

DESIGN WEEK 2016 AT SUPERSTUDIO

MILAN

12th - 17th April 2016

SUPERSTUDIO PIÙ
ANNIVERSARY:
15 YEARS OF DESIGN
ART FASHION FOOD
AND MORE

SUPERDESIGN SHOW
THE EXHIBITORS

OPEN
AND MORE
SPECIAL COLLABORATIONS
PARTICIPATING

DESIGN
DESIGN
DESIGN

SUPERDESIGN
S H O W

FROM DESIGN WEEK
TO EXPO2015
OPEN YOUR MIND
FEED YOUR HEART

MAY 1st - OCT 31st
PROGRAM (STILL IN PROGRESS)

SUPERSTUDIO GROUP
presents
the new project for
MILAN DESIGN WEEK 2016

SUPERDESIGN
S H • W

with the sections Temporary Museum, Casa Italiana, The Galleries, Selected Objects
and other Special Projects including
The World is Here, Far East Now, SuperTextile, Kids, Art-Design,
Tech-Design, Parade, Outside Outsiders, The Lab 2x2=2

The container of the Italian and International excellence of global design
at SUPERSTUDIO PIÙ and at SUPERSTUDIO 13
Milan, 12th -17th April 2016
Press Preview 11th April 2016



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SUPERSTUDIO: MUCH MORE THAN DESIGN

Superstudio Group created in Milan, with the first Superstudio 13, since 1983, and with the new branch Superstudio Più, starting from 2000, the greatest exhibiting and cultural private hub, dedicated completely to interactions and promotion of **design, art, fashion, technology, entertainment, innovation** in all contemporary areas.

Superstudio Group has been created and managed by **professional international renowned creatives** with a long background in the world of art, fashion, journalism, art-direction, that guarantees **quality** production and hosting of events, **high level general image, integrated communication** efficiency.

Superstudio Group with its two close-by locations, **Superstudio 13**, photographic studios and events location, and **Superstudio Più**, multi-purpose exhibiting space, have been the pioneers and protagonists of the creation of **Tortona District**, established in time as the district of fashion, creativity and design, that stands in the largest and highest position during the Milanese Design Week.

Today Superstudio Group is starting up various initiatives abroad and introduces, in the name of continuity, a new company for the organization and management of Superstudio Più's events.



SUPERSTUDIO: PIONEER OF THE FIRST DESIGN DISTRICT IN MILAN

TORTONA
DESIGN WEEK
POWERED BY  Enel
WELCOME
DESIGN!

Superstudio group has been, **since 2000 creator and promoter of the Design** spread over the district, starting from the initial exhibiting path carried out between its two locations, up to the incredible development of Design Week in via Tortona and in the surroundings. A real city phenomenon also reproduced in other districts of the city and studied as case history all over the world. Superstudio's projects for Design Week and the initiatives hosted in over 60 locations in the area creating in this post-industrial district a large internationally recognized exhibiting area that stands out for its largeness, variety, projects and opportunities. With the support by Municipality of Milano, the Design Week of Tortona district participates in the Interzone Team Meetings and in the communication of FuoriSalone.

The design week in Tortona area, with focus at Superstudio Più, takes place over a period of 7 days (one of which dedicated to the press), with many night events and a "nuit blanche" in accordance with other areas of the city.

SUPERSTUDIO: THE LANDMARKS OF DESIGN

Superstudio Group was born in 1983 from an initiative by Flavio Lucchini and Gisella Borioli, creating the first image citadel, **Superstudio 13, in via Forcella 13**, photographic studios and fashion services.

In **2000** the purchase of the large portion of former General Electric factory, that becomes **Superstudio Più, in via Tortona 27**, not so far away.

In **2001** the new project **Design Week Fuori Salone** is born at Superstudio Più, in collaboration with Giulio Cappellini, great contemporary design exhibitions and products by young promises and future design stars, in a continuous search for innovation and quality.

In the following years, the Design Week project in Tortona district grows at Superstudio Più, at Superstudio 13 and neighbouring streets. International brands and great architect's projects are coming from all over the world.

In **2007** in the wake of Superstudio's initiatives two new Temporary Design districts appear in the city dedicated to Temporary Design: Brera Design District and Ventura-Lambrate.

In **2008** Superstudio launches the exclusive **Temporary Museum for New Design** format, a project by Gisella Borioli with the art direction by Giulio Cappellini. It is a strong original concept for a new way of exhibiting "less fair and more museum", with experiential poignant installations that narrate the product through art and cultural proposals. Art-design exhibitions and artists with on-site artwork characterize the space in an unequivocal manner. As the Financial Times writes, Superstudio Più becomes "an absolute must".

2015, the year of Expo in Milan, is the right moment for a reflection and evolution that also values new scenarios of the "democratic" and universal design, with all its implications.

Superstudio presents the new format **SuperDesign Show**. To mark the change is the new name, new logo, new graphics, new coordinated image, new art-direction with the collaboration of architect Carolina Nisivoccia.

In **2016** new architectures bring innovative signals in the district. Mudec, Museum of Culture designed by David Chipperfield opens in via Tortona 56, after the towers by Matteo Thun at number 35 the new Eurisko location at number 33 turns into an extraordinary architecture. In via Bergognone the Silos by Giorgio Armani, the first Museum of Fashion in the city, is created, in Via Forcella the Magna Pars Suite, a 5 stars design hotel by Luciano Colombo, is enlarged. Tortona District is back to being the most significant Design District in Milan.

2001-2015 SUPERSTUDIO PIÙ ANNIVERSARY:

15 YEARS OF DESIGN ART INNOVATION AND MORE WITH

FAMOUS ARCHITECTS - YOUNG TALENTS - VISIONARY DESIGNERS

START-UP COMPANIES - INTERNATIONAL EXCELLENCE

AVANTGARDE ARTISTS - BRILLIANT CRAFTSMEN - GLOBAL BRANDS

THANKS TO ALL!!!

In 2014 the Temporary Museum format is a strong successful concept, demanded even abroad. Since 2008, with impressive installations and amazing proposals by important brands, archi-stars, avant-garde artists, Superstudio's "Temporary Museum" introduces in a unique way the trends and vouches for the evolution of design in the world.

TEMPORARY MUSEUM FOR NEW DESIGN

SUPERSTUDIO PIÙ

SUPERSTUDIO: FROM TEMPORARY MUSEUM...

Design is “at large”: not only furniture proposals of industrial production and architecture elements, but also the latest technology, cars, means of transportations, household objects, travels, entertainment and person, textile, decoration, contaminations with the tradition and everything that design proposes in line with times.

Design is global: alongside capitals of design, such as Italy, France, England, Sweden, Holland, Japan, Germany, there are new countries, formerly manufacturers for third parties and now creators with their own image and poetics, such as Thailand, Croatia, Poland, Brazil, Mexico, China, Turkey, India, Israel, Serbia...

Design is “selfie”: makers, 3D print, e-commerce, limited edition, self-production, web-promotion, eco-thinking, artist handcraft, re-use and re-design introduce more accessible objects, far from productive and consolidated distributive logics.

But above all **design is “excellence”:** quality, research, excellence in the selection of materials, in the attention to production, among all the proposals are the unmistakable characteristics of the Made in Italy and of all the carefully selected products on show at Superstudio. Tomorrow’s trends are discovered here.



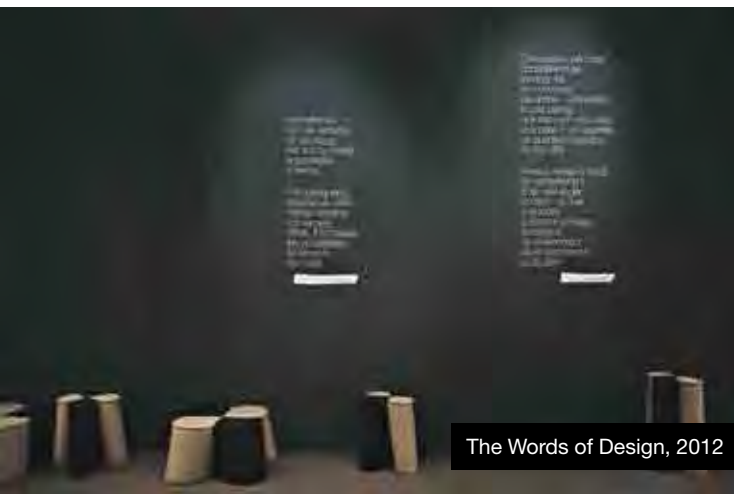
... TO SUPERDESIGN, WHERE TRENDS ARE DISCOVERED



SUPERDESIGN: A CREATIVE AND STIMULATING SURROUNDING

An idea per year to characterize common areas, works with original elements of graphics, art, decor, photography, video, sculpture, music and performance, make the visit at Superstudio Più stimulating right from the entrance, taking the visitor into a world that talks about creativity and innovation.

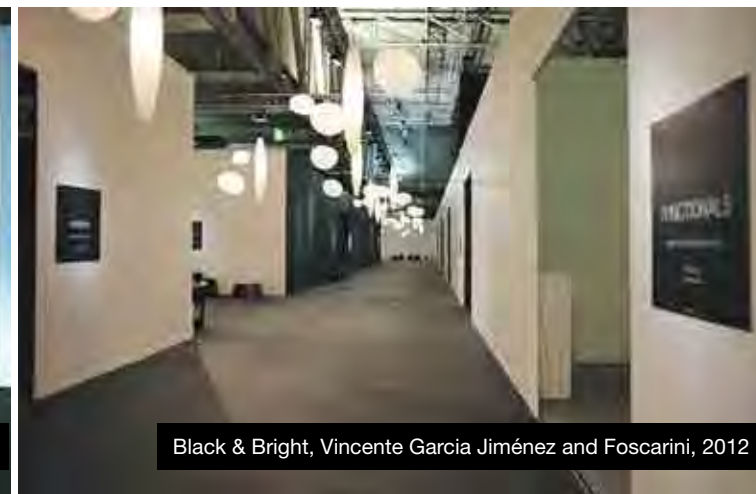
After years of planning by **Gisella Borioli** with **Giulio Cappellini's** art direction and important contribute for the Temporary Museum format, the new SuperDesign avails itself of architect **Carolina Nisivoccia's** art-direction, that ensures the comprehensive overview. With her the idea to use common areas as an "exhibition inside the exhibition continues. Every edition is a different project in collaboration with artists and companies.



The Words of Design, 2012



Flavio Lucchini with Jannelli&Volpi, 2009



Black & Bright, Vicente Garcia Jiménez and Foscarini, 2012



A touch of colour, Flavio Lucchini with Jannelli&Volpi, 2011



Designer Dreams, sculptures by different designers, 2014



Roots, tradition and innovation, with Flavio Lucchini, artattack, Urbo, 2013



SUPERDESIGN: NEW PROJECT FOR NO-LIMITS DESIGN

SUPERDESIGN: DESIGN POST-DESIGN

SuperDesign, the new high quality format looks to the future. It relies on research, on every day's extra-ordinary, on freedom of choice, contaminations between classic and avant-garde, between industry and handcraft, between tradition and future, simplicity and magnificence, being awareness that nowadays everything has already been done, the entire world takes part in the evolution of the environment, that rules and barriers have been crossed. Tomorrow is more and more designed by great local brands together with single artists capitalizing on network and technology's unlimited possibilities. SuperDesign 2016 looks "beyond", to **design after Design**. Theme projects, museum-like installations, national pavilions, start-ups, self-design and all trends of living and inhabiting coexist through specific and well represented projects. Only one direction, a contemporary common language, that values the national and brand identities, Italian excellences, innovation, the thinking "next".

The participating exhibitors are carefully selected to guarantee, as always, quality.





SUPERDESIGN: WHITE PAGES, KEYWORD AND THEME OF THE YEAR

This year's theme is **WHITE PAGES**, that implies writing together the world waiting for us tomorrow. An invitation to exhibit not only ready-to-use objects and proposals but also futuristic and experimental projects and to "narrate" them to the public with words and installations in an ideal "white page". On the other hand, the wide walls in the common areas will be used to collect in an interactive way the thoughts of operators and visitors.

Like every year, the key word has been communicated to all exhibitors as an idea and a starting point for reflection. **WHITE PAGES** is the new and universal common theme for all the exhibitions of the Design Week 2016 at Superstudio.

An invitation for an in-depth communication of the research and the vision of each company and designer to make the public well informed and aware.

Story-telling as a new marketing tool through texts and installations.



SUPERDESIGN: HIGH QUALITY CONTEMPORARY DESIGN





The concept at the base of the SuperDesign project favours all contemporary creativity expressions that thrive on innovation, research, refined aesthetics, functionality, culture and elegance.

Based on guaranteed quality, implementation, selection of **materials** and **originality** of the proposal. Proposals of furniture, lightning, accessories, ceramics, objects and other “tools” of everyday habitat, designed by the most famous designers but also by young talents on the rise have to match this profile in order to be admitted to Superstudio.

To underline their products, their history, their philosophy, their expectations each brand establishes a dialogue with the visitor through accurate, **emotional presentations and installations** that both enchant and captivate. This is the outline of the contemporary house in a crossing of languages, cultures, trends always widely and harmoniously represented in the Design Week at Superstudio.

SUPERDESIGN: “TAILOR MADE” PROJECTS



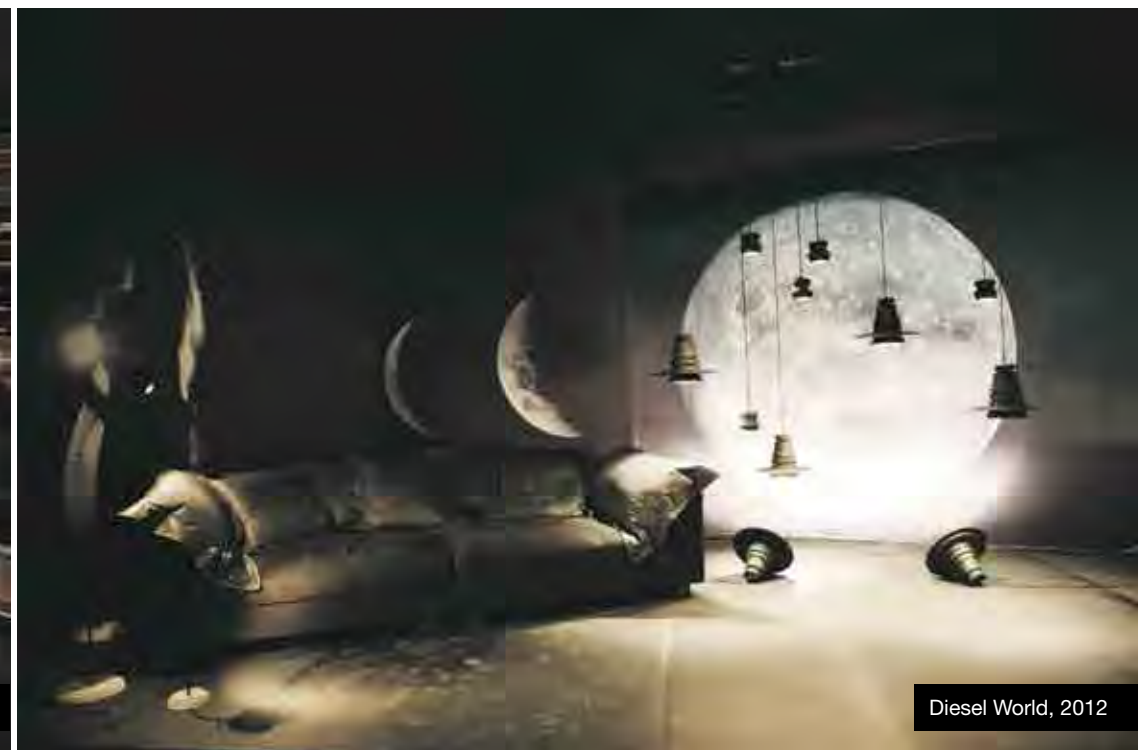
The long authorial, managing, publishing, art direction experience in the areas of **design, art and fashion**, of Superstudio's creative team, rewarded by hundreds of successful exhibitions and public/private events within the location, in Milan, in Italy and abroad, "builds" every year the Design Week's event on exhibitor's requests, new trends, market evolution. Each **brand**, either well-known or upcoming, is **carefully** selected for an always "tailored-made" project.

Meetings, proposals, design, assistance, checks, attention to details and communication, with a work in progress up to accomplishment, allows each project to fulfil the needs, but also to integrate in the great common project.

The result is a global, coordinated exhibition where the different areas, involving specific themes, come up in harmony.



Atelier Tagina Ceramiche d'Arte, 2012



Diesel World, 2012



Great installations presenting new productions in a contest that, from time to time, dialogues with art, music, light, video, virtual reality, emotion. This is the main feature of the **Temporary Museum area**, where each space is an emotional gallery. Art-works by **international art protagonists** increase the value of great architects' exhibitions, together with art "site-specific" works of the common spaces and unexpected art-design pieces, commissioned to avant-garde artists working with sound, video and light.

SUPERDESIGN: THE TEMPORARY MUSEUM AREA



Alcantara Design Museum, 2009



Adidas, art concept, 2009



Lumiotec, Led installation, 2012



LG Hausys, 2015



Cristalplant, olograms, 2012



Canon, 2012



Asahi Glass Company, 2015

SUPERDESIGN: THE GALLERIES AREA

Individual closed spaces, as mysterious and tempting as art galleries, are available to single excellence brands that invest on the exhibiting project.

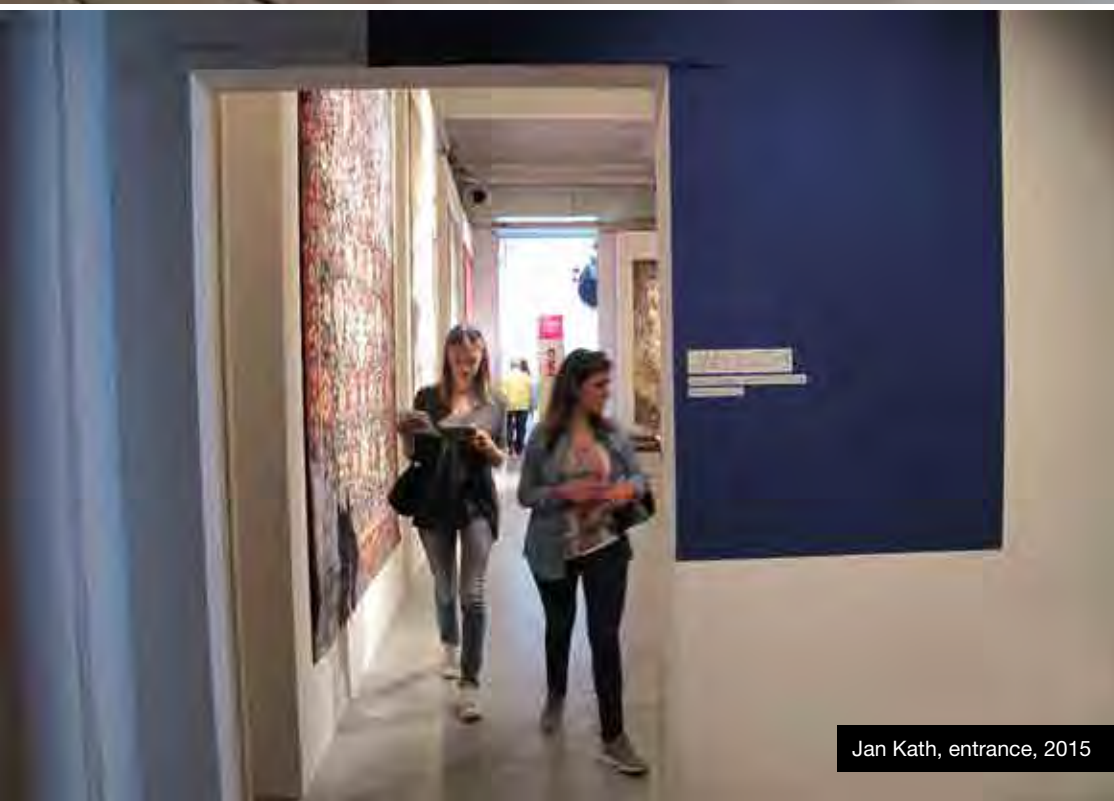
These are the “**Galleries**” located in the central building of Superstudio Più, with **personalised and dedicated entrance** introducing every project with the graphic language of exhibitions in the galleries and in contemporary museums. Each exhibition provides an overview of its latest production with carefully designed installations that value the brand and its philosophy.



Ornamenta, entrance, 2015



GioPagani Couture, entrance, 2015



Jan Kath, entrance, 2015



Red Star Macalline, entrance, 2015

SUPERDESIGN: THE “CASA ITALIANA” AREA





Beautiful Design, new style designers that the world envies, products or objects born from our know-how, furniture influenced by our **great tradition, Italian fashion, art and culture, top handcraft, innovation combined with quality**, research for **excellence**, all components of a way to conceive the house and working environment that characterize some special spaces reserved to Italian companies, that stand out among international presences.

“White pages” and empty spaces to be filled out with proposals, in step with the times and with the emotions elicited by Italian design. Superdesign’s numerous international visitors are constantly looking for the new **“Made in Italy”**.

SUPERDESIGN: THE SELECTED OBJECTS AREA



Extended, **renewed**, the successful section **Selected Objects** is back, an area dedicated to single iconic, innovative objects, that will likely remain in the history of design. Freely chosen by Superstudio's artistic board, in the global panorama, with no limits to space, cost or products. All "prêt-à-vivre" design elements are shown in a **big collective design exhibition** that values the new aesthetics, research, innovation, they may be the work by a team, a young designer, a new company, a consolidated brand. Open small (2x2) or larger (up to 30 sq.m.) spaces, in sequence.

Only one original "piece" or a few elements from the same collection in a mini-installation that tells the story of an idea.



Select Objects, 2010, special guest Prince Andrew, Duke of York

Selected Objects, selection



SUPERDESIGN: THE TECH-DESIGN AREA

Intelligent objects, the latest devices, robots, furniture and elements that incorporate the more advanced technology, means of transport more and more self-managed, augmented reality, virtual world, techno design, previews and unimaginable applications: **the future opens the doors of SuperDesign**, presenting the latest generation products and techniques. **Post-design** thieves on research which is almost sci-fi that has already drawn our tomorrow. **Tech-design** at Superstudio, contaminated by avant-garde art and fantasy, find space and audience.





The lighting area brought extraordinary objects and **memorable installations** at Superstudio. Brands such as Flos, Barovier&Toso, Foscarini, Leucos, Melogranoblu, Tom Dixon and many more brought beautiful collections with performances ranging from videos, lights, sensorial explorations. The new **led technology** has invited producers such as Philips, Kaneka, Luminotec to create evocative luminous panoramas, whilst small producers have exhibited interactive and futuristic research products. This year again lights will be protagonists, with different types of presences: small presences of great visibility in the **Light Parade** in the central corridor, individual spaces in the Galleries, sharing the innovation in Selected Objects section.

SUPERDESIGN: THE LIGHT DESIGN AREA



Linteloo, 2009



Barovier&Toso, 2010



David Trubridge, 2009



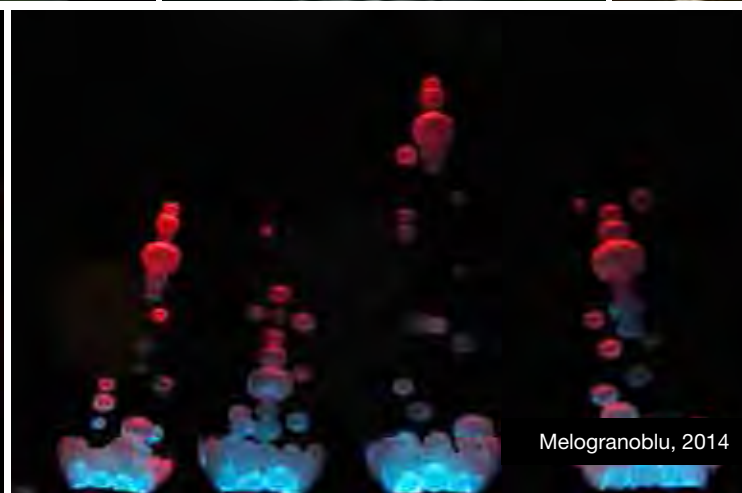
Beau&Bien, 2015



Tom Dixon, 2008



Tom Dixon, 2008



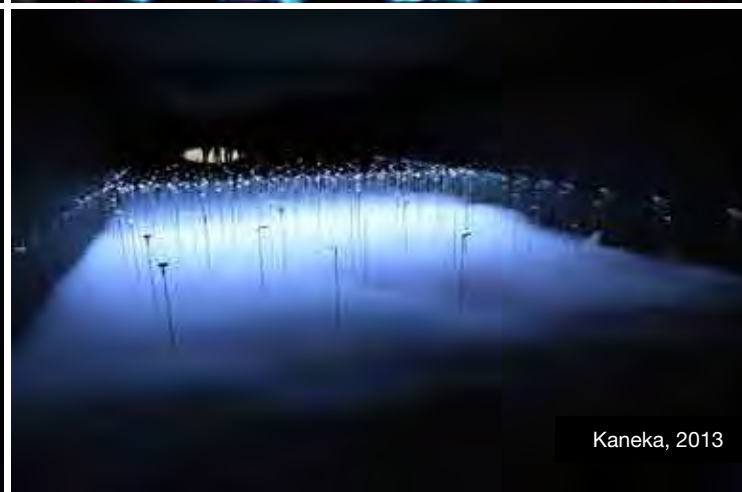
Melogramblu, 2014



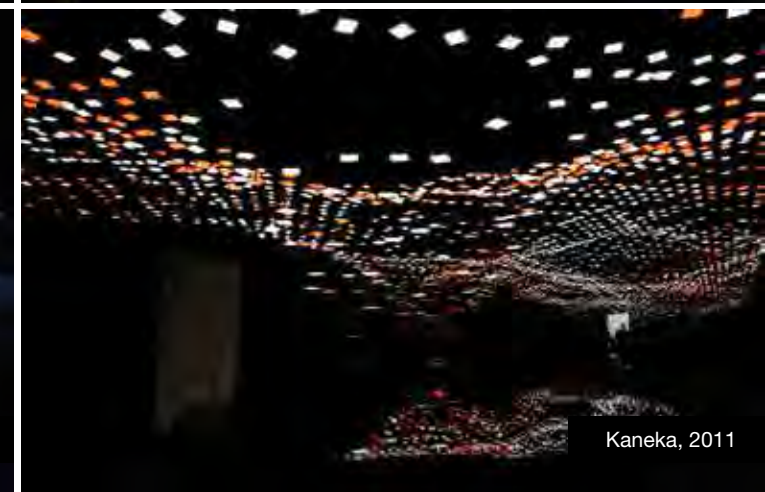
Foscarini, 2009



Philips Lighting, 2009



Kaneka, 2013



Kaneka, 2011

SUPERDESIGN: THE WORLD IS HERE AREA



THAILAND'S SLOW HAND DESIGN

THAICRAFTOLOGY

Progetto di / Project by
DTP

Curatore / Curator
Eggarat Wongcharit

GALLERY 9

Ever increasing are the international presences that occupy the Galleries' large closed spaces or the smaller ones of collective theme exhibitions.

SuperDesign, values national identities with “**national pavilions**” featuring position, colour, graphics, emphasizing relevant history and differences. Solo or collective exhibitions recounting culture, philosophy and market of every geographic area, providing an overview of design's evolution all over the world.

Prestigious and consolidated international brands bring their recent creations with individual or shared projects. Constant presence of European countries such as France, Sweden, Switzerland, UK, Germany, Holland, Spain, Hungary, Croatia... but also non-European countries such as United States, Brazil, Mexico, China, Thailand, Taiwan, Korea and more.



Croatia: Solid Act, cowntry exhibit, 2013



Sweden: Svedish Design goes Milan, independent pavilion, 2013



Spain: Proyecto Abecedario, collective exhibit, 2009

SUPERDESIGN: THE FAR EAST NOW AREA

Increasingly large space and importance are given at Superstudio to countries protagonists of the new economy such as **China, Korea, Thailand, Taiwan**, besides the well-established presence of **Japan**. Surely powers able to compete on international markets and on their way to occupy significant places in the contemporary world with their productions and local styles, their presence in the Milan Design Week is more and more appreciated. An ever-increasing interest due to “maturity” and innovation of their latest products, now displaying advanced design, technology, aesthetics and innovation.

SUPERDESIGN: THE PARADE AREA

New entry in the 2016 layout are “runways” to exhibit in central corridor, in a theme pathway, some interesting selected proposals such as sculpture-objects, table art, scenography lighting and more. Great visibility in impossible-to-miss spaces. Objects will be placed on platforms and runways of different sizes and heights. Coordinated graphics.



SUPERDESIGN: THE KIDS AREA

A new sector, which is still relatively unexplored, reached SuperDesign. **KIDS** is a collective project in a reserved area dedicated to **children's world**. Though intended for professional of design, it is much appreciated also by the ordinary visitor who finds ready-made solutions for every day's life.

Excellent design, functional and tasteful furniture, because beauty is not an option, not even in early years. Proposals by avant-garde companies in the world of "the kids room", but also participations of artists, professional magazines, websites and apps, children-oriented intelligent labs

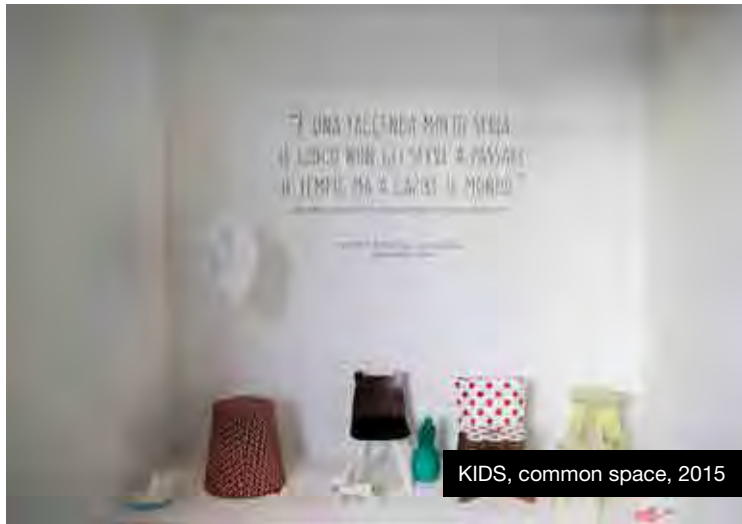




Nidi, KIDS, 2015



unduetrestella, KIDS, 2015



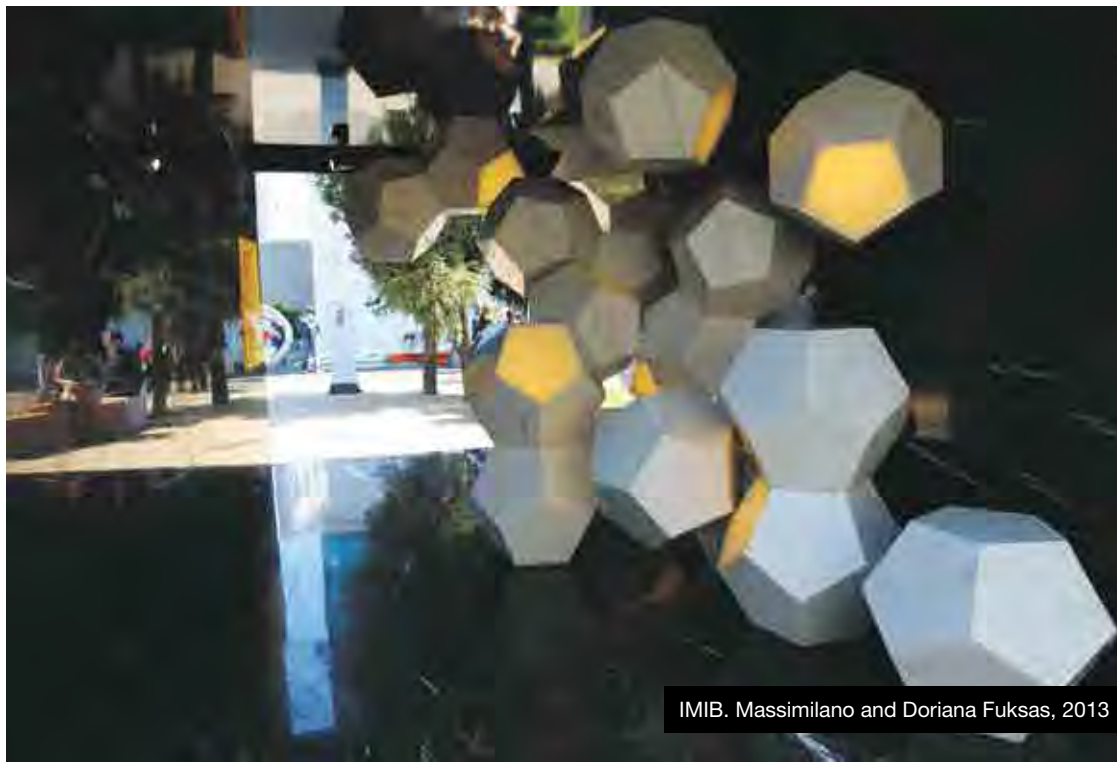
SUPERDESIGN: SPACES DEDICATED TO SPECIAL PROJECTS



Il Bruco, on the roof, inflatable conference hall, by Peraria, 2005

Superstudio Più's large multi-purpose space, both in indoor and outdoor areas and garden, terraces and roof is suitable for hosting special, unique, original projects, arranged in an original way within SuperDesign's complex reality. Creatives and technicians are available to enable the creation of otherwise impossible installations.

From **temporary architectures**, **flying cars**, to **roof vegetable garden**, **virtual tunnels**, to **water installations**, to **mechanical movements**, to high structures (up to 11m indoor), to **outdoor exhibitions**, to huge **video-wall**, to **performances**, to **art or photographic exhibitions**, to theme parties, to any kind of transformation of the industrial areas, anything is possible. Great architects and designers have done impressive things at Superstudio, from Jean Nouvel, to Campana brothers, Paola Navone, Marcel Wanders, Luca Nichetto, Karim Rashid, Nendo, Nika Zupank, Alessandro Mendini, Aldo Cibic, Matteo Thun, Marc Sadler, Fabio Novembre, Maarten Baas, Carlo Colombo, Philippe Starck, Tom Dixon, Jasper Morrison, Patricia Urquiola, Michael Koenig, Claudio Silvestrin, Christophe Pillet, Massimiliano Fuksas... Imagination is the only limit.



IMIB. Massimiliano and Doriana Fuksas, 2013



New Mini Family, flying cars, 2011

SUPERDESIGN: TEMPORARY ARCHITECTURES



Real concrete constructions, extemporaneous wood and recycled materials architectures, urban installations, nomadic abodes, containers turned into exhibiting pavilions and other solutions for an **innovative and contemporary way of living** have their space in Superstudio's garden and wide outdoor areas, thus extending areas of interest, information, awareness, experience. Superstudio's internal coordination allows to analyse the best place and the time needed for outdoor exhibits setups.

HHD and Cibic&Partners, 2009



Nika Zupank, Wind Pavilion, 2010



Atelier Italiano, 2009



Magnetti, Building Art, 2011



Superstudio Più's **large garden** becomes visually widened to host a project that matches green design, with plants installations, flowers, bodies of water, vertical plantations, with the latest proposals for outdoor areas, patios, gardens, pools. A trend that reflects on a more and more advanced and innovative contemporary production. Spaces of different sizes reserved to **plant nursery owners and outdoor furniture and accessories producers**, integrated in the common area.

SUPERDESIGN: THE GREEN AREA FOR OUTSIDE AND OUTSIDER

SUPERDESIGN: DISCOVERING TO EXPLORE THE FUTURE

This new venture focuses on the next-generation, as all Superstudio activities, and opens to other worlds, other talents, other ideas, even without the support of big companies.

A series of **small theme-based solo and collective**, exhibitions lead the visitor through a breeding ground for ideas, where everyone can draw on according to one's needs: companies, architects, buyers, every kind of professional, and design kept in general, with the possibility to buy products in specific time and online.



Maniacal Mirror, unique pieces, 2013



Design Product Madrid, ceramics, 2014



Oyon, vertical fruithold, 2014



Filippo Tagliabue, custom motorbike, 2014



AD 3D Printing Carbon Fiber, 2014

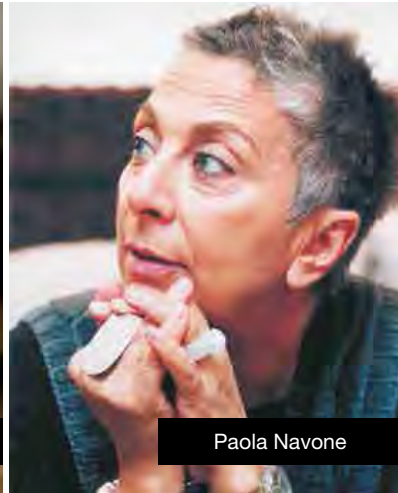
SUPERDESIGN: ARCHI-STAR ANTI-STAR START-UP

Superdesign new trend opens up to **new vital forces** that are changing the world scenario. A viral creativity spreading through the web and other new media reveals unknown talents, visionary experimenters, unpredictable communicators, direct broker less marketing ventures, à-la-carte or bespoke productions.

The great designer, supported by great brands, by fame and experience, vies, through the web, with the latest talented designer coming from universities of former developing, now technically advanced countries. The world producing or researching design is growing larger, dramatically inclusive. What is needed, to enter Superstudio, is the **cultural “value” of the proposal**, not the turnover or sale price. Archi-stars, anti-stars or start ups are the **new protagonists**, all looked upon with the same attention.



Pietro Travaglini



Paola Navone



Doriana and Massimiliano Fuksas



Gio Pagani



Marcel Wanders



Jean Nouvel



Oki Sato, Nendo



Karim Rashid and Michael Young



Makers of 3D printing and Gisella Borioli



SUPERDESIGN: ART IS EVERYWHERE



Art, intended as an **action making an object unique and original**, as an **emotional installation** of an industrial unit, as a **sculpture** by an architect, a piece of furniture by an **artist**, as **visual** experiment, as **interpretation** of lights and sounds, as **performance**, as painting, photography or art objects **exhibition**, as common pieces entrusted to a **Master's** imagination: all this makes the event at Superstudio a totally unique one.

Unforgettable are the contributions by Michelangelo Pistoletto, Flavio Lucchini, Apparari Effimeri, Carlo Bernardini, ProvocActionArt, Romano Baratta, Roberto Fazio [archiattack].

SUPERDESIGN: ART-DESIGN AREA





Free from constraints objects seem to get closer to a sculpture or a gallery's discoveries, rather than serially manufactured furniture. Limited editions designed by artists or creative designers. Extraordinary objects with a unique charm, iconic and one of a kind furniture, collector's furniture.

These are the **art-design** proposals, original pieces that alone are able to characterize an environment and can talk about who chose them and use them more than thousands of words. You will find Art-design, coveted element in sophisticated houses, contract project, public spaces, luxury common areas, in **MyOwnGallery**, as part of SuperDesign project at Superstudio, the best place to express yourself with single pieces of installations between art and design.

SUPERDESIGN: THE SUPERTEXTILE AREA





To give the right importance to furniture textiles that today have come back to be great and new protagonists.

SuperDesign opens to this area, recognising all its innovative strength and the ability to create value and beauty. **SuperTextile** is a collective project devoted to value **furniture textile** in all its expressions. With the complicity of a format echoing an urban village through some symbolic “**textile little houses**” and other decorative elements, indoor textiles, hand-crafted weaving, mats, rugs, upholstery, fabric objects, accessories, curtains, beach chairs, hammocks, and everything that fantasy can create with textile, find space and visibility inside the project.

SUPERDESIGN: THEME EXHIBITIONS



Textile, bathroom solutions, spa and wellness, classic house, art-design, pop-design, tableware, glasses and crystals, marble and mosaics, silverwares, lightning, outdoors, are some examples of **projects built around an idea** that represents a particular market segment.

But also **trend setting exhibitions**: new architectures in the world, eco-friendly solutions, nomadic design, one-colour-only, wood and past-to-future contaminations are some additional themes around which to build “rooms” recounting a movement.

Theme exhibitions, either solo or collective, will be “**customized**”, **according to requests**. A work in progress that will be defined before December, in order to gather the very best of the proposals.



Green Village, sustainable design, collective, 2014



IMIB, marble interpretation, collective of various designers, 2013

SUPERDESIGN: NEW HORIZON OF DEMOCRATIC DESIGN



As happened in fashion where the arrival of Zara and similar ones, followed by **e-commerce** have reshuffled cards making style affordable to wider classes, so design takes other paths adding to elite market a more “democratic” and larger target. SuperDesign privileges art creativity but doesn’t close eyes to social phenomenon.

Furniture especially created to be sold online, like the ones in the recent ebay section, or those taking advantage of cost restraining production or innovative distribution methods find space at Superstudio, with different collaboration formulas. From dedicated exhibition spaces, to collaborations with specialized websites such as dalani.it that sell objects of **Superstudio Selection**.

SUPERDESIGN: ONGOING ALSO AT NIGHT

The activity does not stop at sundown, but goes on all night until the reopening the following day. 24/24 watchmen, call operator for emergencies, security in the exhibition areas, cleaning and maintenance services do not stop even when premises are closed to public.

In addition, it is possible to organize private events, business parties, presentations, dinners on reservations, meetings in specific areas upon request.

Our team will do their utmost to secure successful extra-time events.

SUPERDESIGN: EXTENSION AT SUPERSTUDIO 13

A WHOLE LOCATION FOR INDEPENDENT PROJECTS

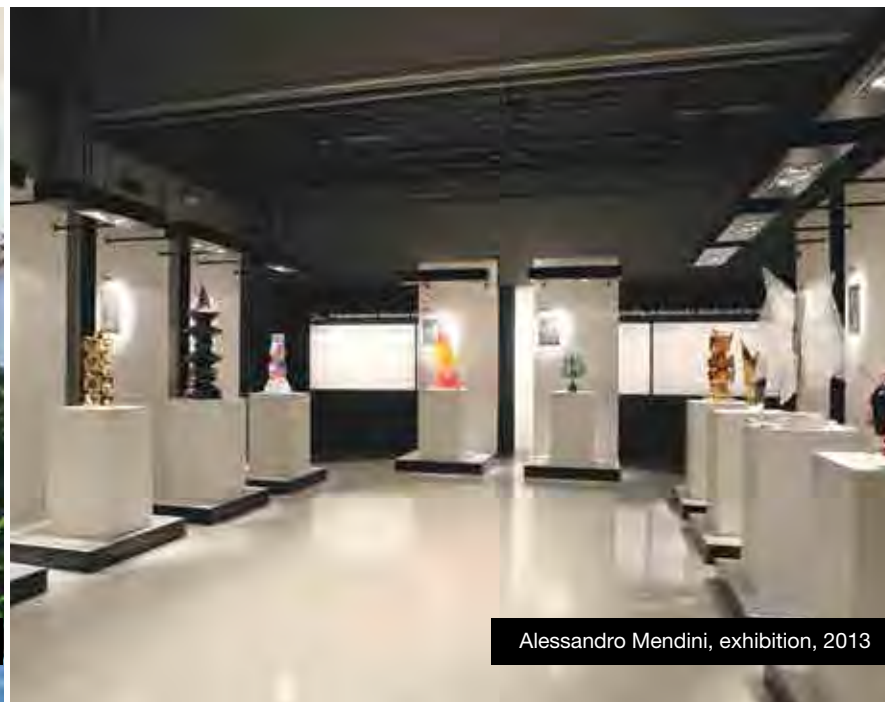
Superstudio 13, **the well-known photographic studios at Via Forcella 13** that, over the last 30 years has been hosting great photographers, fashion personalities, international stars, big advertising campaigns, for the Design week makes its spaces available for **independent projects**, thus creating an extension to the collective event that will take place at Superstudio Più at Via Tortona 27.

The great hall of 800 sq.mt the several photographic studios, in all about 1500 sq.mt are the perfect location for “mise-en-scene” of projects and exhibitions.

Glamour setting, two independent entrances on the street, large parking lot, Superstudio Café by **Michele De Lucchi**.



Superstudio 13, entrance, freeDom, 2013



Alessandro Mendini, exhibition, 2013



Leucos, 2012

SUPERDESIGN : THE LAB 2x2=2 AT SUPERSTUDIO 13. GREAT IDEAS IN SMALLEST SPACES

The space for opportunities, open to young talents, re-using theorists, contexts, groups and collectives, social design, designer-artists, handcraft-designers, limited editions, 3D printing and other inventions. Alive, lively, critical, **The Lab**, set up at **Superstudio 13**, is a scouting place, an informal meeting point for tomorrow's trend setters, always present next to their creation.

Free spaces of sq.m. 2x2 sq.m. offered at 2.000 everything included, to give space and visibility also to great ideas with little budget. Coordinated graphic by Superstudio.

SUPERDESIGN: CUDDLES FOR OUR VISITORS AND RELAX MEETING SPACES

Superstudio is not just a little, elegant, surprising “fair”. Superstudio is an **extraordinary place, unique in Milan**, that **takes care** of its visitors, where you can spend a pleasant day, relaxing in the lounges, sitting in the scattered seats, having refreshments in a real star-rated chef’s restaurant, energizing at organic juice-bar, gathering in the meeting points, enjoying a break in the garden or in Michelangelo Pistoletto’s Terzo Paradiso-Coltivare la Città on the roof.

Superstudio’s **reception team** is at visitors’ disposal to make their visit an even nicer and personalized experience.



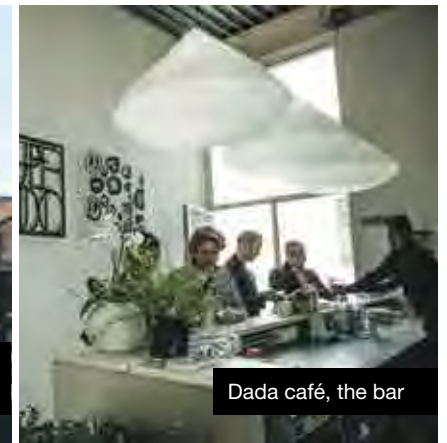
Superstudio Café, by Michele De Lucchi



Lounge, 2013



Masterchef at Superstudio, restaurant by San Pellegrino, 2014



Dada café, the bar



SuperDesign Lounge by Valdo, 2015



Smoking Point, 2014



Just Juice Bar, 2013

SUPERDESIGN: PRESS OFFICE BEFORE, DURING AND AFTER

An efficient, accomplished and renowned press and communication office is active months before Superdesign opening in order to focus the attention of international media on our event. Over **40 magazines from all over the world** are media partners, besides the countless partnerships and collaborations with websites, web, televisions and new media.

A wide and versatile **communication proposal**, to be regarded as complementary and **indivisible part of the offer of spaces**, with packages **adjusting costs** and contents to the participation project, will be issued on reception of the application request.

With ads, editorial pages, a magazine dedicated to the event, press conference, visibility on web sites and social networks, digital catalogue, dvd with SuperDesign and exhibitors' contents, video and photo services, newsletter, direct-mailing, digital PR and social, youtube channel, follow-up and more communication initiatives. Wide and timely coverage in Italy and abroad.

A press office dedicated to journalists is open during the event, to give out information, facilitate contacts and interviews, supply press releases and material (digital material too), use computers, download data and photos, collect brochures, maps and catalogues.

The most important international **guides and magazines** are freely available in the **“press for you”** area.

Exceptionally numerous are the visits by international press and TVs. Attendance average in the years: **2.000 registered journalists!**



Abet Laminati with De Rosso, bookshelves, 2015



Abet Laminati with De Rosso, infopoint, 2015



Slide, press office, 2015

SUPERDESIGN: INTEGRATED COMMUNICATION

Exhibitors' graphics, **common areas signs**, catalogues and **magazines**, invitations and cards, shopping bags and t-shirts, single or collective **communication**, packaging and banners, publications and flyers, the whole Design event is coordinated under a graphic line, changing its coordinates every year.

A harmonious, clean, professional and **not fair-like image**, that highlights each element, emphasizes the exhibition's themes, interprets the **exhibitors' requirements**, embraces commercial and cultural moments following an ever elegant and surprising fil rouge.



SUPERDESIGN: INTERNATIONAL MEDIAPARTNERS

NEWSPAPERS, TV AND PRESSFORYOU

Besides the usual press office activities, specific media partnership are drawn up with important Italian and foreign sector and generalist magazines. Free media partners magazines are handed out to visitors in a dedicated space, the **Pressforyou**.

Media Partners 2015:

4 Room, 90+10, Abitare, Architonic, Artribune, Capital, Casafacile, Case&Country, Chi è Chi, Class, Club Milano, Ddn, Ddn Free, Ddn Tv, Design Illustrated, Design Street, Design42day, Designspeaking, Exibart, Fashion, Grazia Casa, Image In Progress, Interni, Interni Panorama Magazine, Iqd, Juliet Art, Juliet Design, Living Corriere Della Sera Interiors Magazine, Living Space, Luxos Magazine, Marie Claire Maison, Mezonin, Mffashion, Mfl - Magazine For Living, Modern Design, My Art Guides, Objekt@International, Ottagono.com, Pambianco Design, Sinetica White Circus, Tg Fashion, Urban, Wired, Wu Magazine.

Media Partners KIDS: Elle Kids, Kids Wear, Marie Claire Enfants, Milano Moms, Nykyinen, Style Piccoli, Vogue Bambini.

At Superstudio Più a **Pressspace** is available for Italian and international press with free internet service for journalists during the event. With particular attention to the **Press Preview**, that will take place on 11th April 2016, the press office registers and takes care of journalists, facilitating interviews and in-depth analysis, and distributes the communication material. The exhibitors may leave in the Pressspace their company's most specific material (communications, press folders, flyers, brochures, etc.).

Registered journalists in 2015: 2000, from all over the world.



SUPERDESIGN: A NO-PROBLEM AND ALL-INCLUSIVE EVENT

Superstudio Più is perfectly structured from a **logistic, security** and all **facilities** point of view to host high level events securing the utmost comfort and full technical and **professional support** to creativity, offering to customers a complete customized approach.

Among exclusive facilities included in Superstudio Più's cost, a store is available for clients to store packaging material on the premises, the construction/ delimitation of spaces where needed, electric connection in the stand, coordinated graphic and image, cleaning service of the common parts and stand during the event, 24h watchman service, possibility to work overtime on request 24/7 and assistance by our internal technical staff during the whole time of the event, to solve any kind of problem.

Furthermore, wide external space that allows the entrance of 18-wheelers transit up to 40' (up to three at the same time), in-house forklift renting service with driver and differentiated entrances allowing to optimise loading and unloading process substantially reducing dead times and allowing the simultaneous set up of more than one space.

More facilities are available inside Superstudio that only such location can offer: bar-restaurant and other refreshments areas, hall for private parties, catering service, press and communication service, creativity consultancy, lounge and meeting points, press-point for the collection or consultation of the main international magazines, reception, information desk, hostess during the event, visitors and press screen and registration, temporary-shop, cloakroom, garden, roof terrace.



SUPERDESIGN: RATES FOR DIFFERENT FORMATS

Superstudio's characteristic structure presents **different customizable spaces and solutions**. Prices vary according to position, size and other features of each space.

The basic **all-inclusive** price for single delimited space (from 100 sq.m.) is 230 €/ sq.m. per event including assembling and disassembling days (to be intended approximately as the amount of 170 €/ sq.m. for the plain space and 60 €/ sq.m. for included services and facilities).

Spaces below 100 sq.m., outdoor spaces or shares of collective exhibitions, the Basement have variable fees according to the project and included services.

Communication variable fees are to be added to space + service costs, as an integral part of SuperDesign project, **securing visibility and international media coverage** for both the event and its exhibitors.



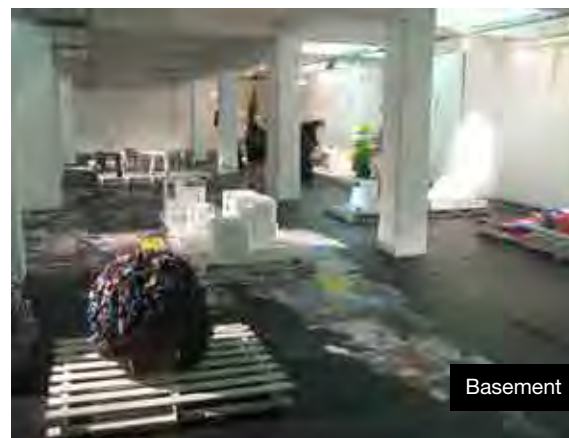
Central Point laterale



Central Point



Lounge



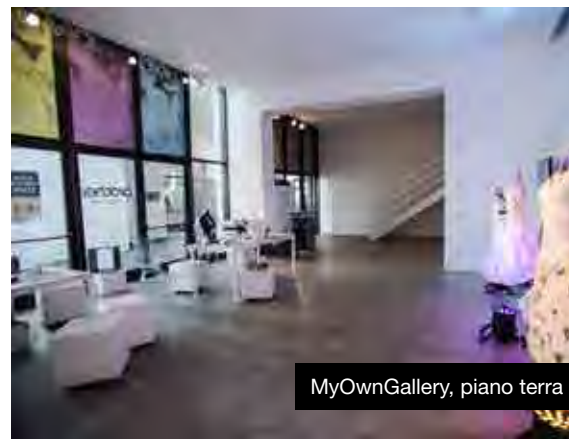
Basement



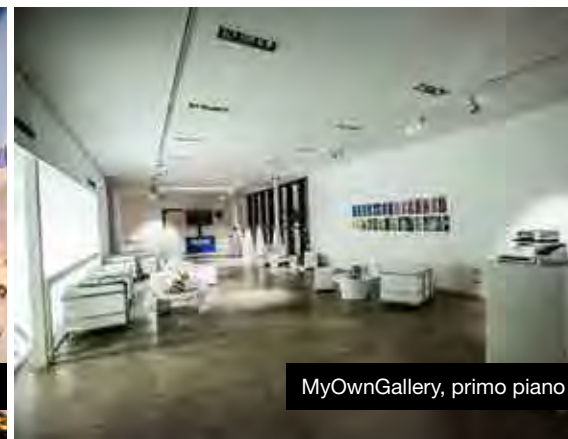
The Galleries



Art Point



MyOwnGallery, piano terra



MyOwnGallery, primo piano



Garden

SUPERDESIGN: PARTNERS AND SPONSORS FOR ORIGINAL PROJECTS

We like to think that any “sponsorship”, being either a proactive or technical one, is effectively a **different type of collaboration** that enriches SuperDesign contents, as well other artistic, cultural, commercial, BtoB or consumer-oriented events that are held at Superstudio during the year and in different Italian or foreign locations.

Exhibitions, events, services such as computers in the press office or courtesy cars, shopping bags and usb memory sticks, meeting rooms and beverages, freebies and installations, technology and labs available for visitors, restaurants by invitation and video walls, wall papers and outdoor and indoor greenery, performances and conferences. Furniture of the common areas and hostess clothing are some of the “**customized**” projects devised along with our partners and sponsors.



Asus, partner Press Office and technology device, 2014



Valdo Prosecco, Superstudio special edition, 2015



Veuve Cliquot Ponsardin, Champagne, partner MYOwnGallery, 2009



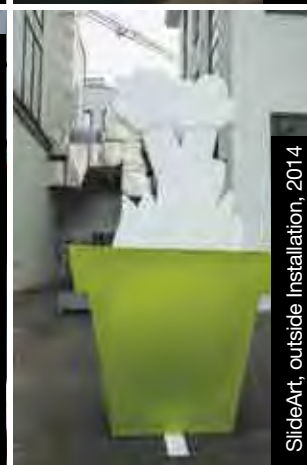
Brother, partner free printing and creative laboratory, 2014



Poltrona Frau Vip Lounge, 2014



Abet Laminati with De Rosso, totem, 2015



SlideArt, outside Installation, 2014



Infinity, partner courtesy car, 2010



SUPERDESIGN: THE NUMBERS OF SUCCESS

115.000 visitors (of which 75% professionals, 55% Italian visitors, 45% foreign visitors of which +30% visitors from China, +8% Middle East visitors, +14% field operators, +7% foreign visitors) - **12.000** sq.m. indoor and outdoor exhibition space - **21** attending countries - **202** represented designers invitations and newsletters sent to **170.000** selected contacts - **16.864** online registered visitors - **15.000** @AT magazine, Italian and English edition
39.000 @AT magazines, Italian and English, downloaded
2.000 international registered journalists - **44** Mediapartners - around **1.000.000** euro estimated value of advertisement and communication (2015 data).

SUPERSTUDIO TAKES YOU AROUND THE WORLD

After the success of the Iconic Design exhibition presentation in Dubai as side event to the Temporary Museum 2013, Superstudio Group activity abroad is having a major acceleration with initiatives and events reserved to companies in the **Middle East** and **Far East**.

Focus on design, life style, furniture, lighting but also fashion, art, food and beverage, automotive, technology, green economy, communication, entertainment etc.

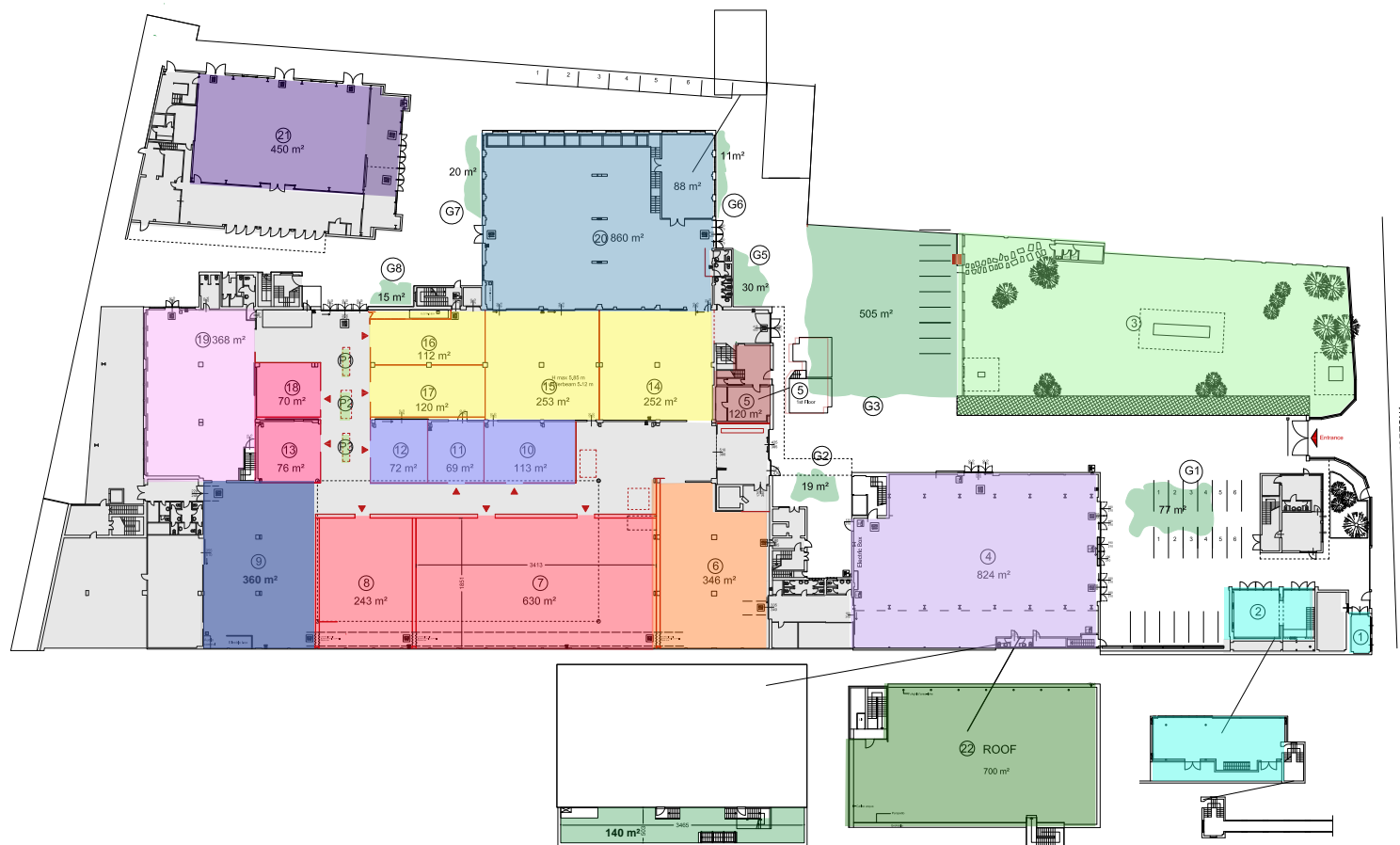


Iconic Objects by Temporary Museum, Downtown Design Fair, Dubai, 2013

SUPERDESIGN: THE NEW LAY-OUT OF SUPERSTUDIO PIÙ

As every year, the layout is renewed with an intriguing and surprising space partition encouraging visitors to explore all the exhibitions, following a suggested itinerary that allows a throughout visit, not missing any presence.

The partition of the spaces, with perimeter walls and basic electrical equipment is supplied by Superstudio, as well as technical assistance during assembling. **All spaces are modular**, sharable, extendable or reducible, **adjustable** following the layout's guidelines and in agreement with Superstudio.



SUPERDESIGN: THE BASEMENT FOR EXPERIMENTAL PROJECTS

Superstudio's Basement, General Electric's former air-raid shelters, is an **appealing space**, suitable for start-up, avant-gard projects, young talent's collective exhibitions, self-productions, art and design exhibitions, contests...

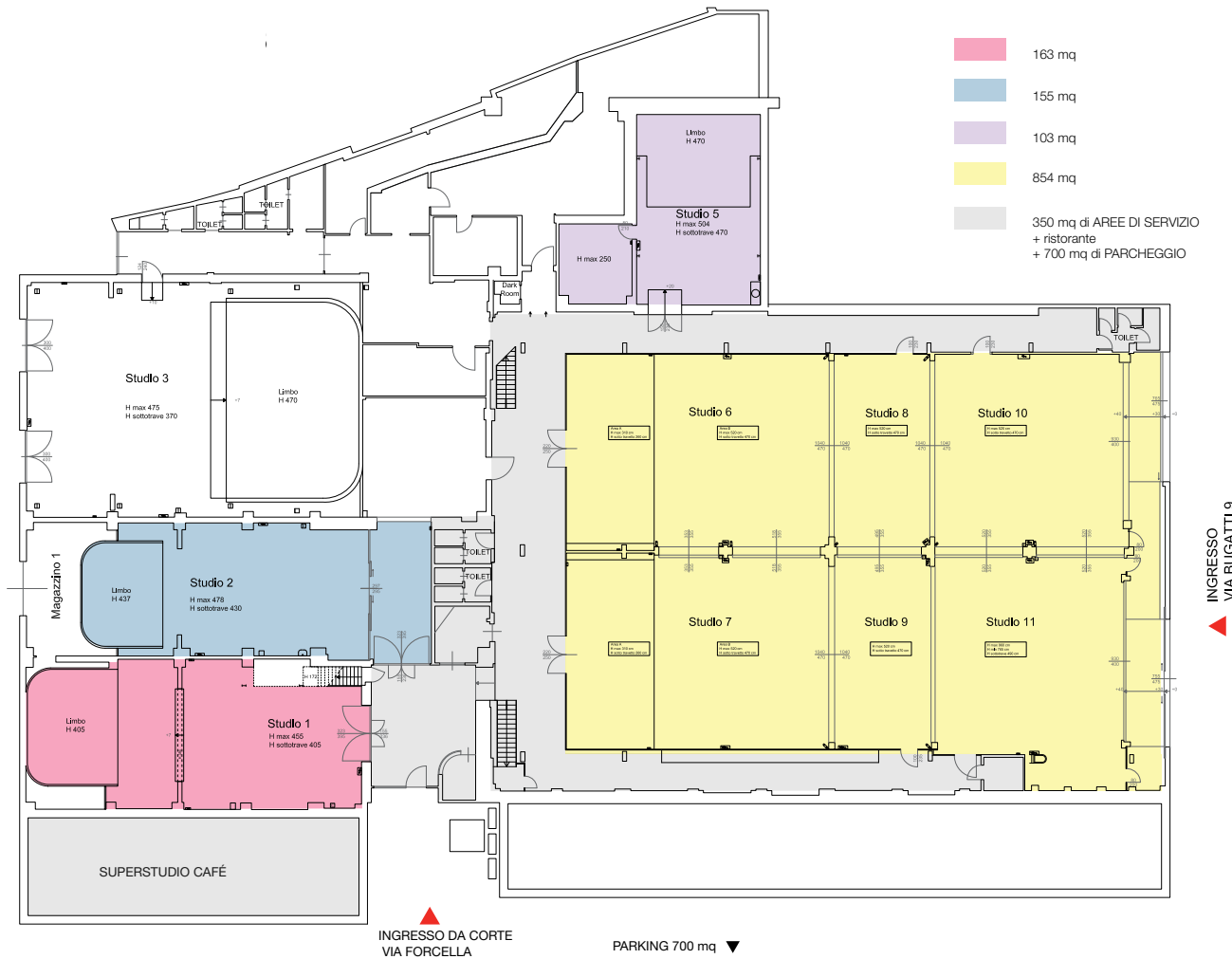
A lively signpost pathway leads the visitor to discover **surprising installations** among art, design and handcraft.



SUPERDESIGN: THE AVAILABLE SPACES AT SUPERSTUDIO 13

A great hall of 800 m² 13 photographic studios of various sizes, corridors, facilities and common areas in all of about **1.500 sq.m.**

Two independent entrances (from via Forcella 13 and via Bugatti, 9). A large parking lot. Superstudio Café, bar restaurant also recommended for catering services. All of this in a contest that talks **fashion, glamour** and **contemporaneity** in Milan's historical photographic studios, which have been the starting point over 30 years ago of all the requalification of the area. The prestigious location is well-known worldwide.



TECHNICAL DATA

SUPERDESIGN

Superstudio Più, via Tortona 27 - Superstudio 13, via Forcella 13 and via Bugatti 9
Free entrance, by invitation and registration on premises

WHEN

Press Preview 11th April 2016

Opening to professionals 12th - 17th April 2016

Opening to the public 16th - 17th April 2016

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