



SUPERSTUDIO PIÙ

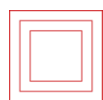
SUPERSTUDIO



PLACES TO BE



Milan's best-known multifunctional
and fully customizable venue



SUPERSTUDIO PIÙ
THE CREATIVE VENUE

10.000
m² per eventi

12
m altezza

10
spazi

3.300
persone



ICONIC,
CREATIVE,
ELEGANT

SUPERSTUDIO 



SUPERSTUDIO PIÙ

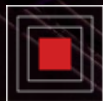
THE CREATIVE VENUE

Superstudio Più is a venue **known internationally for its large iconic and modular spaces of different dimensions**. The strategic location in Tortona area, the fashion and Design of the city, and the artistic context that characterized by art galleries, garden and rooftop, make Superstudio Più the venue ideal for any event.



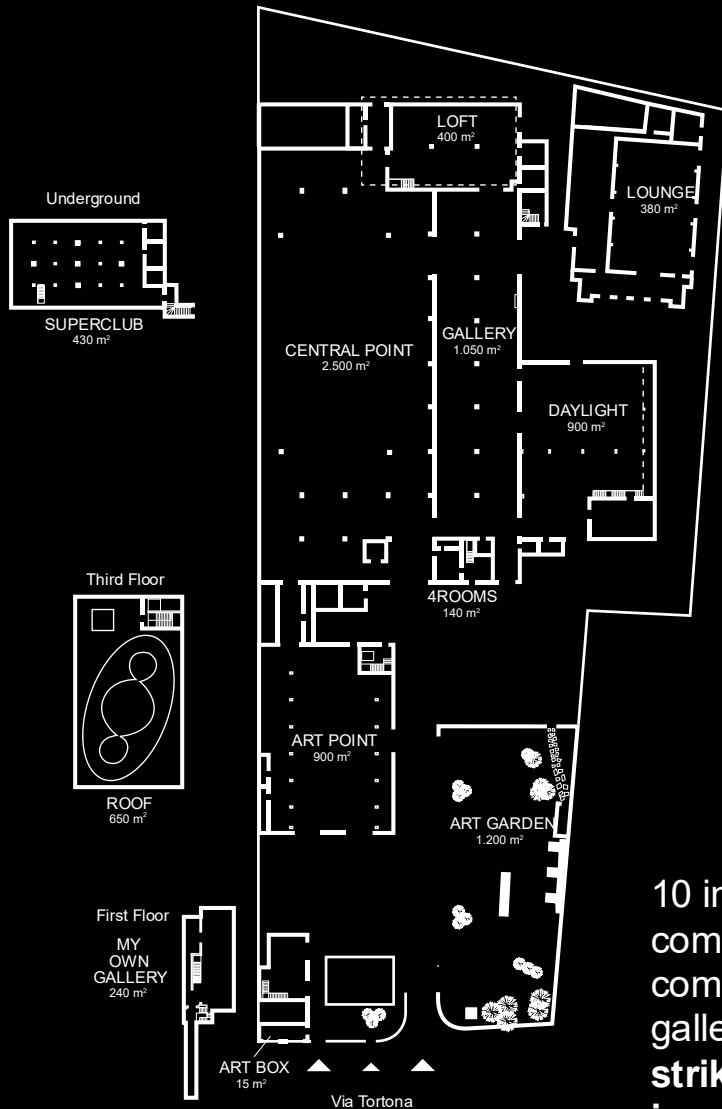


Superstudio Più's 10 minimalist and versatile rooms equipped with state-of-the-art technology allow us to accommodate **all types of large corporate events**



SUPERSTUDIO





10 independent and communicating at full disposal, combined with an indoor art gallery for exhibitions, the **striking outdoor garden with iconic sculptures**, and the **roof-garden designed by master Michelangelo Pistoletto**, embellish events for unforgettable and successful memories.

TECHNICAL SERVICES

Outdoor Ledwall 10x3 m and 44 m²

Indoor Ledwall

1,800 KW capacity and independent generator

Dedicated fiber up to 10 Gbps

Private parking for 30 cars

Concierge service and 24/7 security

Water reserve of 100,000 liters

Uninterruptible power supply

WHERE WE ARE.

In the heart of Zona Tortona,
the Milan of Fashion and Design
VIA TORTONA 27 - 20144

Central Point

Central Point is the largest room in Superstudio Più, with more than 2,500 m² of open space with no pillars.

2.540

m²

1.800

standing capacity
and stature

1.200

stalls capacity

11

meters high



SUPERSTUDIO PIÙ
THE CREATIVE VENUE

Daylight

A Milanese WOW space: beautiful.
Natural light floods the 900 m² Daylight
room.

900
m²

500
Standing capacity

10
meters high

400
stalls capacity

450
Dinner capacity



SUPERSTUDIO PIÙ
THE CREATIVE VENUE

Black Point

A rectangular plan space of about 900 m²
with double glass front entrance and
another side entrance with sliding door.

1.050

m²

450

standing capacity

5.8

meters high

1.000

stalls capacity

450

Dinner capacity



SUPERSTUDIO **PIÙ**
THE CREATIVE VENUE

Gallery

White, punctuated by central pillars and developed in length, 1,000 m² easily sectioned.

1.050

m²

850

standing capacity

5.8

meters high

500

Dinner capacity



SUPERSTUDIO PIÙ
THE CREATIVE VENUE

Loft

Over 350 m² of industrial space completely renovated, white and with large windows to breathe light, but also easily customizable for video projection filming, conferences.

368

m²

300

standing capacity

5.8

meters high

250

stalls capacity

200

dinner capacity



SUPERSTUDIO PIÙ
THE CREATIVE VENUE

Lounge

In Milan 380 m² lit by two large blackout windows on the right side.

Lounge, its name implies, is an intimate, warmed by the light wood floor and encapsulated in a freestanding glass building.

375

m²

300

standing capacity

4.9

meters high

80

m² hall

250

stalls capacity

200

dinner capacity



SUPERSTUDIO **PIÙ**
THE CREATIVE VENUE

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





SUPERSTUDIO 



SUPERSTUDIO

ART AND DESIGN

Superstudio Più has an art gallery inside it available to host exhibitions and events, a stone's throw from the Armani/Silos museum, the new Luxottica Digital Factory, and the MUDEC Museum of Cultures.

In the large workshop on Via Tortona, transformed by Flavio Lucchini into an Atelier and museum, all his works, small or monumental, were born and presented and every day lovers of the art of beauty and art meet, tell and experience.

FLAVIO LUCCHINI ART



SUPERSTUDIO



SUPERCLUB

Super Club is the club of Superstudio Events with an international and innovative scope designed for evenings of electronic music, concerts and digital entertainment and periodically dialogues with the events of Superstudio Più.



The background is a solid red color with a complex geometric pattern. It consists of numerous thin, white, concentric diamond shapes that are slightly offset from each other, creating a sense of depth and movement. Additionally, there are many thin, white, diagonal lines that intersect the diamond shapes, further enhancing the intricate pattern.

**WE
CREATE
EVENTS
OF GREAT
IMPACT**

CONVENTIONS AND CONGRESSES

10,000 M² OF VERSATILE
SPACE FOR BUSINESS EVENTS

10 modular and interconnected rooms that can
accommodate from 100 up to 3,500 guests

Dedicated fiber optics up to 10 Gbps

More than 50 conferences hosted per year



FAIRS AND EXHIBITIONS



10,000 m² EXHIBITION AREA
BETWEEN OPEN AND CLOSED
SPACES.

Easily accessible and ample space for loading and
unloading area

More than 150,000 guests a year

Full 360-degree production services from concept to
staging

PARADES AND FASHIONSHOW

THE SPACES FOR YOUR SPOTLIGHT EVENT

3 different rooms that allow maximum freedom in
setting configuration

Heights up to 12 m



PRODUCT PRESENTATION AND ROADSHOW

INNOVATIVE SOLUTIONS FOR
UNVEIL AND ROADSHOW

Heights up to 12 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

Full 360-degree production services from concept
to staging

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, Driade, 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





PLACES TO BE



SUPERSTUDIO PIÙ
THE CREATIVE VENUE

10.000 m ²	12 m height	13 spaces
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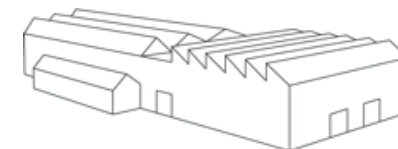
SUPERSTUDIO MAXI
THE SUSTAINABLE VENUE

10.000 m ²	8 m height	5 spaces
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SUPERSTUDIO VILLAGE
THE FUTURISTIC VENUE

8.000 m ²	15 m height	8 spaces
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SUPERSTUDIO 13
THE INNOVATIVE VENUE

1.700 m ²	7 m height	13 studies
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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

■ SERVIZI INTEGRATI PER LO SVILUPPO DI CONTENUTI 3D E SPAZI VIRTUALI

- 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 modes of interaction and engagement.



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 the registration of participants and ensures 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, among creatives, artists, designers and innovators**, this is where they all gather, in our large halls ready to tell a different story each time

3M

adidas

accenture

AGNONA
by 1947

Allianz

BOTTEGA
VENETA

CREDEM

CONDÉ NAST

DIESEL

Deloitte.

DIOR

EDISON

Ermenegildo
Zegna

FIAT

FERRERO

GENERALI

GIORGIO ARMANI

Google

HAVAS

INTESA  SANPIERO

L'ORÉAL

LUXOTTICA

LVMH

McDonald's



Mercedes-Benz

MONDADORI


Nestlé

nexi



 NOVARTIS

 pepsi



Posteitaliane

RCS
MILUAGROUP

 REPLY

Roche

SAMSUNG

Sotheby's

 Spotify

SWAROVSKI




TOYOTA

 UniCredit




VERSACE

 vodafone

WIRED



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 selection of the space, to the digitization of the event: **Superstudio Events assists, advises and supports organizers to ensure the success of the event all round.**

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



Associazione
Esposizioni e Fiere
Italiane



CONVENTION
BUREAU
ITALIA

YESMILANO
Convention Bureau



AWARDS





SUPERSTUDIO 

160

EVENTS HOSTED PER YEAR

+800.000

ATTENDANCE

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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