

DESIGN • FASHION • ART
INNOVATION • EVENTS
TRENDS • ANTICIPATIONS



SUPERSTUDIO MAGAZINE

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READY FOR THE FUTURE?

In this liquid, or better said gaseous world, where disciplines, professions, visions intersect one another, creating new professions still difficult to frame and define, the digitalization, robotization, artificial intelligence, augmented reality, dematerialization, advanced technologies and other extreme forms defined by algorithms and other crazy ideas, become the keys to enter the future where everything mixes, contaminates, regenerates. Generations that coexist and produce ask themselves: where will we end to?

Enlightening is the position of sociologist Francesco Morace Chairman of Future Concept Lab Research Institute and creator of "Festival della Crescita": «to combine the best way culture of the project and commerce 5.0- it is necessary to elaborate a new sense of enterprise, where converging in a balanced way the machine learning, the Big Data and the emphatic knowledge of the context. You only reach 5.0. through 4.0: machines are perfect to expand opportunities, but to be real entrepreneurs you need to have doubts, question yourself: awareness is necessary.

And, in the specific, management activity, social curiosity and the contextual intelligence. Machines are not in fact able to be curious and do not distinguish social relations. Social curiosity is therefore the propeller for enterprise: dynamic, mobile, dialectic. The futuristic vision of useful and necessary contents to give a new sense of enterprise implies then a new bond between politics, art, economy and culture that, mixed in an intelligent way, may produce successful solutions».

In the meanwhile, in the global world of fashion and design, a strange phenomenon is occurring: retrieving craftsmanship, hand made, traditions, the roots of making, old values, past's styles, and inserting them into new technologies in search of sustainability and unexpected numerous performances. Fashion, design, production speak the same language, align on the same trends, go hunting for millennials already totally harmonised on the digital world that may bring added value to the future.

The artisan and the robot are not in competition, they are actually the same side of the coin of e-commerce that will make shops only promotional or experiential show-cases. Just like artificial intelligence will not be a competitor but a help to surgeons, researchers, professors towards even more advanced professionalisms. In the meanwhile, journalists and influencers are dealing with media and we still don't know whether social will prevail on word or printed image. For its vocation, Superstudio intercepts trends that collects and retransmits, through its events, the changes of society in different fields, but in particular and periodically, in fashion, in design and in communication. We have asked big representatives of these fields an opinion on how much technology is going to influence their work. Competent personalities of excellence talk to us about it, on page 4. Such as Giorgio Armani, Fabio Novembre, Elena Salmistraro, Paola Jannelli, Cristina Morozzi.

Gisella Borioli



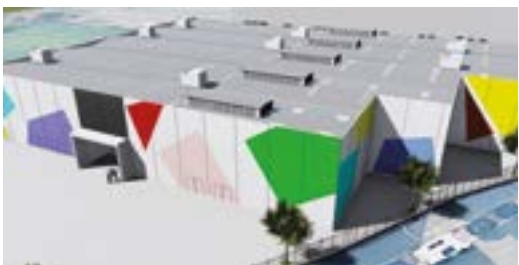
DRESS SMART. Smart materials that take care of people, adjusting their body temperature or protecting them against the unexpected are a fruitful research field among tradition and innovation. In the LED jacket designed by the Italian company Nemen, the optical fibres woven within the material allow to create luminous areas guaranteeing top visibility during night hours.

SUPERPREVIEW

20+20=2020: THE YEAR OF SUPERSTUDIO **MaXi**

Forty years ago that was not the Tortona District, but an industrial inner suburb of Milan of the first Superstudio founded by the journalists-editors couple Flavio Lucchini and Gisella Borioli (later on, after the exit of business partner Fabrizio Ferri, renamed Superstudio 13) that had as mission the image of fashion with photographic studios and all connected services. Twenty years after, a few steps away, Superstudio Più is born, a cultural/commercial hub open to fashion, design, art, innovation, the first of its kind in the city. Twenty years later, the third twenty-years period of activity, responding to the creative need of the city, takes up the challenge of Milan 2030 including the suburbs, supported by the Mayor Sala and the local administration. 2020 will be year 0 of **Superstudio Maxi**, the new location that will be added to "13" and "Più" to bring beauty, culture, innovation, vitality in the "Moncucco district" already alive with the presence of Iulm University, with the "big names" architectures installed in an exceptionally green touched by the Lambro. Superstudio Maxi, owes its name to its 10.000 sq.m area, including a single floor of 7.200 sq.m covered exhibiting space with maximum capacity of 3.400 people simultaneously. Born from a renovation of an iron and steel disused factory the new

location respects and regenerated the original industrial structure, providing all the necessary and sustainable technologies and systems, but covers it with a transformable "skin" ready to change aspect through the participation of various artists, chosen every year. The first facade, designed by Flavio Lucchini on the mood "colour in the city" plays with cheerful and irregular geometries interrupted only by the huge led wall serving as entrance to the enormous hall. The beating heart, operating all year long, will be the overhead "Vision Room", multi-purpose room for conferences, presentations, labs, meetings, video showings, events with the district residents. Superstudio Maxi has further exceptional features: it is surrounded by a large park, is located close to the underground station and a bike path, is well connected to the whole city by the circular bus line, by through motorways and ring roads, a public parking lot accommodating about 2230 cars is available in the vicinity, besides the wide private parking lot. The opening is foreseen on the occasion of Fuorisalone, April 2020. The whole Superstudio group will present an "only the best" project located in its three venues, well connected with a continuous round shuttle bus service. *Here below, Superstudio Maxi's renderings.*



A TASTE FESTIVAL

BLACK GOLD

Espresso coffee, mocha, Neapolitan or American, in capsule or decaffeinated, the coffee ritual is art and pleasure at the same time. The habits and traditions pertaining to its preparation seem to lose in the night of times, characterising every town of the planet with its irresistible variations.

From the persisting scent of roasted beans to the intense and creamy aroma that emanate from the cup, this is the "blend" that "The Milan Coffee Festival", international event dedicated to handcrafted coffee and its numerous variations, wants to offer. A celebratory event arrived in Milan in 2018 after the successful achievement in London, Amsterdam, Los Angeles and New York, unmissable for all coffee lovers, professionals and operators in the sector.

Visitors will have the opportunity to participate in a series of tastings, interactive workshops, performances by well-known bartenders, coffee shop baristas dealing with a new rendition of the classical Milanese "aperitivo", among "top-notch" cocktails, cultural and entertainment moments. All of this in name of a common denominator: handcraft coffee. Over 6.000 expected visitors, including coffee lovers, professional bartenders, coffee shops owners and opinion leaders of the multifaceted world of black gold, and over 60 exhibitors, among coffee, machines and equipment suppliers. And furthermore, The "Latte art live", an area entirely dedicated to Latte Art with a series of demos and competitions among World's top experts in decoration techniques of espressos and cappuccino surfaces by using milk.

Curiosity: the creator of "The Milan Coffee Festival" is called Ludovic Rossignol and he is the Co-Founder of Allegra Events. Together with Jeffrey Young he began from a provocation: "would it be that coffee is becoming the heir of wine?". Coffee-making is turning into a sophisticated art, into a science with its lovers, coffee is an appreciated ingredient in cuisine by a numerous community of experts and appraisers. The creator of the Festival states "some coffee shops deserve Michelin stars for the attention that they dedicate to the selection of the best coffee beans directly from the origin, for the professionalism of their bartenders, for the visual and taste experience they offer and for their innovative design."



MAN'S WORLD

THE LUXURY OF A SELF-TREAT TIME



An International event dedicated to men. Superstudio will be "the place to be", an area where you can let your curiosity run wild and treat with a moment dedicated to yourself; trim the beard, try on tailor-made clothes, taste spirits and fine cigars. Three days entirely dedicated to men's passions in all its forms, to be spent also in sweet company. Man's World is in fact a source of present ideas for every woman, definitely not to be missed. Many top brands are present at Man's World Winter Edition, creators in the luxury wear, such as E. Marinella, Albeni 1905, Carlo Alberto, of health & beauty, food

& beverage, technology, sport and motors. Over 60 exhibitors including small artisans and professionals that describe their own brand to guests in a direct and experiential way. Curiosity: Man's World made its debut in the urban scene of Zurich in 2016. Three young Swiss men are the creators of the format, Daniel Rasumowsky, Roman Stämpfli and Karim Debabe, professionals with a marketing, retail and automotive backgrounds "Men - explains Rasumowsky - are usually lazy and impulsive buyers, this is why we wanted to gather this target of increasing importance in an only place, with a careful selection of products, brands, and top quality services".

Both press and the public have embraced a unique event of its kind, allowing exclusive and authentic experiences to a receptive target and yet complicated such as the male one. The success has continuously increased, stopping at Losanna and Hamburg in 2017 and landed in Milan in 2018. To adapt the format to Italian market has been Campus Fandango Club, event management company, specialized in management of big events.

"We fell in love with Man's World the first time we saw it at Zurich" explains Marco Moretti and Michele Budelli, respectively chairman and Chief Executive Officer of Fandango Club Spa. An event format - Budelli explains- that is able to offer original experiences at two levels. On one hand there is the public, mainly male but with a significant percentage of female, that like the idea of finding everything that they are passionate about in one place. On the other hand are the exhibitors, who benefit from a completely experiential format; their products is placed in a context where they can be described, talking directly to a selected and interested visitors, able to understand their products because they are located in a context in line with their expectations."

DIGITAL DESIGN DAYS

THE MYTH OF HIGH-TECH GENERATION



Global industry of digital design is continuously growing and absorbs constant innovations in harmony with new technologies. Facing such variety of aspirations and interactions, our way of learning, knowing and communicating has been shaped and so has the approach to reality, now increasingly "open-source" and cooperative.

The Digital Design Days is focused on examining this landscape, offering a unique experience of research and inspiration, in a three days event summoning thousands of professionals from all over the world. And so, Superstudio is turning into

the house of some of the most creative and brilliant minds of the field, welcoming innovative International brands committed to make business grow through digital design.

50 speakers, visionary storytellers and innovative thinkers ready to inspire and guide the public towards digital challenges creating a perfect binomial between creativity and innovation. "In Italy we have an excellent culture of design but we have a lot to learn from the rest of the world. Being able to gather in one occasion the best of digital design, means learning, having new motivations, opening the mind, creating contacts" says the founder of the event, Filippo Spiezia, all-round designer, grown up breathing technology with the desire to build a place where to do networking and offer input to young professionals of the field.

The parterre of relators ranges from creatives of Spotify to Product Designers of Uber and Mastercard up to the supervisors of special effects of worldwide successful television series such as Stranger Things and Game of Thrones.



OUR SEA. Installations that raise the theme of water consumption with no criteria, of polluted oceans, not degradable plastic have been the focus point of White Street Market. In these photos are protest signs and images and videos on how our seas are reduced.

FASHION AND ENVIRONMENT

WHITE PRESENTS SUSTAINABILITY

The most striking news in the last two seasons of Man Fashion, the White Street Market on stage at Superstudio Più with a unique cocktail of fashion, street style, sportswear. Urban culture, environment integrity, street art, events, talks, videos and installations that have covered the topic of plastic recycle.

The recipe by Max Bizzi founder of WHITE is innovative and brave: not only top brands and companies, not only the usual commitment to attract the most important international buyers, but a fashion village that makes Sustainability the real essence of every project on show. "Buy less, choose well, make it last", says Vivienne Westwood, special guest of the latest edition, in her manifesto. "We are at the beginning of a route leading to the renovation of men fashion week" - claims Bizzi, founder of WHITE - "and I am happy that a team with Confartigianato Imprese, MISE and ICE Agenzia has been created. It's a fully committed team, and I am excited about this path that talks to the final consumer with the B2V formula. In addition, having dealt with a theme like sustainability with partners such as ONU, Fashion Revolution and Fashion For Good has been a good omen; the success of the talks and activities proves that it is a path that, in the long term, could give excellent results".



TECHNOLOGICALLY FASHION

Technology acceleration is about to revolutionize the forthcoming millennium also as regards to fashion. Here, textiles will play a major role. Among technological applications making textiles more functional, we find enzymes which, thanks to their organic nature, do not generate any kind of residual or toxic secondary products, thus representing a valuable alternative to dangerous chemical substances used during the fabric finishing process. And besides, phase changing materials, suitable for gloves and sports footwear as they are able to regulate automatically the body temperature by absorbing the heat of the body and releasing it in the colder environment outside. Moreover, there are those materials that integrate electrical systems, sensors, LEDs capable of intercepting and reacting with impulses and outdoor environmental conditions and optical fibres woven within the material thus creating luminous areas for maximum visibility during night hours. Other innovations concern integrated photovoltaic panels in the cloth that allow to charge smartphones and little electrical devices anywhere and at any time.

CIRCULARLY FASHION

"Circular economy" is a truly strategic subject, to avoid, at last, the excessive use of disposable goods, leading to a saving in energy and resources, also in the fashion business there is someone who intercept this new need. It is Vinokilo, new vintage experiment that collects and reconditions neglected clothing, bringing them to new life, to be sold usually through e-commerce. For its "first time" in Milan, the German company promoter of an eco-friendly event that has already been successful in many Northern Europe capitals, chose the elegant surroundings of Superstudio Più, where, in the large showroom on the first floor, in an original set up, will be able to discover forgotten yet never lost trends.

CONSCIOUSLY FASHION

Thirty-two fashion companies that sign the Fashion Pace at the latest G7 are most certainly an important sign for collective awareness. And the safeguarding of our planet. With the aim to revise production process and reduce the impact of one of the most polluting industries in the world, the agreements pacts concern the climate, biodiversity and oceans. Namely: contrasting global warming through a plan to zero the emission of greenhouse gas within 2050, reactivate biodiversity through guide lines defined by Science Based Target for the reconstruction of natural eco-systems and the protections of animal species, protect the oceans by means of practical initiatives such as gradual reduction of disposable plastic. But also the promotion of a more sustainable consumption model and much more.



CHIARA FERRAGNI SUPERSTAR

Perfect as a top-model, visionary as an all-round creative, cosmopolitan as a successful manager, charismatic as an opinion leader 4.0, famous as a diva, a media figure as a rock star, multi-tasking as a millennial, nice and pleasant as any girl, Chiara Ferragni often celebrates her success as an influencer and businesswoman with photo shootings and videos at Superstudio. Here she is in the latest performance in the Day Light space of Superstudio Più to immortalize her collection on



socials. The following day she flew to Venice for the presentation of the documentary "Chiara Ferragni, Unposted" directed by Elisa Amoroso, that encourages to reflect on this young woman who, began from Cremona with a blog and became a global phenomenon.

ART IN MILAN AND IN DUBAI

AT MUDEC
A JAPANESE AUTUMN



The "New Japonism" wave doesn't seem to run out in Italy, a trend anticipated and described by Superstudio with many initiatives, especially in the design field.

Also MUDEC of Via Tortona, neighbour of our Superstudio Più, for autumn 2019 presents the schedule "East Mudec" that involves all exhibiting areas and describes, from different points of view (artistic, historic and ethnographic) the mutual exchanges between Asia and Europe throughout time. Since October 1st to February 2nd, the exhibition "Orient Impressions, Art and Collections between Europe and Japan" investigates the dynamics of the variegated art exchanges between Europe and Japan between the XIX and the XX century. An overview on Italian and European most prominent artists that have undergone the spell of Japan, but also artists such as Hokusai, Hiroshige or Utamaro who dreamt western art, playing with synthetic colours and with a central perspective, the same elements that Western artists were so happy not to find in Japan.

FROM OBLONG
SCULPTURE TALKS ITALIAN

A large gallery mainly dedicated to sculpture is born in Dubai on the recently built artificial island Blue Waters, a luxury and peaceful oasis right in front of the chaotic Dubai Marine. Oblong, 300sq.m and large window glasses that give light, is born from the will by Mara Firetti, Paola Marucci, Emanuela Venturini, three passionate women who have dealt with art all their lives. The gallery in Dubai arrives a few months after the one of Marina di Pietrasanta. They both offer an accurate selection of art works by top level either very well known or less known artists, including Igor Mitoraj, Manolo Valdés, Flavio Lucchini, Mario Arlati and more. The opening of Oblong Contemporary Art Dubai will take place on the 14th October. oblongcontemporary.com



CHRISTMAS PARTIES: GUESS WHERE I'M HAVING DINNER? May be life-time friends, work collaborators, club members, just a few, some, or a lot, Superstudio's hosts who wish to spend an unforgettable bespoke night party find here the ideal formula. The "Xmas'Pack" offers a nice overview space, totally equipped ideal for parties up to 450 people, with stage, sound/light/video already placed but customizable, cloakroom reception and already arranged catering space, and a varied catering proposal, furniture and decorations included, at a "turnkey" price.

SCHEDULE DON'T MISS IT

Some events on schedule at Superstudio Più. Incomplete list and still in-progress.

From 11th September to 8th November

PAINTINGS - ARMANI INSPIRED

Art exhibition

In MyOwnGallery, a refined, almost rarefied exhibition, that astonished with the unpublished art work by Flavio Lucchini inspired by the aesthetics of Giorgio Armani. Not only acrylic colours painting, but also material works, where the dress seems to leave the canvas with an unusual movement.

www.flaviolucchiniart.com

From 19th to 22nd September

WHITE SHOW

Event by registration

The most fashionable and avant-garde fair featuring the words trend and research. Fashion, beauty, accessories and new talents meet in a unique context of its kind. Many news, including a new separate section in name of sustainable fashion.

www.whiteshow.com

From 28th to 29th September

ALTROCONSUMO FESTIVAL

An event dedicated entirely to food, health, wellness and sport with a focus on hi-tech discoveries. The title of this seventh edition is in fact "StraBene" (wellbeing), choices and technologies to live healthily".

www.altroconsumo.it

6th and 7th October

BOTTIGLIE APERTE

Event by registration

Operators of the field Ho.Re.Ca and wine lovers are welcome to share, with selected wine makers, the quality of Italian wine production. Many meetings on current themes, master classes led by experts.

www.bottiglieaperte.it

10th, 11th and 12th October

DIGITAL DESIGN DAYS

Event by registration

An experience dedicated to technology innovation that gathers top professionals and international brands, to make business grow through digital design.

www.ddd.it

17th, 18th and 19th October

IAO

Event by registration

The National Congress of Italian Academy of Osseointegration is one of the most important reference points of oral surgery and implantology

of the Italian panorama. The event will concern various themes of contemporary dentistry through the participation of experts and workshops by hygienists and surgeons. www.iao-online.com

24th and 25th October

CODEMOTION

Event by registration

A technological event opens its door to aficionados that would like to examine in depth today's digital trends thanks to intensive sessions of workshops with experts in the field. Two days of conferences and a contact opportunity between those who search and who offer jobs in the tech field.

29th and 30th October

FORUM RETAIL - IKN

Event by registration

19th edition of the biggest Networking Hub and technology Experience for retail community. Key topic: the future of the customer value management.

www.forumretail.com

28th 29th and 30th November

MAN'S WORLD

Event by registration

International event dedicated to men's passions in all its forms, a space where to set your curiosity free, where to make unique and authentic experiences and treat yourself with a moment for yourself: trim the beard, try on custom-made clothes, taste spirits and refined cigars.

www.mansworld.com

30th November and 1st December

THE MILAN COFFEE FESTIVAL

Event by registration

A celebrating event dedicated to handcrafted coffee and to its numerous variations, a new interpretation of the classical milanese "aperitivo" among "top-notch" cocktails, performances and dj-set.

www.milancoffeefestival.com

From 14th November to 11th December

ORGANISM AND HARMONY

Sculpture exhibition

Large sculptures and design furniture by Korean artist and cultural entrepreneur Kim Seung Hwan, who investigates organic forms in a continuous research towards eternity. A month of meetings with Korean culture, numerous talks, in-depth analysis and events. www.myowngallery.it

INSIDER

C.P.COMPANY IS HERE

2019 has been a year of great innovations for one of the most appreciated sportswear brands, along with the strengthening of the bond between Superstudio and the world of fashion. A permanent show-room of seven hundred square meters at Superstudio Più, C.P. Company, well-known brand founded by Massimo Osti in 1970 - third year in the Tristate group today, listed in Stock Exchange of Hong Kong- begins a new journey of renovation and growth that, starting from Via Tortona 27, foresees in three years new retail openings in Italy and abroad, including Holland, China with a particular focus on London. The company, whose' success began long ago from the study of army uniforms made urban and "garment dyed"- the dyeing of an item of clothing, even of different materials, at the end of the manufacturing process, not using previously dyed textiles - today still rides the market thanks to constant innovation of technological processes that provide collections an unmistakable identity and with colour effects and surprising performances. The next step: offer to the retail of the new Milanese flagship store the "bespoke colour", a custom-tailoring service on iconic clothing of the brand. Fifty years after its origin, C.P. Company proves to be brighter than ever.



UPGRADE AT SUPERSTUDIO PIÙ

NEVER AGAIN WITHOUT ENERGY

How many times does a blackout in the area, an unexpected breakdown, a tropical storm that occur increasingly often in Milan, a connection error on the network that make electricity go out during an event, or worst, a live television show? Rarely, luckily. However those many or few minutes of blackout may cause countless and irreparable damages. Continuing the upgrade and improvements, Superstudio Più points out an important news: starting from September 2019, the large venue of via Tortona 27 will be equipped with an emergency generator that will give power to the spaces for events and will get rid of all risks connected with low voltage and lack of electricity.

The greater electricity consumption and the consequent increase of the interruptions of the supplies suggest an urgent implementation of a backup system that can guarantee continuity of an event in any condition. And not so many locations in Milan provide this. The system devised for Superstudio consists of electricity-generator of 500 KWH and an UPS of the same power.

The Diesel generator of 18.000 cc size provides power to all events spaces guaranteeing 8 hours autonomy at full load and 10 seconds of power up. UPS is made of 4.000 kg of electric batteries able to instantly cover energy interruption avoiding that a possible power outage could jeopardize the event. Furthermore, the system is highly reliable for video streaming and TV live shows with no need of external power units.



FASHION&DESIGN VS TECHNOLOGY

For its vocation, Superstudio intercepts trends that collects and retransmits, through its events, the changes of society in different fields, but in particular and periodically, in fashion, in design and in communication. We have asked big representatives of these fields an opinion on how much technology is going to influence their work.

GIORGIO ARMANI: A DISCREET TECHNOLOGY THAT RESPECTS VALUES



A rare coherence that didn't keep him, always being himself, from moving in harmony with times and align to innovations, Giorgio Armani became the Greatest and undisputed fashion creator acclaimed all over the world.

"When I started working, everything was much different. Communication tools were the traditional ones, the bond between fashion and innovation were still at an early stage. Things have changed today: social media are extremely popular, and it is necessary to keep pace with them, bringing one's own thoughts and personal vision on the most followed platforms. At the same time, big brands and big companies show always more interest and attention towards innovation, pointing more and more towards anathic and correct approach, complying with the environment and world we live in. The great digital acceleration is a necessary element to reckon with and that requires important reflections. I prefer a discreet technology and, considering the future, I think it would be nice to imagine a constant and positive way to use it, in pursuit of innovation and excellence, in full compliance with those values that are by now essential for contemporary society".

FABIO NOVEMBRE: ECOLOGICAL AWARENESS AND TECHNOLOGY AT SAME PACE



He is the architect and designer who created the most iconic and spectacular furniture in the last years, becoming the leader in eclecticism and in that "different" gaze that brought design at the border line with art.

"The way we use words is always a bit approximate. Design and fashion are two concepts that refer to human body with different levels of adherence to its surface. The direct contact, the regularity of use and the physical encumber set different their times and consumption. Digitization (specific term) and innovation (general term) in the last ten years have coincided due to the fact that the management of complexity required simple forms of translation.

Once cleared the meaning of term of the terms at issue, we can say that design and fashion never shied away from digitalization (they couldn't have done so) and that the dialogue between them will be increasingly articulated. I like to imagine an ecological awareness of people living on this Planet that nevertheless I can't see that as a contradiction with the technology development. Whoever experienced mobile phones have no desire of going back to smoke signals but must be aware of implication of their choices, at any level."

PAOLA JANNELLI: YES TO TECHNOLOGY, BUT RECALLING HUMAN WELL-BEING



Her wallpaper company, where she is both entrepreneur and creative director, is actually an endless breeding ground that continues to forge ideas, well beyond wall decorations. Eclectic, curious, always extremely up-to-date on new trends, she lives today's reality keeping an open outlook towards the future.

"Our time is already in the future. Today technology prevails in any field: social, economic, politic. It is therefore necessary to understand, appropriate and manage technology innovation

in a creative key. The design business has understood this well and has concentrated its strengths using digital technique for production and it is used in all fields. Seriality is therefore not the only topic in industry. Customization, personalization of products, of spaces even in collective places become an industrial process and an essential requirement. Just 20 years ago this did not seem possible. Another major theme is sustainability. A very complex and difficult topic, if dealt with seriously. Today awareness to this theme takes place through a collective conscience that requires a gradual yet relentless manufacturing control of goods. Design industry seem to forestall in this the fashion business that, has always been expression and disclosure of taste, is struggling except some excellences, to abandon standardized production processes, and this risks weakening innovation and research. But the world gets mixed up and creating differences even in these field is no longer possible. It is a silent and incessant revolution that requires control of technology I would therefore like that the idea of human well-being would regain focus, would become an increasingly central one in every process."



SPYDER KOREA ALWAYS MORE CYBER. On the steel catwalk that surrounded a transparent red structure, next-generation boys and girls wearing high-tech urban sportswear, by Spyder Korea, brand by Christopher Bevans, that on his second show in Milan, chose the large photographic studios of Superstudio 13 for his future-like set.

CRISTINA MOROZZI: COEXISTENCE OF FASHION DESIGN AND INNOVATION



Moving among writing, design, fashion, exhibitions and consultancies Cristina Morozzi is an expert of all that. A long time esteemed and open-minded journalist-curator, she keeps on being a step forward.

"Digital and printed paper should run two parallel roads of the new world. Printed paper in digital era has the job to analyze topics, establish a connection between new and tradition. Digital should provide fast and concise news, in real time, being connected with the world of fashion and design to allow as many people as possible to be part of it. Design and fashion are two complementary expressions

of creativity that concern people's wellness and pleasures. The dress covers the body, the house welcomes it. They influence one another, enhancing each other. Innovation is rooted in tradition. Nothing is born from nothing. For me innovation is not breakage, but evolution. Never before, right nowadays, creatives are back to being homini faber discovering the pleasure of making manually, personally, what they have created".

ELENA SALMISTRARO: A CONSCIOUS MIX OF ANALOGICAL AND DIGITAL

Still very young and yet multi-award winner, appointed Design Ambassador by the Foreign Ministry and by Accademia di Brera in Milan, she instilled in her design the romantic and "fashion" note of a decoration bordering art, signaling, at first glance, its contemporaneity.

"Today digital is an essential part of our lives, a smartphone, a tablet are indispensable instruments, especially at work. Even though, personally, I am very fond of everything that is analogical, manual, even primordial, I am perfectly aware that ignoring or refusing the technological progress is unthinkable. As far as I am concerned, I try to create the best possible dialogue among those elements, fashion, design and technology, striving as much as possible to balance their presence inside a project, whatever it may be, either a graphic or product one. I feel certain that today the true challenge is finding the right dosage for the "mix". In future, I think that higher awareness and knowledge will ensure interactions and presences to be increasingly skillful, legitimate and competent and not just simple experiments."



SHOW-ROOM AND OFFICES FOR RENT FOR CREATIVE COMPANIES

A continuously moving turn-over in Superstudio's locations, that host spaces for photography and events on ground floor and in the upper floors showrooms and offices intended for creative, innovative and educational activities. All spaces are luminous, prestigious, original, in the heart of Tortona District, of fashion and design, of its many opportunities. Here are the latest availabilities:

- At Superstudio Più, via Tortona 27: 600 sq.m offices and showroom, available now. 150 sq.m offices and showroom available from January. 24/7 concierge service, garden, restaurant, parking spaces.
- At Superstudio 13, via Forcella 13: 900 sq.m. Divisible (200sq.m and 700 sq.m) as office and showrooms use, available in February- Reception, restaurant, parking lot.

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