

DESIGN • FASHION • ART
INNOVATION • EVENTS
TRENDS • ANTICIPATIONS



SUPERSTUDIO MAGAZINE

@AT - September 2020 - n. 22 - @AT magazine is a monthly magazine published by Superstudio Group. Editor in Chief Gisella Borioli. Registered at the Ordinary Court of Milan on 20/12/2017, number 368.

NEW YEAR BEGINS IN SEPTEMBER

Forget the *annus horribilis* that has haunted us so far and, like the kids coming back to school, consider September the beginning of a new cycle of our life and our work. Perhaps only this attitude can give us a positive restart, aware that among the many risks that we run every day since we were born, there is also this, the evil Covid-19, and we must live with it. Let us therefore enter the next few months with optimism, hope, awareness, as if it were another year, another decade, another century, another future where nothing will be as it was before and many broken pieces may, perhaps, fall into place. 2021 will hardly be an *annus mirabilis* with a miraculous vaccine and the economy healed by the Recovery Fund, but meanwhile let's reschedule our life, with kindness and with respect for the wounded of the pandemic. First of all, let's go back to work, let's run the lifeblood of activism in the city again, let's go to bars, restaurants, public spaces, means of transport, streets, schools, shops, markets, gyms, cinemas, theaters, museums again. Let's do it with caution, with distance, but let's do it. Face masks, let's wear them, let's make them a habit or a duty, but let's not deny them. Let's go back to thinking about, and to participate, in "events". That well-oiled communication engine that allows to spread information in real time through entertainment and emotions, both physical and digital, not only to those who participate but to all the huge audience that follows them online. For months Superstudio has been preparing for his return, giving unprecedented answers to unexpected questions. The digitisation of the venues is underway or planned in its three locations, in partnership with Wave&Co. Green-screens, ledwall screens, interactive touch technologies, 3D video background, enhanced connections, a digital room already complete with ledwalls of various sizes and performances combined with well-tested safety devices are ready to ensure the maximum for all kinds of your productions. Exhibitions, conventions, gala dinners, meetings, White, awards, digital shooting and virtual video are already scheduled for September. Find out here.

Gisella Borioli



Lisbeth Antoine, KTL's Spring/Summer 2014. Digital image from I. Marelli's My Fashion Week exhibition.

LED TECHNOLOGY IMMERSIVE EMOTIONS

New entry to Superstudio Più. In the First Floor space, an open space of 700 square meters all glass overlooking the garden and via Tortona, Wave&Co arrives, a leading company in providing ultra-high-tech led screens. Manuel Maccioni is the young entrepreneur who brought to success in Italy and abroad the innovation of these tools, now indispensable elements for visual communication and the world of events, whether real or virtual. A plus that Superstudio can offer from now. How, Maccioni tells us.



"The field I deal with is that of cutting-edge and constantly changing led technology, able to create projects with an amazing visual impact, thanks to a very delicate element as that of a pixel. It is an obvious manifestation of how, if you take care of every little gear of the mechanism, you can create something unimaginable.

This type of technology is mainly used to bring fully immersive and engaging experiences to life, so that

communication becomes the protagonist of the context. In this regard, I am proud of the virtuous partnership that has been established with Superstudio and which is expressed in two innovative projects and in which I strongly believe.

The first involves Superstudio, Audiolux and Wave&Co in the realization of the GoLive concept. A new way to enjoy events, fairs, conventions and more. The Central Point space, used as a set for events with a hybrid nature, between physical presence and streaming, reshapes the resumption of important events even in a more virtual version thanks to the contribution of Digital Signage.

The second concerns the new Wave&Co showroom in Milan, at Superstudio. A space studied in detail, to give customers the opportunity to experience the most innovative led screen technology, in its versatile applications. The subtle balance between exclusive installations and audio/video contributions will allow you to live a truly special multi-sensorial experience. I am convinced that this moment is testing us as experts who work in the field of events, of communication. It is also showing us that technology can provide us with unexpected solutions.

Our task today is to rethink collective experiences in a reassuring and coherent way, without ever forgetting that our job is to travel with imagination. It's the moment for anticipate trends and actively work to contribute to what will be the new normal in the coming months".

Manuel Maccioni

For information: info@superstudioevents.com



FROM SEPTEMBER  PRINTED VERSION BECOMES MONTHLY!

Collect your copy of @AT Superstudio Magazine free of charge at our offices and upon request by asking info@superstudiogroup.com

Read the digital edition updated every day and consult the historical archive on the website www.at-superstudiomagazine.com



Iris van Herpen – Hypnosis, Couture 2019. Digital image from I. Marelli's My Fashion Week exhibition.

FASHION

SEPTEMBER FASHION WEEK: WHITE IS THERE!

After the experiment of the Digital Fashion Week in July in Milan, with controversial results, here are the first signs launched by the “daring” to bring fashion back to the center with phygital mode (physical and digital) for fashion shows and fairs that have always been our strong point. The hottest fashion show ever, White Show in September, at Superstudio Più will be there. With a totally renewed edition full of surprises.



In a moment of great uncertainty, the games are played day by day, trying to precede the times and send signs of optimism to obligatorily take us towards a way out of the long economic lockdown that is straining the fashion system. Massimiliano Bizzi, founder and creative director of White, the research fair that in twenty years of new ideas and successes has become the international focal point of research fashion, with more than 500 exhibitors

spread over the Fashion District created in via Tortona, it is not going to give up on the challenge of relaunching. With a completely renewed, selected, surprising edition, where the “physical” collections are compared with digital technologies to increase their appeal and remote communication, it returns to the scene in September at Superstudio Più and in via Tortona with the support of a team of institutions and a new project with an auspicious title “Milano Loves Italy”. “I believe it - says Bizzi with the enthusiasm in his eyes just barely mitigated by the concern - on my list there are many interesting brands and special guests not to be missed. We are ready”. And it inaugurates a new format, in the name of phygital: the brands will be present at the fair and will be able to present their collections to buyers also through digital. “Milano Loves Italy, therefore, as a sounding board for the Italian supply chain and its companies with Italian and foreign buyers who must re-fall in love with the city, relish its glamor, return to order under the Madonnina” as we read in a recent Fashion Magazine article. A project strongly desired by White and Best Showroom. If it is true that luck helps the bold (and it is!), we can only expect a new success for everyone. *White, Superstudio Più, September 24-27.*

my fashion week: sculptures to wear

An original research conducted on social media by the architect Ilaria Marelli makes us reflect on the extraordinariness of women’s clothing and also on the possibilities that the need of physical distance can generate bringing it closer to art. “My research on women dresses with generous volumes was born a bit for fun during the lockdown period, when the word “physical distancing” was repeated over and over by every media. Researching inside beauty something able to exorcise the moment of both collective and of course personal anxiety has been a kind of therapy for me... and from link to link I soon found myself – I must say unexpectedly – with a folder full of images, some already known other discovered or rediscovered. I began to reorganize them for affinity, realizing that the voluminous dress actually marks physical and psychological distancing, that may be interpreted according to precise interpretation keys...”.
The images selected by Ilaria Marelli, subject of the large photos in these pages, they are still on show in MyOwnGallery at Superstudio until September 13 for the Fashion Show exhibition which compares them with the works of Flavio Lucchini.

MILANO DESIGN WEEK 2021

THREE PROJECTS THREE LOCATIONS

SUPERDESIGN SHOW BECOMES 3

2021 starts off great bringing design and creativity back to the center of the scene. The Milan Design Week in April is also an opportunity for Superstudio to present new and exciting projects in the new venue Superstudio Maxi in via Moncucco, that joins the historic locations in via Forcella and via Tortona with their long-awaited projects “only the best” as always. 3 locations and 3 projects await exhibitors and visitors on a total area of about 22.000 square meters confirming Superstudio as the city’s largest and most innovative private hub. The selections for the participations are open, spaces available with multiple possibilities.

1 SUPERSTUDIO MAXI IS GREEN DNA Design Nature Architecture



The great new entry is the arrival of Superstudio Maxi, third new location of the group, with 10.000 sq.m. exhibiting space for the DNA Design Nature Architecture project. Design as focus on issues of pret-à-vivre design, on beauty and technology for everyday life. Nature as proposals for

sustainability, renewable energy, respect for nature, climate change, wellness and new life styles that cannot be postponed. Architecture as a recognition of importance of Architecture Studios, real study, research and building centres of the upcoming world, focused on Smart City development, on innovative living solutions, on daring architectures, on people-oriented city planning. To micro, DNA Design Nature Architecture will add macro: design of space, sustainable energies and materials, green in urban contexts, along the lines of the vision of Milan 2030 project and with the Sustainable Development Goals (SDGs) in terms of energetic consumption, urban design and environmental preservation. In the ultra-modern open-space hangar are available “square” of different sizes where everyone can insert their own project in a personal way. The great “ideas square” will show us the future, the Vision Room will tell the visions of the protagonists in a schedule of meetings and talks. The selection for participations is open.

Superstudio Maxi, Via Moncucco, 20142 Milan

For info: Fulvia Ramogida - f.ramogida@superstudioevents.com

2 SUPERSTUDIO PIÙ IS ROSSO REDVOLUTION



At Superstudio Più, with a concept and a project which involve a completely renovated set up and a different exhibiting path Superdesign Show comes along with a ReDvolution which rethinks the exhibition mix while remaining faithful to the basic mission “Only the Best”. The best of

contemporary oriental design with top brands, national pavilions and museum-like installations; top quality Italian design that is born in the territory and yet with international visions; Giulio Cappellini’s vision for a post-pandemic “SuperCampus” where you can experience space, time and work while thinking about the future. But there are also new projects: “D&D - Donne e Design” (Women and Design) a research on female creativity with the presence of architects and designers of great value; and “Outdoor Generation” in the garden, the most desirable proposals for living outdoors; and then new projects in progress: installations, presentations, furniture, environments, new technologies, btob meetings, “phygital” events. One could be yours. The selection for participations is still open but the spaces are running out...

Superstudio Più, via Tortona 27, 20144 Milan

For info: Dario Negri - d.negri@superstudiogroup.com

3 SUPERSTUDIO 13 IS BLUE TECH&LIFE



At Superstudio 13, where the most beautiful images are created and fashion entwines with design the focus is Tech&Life, with projects for the house and a smarter daily life, with emphasis on sustainability and domotics that will bring our homes in the future. Innovative products

simplifying daily activities, unimaginable comforts that become accessible with high-tech solutions involving all the aspects of life style.

Superstudio 13, via Forcella 13/via Bugatti 9, 20144 Milan

For info: Danilo Pasqua dpasqua@superstudio13.com

INTERVIEW

FELICE LIMOSANI. A CREATIVE WITHOUT LIMITS

By: Gisella Borioli

Multimedia artist and visual designer, an innovator who eludes classifications, partner and art director of Luisaviaroma in Florence, sought-after by the big fashion brands as well as by the worldwide museums and international universities, Felice Limosani is a no limits creative, able to see beyond and put beauty in a futuristic scenario. He says: "My personal direction is neo-Renaissance made of humanistic values, craftsmanship and technology, creativity and originality. For me, design is Italian: we have always been the country that generates quality, beauty and intuition capable of improving life and its daily taste."



You were among the first creatives to reinvent the "story" of the products with real unprecedented performances between art and technology. How did this professional choice come about?

I am a self-taught, no university or professional school. I made my debut as a DJ in the 80s and 90s, training myself with the poetry of remix. For 20 years I loved music and the night while during the day I used to read (and still do) for passion of sociology and technology essays with a humanistic orientation. I owe much to authors such as Zygmunt Bauman, Francesco Morace, Giampaolo Fabris, Jeffrey Schnapp up to Umberto Galimberti and Alessandro Baricco. In 2000 I created a start up with Nokia realizing that in the future reality would be mediated by a screen through mobile phones. It was a crucial experience. So in 2002, with a wealth of unusual and personal knowledge, I met Andrea Panconesi founder of Luisaviaroma in Florence. Pioneeringly I suggested to transform the commercial store into a place of multidisciplinary creativity and move to online sales through ecommerce. The founding idea reversed for the first time the experience of buying products into purchasing of then unprecedented artistic experiences. I wanted to turn trade into a dimension that could enrich people beyond consumption. So I started doing a precise job well before a specific word could define it between culture, innovation and experiences.

Today everyone is oriented towards digital, dematerialization, videos, allusions and illusions. What will change in exhibit design, in fashion and design weeks?

What we thought was the only possible reality is being dematerialized. Fashion, design and more have lost those reassuring and illusory coordinates that before the pandemic already demanded a change as well as a new awareness. Digital platforms, virtual experiences, new social behaviours determined by technologies are extraordinary opportunities not to give answers to old formulas but to ask questions about new formats. In this dimension exhibit design can be the detonator of an explosive week that begins when the event ends. Different audiences can be attracted online, involved in a constant dialogue on social media or with dedicated apps to expand the cultural, social and creative value behind fashion and design. In this way we would improve the governance of the digital universe, provided that the contents resonate products and collections with benefits and values aimed at sustainability, circularity and social, cultural and consumer responsibility.

How do you recall the experiences you brought in different years at Superstudio, from the liquid that solidifies with magnetism for Adidas, to the Magritte-like mechanical performance, to the video showcase for Pucci?

Spaces have a soul but also a psychology, a posture and a style. My work is based on multidisciplinary and the encroachment of languages. I have always thought that art should not be confined to biennials, galleries and museums, but must overflow, on the streets, in the suburbs, in boutiques, in hotels and wherever it is possible to express and share reflections and aesthetics through art. Superstudio pioneered a cultured and modern idea of place and space, "staging" principles detached from the inconsistent blob of events. In the past I exhibited in museums and art galleries but some projects would not have had the same result if they had not happened at Superstudio, to remind us that the content and the container are faces of the same amazement.

Technology and humanism, aesthetics and science, local and global, physical and virtual relationships. How do you put all this together?

Dj's career has influenced my vision by teaching me that music is not the genres in which it is catalogued by styles and times, but a language that makes any classification useless. I am inspired by Ars Combinatoria, I mix them together thinking of them as music both when I improvise, and when I compose to reach the harmony that excites myself and the listener. I do not treat them as distinct areas, I consider them intrinsically connected, able to influence and interact with each other. I hybrid them into a polyphony by focusing on people and storytelling to transcend and go beyond. After all, creativity and innovation means knowing how to cross the worlds with imagination and concreteness.

How would you "describe" yourself to someone who doesn't know you?

Describing myself professionally is almost impossible. In every definition I find limits, they are straitjackets. For convenience I had no problem calling myself an electrician or a window dresser while the press went to call me a genius, others an artist, all passing by the wizard of emotions, minstrel of communication and the creative who was not there. In reality, labels do not count anything compared to who I am. I can only say that I am a passionate man who studies and works, a dowser who tries to do well what he does for himself and for others with a touch of poetry.

SCHEDULE don't miss it

Some of the events scheduled at Superstudio Più. List not complete and in progress.

From June 9 to September 13
FASHION SHOW / Exhibition
"Fashion Show", from material to digital codes, the unprecedented dialogue between art and fashion by Flavio Lucchini and Ilaria Marelli.
www.myowngallery.it

WALLIANCE / Private event
Walliance Summer Keynote is Walliance's annual event with achievements and future goals.
www.walliance.it

MISSIONLINE / Private event
A gala evening for the Italian Mission Awards 2020, the first Italian award entirely dedicated to business travel.
www.missionline.it

September 18
LUGANA / Event upon registration
Tasting of wine excellences of over 50 wineries proposed by Consortium for the Protection of Lugana DOC.
www.consorziolugana.it

September 16 and 17
STUDIO PENTA / Event upon registration
A showcase for the textile sector, a reference showroom for an audience of producers, stylists, designers, artists.
www.studiopenta.com

From September 23 to October 29
IN THE HANDS OF WOMEN / Exhibition
An exhibition project dedicated to female creativity between art and design. Opening Tuesday, September 22, 5.00 p.m. Talk October 1 and 29, 6.30 p.m.
www.myowngallery.it

From September 24 to 27
WHITE SHOW / Event upon registration
The unmissable appointment of Milan Women's Fashion Week, this year in a special "guise", enriched by digital events.
www.whiteshow.com

October 3 - 4 and 10 - 11
YOGA FESTIVAL / Event upon registration
A 15th special edition: an opportunity for meetings and practices that is spread over two weekends. 10 yoga classes to follow "live" and online.
www.yogafestival.it

italian mission awards: yes travel!

IMA, Italian Mission Awards, a well-established and sought-after appointment by all Business Travel industry. The initiative begins a competition, but mostly highlights the most important operators of the field and top travel managers who will be judged by an independent jury. The forthcoming edition, the seventh, will be hosted in September at Superstudio Più. We wanted a summer location, as after the long months of lockdown we really wanted to celebrate outdoor the top value community such as the travel business one. We wanted a secure and well-established venue in the Milanese landscape of venues for events. We were looking for experience and staples for our Italian Mission Awards 2020 that shifted from March to September, according to the new context. And here comes Superstudio Più in via Tortona, Milanese district hosting design week, had literally showed up as the ideal solution to return to celebrate safely. In the one thousand square meters of the Art Garden, with the iron sculptures by Flavio Lucchini, greetings, toasts and cocktail hour will take place. We will then move to a larger indoor space called "Central Point" - 2.600 square meters - created to host large-sized plenary conferences. Which features? High ceilings and a plenty of space to host the 300 participants of Ima 2020 in a special set up that guarantees distance and respects the risk reduction standards presently in force.

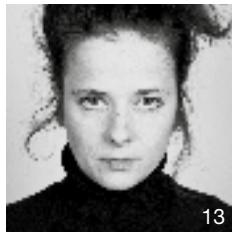
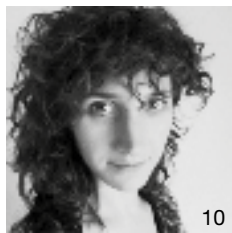
Paola Baldacci, journalist, travel specialist

Studio XO, Skin - Philips, 2014. Digital image from I. Marelli's My Fashion Week exhibition.





ON SHOW IN WOMEN'S HANDS



The first of the projects dedicated to female creativity including art, design, architecture and craftsmanship which will reach its peak during the April Design Week with a completely dedicated pavilion, starts in MyOwnGallery.

"Nelle Mani delle Donne" ("In Women's hands") - a title that says it all - aims to investigate, lightly, carefully, with irony, with foresight, into the world of creativity and begins with two small but significant exhibitions in MyOwnGallery, the Superstudio gallery always open to challenges, trends, new languages. Established artists and architects and young creatives talk about themselves with their work and a talk in the evenings dedicated during the exhibition time.

I Fiori della Materia is an exhibition curated by Gisella Borioli that brings together designers and architects of very different ages and backgrounds: from decoration items to sculpture to architecture, each woman presents her being and her work, leaving disciplinary boundaries free but concentrating her attention on creative people attentive to the use of raw materials, experimenting with new solutions out of the ordinary. On display a creative idea by 1.Isabella Angelantoni Geiger, 2.Vera Belikova, 3.Mavi Ferrando, 4.Francesca Gasparotti, 5.Adriana Lohmann, 6.Illaria Marelli, 7.Paola Navone, 8.Elena Salmistraro.

Narcisi Fragili is the second edition of the art project promoted by Cramum "Una stanza tutta per me" ("A room of my own") started in 2019, to reiterate the need to overcome the gender-gap and demonstrate how women are strong and sensitive interpreters of the world, able to improve it, with their strength, visions and creations. The exhibition, characterized by a multidisciplinary approach to different artistic techniques, curated by Sabino Maria Frassà, it's an in-depth analysis that investigates the beauty and precariousness of human existence. Unpublished works "Scars" by 9.Laura de Santillana, great glass master, represent the beginning of a path that makes us reflect on the future through the works of 10.Daniela Ardiri, 11.Flora Deborah, 12.Giulia Manfredi, 13.Francesca Piovesan.

MyOwnGallery, Superstudio Più - Via Tortona 27 bis Milan. 23/09-29/10 2020. Opening Tuesday, September 22. The exhibition is part of the Milan Design City circuit.. Info: info@myowngallery.it

CROSSROADS: MATTER AND FEELING

Torneria Tortona, a place that has always been dedicated to metalworking, opens its spaces and does so with a project by designer Sara Ricciardi who formulates an installation as an open stage and cultural refreshment and which readjusts the spaces to a dreamlike crossroads considering people from different background intersect. Performances, readings, investigation, design will only be the activator and facilitator to connect people and concepts and enter the intimate story of metal with Carlo Traviganti. *Torneria Tortona, via Tortona 30, Milan - October 1/4, 2020 - Opening hours: 11 a.m. - 8.30 p.m.*

design week: there is a contribution also for you!

The tsunami of coronavirus that hit events and in particular the Design Week and all related events, seems to have found help from the Italian government in favor of Made in Italy. We point out here the opportunity to take advantage of straight grants and thus be able to participate more easily in the exhibition projects of Superstudio April 2021 in Milan, which next year will develop on its three locations: Superstudio Più, Superstudio 13 and the brand new Superstudio Maxi. 2020 was a particularly tough year for the trade fair system and for any company that uses trade fairs to promote itself: Superdesign Show (and the events related to it) as well as enjoying numerous awards from professionals also benefits from some institutional awards including being part of the calendar of the International Fairs of the Lombardy Region, an extremely rare occurrence in the panorama of the Design Week, except for the Salone del Mobile. An important recognition that in this case makes the difference, as it is one of the prerequisites for access to different forms of institutional contributions, whether they are subsidised loans or outright grants: those who wish to exhibit at our events and fall within the parameters set by the calls are therefore in a position to benefit from these important financial instruments. In particular, we point out, recently published, the SIMEST soft loan for participation in International Fairs in Italy (like our one) at extremely advantageous conditions (up to 150.000 euro per initiative with the possibility of covering 100% of the receipted expenses): the reference link is www.simest.it/partecipazione-a-fierte-e-mostre. We would also like to remind you that the announcement of the Lombardy Region for the non-refundable aid to Small and Medium-sized Enterprises that have at least one operational headquarters in Lombardy is still open: the reference link is www.fesr.regione.lombardia.it/wps/portal/PROUE/FESR/Bandi/DettaglioBando/Agevolazioni/bando-concessione-contributi-pmi-fierte-internazionali. Applications until resources are available. For information, application requests, sponsorships and more to Superstudio Superdesign Show projects send an email to info@superstudiogroup.com. The relevant sectors managers will answer you.

LOCATION

WHEN THE MAXI GOES TO THE MAXIMUM!

Beyond the puns - considering also the uncertain times that the whole world is experiencing - the construction site of the new Superstudio MAXI location is going grandly. But above all, it has implemented all the sustainability features to earn the precious Leed certification.

A space of 10.000 square meters, bright, multifunctional, central, well served which will have - at the same time as the opening of Design Week 2021 - the LEED certification (world regulation for the construction of ecological buildings) which recognises the highest eco-sustainable standards for new buildings in key points such as energy and water saving, the reduction of CO2 emissions, the improvement of the ecological quality of interior, materials and resources used. A standard at the highest level - it is natural, we are at MAXI - which required some changes including the outdoor parking available to the public for 40 and over bicycles and at the entrance a special "doormat" of great size (over three meters deep!) designed to retain particulates that could affect the high quality of the internal air exchange that the location guarantees. In addition, the



insulating "coat" of the outer casing will greatly lower energy consumption together with the latest generation HVAC (Heating, Ventilation and Air Conditioning) systems that allow a regulation of the internal temperature per minute, thanks to the control manageable via iCloud with a simple tablet, much more convenient than the old analogue control units used up to now in most event buildings. Thus, with the end of works, scheduled for November 2020, the third

space of Superstudio opens in the city which aims to increase the commercial and especially cultural offer, which will involve the entire city to be part of that paradigm shift that we are all bound to contribute to.

See you then at MAXI, via Moncucco from January 2021 with a calendar of events in progress open to all!



Mareunrol's, Autumn/Winter 2014/2015. Digital image from I. Marelli's My Fashion Week exhibition.



is a monthly magazine published by Superstudio Group.

Editor in Chief: Gisella Borioli.

Editorial coordinator: Chiara Ferella Falda. Graphic: Anna Bergamo.

Collaborations: Tommaso Borioli, Carlota Calvi, Martina Cinquegrana, Dario Negri, Ilenia Sileni.

Magazine in Italian and English.

On-line digital version updated daily: www.at-superstudiomagazine.com

Paper edition downloadable in PDF on www.superstudiogroup.com and www.superdesignshow.com

Editorial contact: areart@superstudiogroup.com

Registered with the Ordinary Court of Milan on 20/12/2017 at number 368. All rights reserved.

Superstudio Group - Via Tortona 27 Milan 20144.

Tel +39 02 422501 - info@superstudiogroup.com

Information. For Events: www.superstudioevents.com - info@superstudioevents.com

Photographic studios: info@superstudio13.com