

DESIGN • FASHION • ART
INNOVATION • EVENTS
TRENDS • ANTICIPATIONS



SUPERSTUDIO MAGAZINE

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IN THE NAME OF ART

In this @AT special edition we talk a lot about **Flavio Lucchini**, chairman and founder of Superstudio Group, but also former art director and creator of all the most important Italian fashion magazines, editor, intellectual and artist. • A deserved tribute in the occasion of his 90th birthday, celebrated during the whole 2018 with a series of public and private events that in a way close a chapter of his story and start a fresh one • It is actually named “**Ricomincio da 90**” the extraordinary year of exhibitions, new books, meetings, interviews, films, culminated in the party and culture night on the 27th October at Triennale of Milan, hosted by **Stefano Boeri**, chairman of the most prestigious art and creativity building of Milan. • Going through the latest book by Lucchini “**Il Destino - dovevo fare il contadino ma ho incontrato la moda (e non sono stilista)**”, or the video-report “**La moda in altro modo**” conceived and curated by Gisella Borioli with the direction by Giovanni Gastel on the golden years of fashion, that saw him as protagonist, is a journey explaining many things and how, from an innovative vision of fashion and society, Superstudio has been created through printed paper, photography, design, art, creativity experienced in his own way. • In addition to a group installation of **Ghost**, four sculptures in the Triennale garden, the “classic” artistic path by Lucchini ends with an exhibition that opens a new dimension focusing on giving back to less fortunate young people what destiny has donated. • In fact, 90 art works of **Art Bazar** in MyOwnGallery, created in different periods and with different subjects, are offered through a special sale and a silent auction and relevant proceeds will be entirely donated to the **Autistic/Artistic Project** that is focused on involving “special needs” children and kids (autistic and with Asperger syndrome) in art, to facilitate relations and self awareness. • For anyone interested, there is the possibility to visit the **Undergallery** archive and the artist’s storage room with other historical or unrealised art works. • Another opportunity to combine beauty to good will is the charity project hosted until the 13th January at Triennale “**Buoni come il Pane**” edible bread, as sculptures created as support to Onlus Pane Quotidiano. The bread is interpreted as emblem of society, an element with a strong symbolic value that expresses tradition, art, manual skill, sharing and community spirit. Twenty Italian artists and designers internationally well known and ten famous chefs have created thirty new, unexpected breads. Flavio Lucchini is one of them. A project by Alessandro Guerriero and Alessandra Zucchi with the participation of Oliviero Toscani. • However, art is constant and is back in thousands ways at Superstudio, opening up to great masters as well as new talents. • The ever sparkling new edition of **AAF**, the annual appointment with the democratic art that offers original art works affordable to everyone, from 100 € to 6.000 € proposed by 85 international galleries, that will take place in via Tortona 27 from the 25th to 27th January. • We also like to recommend an event outside our premises, the **Igloos** installations by the great Turinese master **Mario Merz**, as we are sure our “art lovers” visitors would appreciate the splendour, anticipated in the photos published here. At Hangar Pirelli Bicocca until the 24th February 2019.

Gisella Borioli



Sculptures in ceramics by Lucchini for “Buoni come il Pane”. Still in Triennale Flavio Lucchini with Stefano Boeri for the evening in his honor. An art work on exhibition at AAF, Affordable art at Superstudio Più.



A surreal landscape to celebrate Mario Merz with Igloos, his most renowned art works at Hangar Pirelli Bicocca.

POINT OF VIEW

IGLOOS IN MILAN

Igloos doesn't come unnoticed, the extraordinary exhibition that welcomes visitors in the immense Hangar Pirelli Bicocca in Milan, open until the 24th February 2019. A dreamlike village that gathers conceptual “shelters” created by **Mario Merz** (1925-2003), master of Arte Povera, throughout the years with natural materials or ones that life provided him, pieces of woods, concrete rebars, faggots picked up in woods, broken glasses, metal sheets, words turned into lights with neons. Igloos in particular, visually reminiscing primordial homes, for the artist become the archetype of the inhabited places in the world and the metaphor of the different relations between indoor and outdoor, between physical and conceptual space, between individuality and community. An exhibition project curated by Vicente Todolí and created in collaboration with the Fondazione Merz. It will certainly be appreciated by Superstudio's visitors, used to move among art, architecture, beauty, visions with deep origins in the past and leaps into the future. *G.B.*



Glasses, steel, jute, stone, neon, wood and other materials for the thirty Igloos by Mario Merz gathered in a large unmissable exhibition, that may be seen until 24th February in Milan.

INTERVIEW: FLAVIO LUCCHINI

FOREVER INNOVATOR

Among the interviews along with the numerous tributes to Flavio Lucchini's anniversary, we propose an excerpt of the one published on Domus, that briefly retraces his professional story.

You have been one of the most influential people in publishing in the 60's/70's/80's. How (and when) have you discovered your vocation for fashion?

As Giorgio Armani says, I was not born with the vocation for fashion as happens for many young ones from an early age. At primary school I was good at drawing. At high school I definitely wanted to be an artist. Fashion came working.

After studying Architecture in Venice and Art at Accademia di Brera, you decided to dedicate yourself to fashion publishing.

My experience in the graphic design began in Milan, where I moved in early 50's attending Politecnico and, later on Accademia di Brera. I then had the opportunity to create Fantasia, my first monthly women magazine, that was soon noticed and appreciated. This was the magazine that opened me the doors of Corriere della Sera to create Amica. With these two magazines my adventure began and I discovered my passion for fashion.

Publishing, art, graphics, marked your professional path. How did they influence in your professional development and why?

Art, fashion, graphics, architecture have been predominant interests in my life both professionally and personally. The magazines that I created helped me to express them and give them value right from the beginning.

In the late 50's there were no model agencies nor photographers specialised in fashion in Milan. The Corriere had great journalists such as Buzzati and Montanelli. I thought Amica should have great photographers working in Paris. Fashion was different with them. I remember in cinemas there were nouvelle vague movies. You could breath new air. As a matter of fact, a few years later, the Beatles, miniskirts, Carnaby street and King's road arrived in London. I brought this atmosphere into Amica. After a few years at Amica, Condé Nast called me: they just bought the Novità magazine. I convinced the powerful editor in chief of the American publishing house, Alexander

Ghost installation by Flavio Lucchini in the Triennale garden. Light design by Ordo.



Lieberman, to transform it into Vogue to give it prestige and follow the new times. This was the decision that changed my life and the fashion history of Milan.

In 1983 you founded Superstudio 13, first centre for photography and image. Then, in 2000, Superstudio Più, great hub dedicated to fashion, art, design and communication. What do you think about these increasingly close relation among these areas?

I always considered fashion an important fact, an incentive and reflection of social and world change. In 1983 I thought of opening, with Fabrizio Ferri, a centre of photographic studios and services with a lot of space and all those new technologies that fashion photography required. The technical update had been necessary as the process of photography was fast and expensive for the single photographer. In 2000 my great passion for fashion, design, art and innovation led me to open a large hub for events connected with my experience. Superstudio Più was meant to serve "advanced" communication and give visibility opportunities to young talents and emerging artists. Besides that, to have my art studio.

In 1990, once the fashion heroic period was over you relinquish all your positions to devote yourself to art. Was this a choice or a necessity?

I chose to dedicate myself to art as I always felt an artist. I also thought it was my duty to make people understand some of the many messages that the dress transmits. In this sense, I never walked away from fashion. Everything inspired me, from Haute Couture to burqa.

Today you are a 90 years young guy. If you think about future, what would you like to pass on to the future generation of designers, creatives and entrepreneurs?

To young entrepreneurs, to creatives of all kind, I would like to say: strongly believe in your ideas and abilities. Love your decisions and your work will make you happy. Put passion into it. Invest all your energies to reach your goals. You will do it.

Paolo Briscece

Complete interview on Domus www.domusweb.it

“ Flavio Lucchini is a multifaceted figure, used to move among different settings and is able to combine talent scout quality and great editorial abilities, ranging in his career from the creation of some of the most innovative Italian fashion magazines to the establishment of Superstudio in Milan, location of exchange and intersections of the contemporary languages. As a result, a deserved homage that Triennale of Milan - that aims at valuing the highest expressions of the world of design and creativity - today turns to a protagonist of Italian and international fashion”.

”

Architect Stefano Boeri, president of La Triennale di Milano

BOOKS TO READ WITH THE HEART

In 2019, beginning of the twentieth year of Superstudio Più, the **PROGETTO artistico** is born, as wanted by its founders and with the patronage by the Quartieri Tranquilli association to give "special needs" kids (autistic and Asperger syndrome) the opportunity to develop and improve their abilities and relations by practising art, introducing them closer to painting, sculpture, music, performance, theatre, photography and more. Flavio Lucchini, provides for the Autistic/Artistic Project, by donating the relevant income, many of his art works and publications:

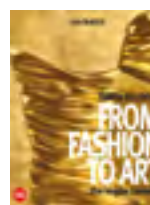
- IL DESTINO-DOVEVO FARE IL CONTADINO MA HO INCONTRATO LA MODA (E NON SONO UNO STILISTA), hot off the press, the autobiography in 90 memories of a great protagonist of fashion, publishing and art in the 60's. Offer 15 € (instead of 19).



- CAHIER, artist book in limited edition of 100 numbered and signed copies with drawings by Lucchini inspired by collections of Giorgio Armani, Romeo Gigli, Gianni Versace in the 90's. Offer 30 € (instead of 50).

- FROM FASHION TO ART - THE VOGUE LESSON, by Luca Beatrice and Gisella Borioli (Skira editions), a volume that collects part of Flavio Lucchini's artistic production - starting from 1990. Offer 25 € (instead of 49).

The books on sale may be requested at info@superstudiogroup.com or collected in MyOwnGallery in via Tortona 27 bis at the special price, as indicated above.



SCHEDULE

4th December 2018

INVECO CONVENTION

Private event by invitation. End of year talk show by the investment management leader company. www.invesco.it/it

5th December 2018

ADIDAS TANGO LEAGUE-MATCHDAY COPA
Private event by invitation. Street football tournament of the German brand with a format that recalls football competitions. www.adidas.co.uk

From 12th to 14th January 2019

WHITE SHOW STREET AND MARKET

Private event by registration. The new format with White open to consumers as well as buyers. www.whiteshow.com

From 24th until 27th January 2019

AFFORDABLE ART FAIR

Event open to the public. The main international

fair for affordable art.

affordableartfair.com/fairs/milan

7th February 2019

SOPRA STERIA

Private event by invitation. 50th Anniversary of the European digital transformation leader company. www.soprasteria.co.uk

From 22nd to 25th February 2019

WHITE SHOW

Private event by registration. The most fashionable and avant-garde fair articulated by the words trend and research. Fashion, beauty, accessories, new talents. www.whiteshow.com

3rd March 2019

GO COPPOLA

Private event by invitation. Show for Italian hair stylists with special guests, performers and turning points. www.aldocoppola.com/en

from 13th to 15th March

TEAM SYSTEM

Private event by invitation. Convention dedicated to the digital transformation in Italy with landmark at electronics, Cloud, privacy, collaboration solutions, 4.0 industry. international.teamsystem.com

5th March 2019

INTERNATIONAL HEALTHWARE CONVENTION

Private event by invitation. Convention on technological systems that have revolutionised the communication in the world of healthcare. www.healthwareinternational.com

26th and 27th March 2019

ROCHE CONVENTION

Private event by invitation. The multinational Swiss corporation that operated in the pharmaceutical and diagnostics field will present a new product. www.roche.com



SUPERSTUDIO IS GREEN

From the 1st January 2019 thanks to the agreement with A2A Superstudio will use power from 100% renewable sources such as wind, solar, geothermal, wave, water, biomass, landfill gas and biogas. This initiative, along with the ones already under way, such as LED lights, ultra-effective air conditioning systems, and power consumption monitoring systems, will move us into a greener future.



Photo by Alessandra Di Consoili and Nally Bellati contessanally.blogspot.com

← BIRTHDAY WITH LOVE

A toast, a triple "instant" exhibition in the spaces and one in the garden, a lighting installation, a movie, his autobiography to celebrate the goal reached by Flavio Lucchini but also his exceptional contribution to Italian creativity. The evening opened by the chairman of Triennale, Stefano Boeri together with Gisella Borioli, Oliviero Toscani and Giovanni Gastel, gathered the best representatives of creative Milan. A rare evening of culture, joy, fondness, gratitude to tell - everyone - thank you to an indisputable Master.

1. Gisella Borioli, Stefano Boeri - 2. Laura Lusuardi, prof. Francesco Alberoni - 3. Emma Treves, Manfredi Bellati - 4. Daniela Gerini, Giuseppe Colonna - 5. Gloria Mattioni - 6. Stefano Giovannoni, Cristina Morozzi - 7. Sergio Caminata, Gianfranca Negri - 8. Andreina Longhi - 9. Giulia Sovico, Claudio La Viola - 10. Geneviève and Gabrio Bini - 11. Umberto Angelini, Carlo Morfini - 12. Alberto Zanoletti - 13. Antonio Mancinelli - 14. Lina Sotis - 15. Stefano Boeri, Paolo Rinaldi - 16. Maria Vittoria Baravelli, Piero Gemelli - 17. Nally Bellati - 18. Tommaso Borioli, Valeria De Grandis - 19. Flavio Lucchini, Letizia Gonzales - 20. Piera Crovetti - 21. Nanni Strada, Clino Castelli - 22. Luca Stoppini, Donata Sartorio - 23. Luciano Bernardini, Silvia Motta - 24. Titti Fabiani, Dino Betti van der Noot - 25. Micaela Sessa, Angelina Gerosa Brichetto - 26. Anna Frascchetti, Marco Roveggio - 27. Oliviero Toscani, Fabio Bellotti - 28. Toni Thorimbert, Giovanni Gastel - 29. Aldo Ciavatta - 30. Daniela Morera, Dalia Benatoff Palladino - 31. Renata Molho - 32. Fabrizia Compagna, Antonio Miucci - 33. Mimma Gini, Pina Gandolfi - 34. Piera Alberta, Pasquale Abbattista - 35. Romeo Gigli, Barbara Radice - 36. Ginevra Falzoni - 37. Bob Krieger - 38. Diego Dalla Palma - 39. Maria Vittoria, Giorgio Backhaus - 40. Eric Standaert, Giulia Borioli - 41. Angela Pintaldi - 42. Enrico Molinaro, Luisa Terruzzi - 43. Flavio Lucchini, Anna Riva, Giovanna Bergonzoni Borletti - 44. Danilo Pasqua and family - 45. Emanuela Venturini, Pier Foschi - 46. Elena Quarestanti - 47. Francesca Brasolin, Chiara Ferella Falda, Leonardo Talarico - 48. Avi Meroz - 49. Marina Fausti, Flavio Lucchini - 50. Vanessa Campolo, Anna Bergamo - 51. Sandra Casagrande, Roberto Recalcati - 52. Antonella Boralevi - 53. Michela Gattermayer, Bruna Rossi - 54. Marina Rovera, Isa Tutino - 55. Mariella Dolci, Tiziana Valieri - 56. Barbara Falanga - 57. Donatella Pellini - 58. Enrico Beruschi - 59. Marina and Clarissa Negri - 60. Giulio Cappellini, Maria and Claudio Luti, Gisella Borioli, Maureen Salmona, Silvia Cappellini - 61. Ilaria Curti, Gaja Lucchini - 62. Cristina Brigidini - 63. Michela Moro, Alan Journo - 64. Francesca Taroni, Tommaso Basilio - 65. The sisters Luna and Viola Veraldi Lucchini and in the middle Carolina Pignata - 66. Simona Griggio, Maria Claudia Pignata, Elisabetta Trasatti - 67. Gloria Beruschi with Susanna - 68. Marco Genzini, Pier Paolo Pitacco - 69. Thim Veraldi.



MyFlower, dividing and lighting elements by Flavio Lucchini for Slide, on Triennale terrace.

THE FASCINATING WORLD OF SOFTWARES

On schedule at the end of November at Superstudio Più, Codemotion Milan, the greatest multi-track tech conference for software developers. Over 2000 software developers and more than 100 speakers among most well-known names of the field in Italy and the world, compared to the mysterious themes of Blockchain, AI/Learning, Cyber Security, Big Data/Cloud Mobile, Java Script and many more. After the edition of Berlin and before the one in Madrid, Milan is the Italian city chosen to lead the latest technological trends and create a contact between those who search and offer jobs in the tech field. For Codemotion developers, many opportunities to meet the most innovative companies of our country, top companies: Cisco, Intel, IBM, Microsoft and Oracle. The Community Area, dedicated to networking and to self-development, thought to give a space to start-uppers, designers but also head hunters, CTOs and HRs of the various companies to share projects and experiences.

Details online on: milan2018.codemotionworld.com

V.D.G.

SUPERSTUDIO 13 WHERE TRENDS ARE BORN

An effervescent autumn in Superstudio 13 photographic studios, among new international advertising campaigns, global product launch and secured sets with unreachable celebrities. Cosmopolitan shot here its October cover with the curvy model Iskra Lawrence (in the photo) #bodypositive activist, queen of Instagram (4,2 million followers) and Ted Talk motivator. Rita Ora is a regular in our studios, she posed for Cosmopolitan, to then rush to the XFactor stage who attended her as international special guest. In addition, fashion week saw Tomorrow as protagonist, international multi-brand showroom, a small miracle as Italian management spread also in London, Hong, Kong, Paris and New York, a platform of sale, consulting, financial and communication services for consolidated and emerging brands. Simultaneously, a ton of beautiful models animated the studios and the large entrance for the mega casting for Yves Saint Laurent. Moreover Diesel international Fall/Winter campaign with photographs by Saverio Cardia and the most advanced technology with Dyson event that presented the new Airwrap styler with live demonstrations and Italian and international press.



Chiara Ferella Falda



Piano that emanates light notes, by Japanese company Kawai. Superdesign 2018.

CULTURE

ALL THE KNOWLEDGE IN THE WORLD...



For the third year, Superstudio hosts in its large white spaces the **Salone della Cultura** (19th and 20th January 2019) an appointment dedicated to the solid culture of books that is expected to be full of appointments and great news. Old, new, antique, discovered books. That, oddly enough, in the era of Kindle, tablets, e-books, are living new glory days. Keeping unchanged the lucky format of the two previous editions, the Salone proposes **Memory** as a “fil rouge” for the whole event. Exhibitions, labs, conferences: the event is intended for a cultured and educated public but not only, also young and very young people, even children, who will find here two days of experimental labs along with an official more demanding programme. salonedellacultura.it *Giu.B.*

POLITICS

A LEAP UPWARDS



Politicians of various hues have come to Superstudio Più over the years. The last one, at the mega congress of **CNA**, the “Confederazione Nazionale dell’Artigianato e della Piccola e Media Impresa”, was **Matteo Salvini**, at mid-November. After a video greeting by the President of the Italian Republic **Sergio Mattarella** to the important event, the vice-premier described with sincerity the ministry setbacks, what he is presently is working on, his objectives, his will to simplify Italy and moderate taxations. Reassuring the audience about his commitment to restart the state administration with particular attention to anyone doing business and creating jobs. But the most exciting moment for the over two thousand artisans and entrepreneurs coming from all over the country, has been the clear and pragmatic speech by the CNA Chairman **Daniele Vaccarino**, with an appealing title: “A leap upwards”. For an hour fascinated the audience talking about a beautiful, possible Italy. With rockstar applauses and standing ovation. *G.B.*

INCREASING EVENTS

From conventions to presentations, from meetings to entertainment, from gala dinners to educational and cultural moments, organising business events is by now an essential factor for companies that want to retain its staff and strengthen its presence on the market. The world of events, indeed went through an exponential growth in the last few years. 42% of the companies invest at least 20% of their budget on events communication. And events with a significant number of participants coming from abroad have come from 9,1% up to 9.9%. The numbers continue to grow. Indicators are all a positive sign. In fact, just in 2018, in Italy 400 thousand among conventions and events have been created, over 2.9% compared to 2017. Data from “Osservatorio Italiano

dei Congressi e degli Eventi”. Milan, in addition to being the undisputable Italian capital of fashion and design it is also, thanks to 220 available spaces, one of the most yearned for metropolis to create business events. Companies don’t settle for a meeting space when they turn to a structure, but they value various aspects such as technology, design of the space, location and accessibility, personalization, related services and dedicated staff. For this reason events locations never stop improving to be always more competitive on the market, allocate budgets especially for technology, infrastructures, services, structures and human resources. As a matter of fact, over half of the headquarters intend to invest in 2019, especially on technology. In 2018 Superstudio has already

dealt with important investments in this sense. One of the changes of events development is the role of actors, company and location that become active and supportive protagonists, collaborate on various aspects, open in synergy. In fact, people meet in conferences and events to make innovation, to increase their professional competences and deal with themes regarding economics, environment and politics. It is important to choose the right location to organise an event, not only for the economic point of view but also socially and culturally. It means valuing the potentiality of development in its territory, improve its image and promote the local growing processes in order to attract investors and resources from abroad. A great opportunity for Italy. *Martina Cinquegrana*

THANKS TO...

“Ricomincio da 90”, the great party of the 27th October at Triennale, organised by **Gisella Borioli**, as a tribute to **Flavio Lucchini**, has been a great success also thanks to the participation of various “contributors”. A special thanks to **Triennale**, its team and in particular for the warm hospitality to **Stefano Boeri**, president. Also thanks to **Giovanni Gastel**, **Oliviero Toscani**, **Giuseppe Biancofiore** and to all its collaborators and those who contributed in making the video-story. A special thanks to **Banca Euromobiliare** for its support. Thanks to the precious technical partners: **Ordo** for all the systems and lights, **Slide Design** for the bright flowers on the terrace, **Cappellini** for the decors, **Dancehaus** and **Susanna Beltrami** for the ballerinas and **Oroblù** for its costumes, **StudioB16** for the graphics, **Valdo Spumanti** for sparkling wine, **NewTeam** for the catering, **nhow** for the hospitality and **Superstudio Group** and its staff for the organization.

SUPERDESIGN SHOW PREVIEW

MORE ASIA, MORE JAPAN

For many years Superdesign Show, the great event organised by Superstudio Group in its location, has been increasingly popular among Eastern companies and collective exhibitions, with a particular and important presence of Japanese companies. A trend that in the last editions, registered an explosive growth marked, in 2018 by the great installation by **Nendo**, and a further increase is expected in 2019. We asked **Takashi Kemmochi**, a Milan-based architect who collaborates with many large and small Japanese entities, his point of view regarding this increasing turnout. “Design Week of Milan is one of the world’s most important events of its kind: nothing compares to it in Japan. With the exception of **Rho**, presently Superstudio is by far the most sought after location of excellence: a place where to do business and, even though it is a key event for image positioning, there is a considerable presence of professionals, buyers and media from all over the world and this is undoubtedly the first reason for such high attention. Secondly, a guarantee of selected projects, top general quality, the convenience in working in a professional space with infrastructure specifically created for events, an easy logistic and a clear communication, an internal communication and press office, the environment and the habit of working in an international contest are all things that facilitate the operations of the companies that come from far away and that feel more protected and valued. Last but not least, the event and the location are now very well-known worldwide: in twenty years the greatest designers have exhibited here and it is easier to present a space where for many years **Marcel Wanders**, **Tom Dixon**, **Cappellini**, **Nendo** and other big Japanese companies such as **Canon**, **Citizen** or **Kawai** had their exhibitions”. **Japan** has been and still is the leading country in Asia as far as design is concerned, with international top level projects. However, some emerging **Korean** companies led by two-three multinational corporations, will attend the next edition of Superdesign Show. To a lesser extent, some significant proposals are coming in, and examined, from **China**, **Hong Kong** and **Indonesia**, all of them willing to increase their presence in Milan. The suitable stage to highlight those coming from far away to bring innovation. www.superdesignshow.com *Dario Negri*



WHITE FLIES TO CHINA WITH DI MAIO AND 170 COMPANIES

At China International Import Expo (CIIE) large fair in November, at National Exhibition and Convention Center of Shanghai, developed by the Minister of Commerce of China and by City Council Government, **Luigi Di Maio**, Minister of Economic Development represented Italy, accompanied by one hundred seventy Italian companies. Next to the Minister, in the photo, **Brenda Bellei Bizzi**, Chief Executive Officer of M.Seventy and soul of **White Show**, the important contemporary fashion fair hosted at Superstudio Più and protagonist of the Milanese design weeks.

CAPPELLINI: A SUPERHOTEL CUSTOM-MADE FOR YOU

A hotel where anyone can feel comfortable, whatever their nationality, profession or aptitude may be. Under the name of diversity with a completely opposite vision to the uniformity of hotels of any category. You may sleep in the essential room, in the high-tech room or in the one for art lovers. You can eat (even for real, by booking), on the Japanese brand minimal table, on the new-baroque one by the artist or on the spectacular one by the star designer or even an antique one according to the mood. This is the concept of **SUPERHOTEL** as explained by art director **Giulio Cappellini** who once more moves with elegance within an ad-hoc project inside research mixing it with elegance and his ability to anticipate trends. Creating the ideal and customised hotel are the top names of Italian design. *G.B.*

SMART CITY 3 @ SUPERSTUDIO 13

The third edition of **Smart City** moves just a few steps away, in an independent location, all for itself in the well known photographic studios of **Superstudio 13** of via Forcella 13. **Smart City**, the successful event organized by **Material Connexion** with the curatorship by the architect **Giulio Ceppi**, with the support of the Municipality of Milan, encourages reflections on the city of the future, seen from a “smart citizens” point of view. A smart city indeed, International, made of innovation, materials, strategies, transport, city planning, and so on right until the food branch and the urban agriculture. Supported by important entities in the urban field such as **A2A**, **ATM**, **CONAI**, **Politecnico of Milan** and **Design Lab of MIT**, **Smart City** in addition to hosting an exhibiting area, will also set workshops and conferences. For further details: it.materialconnexion.com/mostra *D.N.*



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