



thinking next

A white page open on the future. New words race through the thread of creation and experimentation, being the base of the latest Design proposals. Design “**at large**”, because today beauty and design involve every aspect of our life, even those where function seemed to be enough. Words that express universal concepts such as ethics, aesthetics, technology, economy, contemporaneity, sustainability, sociality, uniqueness, diversity, seriality, manual skill, flexibility, re-using, sensoriality, mobility, sharing, cultural multiplicity, nature and more, according to **a new vision**. We made it our theme of **SuperDesign 2016** edition, meant as a **white page** on which architects, designers, engineers and digital and non-digital creatives could leave a clear trace of their constructive thought. We have asked the big and small attending companies, designers, to explain us through their installations their idea of the future. We have scheduled meetings, laboratories and workshops to discuss the art of making. We asked an artist-illustrator to write us guidelines that can lead the visit in the various areas of Superstudio. An invitation to reflect, to understand. Like a maze that sets aside a surprise at every turning point, passing through the garden, the green areas, single theme pavilions, col-

lective exhibitions, we will be amazed by the new original performances of the materials, plastics, textiles, glass, wood, paintings whatever, sensorial installations that fragment and de-build fragile and precious objects, furniture placed in urban metaphors, counterpoised solutions to move around the city or towards wider horizons, luminous sources that reinvent tradition or discover new uses and functionalities, music that springs from sound sources as beautiful as sculptures, marble shapes “sculpted” by computer, beautiful romantic and sensual objects for the contemporary home, appliances and devices based on the latest technologies, look like one thing but they do thousands, and finally the great exhibition of the best Chinese design, further testimonies from creative China that exposes as protagonist on top global market. Experiential journey in the mysterious Basement: we are all makers relating to the eBay repertoire, we go back to being kids with a historical exhibition of strollers from wartime up to tomorrow, the one of huge “Dolls” that are museum sculptures, some lights so essential as a poetry. To conclude in the large area of “Creative Empathy” and discuss on next projects and possible sustainability with architects, students and children.

Gisella Borioli

A MATERIAL WORLD

The space dedicated to materials, new technologies and sustainability is always wider. Over thirty involved brands that refer to **Material Connexion Italia**, the world’s largest research centre of innovative and sustainable materials that in Milan headquarter has a “Material store” of over 4thousand materials, of which 500 on exhibition. On the outdoor area of Superstudio Garden there is the Materials Village, made of little houses, each one is dedicated to a project, connected to the world of materials, with applications in the most different sectors. From ceramics to textile, through packaging and lighting. “We are very happy, the project has grown in terms of number of companies as well as for the quality of the projects. This year its cultural contents increases with the debate at Spazio Ansaldo on ‘Architecture and Material, between natural and artificial’ in collaboration with architect Stefano Boeri” it’s the comment of Emilio Genovesi CEO of Material Connexion. The following companies are present: 3M, Beko, Oltremateria, DuPont, Christian Fischbacher, Elitis, Novacolor, Asociación de Diseñadores de Euskadi, IPM Italia, XL EXTRALIGHT, Gemanco Design, Merck, TexClubTec, Pozzi Electa, RadiciGroup, Ta Li, Trevira, Windtex Vagotex, TileSkin, Naturtex, Landmaking, Galleria Cavour Green, Lineaverde, Easygreen, Biohabitat, Latifolia, Phytos, Essenze di Luce, Sofa Soft, Mediacom. Among the scheduled events, there is also Alessandro Borghese’s cooking show, Beko, domestic appliance and consumer electronics brand. www.materialconnexion.it

emotional light

BAROVIER&TOSO - ITALY

TRAVEL AROUND THE COLORS

A travel through imaginary landscapes, recreated in the 1000 square meters of the Daylight space. Five large yurts each for a specific colour of glass, where you can have the sensation to be in a different world, with well characterized atmospheres.

A project by **Paola Navone**, for Barovier&Toso, legendary glassmaker that aims at praisin glass flexibility. Not only from a technical point of view, but for its ability to transform itself, to enter and influence different cultures, transmit messages, collect incentives from every sites and in every era. To tell this, a series of custom pieces, generated by the breakdown and reassembly of catalogue glass chandeliers reinterpreted and re-mixed, that have fascinated generations and estimators. All of this in a series of colours ranging from the most traditional to the least conventional.

www.barovier.com



RED STAR MACALLINE - CHINA

PAST IS NOW

The very best of Chinese design is focused in 630 square meters debunking the legend of the Chinese copycats. By now, architects and designers have reached an unimaginable level of taste,

creativity and technology, with the strength of their millennial tradition and their world traveller culture. The most competent designers and the leader companies are gathered in the Red Star Macalline pavilion, that is back for the second time at Superstudio Più. It is not a furniture maker nor a seller with a chain store, but in its 130 malls distributed in over 90 cities in China proposes housing solutions not only elegant and functional but in the complete respect of the concept of family culture. The main theme of this exhibition is the reinterpretation in a contemporary form of the strong pieces of the tradition. “Because, they affirm, from the contrast with old and new we learn a lot of information about life and how to decorate our homes”. An invitation to discover the original **Chinese design** and relevant potentialities.

www.chinaredstar.com



focus far east

dream home

cultural intersection

tailored design

the power of Beauty

contemporary Wood

ethical code

innovative classic

REGIONE LAZIO FOR CREATIVITY - ITALY DESIGN TRIPTYCH



Dishes, glasses, cutlery, cups are placed on a red stairs inside a cone: a surreal image that could be on a screen, as it seems to confirm the four red chairs in row at the front. A grassy little island, two deckchairs and accessories that make us think of an outdoor pleasurable relax. A bathroom with a mosaic wall reminding those of the ancient Romans. These are the three proposals of the exhibition pathway narrating **Lazio Region's** excellence in design, in three different fields. From table furniture to outdoor to wellness. Not to be missed the creations by new talents, financed by the Creative Lazio and ADI Design Index

programme and the description of their stories.
www.regione.lazio.it

FOCUS - FRANCE SWINGING FIRE

The fireplace transforms. It is no longer placed against a wall, but in the centre of a space. To spread better the heat, but also to gather people around it, like a modern bonfire. An idea by the French company Focus, creator of the world first suspended pivoting fireplace in 1968. After Gyrofocus, exhibited at the **Guggenheim** of New York in 1988 and at the **Contemporary Art Center of Bordeaux** in 1996, there is Slimfocus. Still in black steel, it doesn't widen at the bottom, but has a more essential design. Perfectly cylindrical and with a balanced flow, it's the expression of the highest avant-garde technology. **Dominique**

Imbert, founder and designer of the brand, has also designed this. www.focus-creation.com

KEF - UNITED KINGDOM SOUND OBSESSIONS

The research for the most true and real sound, careful attention to the slightest nuances, and the importance to convey them, the challenge in gathering variations. At the same time, the research for aesthetics the creation of new talents, financed by their own stories.

More and more attractive, perfect in details and above all in line with innovation, with state-of-the-art materials etc. Not by chance the company chose "Kef Obsessions" (designed by **Michael Young**) as a title for the exhibition of the new sound system. They are designed by **Ross Lovegrove**, **Eric Chan**, **Milk Design**, **Studio F.A.Porsche** besides the internal team. In every device, either the most sophisticated and bulky one for large spaces up monopersonal headphones, a common idea of the future in sound design is perceptible: conveying emotions, high resolution, making sound audible not just through the ears and, of course music and... obsessions. www.kef.com



VITAMIN DESIGN - GERMANY WOOD POWER

The name Vitamin Design defines perfectly the characteristics of the wooden ingot furniture, with the grains in plain view. Minimal and polished designed by **Gintaras Grabliauskas**, firmness and functionality and such essential lines can be adapted to different surroundings. And last but not least a great attention to ecology. The wood used, oak, ash, beech wood, American maple, walnut, cherry wood, are in fact treated with pure vegetable oil. The drying process that is especially accurate and delicate, guarantees a long duration. As far as type of furniture, it ranges from tables of various dimensions and forms, oval, rectangular, squared for dining, short or desks, to benches and tools. From sideboards and chest drawers to beds. These last ones are interesting for their small and slightly tilted headrest, suitable for reading. www.vitamin-design.com



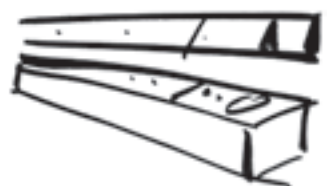
PIETRO TRAVAGLINI DESIGN - ITALY AFTER THE DARKNESS

The light glimmering through a thick forest, the myths of nature, are the inspiration lamps-sculptures by Pietro Travaglini. A creative process that the young designer expresses through an installation created in collaboration with **Marco Pozzi**, **Paolo Bazzani** and **Giovanni Gastel**. The result is a "mechanical little theatre" with video images and backstage inhabited by butterflies and feminine figures, the hamadryades, nymphs belonging to the trees that name the collection. Three lamps, each one named after a nymph: Driope, with a thin metal stem and flower bud shaped lampshades made in wallpaper. Syke consists in metal parallelepipeds with embedded LED lights recalling the branches of a ficus tree. Not by chance Syke was the name of Bacco's nymph lover transformed into a ficus. Finally, Morea with metal overlapping semi-spherical, shaped as a stylised jasmine. www.pietrotravaglinidesign.com



TM ITALIA - ITALY TO EACH HIS OWN

In the age of high-tech, custom-made is the true luxury. From fashion to cars, from travels to furniture. Not to be missed, according to this trend, kitchens by TM Italy. Three proposals to be adjusted to different needs, such as sizes, colours, details. Miuccia could be defined as new deco for the combination of rose-coloured copper and white marble and the unexpected blue varnishing. Neolite aims on materiality and combines old-looking bronze, rock, Sycamore essence. The third D-90, also in the name of the most futuristic one, follows the guidelines of demotic and plays with steel various colouring. "Advanced craft at the service of project" is the company's idea of design. www.tmitalia.com



ART & DESIGN

FLAVIO LUCCHINI TOTEM BETWEEN DESIGN AND FASHION

Superstudio Più's area, Flavio Lucchini's artworks narrate his life and art stories. A successful artist who used to work in fashion and publishing. Large corten steel Totem in the garden, golden relief panels at Dada Cafè, resin Dolls on exhibition in the Basement, as well as the majestic archive in the **Undergallery**, evoke a path to discover a unique and original artist. www.flaviolucchiniart.com



RAFFAELLO GALIOTTO MARVEL MARBLE



A rhinoceros head, a stylised agaves plant, superimposed spheres, a parallelepiped with piled up fish bones, another one with a play of circular pits on one side and unicorns on the back, are the five experimental sculptures designed by Raffaello Galiotto, designer, forever interested in research on materials and new technologies. Out of marble 2.0, have been created with **parametric softwares** that work like a **digital chisel**. With their architectural virtuosity, they are the most convincing proof of how it is possible today to work with stone without man's hand. Besides the stone, the must-see explanatory videos of the producing processes and the info graphic used by Cicto, Helios Automazioni Intermac, Lithos Design, Marmi Strada, the most qualified marble working companies. www.galiottodesign.it

MICHELANGELO PISTOLETTO THE THIRD PARADISE NEAR THE SKY

The symbolic Third Paradise, especially marked site specific with tuff bricks on Superstudio Più's **roof garden**. Encountering this artwork by the great master of Arte Povera and contemporary art is an impressive experience, located in an area of greenery and scents with a new set up. The ideal place for moments of relax, surrounded by the full excitement of Tortona District during Tortona Design Week. www.terzoparadiso.org



MARIA CRISTINA CARLINI HIGHER AND HIGHER

You can notice it as soon as you enter. Majestic and mysterious with its 4m high it expresses the idea of the perspective of the future. It's called **Obelisco** and is the contemporary reinterpretation one of the most ancient celebrative monuments in art history. A work by Maria Cristina Carlini, sculptress with passion for study and research of materials and curious to experiment new assemblings. Here she combines inner core wood, an element representing the past, with the corten steel wrapping, more connected to the present. A combination of materials that hints at the union of different cultures, fundamental for the coexistence of the future. www.mariacristinacarlini.com



performing Material

multisensory
smart objects

LG HAUSYS - SOUTH KOREA COLLABORATION ELEMENTS

How did colours, forms and most of all materials of design changed over the years? LG Hausys explains it to us in an exhibition in which the archistars involved have collaborated in time on the various projects. Here is a forest of columns in HI-MACS one of the performing materials, each of which has been assigned to a designer and his work documented endless reflections from a game of mirrors. From **Alessandro Mendini** to **Stefano Giovannoni**. From **Karim Rashid** to **Marcel Wanders**, who was already present in SupersDesign show 2015 as protagonist, who has created three of the colours of HI-MACS, to **Ben Van Berkel**. "The future of the interior design is the discovery of the interaction between human being and space. Knowing this from nature we can have the solution for our future design" It is the thought of **Sung-Hee Park**, curator of the installation-exposition.
www.lghausys.com - www.himacs.eu

E INK & UEBERALL - UNITED STATES DYNAMIC SCULPTURE

Attraction is too strong. You can never take your eyes off this four and a half metres sculpture, hanging from the ceiling that interacts with whoever is around it. In fact, it changes colour and moves according to the number and the movements of the people looking at it. Its called eFLOW and it is the greatest experimental application of 3D e-paper technology that has ever been made. It comes from the collaboration of **Nik Hafermaas**, the most important artist of Ueberall International, well-known for his sculptures in San José and Atlanta airports, and E Ink Prism's digital artists, the eco-friendly and high-fidelity alternative to LED, used in Kindle reading devices.
www.eink.com - www.ueberall.us

GORE-TEX - ITALY METEOMORPHOSIS

A large completely black space, footwear and garments are placed on wood and glass display case walls. Nothing unusual if it wasn't for the two large screens that continuously animate interacting with people. It's the Meteoromorphosis installation constructed in collaboration with Roman **video-artist Paolo Scoppola**. With this Gore-Tex he wants to tell the extraordinary performances of the waterproof and breathable fabric. Shown on two mega-screens, the videos made for the occasion replicate the various weather conditions that all human beings have to cope with everyday. Through a play of lights, sounds and colours, visitors can experience and feel the sensation of protection that this material gives, adapting to natural elements such as rain, sun, wind. Because, the concept says, every day is a perfect day. www.gore-tex.it

CARPET SIGN - THE NETHERLANDS TEXTILE ART

A Dutch manufacturer, a family and a creative team in love with the art of carpet, intended as a unique and extraordinary work of art, where each piece is "custom made" and experiments compositions, themes, colours, surfaces, reliefs and unexpected tenderness. Material carpets, hanged as tapestries, tell the story of a beauty and manual skill, winners of numerous Red Dot Design Award. A touch of Art that introduced the visit at the main pavilion of SuperDesign.
www.carpetsign.nl



RADICI CONTRACT - ITALY AT YOUR FEET

It guides the visitors from the entrance up to the end of the main pavilion, along with common corridors, flanking rooms, installations and presentations. Rather than a carpet, this is a textile floor created by Radici, International leader of textile flooring with personalised drawings and colours. Their creations are inside the Italian Parliament and Senate in Rome, at the **Louvre**, in Disneyland, in the Eiffel Tour's restaurant in Paris, on cruise ships. They are the red carpets in Cannes but also artists' installations such as the Melting Pop by **Cory Angel** or the pop compositions by **Takashi Murakami** in Versailles. Here at Superstudio, the carpet has a drawing by Carolina Nisivoccia. But, to have an idea of the whole range of proposals, at the end of the path, some samples of the textile flooring, are exhibited just like paintings.
www.radici.it

SUNBRELLA - FRANCE MAGIC CANOPY

Which better solution, to introduce fabrics that are known, other than for their aesthetics, for being resistant to sun, water and even moon rays? Something echoing nature. And so, designer **Élise Fouin** for Sunbrella, brand of outdoor and indoor fabrics, created an imaginary canopy.

This is how forest's top layer is called, the one which is mostly in touch of the natural elements. "Visually, I wanted to reference the lush leafiness below the canopy and "to contrast it with its smoother outer forms, like a forest seen from above." the designer said. The visitor feels as if moving in a sensorial universe, where the light filtering through the canopy gives prominence to the finish of these "textured fabrics".
www.sunbrella.com

AGC ASAHI GLASS - JAPAN AMORPHOUS

For the second year of the Milanese week, AGC Asahi Glass, a **world-leading manufacturer of glass**, introduces its latest revolutionary technology through an extraordinary installation eloquently named Amorphous that redesigns the traditional image of glass. No longer something hard, but a molecular structure without precise form. The visitor will find himself in a surrounding completely invaded by very light fluctuating fragments. It's Dragontrail, the thin, strengthened, more resistant to scratching, flexible, perfect for cover smartphones and tablets, but can also be used in other fields from construction to electronic devices to cars. www.agc.com



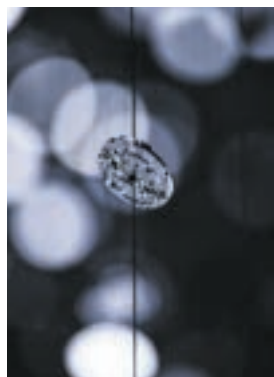
3M - UNITED STATES SUSTAINABILITY TREE

Noticeable right from the entrance, it astonishes and intrigues. It seems like an enormous tree full of branches. Not at all natural but it is as much future like as possible. Urban Tree Lounge is a metal structure, and what hangs and moves and are not leaves but 3m bright and reflecting particles. The installation, a perfect eco-friendly bond of architecture, technology and applied science, has been designed by **Stefano Boeri**, with the team Design of 3 M. "It's a space where you can give yourself a moment to reflect, where architecture and materials combine in a new and creative way, where visitors can relax, reflect and draw inspiration" it's the architect's comment. To know more, Boeri and **Eric Quint**, Chief Design Officer of 3M, talk about the project at Material Village on the 12th April at 6pm.
www.3mitalia.it

HUMAN TECHNOLOGY

CITIZEN - JAPAN LIGHT IS FUTURE

No one better than Citizen can assert this statement as a matter of fact. Always researching advanced technologies, in 1976 they designed Eco-drive allowing a watch to recharge through any source of light, thus needing no batteries. And from then on they continue on this track of ecological watches. Light was therefore the base of the installation for the Triennale in 2014, made with 80 thousand components part of a watch. Light effects along with sound effects, are also in this new fascinating project for SuperDesign Show. Through the exhibition, the public will perceive the sense of time. Installation by **DGT. (Dorell.Ghotmeh.Tane/Architects)**, lighting and sound **Luftzug**. www.citizenwatch-global.com



ENESSERE - ITALY WIND POWER



Hercules, a wind blade as beautiful as a sculpture that turns wind strength into clean energy thanks to an **innovative technology**. In wood, titanium, carbon fiber and in steel, with the smooth shape of the helix, it gently blends with nature. Designed by Enessere team and created by the masters from Vigentina, experts in the manufacturing of iron and wood.
www.enessere.com

AISIN - JAPAN IMAGINE NEW DAYS

From the most advanced technologies for car components to the most futuristic solutions for clean energy and lifestyle, with the aim to contribute to the well-being and wealth of tomorrow's society. Aisin is back at SuperDesign with a "house" through which two different expositions reveal us a fascinating path behind imagination. The first lets us discover interactive technologies, a project by **Hideki Yoshimoto**. The second one installation, designed by Aisin Design in collaboration with **Masaru Suzuki**, bring us closer to the world of textile where Aisin's sewing machines interact. All this on show with a usual magic and poetry.
www.aisin.com

SAMSUNG - SOUTH KOREA TV LIKE NOTHING EVER

Ronan & Erwan Bouroullec, designers of the year winners of the Wallpaper Design Award 2016, reinvented the revolutionary image of a "human" television, suspended between future vintage. Serif TV moves away from aesthetics of the ultrathin screens with always more invisible frame, claims its protagonism as a furnishing object, beautiful, solid, present. Free-standing, with a thick moulded frame, remind us of a blackboard of other times but with the latest functions. On the other hand, futuristic design for the new Suhd televisions, totally beautiful with their ultra thin, curved frameless screen, and with a perfect well-finished back side that finally doesn't force us to place the television against a wall. Smart TV a new conception that allows to interact with thousands of features and applications. www.samsung.com



SELECTED OBJECTS

SuperDesign choses for the contemporary home - Shop online on www.lovethehesign.com/superstudio2016



Add+ (France)

Can be used as dividing elements, as well as libraries, to hold objects or simply to liven up a surrounding. These are modules in various colours and with different functions to put near each other and arrange as you like. www.add-plus.design



ArteFashionDesign (Italy)

Stefano Freguglia and Ralph Ciech, young designers and businessmen from Brunico, have chosen Superstudio for their new company start up. And as their iconic piece they bring a chair with a wooden structure of an essential yet innovative design. www.artefashiondesign.com



Asus (Taiwan)

Named as ZenFone Zoom as it has the thinnest optical zoom in the world. With ten elements Hoya lenses it is able to capture the slightest details and at the same time magnify the original one twelve times. All of this in an innovative design. www.asus.com



Beau&Bien (France)

Reinterpreting luxurious chandeliers of the past with the elegance of today's design. The Parisian company introduces the "Carbone" and "Or" collection, where the black of the carbon replaces the white of the porcelain and the gold becomes a discreet protagonist. www.beauetbien.fr



Bud Brand (Japan)

The aim of this company is to let people know the world of home objects drawings created by young creatives who use materials and techniques of the Japanese tradition. To introduce them and value them in completely different cultures. www.bud-brand.com



Canavisia (Italia)

The Smart Bench is ideal for internal and external use both in private and public meeting places, and includes features that meet all of the criteria of the new concepts of smart living and smart cities. Design Paolo Reato. www.canavisia.it



Crjos Design Milano (Italy)

A table with a red outline, a two-seat squared settee and then again a coat hanger, an island bookshelf, a chair. Five are the furniture pieces proposed by Crjos Design. All made of glass and with essential lines are basic elements suitable for any space. www.crjosdesign.com



Deutsu (Germany)

Contemporary furniture inspired by architecture and landscape, crafted by Björn Bertheau and Ulrich Bähring, Germany. With their backgrounds in carpentry, metal craftsmanship and as architects, they bring concept design and craftsmanship together. www.deutsu.com



Digital Habits (Italy)

Calling them lamps is incorrect and reductive. These are high technology objects that transform perceptions. They spread out scents or music at prearranged times. They give the weather forecast, express lunar phases adjusting the light accordingly. www.digitalhabits.it



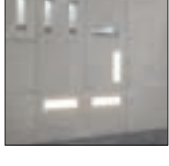
Dozen Design (Italy)

The theme of triangle is the central. It can be found from the library to the mirror, from the simple tray to a possible cat's basket. Each piece is crafted in natural wood with the support of black steel and red metal joints for the library. www.dozen-design.com



Dyson (Italy)

Looking at them like this in a circle seem to be an art installation. Nothing would make us think that they are the latest generation fans, as they don't even have blades. They are a perfect summary of design and technology, like many other products of the brand. www.dyson.it



Emilgroup (Italy)

EC Wall combines architecture and design. It is a multi-purpose ceramic wall, suitable for decorating a space or to define and delimit it. An interesting feature is the possibility, according to the thickness, to filter light in a different way. www.emilceramicagroup.it



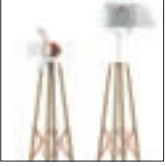
Forma Caprichosa (Poland)

They are called El Animalito the original chairs made of solid wood with the external part that reminds of savannah animals. Dogmara Oliwa wanted to create a furniture with character, comfortable and elegant, but at the same time expressive and bizarre. www.formacaprighosa.com



Hand Studio (United Kingdom)

It is called Hand 01 and it is a kit to assemble and create a modular table with paper covering, available in five different sizes. An "unwrap and create" project for various creative activities. By Hand Studio in collaboration with G.F.Smith. www.handstudio.co.uk



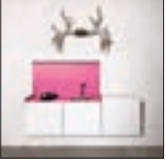
Ianiro (Italy)

Two lamps that have a story to tell and reinterpret the cinema projectors where the name of Ianiro has become pseudonym. Iiuro and Ianebeam designed by Setsu & Shinobu Ito introduce the technical body on natural wooden legs. www.ianirodesign.com



Lettera G (Italy)

Three pieces of design in the sign of colour. The Modern methacrylate chair looks back at the 50's. The Merlot varnished metal three-size coffee tables play with trompe-l'oeil lace. Dandy the methacrylate umbrella stand consists in two interlocking modules. www.letterag.it



Miniki (Germany)

The kitchen that isn't there. Not only the cooker and the sink are equipped with a covering board, but everything, including the fridge, is held by a hanging frame that blends in the wall. It consists of combinable, easy-to-move modules readily fitting in any space. www.miniki.eu



Moca (Belgium)

A contemporary take of the old sideboard, a contrasting colour elements. An oak wood table coming in two sizes. A bench with a wooden frame and boiled wood upholstery in various colours. Three examples of Moca design. www.mocaline.com



Morà (Italy)

The cover is in marble and the frame in carbon fiber, and yet Morà eyewear only weight 32 grams. Each model is the result of 35 phases of industrial work and 76 manual finishing touches. It is possible customize the frames engraving the customer's signature. www.mora-eyewear.com



Nisha Decor (Ukraine)

From glasses to trays, from vases to countertops to face walls, this glass can be used for various furnishing accessories. The wide colour and textile range, including the one looking like boiling water, is its strength point. www.nishadecor.com



Piemonte Design (Italy)

A briar-root console table and a table lamp, mirrors and inlaid doors. A garden fine wood bench, little household objects and jewels. These are the design proposals by a pool various Piedmontese companies. www.centroestero.org/designluxury



Pinto (Japan)

A proposal that represents "a good habit for your correct posture". It has been, in fact, studied by the occupational therapist Hiako Nomura to regain us the natural axis of the body. By the product designer Eiji Shibata as the new collection of furniture. www.pas21.com



Sertum (Italy)

The historic motorcycle house from Milan proposes two "essential accessories". A customizable pen, in three versions with the tip carved from a block of carbon. And a weekend bag, in carbon fiber, available in 100 individual pieces and also customizable. www.sertum.it



Simon James Spurr (United States)

Stylised and slightly reminiscent of the 50's the floor lamp in 5 possible combinations. It is made of burnished or natural brass, with two feet and an either black, white or red ostrich skin lampshade. www.simonjamespurr.com

Happy mobility

JAGUAR - UNITED KINGDOM CREATIVE WRAPPING

A nice challenge for students of IED, European Institute of Design, of Torino. Launched by Jaguar that, in collaboration with the school, involving young creators to invent some wrappings for the new **F-Pace** model, **first crossover** of the car manufacturer. And now a live performance with Wacom Cintig, the most innovative screens for drawing show visitors the path followed for the creation of the graphics, inspired by F-Pace's characteristic and distinctive elements. www.jaguar.it



BIOMEGA - DENMARK URBAN BIKE

From the country with the highest number of cycling lanes, OKO, the new eco-bike arrives at SuperDesign. This is the latest creation of Biomega, Danish bike brand who's design bicycles are exhibited at the **Moma in New York**. Biomega also announces the new collaboration with Italian sportswear brand K-Way®. Therefore a must-see is the series of clothes and accessories especially for cyclists, designed by **KiBiSi** and **K-Way®** creative team. www.biomega.com



LATTONEDIL - ITALY DESIGN FAÇADE

Giano is the name of the innovative counter-top for building constructions representing a true revolution in facade finishing. As all proposals by Lattonedil it provides **aesthetics**, **Eco sustainability**, **best insulation** for energy saving. Giano combines the features of an insulated countertop with the technical and aesthetic performances of large-size (up to 3000 x 1000 mm), low-thickness (3 mm) porcelanized stoneware plates. This allows the designer to create casings complying with versatility, functionality and design requirements. www.lattonedil.it



WOMAN OF DESIGN

Even **Gisella Borioli**, CEO and creative director of Superstudio is present in W - Women in Italian Design, in Triennale, curated by Silvana Annicciarico, history of Italian feminine design, where women were involved in a less authoritarian, more spontaneous, more dynamic design. For this reason she has already received the Golden Ambrogino 2014, prize of the City of Milan to the most influential personalities. From April 2nd, XXI International Exhibition of the Milan Triennale.



BASEMENT: THE EXPERIENCE SPACE

YES YOU CAN MAKE IT! / EBAY LAB

EBay develops on two floors the evocative laboratory where to celebrate the **art of making** and the thousands of opportunities that each designer or handcraft, can evoke. Located at the centre are four innovative objects and the tools to create them. A further confirmation that the most well-known online store website has a solution for everything. A project by the architect Francesco Maria Bandini. www.ebay.it

LET'S GO KIDS / ASSOGIOCATTOLI

An unusual retrospective that examines the first form of mobility on wheels, the one dedicated to the little ones. Sustained by Assogiocattoli, Let's Go Kids exhibits **photographs of the past and strollers of today**, intended as a design object, but also as a transportation that allows parents and children to hang out in places and increase their relation. To top it all, is an interesting video where the adult can try the feeling of going around the city on a stroller observing the places and situation from a kid's point of view. www.assogiocattoli.it

POP DOLLS / FLAVIO LUCCHINI ART

The little atelier where Dolls in coloured resin by Flavio Lucchini are exhibited, evokes the great atelier at Superstudio Più where, for years, the artist gave life to his **majestic sculptures** and experimentations. An invitation to discover his other work in the adjacent Undergallery, on request. www.flaviolucchiniart.com

BE / BE.EMANUELGARGANO

The minimalist sign and the love for unaltered materials highlight the mysterious exposition of lights by Emanuel Gargano, Umbrian designer, who has, besides, collaborated for a long time with the Claudio Silverstrin from London. **Winner of many awards** among which the Good Design Award, from Chicago Athenaeum, the International Design Award of Elle Decor, the Best Communicator Award of Marmomacc for the interpretation of stone, the Red Dot Design Award for the product design, the Design Plus and the German Design Award that designs for the most prestigious companies. However BE is his latest "personal project". www.emanuelgargano.com

CREATIVE EMPATHY / MARIO CUCINELLA ARCHITECTS

A great architect and a multitasking space where to develop multiple activities that involve design addicts and not only. Mario Cucinella is the founder of **SOS - School of Sustainability**, a prestigious post graduate university that trains architects, engineers and designers in the field of sustainability availing itself of prestigious teachers and attracts students from all over the world. At SuperDesign presents, open to kids from 6 to 10 years old, the laboratory on the idea of city, in collaboration with its SOS - School of Sustainability. On the other hand, for students and young professionals the workshop to illustrate the themes of research of school and laboratories for the creation of prototypes. Cucinella also introduces the new monographic book "Creative Empathy", "Creating more beautiful buildings inside and outside, so that architecture gets back its basic values". This is his thinking. www.mcarchitects.it

Lights in the basement by ONLIGHTPF.

SuperDesign

S H O W

Superstudio Più

3M - 3BIS

An installation by Stefano Boeri in the sign of sustainability

AGC ASAHI GLASS - 14

The flexible and light glass, like leaves

AISIN - 21

Solutions for tomorrow's lifestyle

ASSOGIOCATTOLI - BASEMENT 2

Stroller, an object of design, recollection and much more

BAROVI&TOSO - 20

Around the world through glass

BE.EMANUELGARGANO - BASEMENT 4

Poetry and minimalism for lamps

BIOMEGA - 5

The most urban design bike and accessories of urban rider

CARPET SIGN - 7BIS

Carpets like paintings tell about a Dutch manufacture

CITIZEN 4

Light and sound effects for the sunlight watch

E INK & UEBERALL - 6BIS

A 3D sculpture that interacts with who looks at it

EBAY - 5BIS / BASEMENT 1

How to build four original objects

ENESSERE - 22

A sculpture transforms wind into clean energy

FLAVIO LUCCHINI ART - BASEMENT 5

Pop Dolls, colourful doll-sculptures

FOCUS - 12

The fireplace of the future: in museums and in houses

GORE-TEX - 16

A video explains the ever changing performances of a textile

JAGUAR - 6

Creative wrapping for the new F-Pace crossover

KEF - 10

The research for most real sound becomes obsession

LATTONEDIL - 2

A multi purpose countertop

LG HAUSYS - 17

Stories of archistar and materials in a surreal forest

MARIA CRISTINA CARLINI - 4BIS

Her steel and wood obelisk evokes different cultures

MARIO CUCINELLA ARCHITECTS - BASEMENT 6

Workshop on sustainability for adults and children

MATERIALS VILLAGE - 3

Project by Material Connexion Italia. An overview of the materials, from the most classic to original ones 3M, BEKO, OLTREMATERIA, DUPONT, CHRISTIAN FISCHBACHER, ELITIS, NOVACOLOR, ASOCIACIÓN DE DISEÑADORES DE EUSKADI, IPM ITALIA, XL EXTRALIGHT, GEMANCO DESIGN, MERCK, TEXCLUBTEC, POZZI ELECTA, RADICIGROUP, TA LI, TREVIRA, WINDTEX VAGOTEX, TILES KIN, NATURTEX, LANDMAKING, GALLERIA CAVOUR GREEN, LINEAVERDE, EASYGREEN, BIOHABITAT, LATIFOLIA, PHYTOS, ESSENZE DI LUCE, SOFA SOFT, MEDIACOM

PIETRO TRAVAGLINI DESIGN - 17

Lamps-sculptures in a forest installation

RADICI CONTRACT - 19

The great events carpet accompanies the visitors

RAFFAELLO GALIOTTO - 12BIS

Five marble sculptures made with digital chisel

RED STAR MACALLINE - 7

The reinterpretation of the strong pieces of Chinese tradition

REGIONE LAZIO FOR CREATIVITY - 15

Excellence design for outdoor, wellness, table

SAMSUNG ELECTRONICS ITALIA - 1

The "human" televisions by the Bouroullec brothers

SELECTED OBJECTS - 9

Everything on the contemporary home. Collective exhibition ADD+, ARTEFASHIONDESIGN, ASUS, BEAU&BIEN, BUD BRAND, CANAVISIA, CRJOS DESIGN MILANO, DEUTSU, DIGITAL HABITS, DOZEN DESIGN, DYSON, EMILGROUP, FORMA CAPRICHOSA, HAND STUDIO, IANIRO, LETTERA G, MINIKI, MOCA, MORÀ, NISHA DECOR, PIEMONTE DESIGN, PINTO, SERTUM, SIMON JAMES SPURR

SUNBRELLA - 11

Embroidery tambours as trunks and fabrics as fronds for the textile forest

TM ITALIA - 8

Highly evolved craftsmanship for design customizable kitchens

VITAMIN DESIGN - 18

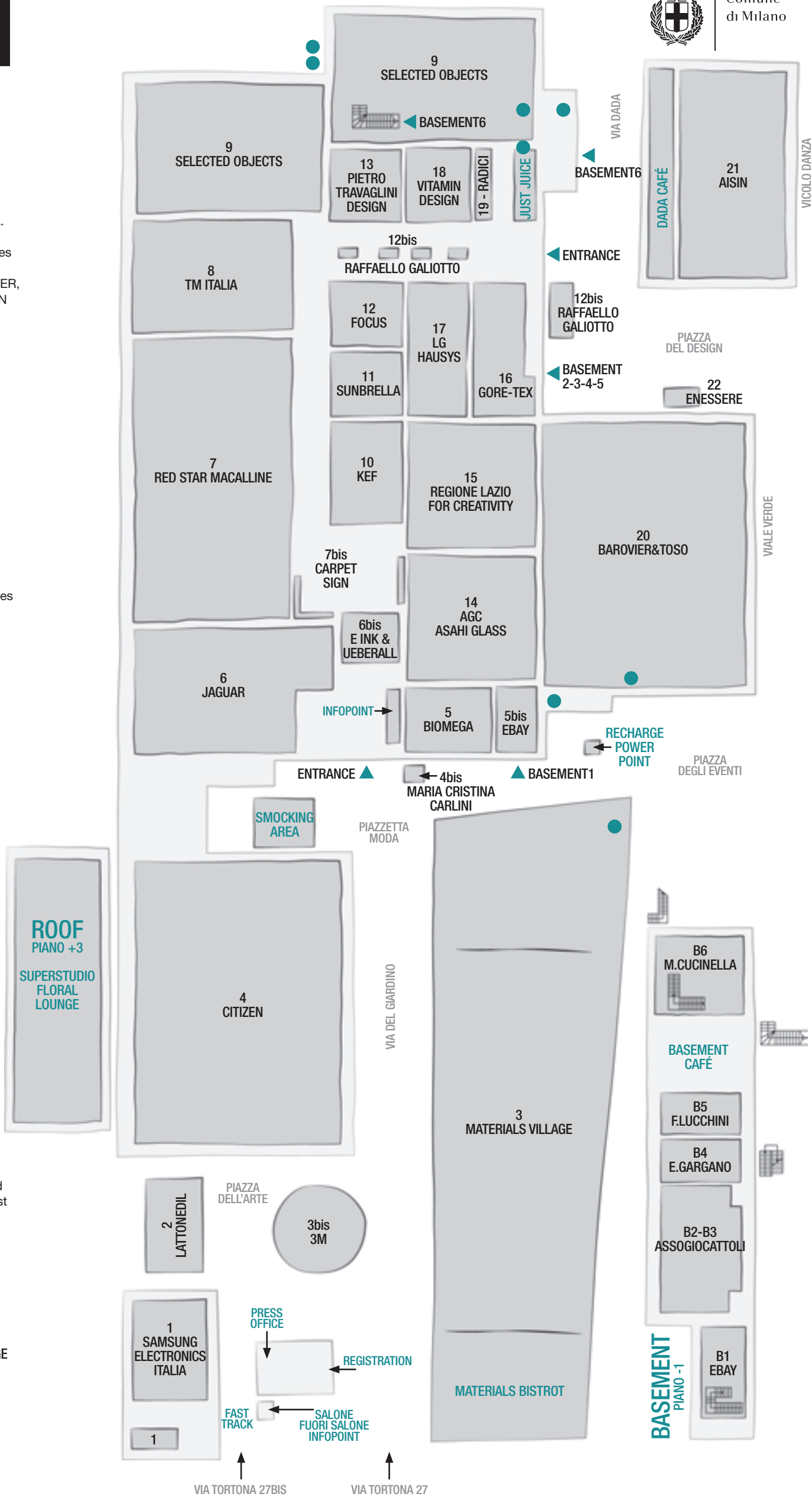
When wood furniture design is synonymous of ecology

ROOF / SUPERSTUDIO FLORAL LOUNGE

Relax area on the roof garden with view, by Valdo



▲ BASEMENT ENTRANCE
● TOILET





AT THE TABLE!

MATERIALS BISTROT

In the garden, in the middle of the Materials Village, a small restaurant for lunch and drinks all day long.
Ph. +39 342 1487356

DADA CAFÈ

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

JUST JUICE

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

BASEMENT CAFÈ

Refreshments in the heart of the Basement where workshops and experiential spaces are located.
Coffee, tea, water, drinks, pastries. At Superstudio Più.

SUPERSTUDIO CAFÈ

Via Forcella (5 minutes walking distance from Superstudio Più)
Close to the photographic studios. Light and creative cuisine, home made bakery. Inside decoration by Michele de Lucchi.
Ph. +39 02 83396237 - www.superstudiocafe.com

FLORAL RELAX TO ENJOY

There is a place, far from the madding crowd, where you can relax, quietly talk, maybe tasting a salad or toasting with something special. It's Superstudio's roof garden, with Michelangelo Pistoletto's urban vegetable garden, curated by Coltivare la Città. Perfect for the situation is **Valdo** Rosé sparkling wine, in the new Floral limited edition bottle, designed by Fabrizio Sclavi with all flowers of spring. www.valdo.com

*Around
Superstudio*

DON'T FORGET:

- **THE ROOF, WHERE YOU CAN RELAX SURROUNDED BY FLOWERS, AROMATIC HERBS, ART AND A GLASS OF PROSECCO**
- **THE BASEMENT, THE SPACE OF EXPERIENCES, EXHIBITIONS, LABORATORIES, LECTURES, THE CULTURE OF MAKING**
- **SUPERSTUDIO 13, VIA FORCELLA 13, DESIGN, FASHION, MUSIC, FOOD, MEETINGS. RESTAURANT AND PRIVATE PARKING**

SIGN AND DESIGN: SANDRO FABBRI

The calligraphic mark for words of design, design seen through the drawing. This is the contribute of the artist-illustrator called to illustrate the White Pages that talk about tomorrow's habitat. Sketches, thoughts, phrases that highlight the prevailing theme of this edition of SuperDesign project at Superstudio Più and that we find again in the drawings of these pages. Originally from Tuscany, educated in Florence (Fine Arts Academy), honorary Milanese, Sandro Fabbri has collaborated with the main Italian Publishing companies. His art-book "Ordinary People" won the Italian Art Director's Club Gold Award and the International Crest Award.



POP POINT AT SUPERSTUDIO 13

The historical photographic studios that have seen the debut of Italian fashion and are still the protagonists, transforms for the design week into a hot point with the most sparkling names of contemporary lifestyle.

PEPSICO / MIX IT UP 2016

Intense days and hot nights. In the large Pepsi space you can enter in from two opposite entrances, via Bugatti 9 and via Forcella 13. There is a world inside. Fashion, music, culinary art with the participation of Fabio Novembre, Karim Rashid, Lapo Elkann + Garage Italia Customs, Benjamin Hubert, Jeremy Scott, Design Group Italia, and many more (entrance via Forcella 13 and via Bugatti 9).
www.pepsico.co.it

BLABLACAR / THE SHARING EFFECT

Shared mobility and sympathy. Who enters the transparent bubble will discover the effects that car sharing has on environment and consumption. Smart mobility, optimisation of resources finally made possible by advanced technology. www.blablacar.it

MELISSA / SHOE-DESIGN

An outdoor lounge to relax and update on the ultimate design shoes. Pop, ironic, avant-garde, perfumed shoes, use pvc yet guarantee comfort and respecting the environment. Design by Melissa, Brazilian brand that has collaborated with designers such as Campana brothers, Gaetano Pesce, Jason Wu, Jeremy Scott and Vivienne Westwood. www.melissa.com.br

DDN / AFTER 5 PM

Meetings, presentations, speeches at Superstudio Café. From 5pm onwards. www.designdiffusion.com

PROGRAMME

MARIO CUCINELLA SOS SPACE

Tuesday 12 April at 5pm
Creative Empathy - lecture by Mario Cucinella

Tuesday 12 April
3D print laboratory with 3DZ

Wednesday 13 April
Workshop SOS - School of Sustainability in collaboration with Arcò

Thursday 14 April at 5pm
Presentation of SOS - School of Sustainability

Friday 15 April
Workshop SOS - School of Sustainability in collaboration with ActionAid Italia and LAP

Friday 15 April at 5pm
Conversation between Mario Cucinella and Marco De Ponte

Saturday 16 April
Presentation of "Creative Empathy" book with Mario Cucinella and Marco Fagioli

12 / 17 April - permanent activities
Crafted Prototypes Laboratory
MCA Project Exhibition
SOS - School of Sustainability Exhibition
Green Installation

MATERIALS VILLAGE SPACE

12 April at 6pm
Meeting with Stefano Boeri and Eric Quint, Chief Design Officer 3M

Wednesday 13 April, from 6pm to 9pm
Evening for designers and architectural firms. On invitation

12-13-15-16 April, from 5pm to 8pm
Cooking show with Alessandro Borghese for Beko

BASEMENT CAFÈ SPACE

Wednesday 13 at 6pm
Childcare and design by Assogiocattoli

OUR PARTNERS

We thank ASUS for technology devices supplied to SuperDesign Show staff, press office and info point; RADICI CONTRACT for the textile flooring designed by Carolina Nisiovocia created for SuperDesign Show; VALDO, partner of Superstudio Floral Lounge on the Roof; LOVETHESIGN for the online sale of Superstudio Selection; ARCLAB/RICHARD CECCANTI for the tilted bookshelf of the Press for You Point, FLEXIBLELOVE for the extendible seats, the "Iron tailors" MABELE for the Infopoint counters especially made and the metal benches with perforated lettering, NOVACOLOR for the external totems painted with materic paint, SLIDE for the furniture Design of Love at the Press Office and the Amore benches outside, RUBLIC for the power point flex-city useful for recharging, ONLIGHTPF for the colored lighting in the Basement.

MEDIA PARTNER

90+10, ABITARE, ARCHITONIC, ARTRIBUNE, CAPITAL, CASAFACILE, CASE&COUNTRY, CHI È CHI, CLASS, CLUB MILANO, DDN GUIDE, DESIGN STREET, DESIGN42DAY, EXIBART, FASHION, FASHION ILLUSTRATED, FUORISALONE.IT, IMAGE IN PROGRESS, INTERNI, INTERNI PANORAMA MAGAZINE, IQD, JULIET, LIVING CORRIERE DELLA SERA INTERIORS MAGAZINE, LIVING SPACE, LUXOS MAGAZINE, MEZONIN, MFFASHION, MFL - MAGAZINE FOR LIVING, MODEM DESIGN, MY ART GUIDES, OBJEKT©INTERNATIONAL, PAMBIANCO DESIGN, PLATFORM, URBAN, WU MAGAZINE, ZERO.



SUPERDESIGN SHOW TEAM

SuperDesign Show is a project by Gisella Borioli. Operative Director Dario Negri. Art Direction by Carolina Nisiovocia.

Collaborations: Stefania Ambrosini, Anna Bergamo, Gloria Beruschi, Alessandra Di Consoli, Luisa Espanet, Sandro Fabbri, Chiara Ferella Falda, Maria Mancini, Enrica Mariano, Elena Pardini, Danilo Pasqua, Monica Pastore, Dianora Ricca, Daniela Riccio, Michele Ronzulli, Santa Solano, Walter Terzini, Alberto Vittone.

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