



SUPERSTUDIO **MAXI** **SUPERSTUDIO**

130
Kronya Art Gallery
Varese, Italia / Lugano, Svizzera

160
Galerie Courcelles
Paris, Francia

newbeam

D



GIUSEPPE MARIA COLTRO

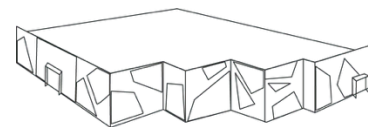




PLACES TO BE



SUPERSTUDIO **MAXI**




The minimal and customizable
openspace venue in Milan

10.000
m² for events

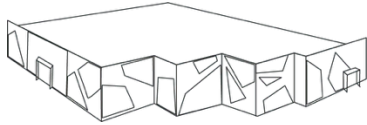
8
m height

3.500
people

A large, crowded event space, likely a concert or festival, with a high ceiling and industrial-style metal trussing. The scene is illuminated with vibrant blue and purple stage lights. In the background, several large projection screens display abstract, colorful patterns. A dense crowd of people is visible throughout the space, some standing and others seated at small tables. The overall atmosphere is energetic and modern.

**SUSTAINABLE,
MULTIFUNCTIONAL,
VERSATILE**

SUPERSTUDIO 



SUPERSTUDIO MAXI
THE SUSTAINABLE VENUE

Superstudio Maxi is a venue
**on the cutting edge of technology,
multifunctional and entirely sustainable.**

With its 10,000 m² of floor space and
high heights, Superstudio Maxi,
LEED Gold certified, offers maximum freedom
expression in the design of large
events of all types.



Main Hall

Superstudio Maxi's main space is its imposing Open Space, which is ultra-modern, elegant and industrial.

6.800

m²

3.500

standing ability

7

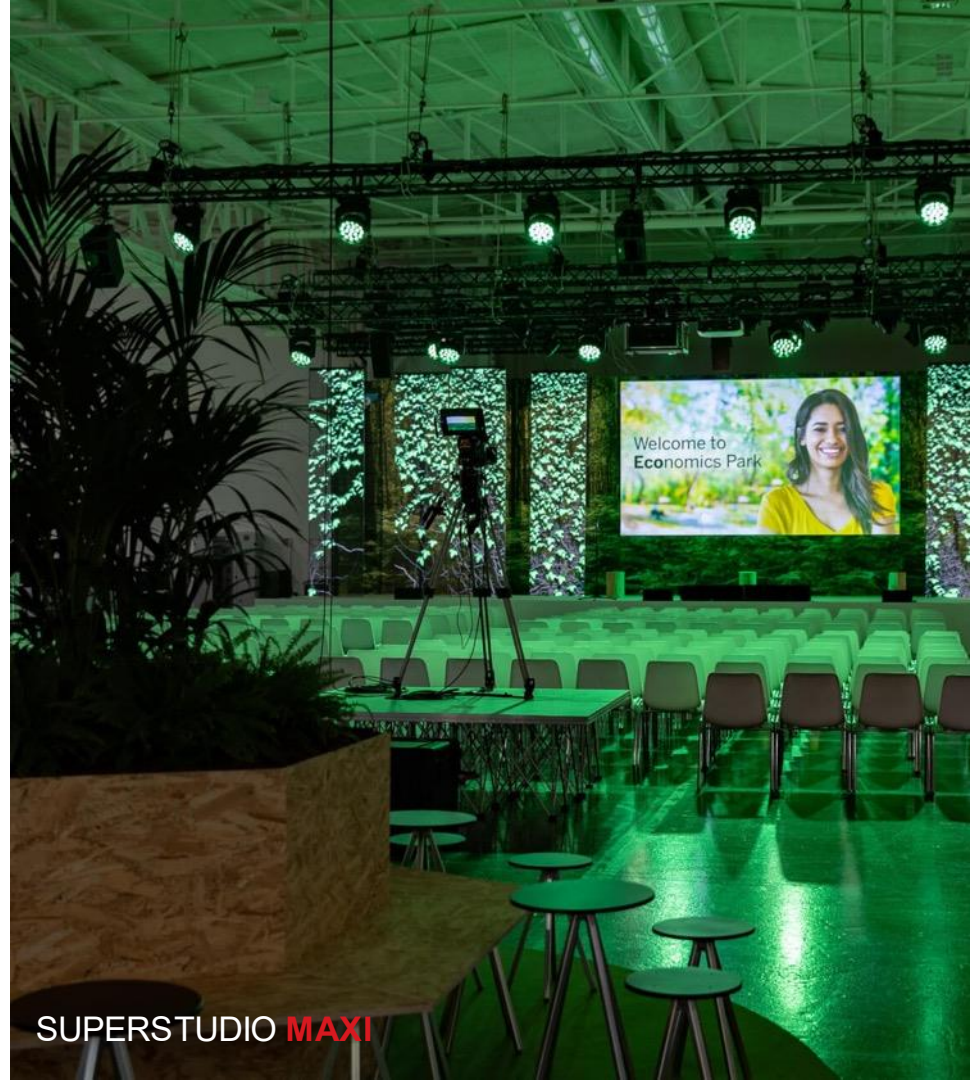
Meters high

3.500

stall capacity

2.000

Dinner capacity

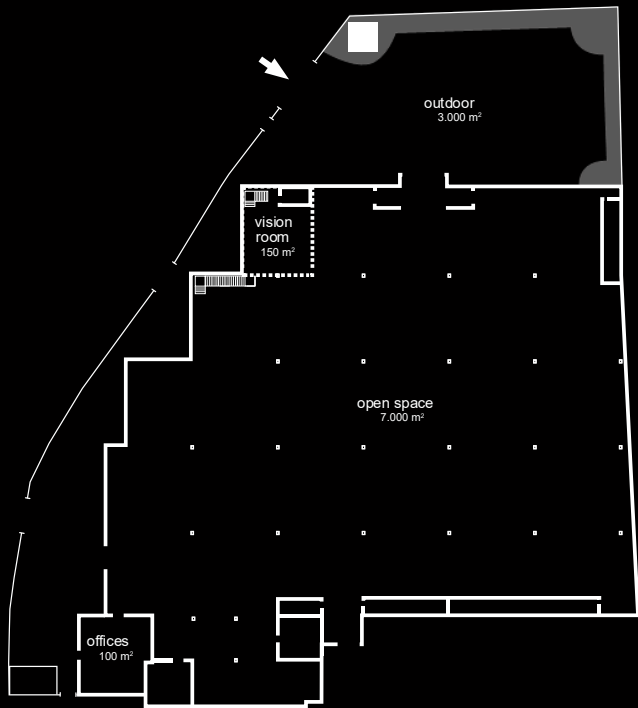


SUPERSTUDIO **MAXI**

SUPERSTUDIO MAXI IS THE IDEAL VENUE TO HOST LARGE CONVENTIONS AND TRADE SHOWS

Due to its strategic location (reachable by M2 via Famagosta, bike path, highways within a short distance, public and private parking available in the area)





Superstudio Maxi has numerous entrances/exits, large service areas (locker rooms, restrooms, reserved rooms, meeting rooms, etc.) and is equipped with the licenses for Fairs and Public Entertainment.

TECHNICAL SERVICES

- 100x75 m open space size
- Dedicated fiber up to 10 gigs
- Private parking
- 18 water connections
- 6 points of provision for smoke extraction
- Broadcasting system
- Provision for uninterruptible power supply
- Charging stations for electric cars
- High-efficiency LED lights
- Air conditioning system
- A+ ultra high efficiency

WHERE WE ARE

Within walking distance of the M2 subway line and the entrance to the west ring road, Assago Forum exit

Via Moncucco, 35 20142



SIMPLE AND RECOGNIZABLE

■ MINIMAL WHITE SPACES

White, minimal, **modular spaces of all sizes and totally customizable** to accommodate all types of events

■ LARGE HEIGHTS FOR IMPORTANT HANGINGS

The great heights of the halls and the significant load-bearing capacities structural hangers **allow for complete and complex scenic arrangements**

■ DEDICATED PRODUCTION TEAM

A production team that **follows project developments from the beginning and also supports** the client during events

■ COMPREHENSIVE ASSISTANCE

Reliability and **security through 24-hour reception, uninterruptible power supply, backup systems, water supply** etc.

■ CUSTOMIZED STAGING SOLUTIONS

Customized staging solutions aimed at achieving the event's communication objectives within the assigned budgets

■ INNOVATIVE DIGITAL SOLUTIONS

Digital solutions and innovative technologies are available to complement the physical event with virtual experiences





**WE
CREATE
EVENTS
OF GREAT
IMPACT**

CONVENTIONS AND CONGRESSES



10.000 M² OF VERSATILE
SPACE FOR BUSINESS EVENTS

Open space of 7000 m² adaptable, separable and modular

Up to 3500 guests

Dedicated fiber optics up to 10 Gbps Over 50 hosted conferences per year

FAIRS AND EXHIBITIONS



HIGH-TECH, MULTIPURPOSE ROOM

10,000 m2 of exhibition space between open and enclosed spaces

Easily accessible and ample space for loading and unloading area

More than 150,000 guests per year

Full 360-degree production services from concept to set-up

PARADES AND FASHIONSHOW



THE SPACES FOR YOUR
SPOTLIGHT EVENT

Up to 10,000 m²

Heights up to 8 m



PRODUCT PRESENTATION AND ROADSHOW

INNOVATIVE SOLUTIONS FOR
UNVEIL AND ROADSHOW

Heights up to 8 m

Dedicated fiber optics up to 10 Gbps



GALA DINNERS AND PARTIES

THE MOST EXCLUSIVE
LOCATIONS
FOR YOUR EVENTS

Up to 10,000 m²

Up to 3,500 guests

OUR MEMORABLE EVENTS



WHITE SHOW

Since 2000 guest in
Superstudio Più

over 18 thousand visitors ed.
2023

More than 300 brands
present



REPLY EXCHANGE

+100 Reply expert, customer
and partner sessions

4 days of show, deathmatch
and demo area



DESIGN WEEK

22 editions

100 thousand visitors per edition
Lexus, LG Eletronics, Poltrona
Frau, Boffi, Cappellini, Triade,
Nendo, Mario Cucinella Architects,
Samsung




DIESEL

Diesel by Glenn Martens

Fall winter collection 2023

Red lights, techno music
and a huge sculpture of 200
thousand Durex signature
condoms



**YOU MAKE
THE EVENT,
WE DO THE
WORK**

IMAGINE UNIQUE EXPERIENCES

We give space to innovative visionaries by
transforming needs
into spectacular events

4

EVENT VENUES

160

EVENTS YEARLY

+800.000

PRESENCE

30.000 m²

OF SPACES



OUR SERVICES. PRODUCTION.

WE MAKE COMPLEX THINGS SIMPLE

We bring our clients' vision to life by collaborating from concept to production, and depending on your needs, **we can follow only certain aspects or the entire event organization to successfully transfer the essence of your brand.**

■ CONSULTING AND EVENT PLANNING

- Event concept development, space selection and services
- General direction and coordination
- Creativity and artistic consulting
- Management of paperwork and bureaucratic permits
- Selection, management and coordination, logistics,
- external suppliers and dedicated staff

■ CUSTOM DESIGN, AUDIO STAGING SOLUTIONS, LIGHTING AND VIDEO

- Setting up definition and design audio, lighting and video
- Technical and digital set-ups
- Management and coordination of staff
- dedicated technician

■ CUSTOM DESIGN, SET DEVELOPMENT AND SETTINGS

- Event layout study and development
- Scenography development study and consulting
- Graphic customization of interior and external spaces
- Furniture set-up solutions, partitions, booths, stages ec

■ INTEGRATED SERVICES FOR THE DEVELOPMENT OF 3D CONTENT AND VIRTUAL SPACES

- Concept design and customization of VR and AR applications
- Visor rentals and setups for immersive experiences
- Production of rendered content and 3D spaces for both for physical and digital events



OUR DIGITAL PRODUCTS.

NEW SPACES, NEW SERVICES

Superstudio Digital is the department of Superstudio Events dedicated to the innovation and development of digital and virtual services for the events.

We create tailor-made digital solutions for physical, hybrid or full hybrid capable of creating new ways of interaction and involvement.

CONNECT

Mobile application for interaction exhibitor/visitor

It encapsulates all the information fundamentals of the event and facilitates interaction between exhibitors and visitors.

A virtual space where connections, going far beyond the framework of the physical event.

SMART PASS

Digital accreditation and access management service

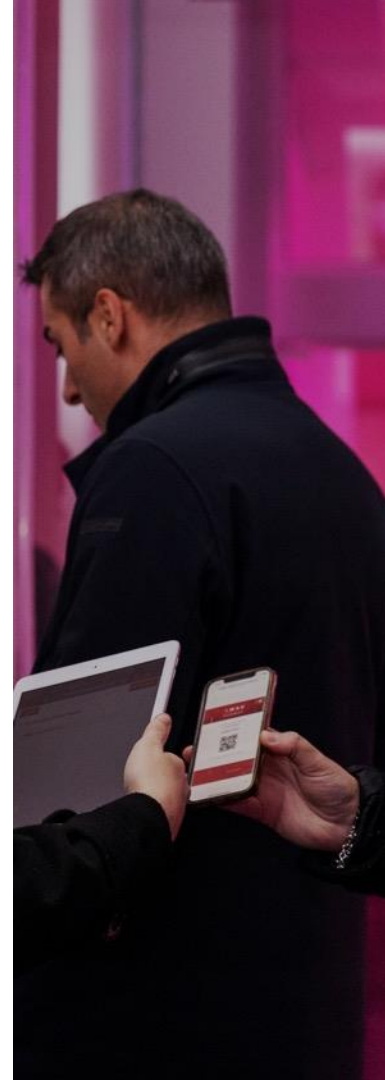
Our system simplifies registration participants and provides easy and secure access to your event.

MEET & GAIN

Dedicated application for exhibitors to visitor contact collection

It is a system for collecting, storing and manage the contact information of your visitors.

It is a web app provided to all your exhibitors and linked to our SMART PASS.



OUR CUSTOMERS

Since 2000, thousands of events, in continuous succession, have found a home in our venues. **From large multinationals to small brands, including creatives, artists, designers and innovators**, this is where they all gather, in our large halls ready to tell a different story each time

3M



accenture

AGNONA

Allianz

BOTTEGA
VENETA



CONDÉ NAST

DIESEL

Deloitte.

DIOR



Ermenegildo
Zegna



FERRERO



GIORGIO ARMANI

Google

HAVAS

INTESA SANDBLOK

L'OREAL

LUXOTICA

LVMH



MONDADORI



nexi



NOVARTIS



Posteitaliane

RCS
RISPARMIAP

REPLY



SAMSUNG

Sotheby's



SWAROVSKI



TOYOTA

UniCredit



VRSACE

vodafone

WIFED



Let's build a more sustainable future

Sustainability is an integral part of our corporate culture. Every day, we work to design and develop innovative solutions geared toward safeguarding the planet, from the proposal of our venues to the complementary services available and enjoyed.



Annual energy **savings of 850 tons of CO2**, equivalent to the emissions of 99 cars

High-efficiency computerized cooling and heating system

Produced **about 240.000 Kwh** through **560 photovoltaic panels**

100% renewable energy in all venues

High-efficiency LED lights in all venues and charging stations for electric cars

99.8% of demolition waste recovered for the construction of Superstudio Maxi



SUPERSTUDIO EVENTS

**YOU MAKE THE EVENT,
WE DO THE WORK**

Established in 2016, Superstudio Events is a company entirely dedicated to the organization and management of corporate, private and authorial events for national and international clients.

From the choice of the space, to the digitization of the event: **Superstudio Events assists, advises and supports organizers to ensure the success of the event at 360 degrees.**

Assisting, advising and guiding agencies and clients is the goal of Superstudio Events, **a strong and discreet point of reference for the events industry.**

OUR PARTNERS



AWARDS





SUPERSTUDIO

160

EVENTS HOSTED PER YEAR

+800.000

PRESENCES

450.000

M² RENTED PER YEAR

1000%

TURNOVER GROWTH OVER THE PAST
6 YEARS

2.000

EVENT REQUESTS HANDLED IN THE
PAST 12 MONTHS

40

SUPERSTUDIO TEAM
PROFESSIONALS

GIVE SHAPE YOUR IDEAS

We take care
your event. **Together.**

SUPERSTUDIO EVENTS

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