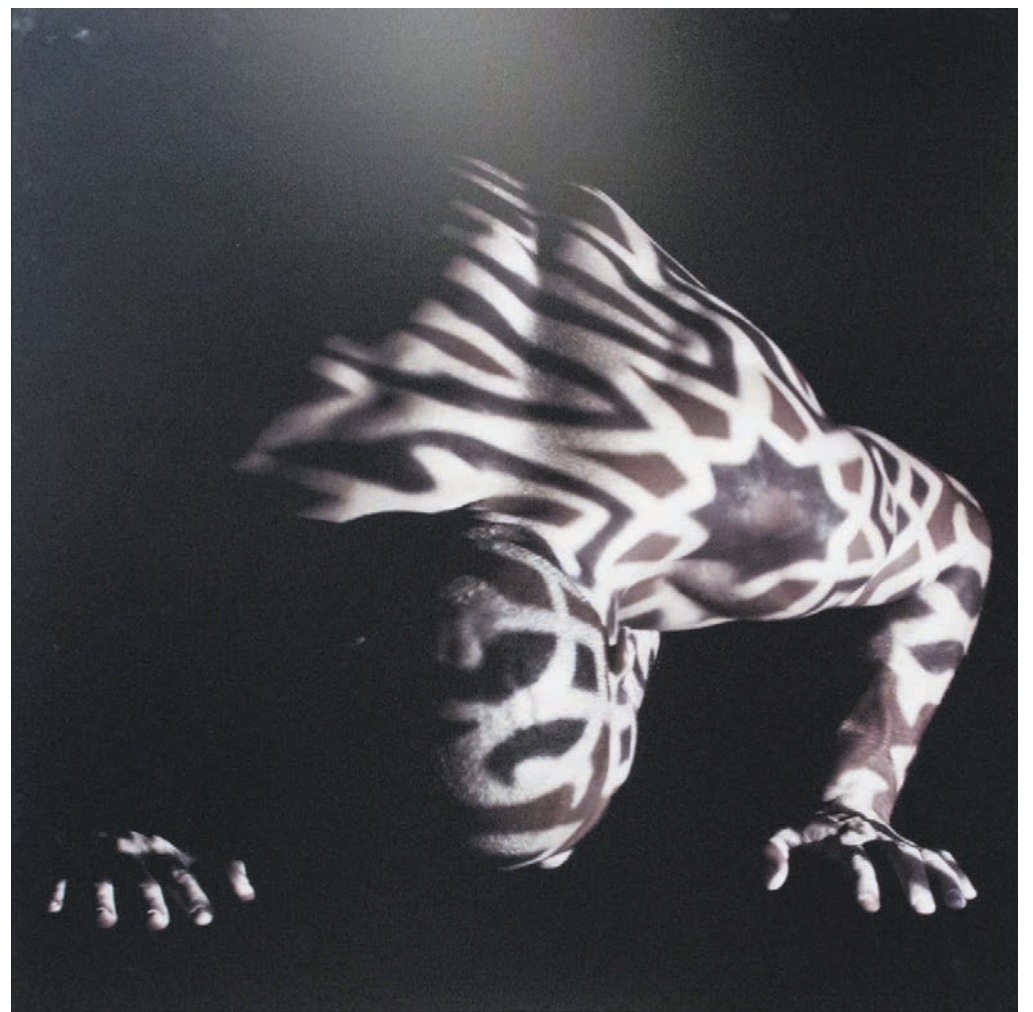
How can we classify certain objects whose forms free from any constraint seem closer to sculptures or collector's items than to mass-produced pieces of furniture? They are proposals of art-design, original pieces able by themselves to characterize a setting and able to talk about the person who has chosen them and uses them more than a thousand words. Their creators are often designers who have let their imagination run wild, choosing to produce one-off pieces or limited editions, or artists intrigued by the possibility of using their works in different ways.

SPACE 22
ISLAMOPOLITAN - UNITED ARAB EMIRATES
 ISLAM+COSMOPOLITAN. CONVERSATION BETWEEN ISLAM AND DESIGN COLLECTIVE

An initiative of Sharjah Investment and Development Authority (Shurooq).

Curated by Khalid Shafar and Giuseppe Moscatello

The extraordinary exhibition Islamopolitan arrives from Sharjah, the small emirate to the east of Dubai that was chosen as Islamic Cultural Capital of 2014. Islamopolitan (Islam+Cosmopolitan) is a word coined for this exhibition, which sets out to examine multiculturalism and diversity as well as the need to respect the general context. An ironic approach encourages the local and the global in their philosophies and at the same time explores the tensions between the two worlds. The structure of work and daily life, religion, architecture, rituals and decoration have been interpreted in relation to the present day. Designers of twelve different nationalities present works that take a contemporary look at the rituals of an ancient culture, through the media of furniture, jewellery, photography, video, art, installations, objects, upholstery, carpets, fashion, ceramics and sound. Islamopolitan is a travelling exhibition making its first visit to Europe: after Sharjah and Istanbul, it will be in Milan for Design Week and for the opening of Expo 2015, from 14 April to 14 May. www.maraya.ae - www.1971design.ae



Islamopolitan: Inta Omry - Hazem Mahdy (UAE) - Image Courtesy of Barjeel Art Foundation

SPACE 2
IMAGINATION - ITALY
 DIALOGUES BETWEEN ART AND DESIGN - COLLECTIVE

Curator Gisella Borioli, Lella Valtorta

When eclectic designers and artists seek in parallel ways to discover a means of bringing beauty into the home that is not obvious and banal. The works of Flavio Lucchini (1) find analogies, correspondences and reflections in the one-off pieces or limited editions of **Dilmos** (2), an important Milanese gallery and publisher of extraordinary examples of art-design, in the luminous sculpture of **SlideArt** and of **Daniele Papuli's** paper objects. As well as in the precious furnishings of **Piazzadispagna9** (3), an original blend of gallery and boutique-hotel in the heart of Rome where art and design can be experienced for a short time or acquired for a permanent collection.

The exhibition is completed by the visionary furniture of the **Mamadorè - Espositore** (4), group of designers and the numbered and signed pieces made from solid wood by **Hand Artis Fabbrica** (5). While the hand-made pieces of **Tacloban Prevails** use the wreckage left by Typhoon Haiyan in the Philippines to tell a story of courage.

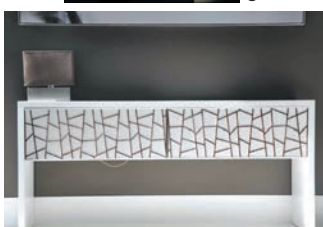
www.art.slidedesign.it - www.danielepapuli.net

www.dilmos.com - www.expositore.net

www.flaviolucchiniart.com - www.handaf.com

www.piazzadispagna9.it

www.taclobanprevails.com



#SelectedObjects / design prêt-à-vivre

What does a hammock made by steel rings have in common with a lampshade that inflates like a balloon with an eco Danish bicycle with a violet baby cot with a pool of artist with a six-wheeled suitcase with a microfiber cosmetic fabric with a speaker-lamp with a door that becomes bed with a furniture storage flat like a sheet of paper? The Selected Objects section is looking everywhere for good design applied to everyday life, where the aesthetic research goes hand in hand with innovation... And then, to improve everyone's habitat, puts many of these proposals on sale on www.dalani.it



Asus (Taiwan)

An absolute preview for the Italian market, Chi T300 and Chi T90, two models of the Transformer collection, which from notebook become ultra-thin and light tablets. Metal cover, diamond cut, and new powerful and low power consumption Intel processor. www.asus.com



B2U / millenovecento89 (Italy)

Bed linen 3.0. Cosmetic-fabrics, with anti-aging action, stimulate the circulation, reinforce the metabolism and moisturize the skin. A regenerating shell tailored made to stop time, or at least try. In collaboration with millenovecento89. www.b2umadeinvenice.com



Biomega (Denmark)

Perfect bikes for urban population. Just 22 kg of aluminum and carbon for the PEK Beijing bike. New York, elegant and unadorned, is a classic of tomorrow, while Boston, modern icon, is part of the collection of the MoMA. www.biomega.com



Chicco (Italy)

Parents, you can now sleep peacefully! Next2me is the first and original cradle designed for co-sleeping: the baby safely rests next to mum and in a dedicated space. Versatile night & day, has won numerous international awards. www.chicco.it



Cozi Studio (Israel)

Carmel and Zandani present a line of products challenging technology's limits. Processed wood, curved, tamed and shaped back in natural forms. Lights are made by 3D printing fabrics, that have the texture of lace. www.cozistudio.com



Davide Radaelli Design Studio (Italy)

Rebel, new project of furniture boxes in expanded metal, industrial atmospheres and maximum freedom of placement. Bookshape, an unpredictable and irreverent library, is presented in the new versions of metal and metal-wood. www.davideradaelli.com



Digital Habits (Italy)

High tech, smart living. "Open Interaction" reschedules with new features the heart of products through Arduino, the open source platform. Preview are Chromatic, the hybrid lamp-speaker and Osound, aurora-shaped wall audio. www.digitalhabits.it



Di-Segno+ (Italy)

Unique pieces which prefer the essences of a territory: black, darkness of night, and the fine olive wood. Contrasts among mass and lightness, light and shadow, synthesis of a brilliant minimalism and of a never strict essentiality. www.disegnopiù.it



Designedby (Serbia)

The Serbian duo sign Tables & Lights project. Sizes and brand new colours for the Table T series, with integrated LEDs. Obranch, the futuristic transparent chandelier OLED tiled, is the perfect combination of classic design and advanced technology. www.designed-by.cc



Gio.Cavallaro Design (Italy)

Ameriga is a freestanding hammock, inspired by the world of sailing and sea. A bed entirely made of stainless steel is supported by a mooring rope for ships that becomes the backbone. New life to a cult object. www.giocavallarodesign.com



Grado Furniture Design (China)

A sheet of paper and an origami made of steel give birth to perfect chairs. Bend, Bite, Bunny and Stilo show minimal lines, soft shapes and vibrant colours. Technology borrowed from car design. Dada and Lotus tables incorporate versatility and solidity. www.gradodesign.com



Iperdimensione (Italy)

Craftsmanship and industrial rigor in the new collection composed of table Elica, Zenit armchair and Azimut chaise longue. The two seats are rotating rollers on an aluminum frame and create a pleasant passive massage. www.iperdimensione.it



Ilyiic / The Contact Store (Hong Kong / Italy)

Taste. Live. Travel. The welfare comes into the house and at work. From "The Contact Store" Collection, Contact, capsules machine which prepares coffee, fine Chinese teas and infusions and Let's go, extendable smart desk, to combine jogging and work on laptop. www.contactdesignstore.com



Jens Otten Produkt design (Germany)

A sign of transformation is the new lamps' family "HWL". Individual modular elements are assembled to infinity, in symmetrical and rational shapes, faceted and irregular. To be looked at by a thousand of different perspectives. www.jotlight.com



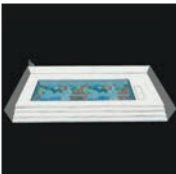
Lettera G (Italy)

Unusual and ironic furnishings. Bookshape, modular library and separ  for maximum space flexibility. "False beliefs" revolutionize the classic grandmother antique furniture with writing desk, bedside tables and console, always flat and hanging on the wall. www.letterag.it



Pega D&E (Taiwan)

Mutual exchange design. The lamp-balance in which the weight of an object is measured by brightness. Implant, the smart chair which turns, recognizing colours and clothes' patterns. Camo, art object and luminous body at the same time. www.pegadesign.com



Piscine Desjoyaux (Italy)

Creative genius of Ugo Nespolo gives birth to the artistic pool by Desjoyaux, avant-gard brand designing structure made of 100% recycled materials, with integrated filtration without chlorine. Healthier pools and luxury affordable to every family. Partners: Silvadec, Impertek. www.desjoyaux.it



Sikkens (Netherlands / Italy)

Sikkens, international brand leader in the Italian market of painting products for construction and interior design, presents its new collection Colori&Caratteri, a project born from the collaboration with IED - European Design Institute of Turin. www.sikkens.it



Tac Design (Italy)

From steel door to a comfortable bed in a simple move. The transformation is done via the reversal of central panel in which is inserted a mat. Taac is perfect for small spaces, even more for the unexpected friend. www.bastauntaac.com



Valdo (Italy)

Great energy and cool elegance for Floral, the new limited edition bottle signed by the creativity of Fabrizio Sclavi. A tribute to nature, beauty, colour, to a positive vision of the world, to women. For life lovers. www.valdo.com

OUTSIDE

MATERIAL CONNEXION ITALIA MATERIALS VILLAGE

Located in Superstudio's large garden, Materials Village is an international hub of events and initiatives dedicated to promote the culture of innovative materials and manufacturing companies. The format evokes the idea of "Village" where companies and architects, through personalised structures, present their original projects inspired by innovation themes of materials and technologies of manufacture processes. The participants are Florim, Turkish Ceramics, Coalesse, 3M, Oikos, Finproject, Elitis, Tile Skin, Oltremateria, Carmon@Carbon, Marcello Cerasuolo, Arpa Industriale, Favini e Pelma. www.materialconnexion.it



IZABELA BOLOZ: INTERSECTIONS

Resting on a large, colourful sculpture and moving inside an intersectable modular installation. Izabela Boloz's work let design's rationality interact with art's conceptual freedom. www.izabelaboloz.com



RASORI9: IMPERTURBABLE OUTDOOR

Outdoor seating system, with painted steel frame, seats and backs with entwined elastic bands. Sectional, modular system, complemented with stands and tables. With a simple move, the elements change from sofa to bench to "chaise-longue". Designers: Chiara Costa, Stefania Franchini, Claudia Ponti, architects. www.costazanibelliassociati.it



A BIKE RIDE WITH BIOMEGA

That's what you can do cycling around squares and streets inside Superstudio's large district, trying the beautiful and efficient Biomega's bike, the danish "premium" company introducing their latest products for urban mobility in the Selected Objects section. A combination of technology, aesthetics, ethics. www.biomega.com



SPACE BASEMENT

KI.D.S: BECAUSE WE LEARN GOOD TASTE SINCE WE ARE CHILD



A new sector arranged in a reserved area dedicated to children world. Excellent design, functional, tasteful furniture, because beauty is no optional, not even in early years. Proposals by avant-garde companies in child's room world, but also artists, specialised magazines, children-friendly intelligent labs, always with an eye to aesthetics. With Companies **Nidi**, **Studio delle Alpi**, **Eco&You**, **Blue Monkeys**, the delicate Marshmallow series for new-borns by resident artist **Flavio Lucchini** and the collective **Unduetrestella Design Week**, by Paola No , presenting an ideal "apartment" with the participation of Lil Gaea, Nonah, Richard Lampert, Mayice, Giovanni Bauwens, Furf, Scarponi, Il Saccotto, Liliane, Jungle by Jungle, Jall&Tofta, JoKids, Bumoon. And besides, to complete the proposals for kids, the creative lab Koa Koa with original, entertaining and educational games. The whole area K.I.D.s has been created with the cooperation by Paola No .

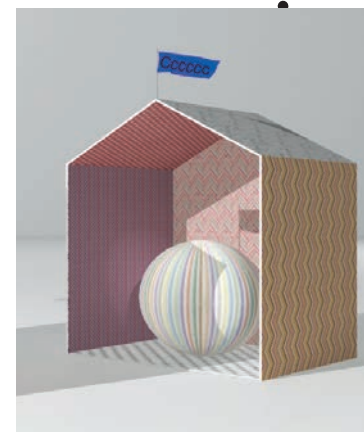
www.blumonkeys-distribution.com - www.eco-and-you.com
www.flaviolucchiniart.com - www.nidi.it - www.studiodellealpi.com
www.unduetrestellababy.com

SPACE 27

SUPRETEXTILE: TRENDS IN INTERIOR DESIGN FABRICS

Not enough importance has been attached, so far, to interior design fabrics that, thanks also to fashion now rediscovering colours and patterns, are regaining a starring role. For the first time, SuperDesign opens up to this sector, understanding its innovative strength and its ability to create value and beauty. Terse ranges of some interesting news are collected in a dedicated area, where each maisonette represents a trend. "Luxury" trend for **Christian Fischbacher's** sophisticated textures; "technology" trend for **SoFarSoNear's** textile surfaces interweaving copper and see-through panels including **Acrylic Couture's** fabric; "berber" trend for **Arte-fatto's** tapestries hand-woven by African women, "contemporary-ethnic" trend for **Edelgrund's** modern kilims, "fusion" trend for **Lisa Corti's** spicy colours and sunny patterns, "fashion" trend for **Manuel Canovas's** fabrics. Matting floor by **Bolon**.

www.acrylic-couture.com - www.arte-fatto.org - www.bolon.com
www.fischbacher.com - www.edelgrund.com - www.lisacorti.com
www.manuelcanovas.com - www.sofarsonear.co.uk / www.sofarsonear.com



SUPERDESIGN

M A P

SUPERSTUDIO PIÙ - VIA TORTONA 27 - MILANO 20144

SPACE 19 SUPERTEXTILE

Furniture and trend textile overview.
Collective with Acrylic Couture, Arte-fatto,
Christian Fischbacher, Edelgrund, Lisa Corti,
Manuel Canovas, SoFarSoNear

SPACE 19a 3 ITALIA

Mobile Network news

SPACE 10 ASAHI GLASS COMPANY (AGC) - JAPAN

Industrial glass for architecture and design
in an emotional installation

SPACE 11 GIOPAGANI COUTURE - ITALY

"Couture" furniture for contemporary,
elegant style and uniqueness house

SPACE 13 TIPART - CHINA

"Parade" of unique art-design pieces sculpted by
hand in the centre of Fang Yuan Sculpture, China

SPACE 14 RED STAR MACALLINE - CHINA

Collective exhibition of Chinese designers

SPACE 9 FORMER - ITALY

Innovative separators and new furniture
proposals in a historical Italian company

SPACE 6 RASORI9 - ITALY

Outdoor seatings

SPACE 8 COONTEMPORARY MOOD - ITALY

Temporary shop

SPACE 5 - 5b HYUNDAI MOTOR COMPANY SOUTH KOREA

Fluide in Motion 2.0 Installation to
tell Hyundai "philosophy". Sculpture
in movement by Reuben Margolin.
Outdoor concept car, Intrado model

SPACE 7 TERZO PARADISO

Coltivare la città (Grow the city)
by Michelangelo Pistoletto

SPACE 2 IMAGINATION - ITALY

Dialogues between art and design.
Collective exhibition.
With Dilmos, Flavio Lucchini,
Hand Artis Fabrica, Mamadorè-
Expositore, Daniele Papuli,
Piazzadispana9, SlideArt,
Tacloban Prevails, Turelli Studio

SPACE 1 COLORFUL

Art-Design installation. With works
by Dilmos, Mamadorè-Expositore,
Daniele Papuli, Flavio Lucchini.
Graphic Paviment by Ornamenta.
Teaser to the "open air" exhibition by
Flavio Lucchini at Fidenza Village

SPACE 20 PIETRO TRAVAGLINI DESIGN - ITALY

Stylised and variable furniture in a stop motion
video-installation with photos by Giovanni Gastel

SPACE 21 ORNAMENTA - ITALY

"Tailor made" Ceramic craft in an all-white
sophisticated project by Yong Bae Seok

SPACE 29 AISIN - JAPAN

Innovative technology for safety and
quality life. Interactive exhibition-event

RESTAURANTS - JUICE BAR SUPERDESIGN GREEN FOOD DADA CAFÉ JUST JUICE

SPACE 22 ISLAMOPOLITAN - UNITED ARAB EMIRATES

Islam+Cosmopolitan.
Emirate designers and artists in an itinerant
exhibition for the first time in Europe

SPACE 23 LG HAUSYS - SOUTH KOREA

Rational and irrational in comparison:
Marcel Wanders and the endless
experimentation with LG Hausys materials

SPACE 24 JAN KATH - GERMANY

Avant-garde contemporary carpets.
Lunar surfaces and traces of the past

SPACE 25 HYUNDAI CARD - SOUTH KOREA

The transformation of money into an
intelligent design "object". Interactive path

SPACE 26 BEAU&BIEN - FRANCE

The world of light. The past and the future.
The functionality and poetry. Crystal
chandeliers fluctuate in empty space

SPACE 27 VITAMIN DESIGN - GERMANY

Collection of solid wood tables and furniture,
Interior Innovation Award 2014 and nomination
for German Design Award 2015

SPACE 28 SELECTED OBJECTS FROM OVER THE WORLD

The highly innovative pret-à-vivre design.
Collective exhibition. Asus, Biomega, B2U/
millenovecento89, Chicco, Cozi Studio, Davide
Radaelli Design Studio, Digital Habits, Di-segno+,
Designedby, Gio.Cavallaro Design, Grado Furniture
Design, Iperdimensione, Italyiic / The Contact
Store, Jens Otten Produktdesign, Lettera G,
Pega D&E, Piscine Desjoyaux, Sikkens,
Tac Design, Maison 203.
Ceiling installation Daniele Papuli

SPACE 28b LOUNGE / MEETING ROOM

Meeting spaces thanks to Valdo

SPACE BASEMENT K.I.D.S

Design, décor, art, specialised
publishing, kids' friendly laboratories.
Blue Monkeys Distribution, Eco and You,
Flavio Lucchini Art, Nidi, Studio delle Alpi,
unduetrestella design week

SPACE 3 IVANKA - HUNGARY

New use and new texture for concrete
that becomes a sophisticated architectural element

SPACE 3b IZABELA BOLOZ - NETHERLANDS

Art-design site-specific installation
with intersectable modules

SPACE 4 MATERIAL CONNEXION ITALIA - ITALY

Materials innovation. A "village" to discover trends,
producers, designers, projects, events

WHAT TO SEE IN THE ZONE

An open itinerary suggested by Superstudio to get
the most out of a visit to zona Tortona, after going
to see SuperDesign.

MOOOI - "The Unexpected Welcome"
Via Savona, 56.
1700 m² of pure wonder, with Rahi Rezvani's
breath-taking exhibition holding a dialogue with
design.

LEXUS - "A journey of the Senses"
The installation created by Philippe Nigro with the
chef Hajime Yoneda for Lexus is an interactive

journey of the senses.

ASUS - Zensation
Via Tortona, 20.
Evocative interactive installations inspired by the
harmonious force of Zen, soothing and at the
same time thrilling. A vision of the future, with an
eye to the incredible.

TOKYO DESIGN WEEK
Via Tortona, 58.
Japanese creativity applied to design, art, fashion,
technology and food. This year it embraces kawaii
culture too, along with renowned artists and
designers, including Ross Lovegrove.

PEPSICO - "Mix it up"
c/o Officine Stendhal, Via Stendhal, 35.
The pop culture that springs from the unexpected
mix of design, fashion, music and culinary
experimentation. PepsiCo Design in collaboration with
Stefano Giovannoni, Fabio Novembre, Karim Rashid,
Kravitz Design, Lapo Elkann + Italia Independent,
Vogue Talents, Alex Ott and Design Group Italia.

ROSSANA ORLANDI
Spazio Rossana Orlandi, Via Matteo Bandello, 14-16.
A space that always has surprises in store, where
you can discover exciting new talents selected
with care by Rossana Orlandi, and a meeting point
for the protagonists of Design Week in the city.

MUDEC
Spazio Ex Ansaldo, via Tortona, 56.
The Museum of Cultures, a multidisciplinary centre
dedicated to diverse phenomena and cultures from
around the world, is opening with two exhibitions
not to be missed: "Worlds in Milan" and "Africa".
INSTITUT FRANCAISE - "Triomphe in tavola"
Palazzo delle Stelline, Corso Magenta, 61.
The exhibition curated by the designer Isabelle
Rigal offers an all-round picture of the experience
of "sitting down at table" and the mingling of
design and food; in collaboration with Alessandro
Mendini, Annie Féolde, Ernst Knam, Pietro Leeman
and Davide Oldani.

15 years of design

Since that first moment, in 2001, when for the opening of the first Fuori Salone in zona Tortona Giulio Cappellini brought to Superstudio the pioneers of the century that had just begun, young people with names like Fabio Novembre, Tom Dixon, Jasper Morrison and Marc Newson, along with many others whose talent he had spotted around the world. Among the figures who have left a mark, with their personality and their work, are Ettore Sottsass, Alessandro Mendini, Fernando and Humberto Campana, Jean Nouvel, Paola Navone, Jaime Hayon, Massimiliano and Doriana Fuksas, Marcel Wanders, Karim Rashid, Marc Sadler, Italo Rota, Oki Sato alias Nendo, Arik Levy, Jasper Morrison, Matteo Thun, Alessandro Guerriero, Patricia Urquiola, Paola Lenti, Piero Lissoni, Nika Zupanc, Ineke Hans, Ilaria Marelli and many other prominent names in the history of design; in short the whole elite among contemporary designers. Now everything is changed. Democratic design, the real revolution/evolution of recent years, has swept away hierarchies and opened new horizons. The internet, e-commerce, social networks, makers, 3D-printing, the hand-made, start-ups and limited editions have given even small producers and independent designers possibilities of exhibition and exposure, and to them Superstudio, with SuperDesign, is also responding and offering opportunities, as Giulio Cappellini has pointed out: "Superstudio was the starting-point of Tortona Design Week, the place where the first timid but incisive presentations on the fringe of the Milan Furniture Show were made and which in the space of a few years has become a focus of all the design events held in April. Famous names mix naturally with new talents, on a stage which is always topical and surprising."



In past years other major protagonists have offered a prophetic vision of where design is going.

Paola Navone: "It's important to cultivate with coherence and costancy the company identity. I believe in the designed oriented towards the product rather than the market."

Renzo Rosso: "The energy that Milan has during the design week is great and for sure should be part of its soul all year long."

Tom Dixon: "I would hope that trend itself would be reviewed, and a more honest, less frivolous design for a broader section of people might emerge... we can dream!"

Ilaria Marelli: "In the present situation, the only winning strategy consists in investing in research and innovation and developing medium-long term strategies based on environmental sustainability and on an intelligent use of the energetic resources."

Nika Zupanc: "I think that we, as designers, really do not have to realize every single idea that we have, but we should search for new values and a noticeable cultural impact."

Arik Ben Simhon: "I believe that too much design is disposable nowadays, while good design should be bought for the long-term. It is our responsibility to create pieces that will become part of a collection and, like a piece of art, will pass from generation to generation."

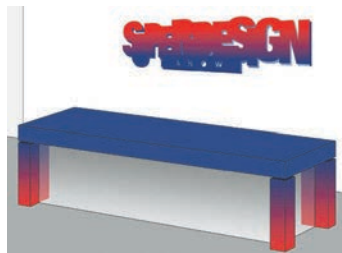
Jean Nouvel: "Milan as the Capital of Design, more than ever it must remain at the essential."

Michaela Schleypen: "Design has to be free, extraordinary, innovative, pure and sophisticated!"

What more is there to say? G.B.

2015 THE YEAR OF RED AND BLUE

A new logo that shades from blue into red and, in the same combination of colours, other conspicuous elements of the new SUPERDESIGN SHOW project. The strong chromatic intervention made by the art director Carolina Nisivoccia



brings a touch of novelty and a new tendency into the 2015 design show. The interplay of the two shades of colour can also be found in the Digital Print laminates of Abet Laminati, which has supplied the long counter of the Info Point, the panels and the information totems, made 'to measure' in collaboration with De Rosso, a furniture manufacturer that has always had an entrepreneurial spirit. Red and blue also run across the walls of the central pavilions, applied with the high-tech paints of Novacolor, an Italian company that is a leader in the production of coating systems for the building industry and that has used some of its range of paints to speak to visitors not just of a colour but also of the material impact of new finishes. Red too are the "Amore" benches designed by Giò Colonna Romano for Slide and the pop 18th-century-style chandeliers of the "Design of Love" line, again by Slide. Abet Laminati and De Rosso have also created the multi-coloured portal of the entrance to the Ki.D.S. area, dedicated to the world of children, once again to a design by the art director Nisivoccia, who says: "I've brought red and blue into the rooms to reflect one of the main trends in design, which can be summed up in the keyword 'colourful'. A use of strong colours that is growing ever more frequent, in products as well as in graphics."

THANKS TO

We would like to thank **ASUS** for the technology devices supplied to the staff of SuperDesign Show and press; **Valdo**, partner of SuperDesign Lounge, for free tastings of Prosecco and of new Brut Rosè Floral Edition by Fabrizio Scavi; **Dalani** for the online selling of Superstudio Selection; **Abet Laminati** with **De Rosso** for furniture created for common spaces; **Novacolor** for colour works in the SuperDesign Show areas; **Slide** for Press Office's furniture and for its "Amore" benches.

AND THEN... SUPERSTUDIOEXPO2015

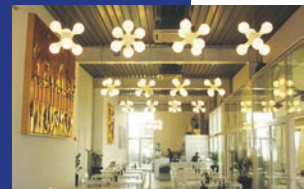
The 1st of May will see the opening of the great event of the Milan Expo, with its visionary theme 'Feeding the Planet, Energy for Life'. Six months in which 20,000,000 visitors are expected to the official site as well as to the city. In Via Tortona, exactly opposite and next door to Superstudio, two new museums are opening for the occasion, the Museum of Cultures designed by David Chipperfield and the Silos of Giorgio Armani, a temple of his fashion and more. A powerful attraction for the public and a wonderful opportunity for the expo-addicted, to which we can add Superstudio Più, with a programme of fixed or temporary events and appointments, a work in progress that can be consulted by clicking on save the date www.superstudiogroup.com. Something will be going on every day in the rice paddy on its roof, redesigned by Michelangelo Pistoletto as an agora for meetings, conferences and presentations: the programme can be found at www.terzoparadiso.org.

SUPERSTUDIOEXPO
MILANO 2015

EATING AND DRINKING AT SUPERSTUDIO

DADA CAFÈ

The restaurant inside via Tortona 27, contemporary Italian cuisine, bar, sandwiches.
Ph. +39 340 0628158
www.newteambanqueting.com



SUPERSTUDIO CAFÈ

Our restaurant in via Forcella 13, (5 minutes away from Superstudio Più), in an evocative courtyard next to the photographic studios. Light and creative cuisine, home-made bakery.
Ph. +39 02 83396237
www.superstudiocafe.com



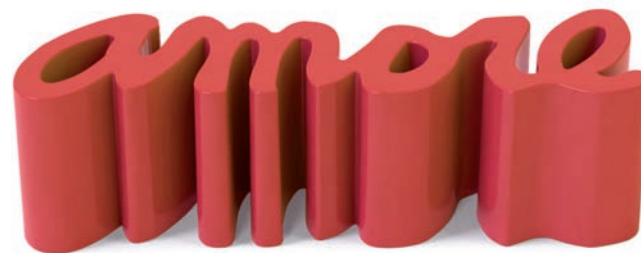
JUST JUICE

Juice bar inside SuperDesign. Fresh juices with bio ingredients.
Ph. +39 02 36752240
www.just-juice.it



SUPERDESIGN GREEN FOOD

Salad bar, fresh eating, refreshment area inside SuperDesign. Breakfast, lunch, cocktails, tea room.
Ph. +39 0382 926023
www.viscontibanqueting.it



SUPERSTUDIO & FIDENZA VILLAGE

Fashion, art, design. That's the fil rouge, during Fuori Salone days and beyond, exceptionally SuperDesign connects with Fidenza Village, exclusive tourist destination for shopping with the best expressions of the Made in Italy. In the most "Colorful" season of the year, this trend is discovered in the window that anticipates the design content of Superstudio Più, where, among the latest proposals of furniture, you notice the multi-color sculpture "Three Dolls" by Flavio Lucchini, winner of the Laguna award. The Lucchini's show at Superstudio continues in the art-design exposure Imagination and follows in the streets of Fidenza Village, where other ironic Dolls, and their pop colors, invite to a shopping-experience with a look on contemporary art.
www.fidenzavillage.com



SuperDesign Show is a project by Gisella Borioli, art direction by Carolina Nisivoccia.

Collaborations: Stefania Ambrosini, Sara Valentina Barzaghi, Anna Bergamo, Gloria Beruschi, Giulia Borioli, Tommaso Borioli, Francesca Brasolin, Alessandra Di Consoli, Chiara Ferella Falda, Elena Foschi, Cristina Manzoni, Dario Negri, Paola Noè, Elena Pardini, Danilo Pasqua, Monica Pastore, Daniela Riccio, Michele Ronzulli, Giulia Saito, Santa Solano, Walter Terzini, Alberto Vittone.

An initiative of Superstudio Group

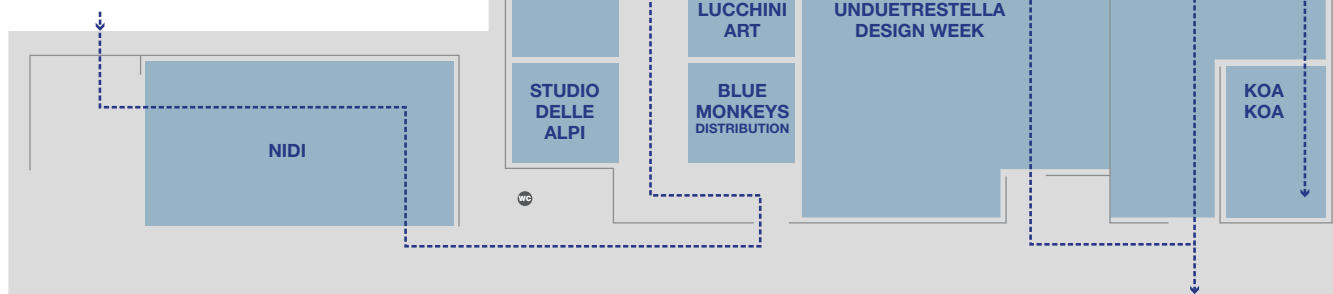
via Tortona 27 - 20144 Milano
ph +39 02 422501 - info@superstudiogroup.com
www.superstudiogroup.com

Communication and Press Office:

Chiara Ferella Falda - designweek@superstudiopiu.com

SUPERDESIGN MAP

Area Ki.D.S. Basement



unduetrestella DESIGN WEEK: Alicucio (I), Antonio Scarponi / Conceptual Devices (I/CH), Giovanni Bauwens - Willing and Able (BE), Bumoon (FR), blueroom (CH), collégien (FR), Fab Goose (DK), georges (FR), il Saccotto MADE IN ITALY (I), IK&SK Design Studio (FR), IO Kids Design (GB), jäll & tofta (DE), Koa Koa (FR), Lagrama (ES), Richard Lampert (DE), LIL'gaea (TR), LILIANE (NL), LOFT 42 by Furf Design Studio (I), LOUIS LE SEC (BE), Martina della Valle (I), Mayice (ES), MOLUK (CH), MV% Ceramics Design (I), Nidi by Battistella (I), Nonah (FR), Lina Patsiou (GR), Puella Petite (I), Samuele Menin (I), Studio delle Alpi (LU), Studio Fludd (I), toctocLAB (I), Uocu (DE), Valia Barriello (I).

Superstudio renews the partnership and synergy with St. Petersburg Design Week (20-27 May 2015).
www.spbdw.com

Superstudio/ SuperDesign Show 2015 is an event under the patronage of Milan City Council that takes part in the Tortona Design Week Network. Milan City Council (by Brand Milano) publishes and distributes in the Design District Info Points and in some strategic places of the city the general map of the events of Fuori Salone.

Furthermore, Superstudio is part of the "Milano Fuori Salone" Committee for the joint tutelage and communication of the Fuori Salone events in the whole city.
www.fuorisalone.it



Milano



Comune di Milano