

DESIGN • FASHION • ART  
 INNOVATION • EVENTS  
 TRENDS • ANTICIPATIONS



# SUPERSTUDIO MAGAZINE

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## 2020: R-EVOLUTION AT SUPERSTUDIO

So much mystery, hopes, and expectations in the change of decade of the current century: will the forthcoming years be the "belle époque" of the new millennium? The question opens an unknown world that will revolutionize our lives. Will adults of the '900 be unable to dialogue with digital natives, will the just assimilated technology be overtaken by futuristic inventions, between "sardine" and greta-people, will the young ones be once again protagonists of the great battles able to shake up institutions and cankered politics, will other young ones be the only ones able to govern a world based on internet of things, artificial intelligence, immaterial reality, iCloud, e-commerce, e-learning, e-business, e-life, e-job, robot and tools that don't need humans any more.

If 2020 is the year that marks an epic passage, for us at Superstudio, it is a sign of change that establishes our history of innovators 40 years after the first centre (Superstudio 13, the hub for image and fashion), 20 years after the second one (Superstudio Più, the centre for cultural/commercial events) and now the third one (Superstudio Maxi, the large multi-purpose exhibiting space) that, exactly like the previous two generated Tortona District of creativity, will change the aspect of via Moncucco and surroundings definitely contributing to the regeneration of this interesting area of Milan. A very young yet experienced team, ready for challenges, supports the founders leading Superstudio, with its three locations and its collateral initiatives, to the future. ● The @AT Magazine becomes digital and interactive, with a new independent website where trends and events can be discovered in real time ● The photographic studios of Superstudio 13 complete the offer combining productions for great brands and international editors and an accurate service for image of the most qualified fashion and design e-commerce ● Superstudio Più, chosen more and more by multinationals of innovation, equipped with latest generation and high technology eco-friendly systems that improve services and increase the presence in offices of high-tech companies: after Sense, Immaterial Reality on constant expansion, D-Share arrived for digitalization and online distribution of cutting-edge magazines whereas international exhibitions are back at MyOwnGallery. ● Superstudio Maxi, now in reconstruction, from the regeneration of an old abandoned iron and steel factory, creates a new, totally sustainable location that only uses renewable energy, destined to host large events that respond to new wishes, from Passion Days weekends to the theme weeks of Milan, to the art, fashion and design exhibitions, to immersive events, to young artists who will be great tomorrow, to futuristic experiments, charity evenings and much more, also in collaboration with nearby universities.

*Gisella Borioli*



At Triennale, many outstanding names to express 40 years of Superstudio: 1. Gisella Borioli Ceo Superstudio Group 2. Stefano Boeri Presidente Triennale 3. Rita Airaghi direttore Fondazione Ferré 4. Stefano Giovannoni architect 5. Giovanni Gastel photographer 6. Giulio Cappellini designer and art director 7. Massimo Røj architect Project CMR 8. Tommaso Borioli Ceo Superstudio Events and Ivan (on page 3) .

## COUNCIL MEMBER MARAN: THE NEW CENTER IS IN THE SUBURBS



"Over the past years, Milan city centre has been progressively expanding and thus many districts once regarded as suburbs feel to be a part of the transformation of Milan. We are lucky to live in a city that is not too big, and can be walked through. The constant collaboration between institutions and business ensures that many people can be part of the change. With the history of Superstudio the direction is obvious, let's just think of how districts we live in have changed and contributed in the evolution of Superstudio. The challenge of Barona and Moncucco is probably the culmination of this issue, as it is a district that is already changing and will change more thanks to Superstudio Maxi, also because it is focused on

young generations. These are the same purposes as the Municipality of Milan that tries to involve all generations and make sure that the world of culture has a key role in our city's history."

*Pierfrancesco Maran, Councilor for Urban Planning of the Municipality of Milan*



### 20+20=2020 FROM FACTORIES TO CREATIVITY FACTORIES

The history of forty years of the Milanese Superstudio, progressing at the same pace as the city change, often anticipating it, has been presented at the Triennale. In a space filled with personalities and guests, with greeting by the President of Triennale Stefano Boeri and speeches by the council members of the Municipality of Milan Cristina Tajani and Pierfrancesco Maran, the video-story described the transition of the culture and the art from the centre to the suburbs, that became, thanks to Superstudio, the new centre.

**DESIGN SUPER SHOW** - It is also twenty years that Superstudio started off the Fuorisalone phenomenon, scattered in the districts, that played such an important role in the awakening of Milan. To remember this excursus that for the first time added to presentations in the Fair a vision of design not just as a commercial fact but as an emotional and cultural one through the project of the Temporary Museum for New Design and the museum-like coordinated mise-en-scène, in April at the same time as Design Week, the book by Gisella Borioli "Design Super Show" will be released. A narration of the evolution of design through everything and everyone who has have come at Superstudio in these past years. A point on what has been done and what will be done.

## COUNCIL MEMBER TAJANI: DIALOGUE BETWEEN THE PUBLIC AND THE PRIVATE

"I thank Superstudio for sharing this risky business and courageous choice with the Municipality of Milan. It is the continuous widening of unique history remembering that Superstudio was the first to invest in a former abandoned industrial area, attracting new skills and scattering a viral experience such as the Fuorisalone. Once the success was achieved, this story did not stop, as often happens. The widening of Tortona district towards Famagosta is recognition and sharing of what the Municipality of Milan is doing to the suburbs. Thanks to Gisella they did not rest on their labels, and today Tommaso's debut proves that the torch can be passed on to the next generation. I like to remember how Gisella and Tommaso came to present us the idea of Superstudio Maxi, in the presence of the mayor, they didn't ask us for anything rather than doing our institutional duty, dialoguing between the public and private."



*Cristina Tajani, Councilor to Productive Activities of the Municipality of Milan*



#### DARING ARCHITECTURES AROUND VIA MONCUCCO

In what used to be a neglected area among abandoned factories, wild lawns and La Spezia park, now protagonist buildings stand out, designing a whole new area that looks to the future. Buildings designed by top names: Mario Cuccinella, Massimo Roj (in the photo The Sign, the golden facade buildings at via Del Bon), Alfonso Femia Gianluca Peluffo, Il Prisma. Besides all this, Superstudio Maxi is added to mend the past with an extraordinary renovation of the old factory yet adding the artistic sign facade by Flavio Lucchini.

## SUPERSTUDIO MAXI IN PROGRESS

Superstudio's new venue, ready for spring, in renovation in via Moncucco

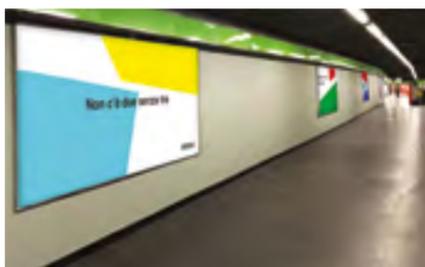
#### FAST RUNNING COUNTDOWN



A huge digital clock marks days hours minutes and seconds until the opening of Superstudio's third location, Superstudio Maxi, with the largest private exhibiting space in the city. An iconic place, in the suburbs just beyond Navigli, in the beautiful area that hosts important universities such as Iulm, Naba, Domus Academy and prestigious building that make the area surrounded by green of the streets such as via Santander, Del Bon, Moncucco and by great

architectural firms such as Parallelo by Mario Cuccinella, The Sign-CMR by Massimo Roj, the extension of Iulm with the tower by studio 5+1AA Alfonso Femia Gianluca Peluffo. The renovation of Gio Ponti building in via Famagosta by Studio Prisma. Time runs fast while renovation of the building, equipped with all the most futuristic systems, regenerates and changes the look of the old deteriorated factory, getting ready to host events and creativity that will liven up the area, making it more attractive.

#### SUPERSTUDIO TUBE



This is how, most likely, the Famagosta stop of the Milanese Tube, a minute away from the entrance of the new Superstudio Maxi, will be named. As a matter of fact, the advertising campaign is starting: large colourful illustrated boards, with pink, green, light blue, violet geometrics that spark curiosity, at the Tube exit in the vicinity of the new large centre for events. Visual by very young designer Greta Gobbo, who created the billboard images

inspired by the iconic facades of the location, designed by Flavio Lucchini.

#### SUPERSTUDIO MAXI SUMMARY

Name and address: Superstudio Maxi, via Moncucco - Milan 20142 ● Total surface: over 10.000 sq.m ● Exhibiting space: 7.200 sq.m, max.h 8,65 mt, under truss h. 7.30 sq.m, centre to centre distance between pillars, 15 mt, size of pillars 40x50 cm ● Capacity: up to 3.400 people ● Vision Room, little multi-purpose room: about 200 sq.m, capacity up to 100 people ● Solar Panels: 2.000 sq.m ● 100% renewable electricity ● Electrical power: 1.300 KW ● Lighting: high power LED ● Outdoor Led-wall: about 200 sq.m ● Facility: production office meeting rooms, superfast internet connection, 24/7 security video system (surveillance video), forklift and lift platform (aerial) ● Service areas with: spaces for cloakroom, catering and storage ● Entrances; 2 vehicles entrances ● To access. With public transport: Tube Famagosta stop (1 min by foot) bus 71 and 95 (1 minute by foot) trolleybus 90/91 Romolo stop (4 minutes by foot). By car: bypass exit P.za Maggi ● Parking lots: public 2.200 car spaces and inside 70 car spaces.



#### A POET FOR US

- It is not common to have a poet available to describe the growth of a place, even if this is presented as a space of desire and creativity.
- And yet Ivan, well known Milanese artist, moving among street poetry, educational projects, performances and poetic venturing, who has, right close to Superstudio Maxi, his Artakademy, to describe its creation, dedicated us a poem.
- A narrative in verses that seduced the audience at the presentation in Triennale and ended the press conference with applause.



#### Evado al massimo. Superpoesia per i venti dei venti.

*in via Moncucco c'era un prato di  
nuvole quando ero ancora minuscolo  
e stavo con le ginocchia al sole  
sbuciate per il troppo correre  
e per la foga d'immaginare  
in via Moncucco c'è una cascina di  
polvere e risa che resiste  
nonostante gl'anni e la brina  
gl'inganni della città assalita attorno  
la salita ora si fa luce e presto ritorno  
aprile le porte  
aprile alle porte  
lo show del Superstudio alle risposte  
che sarà una cascata di racconti  
a venire  
sarà presto il Circo Parapiglia  
come la voglia da bambino di imparare  
le parole e volerle dire  
a mitraglia con meraviglia  
in via Moncucco ho una foto di mia  
madre che mi tiene per mano  
la neve dell'ottantacinque e  
scomparsa di bianco Milano  
e la strada m'arriva agl'occhi  
e sono felice che lo spazio vuoto  
si faccia luogo libero e ricolmi  
che al Superstudio siam tutti diventati  
un poco più grandi  
e lo dobbiamo anche alle cicatrici  
d'un quartiere di ritagli  
ch'ora è buono  
grazie anche ai propri sbagli  
una città si misura nei suoi confini ma  
si esprime oltre i suoi limiti  
cresce con noi  
siamo noi  
a contare che conta più degli obbiettivi  
che raggiungiamo  
le persone che siamo  
quando ci arriviamo  
in via Moncucco c'era quasi solo erba  
e fabbriche abbottonate  
favole abbandonate  
selva delle nostre fionde caricate  
incoscienza  
c'era la lenza e l'amo come lo  
stradone*

*l'Olonza che correva e cambiava colore  
secondo la stagione  
secondo la produzione  
trent'anni in cui la Barona si è  
chiusa dentro  
e dentro ci si son chiuse le persone  
cemento e grigio spento  
poesia per il Superstudio e'l carnevale  
della città nella città  
per chi spinge davvero e sposta la  
complessità con semplicità  
con felicità  
per chi traccia il sentiero  
per chi espande lo spazio quindi  
il pensiero  
per voi che al Superstudio non mi  
avete mai fatto sentir straniero  
vent'anni fa e la foga sui muri  
vent'anni noi e Gisella ai tamburi  
e voi tutti che fate questa impresa  
si fa più Chiara la luna pur la sera  
impresa è voce di donna e fortuna  
brezza e bufera  
venti per venti appunto  
una storia vera  
il futuro di una volta  
presto s'avvera  
la poesia sta negli spazi che ti prendi  
e non che ti sono dati  
sta negli agguati delle idee folli  
sta nel costruire ponti dopo i crolli  
sta nel metterci quintali di parole  
a raccontare  
le storie che ho al Superstudio sono  
onde e le onde mare  
la misura dei capogiri  
non c'è due senza tre mi verrebbe  
da dire  
nascere in maggio  
coraggio e arrembaggio  
il Superstudio sarà scintilla e cultura  
via Moncucco che da chiusa di fosso  
fiorisce  
primavera d'autunno  
e fiore in radura*

IVAN  
DA "NUOVA POESIA CIVILE", 19.10 - UNICA

**A THREE STARS CHEF** "In the heart of the design district, on the third floor of the "Museo delle Culture" it is not a coincidence that Enrico Bartolini chose - some time ago - this location for its own restaurant, in perfect syntony with his cuisine philosophy with experimentation and in the research he believes in. Almost as a reflection of the shy and introverted character of the Tuscan chef, the apparently sober menu soon gives way to the most imaginative dishes with may be only one ingredient or a full range of products, while presentations look like actual paintings. Edible art work that compete with the ones on display on the down floors!" This is how Michelin Guide awarded with the third star to superchef Enrico Bartolini and his top restaurant on the last floor of the Mudec museum.

#### HARMONY OF ORGANISMS BY KIM SEUNG HWAN

Artist, sculptor, cultural businessman, and over the last ten years, designer, it is hard to define Kim Seung Hwan in only one discipline. "Organismi & Harmonie" presents a hybrid collection between sculpture and design, thus defining the new aesthetic direction taken by the artist. The exhibition curated by Martina Corgnati, highlights artifices and nature, modernism and archaism that reconnect to the geometric and mathematical laws and underlines the impeccable control by Korean sculptor of plastic materials, from bronze to polystyrene



up to stone. Kim Seung Hwan begins his career in the nineties at Pietrasanta where he attends the Carrara Accademy, and then continue his journey in Asia. In 2008, together with his wife Lanki Jung, he founded, on the outskirts of Seoul, the large centre for contemporary art Dio Art Center that hosts and produces exhibitions, installations and film reviews dedicated to Italian and Korean authors. He has over 30 solo exhibitions and over 320 collective exhibitions active today. His sculptures, also monumental ones, are located in public spaces and private collections all over the world. The artist chose MyOwnGallery at Superstudio for his return to Italy and in Europe after almost 30 years, a preview of the forthcoming stop-over during Milan Design Week 2020.



## PREVIEW SUPERDESIGN 2020

We know that Fuorisalone projects for every Design Week have a magmatic form and mysterious names that do not reveal much until the opening appointment of the exhibitions scattered in the city. Superstudio can anticipate something...

### SUPERCAMPUS curated by Giulio Cappellini

SuperCampus is a place for working, learning, meeting, recreation and relax. A space that could be anywhere in the world, where users may share the space in a free and flexible way. A place where, the most varied skills meet, in a co-working project. A space, always open, day and night, to fulfil the most different needs. You can work here, study, have lunch, a chat, organize meetings and presentations, relax and take care of your body. Large open and flexible spaces, warm, neutral and natural colours, a lot of green and no actual border between the various areas. Large work tables to share, small stalls for confidential phone or conference calls, large living rooms and no more rigid meeting rooms with just your own pc. Of course bookcases and football or ping pong tables and a fitness area where you can exercise or treat yourself with a break doing yoga. In addition, an outdoor space where you can, in fine days, work or take a break for lunch. This is today's and tomorrow's thinking.

To participate in the call, please contact [designweek@superstudiogroup.com](mailto:designweek@superstudiogroup.com)



### THE OUTDOOR GENERATION curated by Donatella Bollani

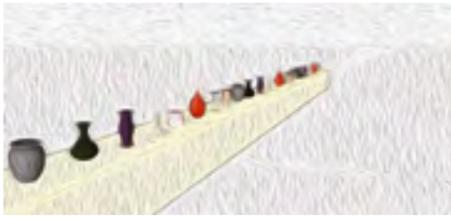
The last few years' research confirms that we are an indoor generation who spend 90% of time in enclosed spaces, over 20 hours a day. Often forced to live "inside", we more and more long for being "outside", surrounded by nature. An outdoor generation is therefore growing and searching for solutions to equip spaces outside to live in, also in the cold seasons and with versatile solutions and configured according to season and living needs. A generation that loves living also its urban experience outside (bars, restaurants, public areas, parks, gardens), the pleasure and need to travel (hotels and spa, apartment-hotels, b&b, hostels) and to do sport (outdoor fitness). At Superdesign Show, in the large garden and in the areas outside Superstudio Più, visitors will discover proposals for the outdoor future, the most innovative and yet the most functional solutions suitable for either large or domestic, even small spaces. Gazebos, living areas, for fitness, educational or work meetings, for fun and stay on beaches and lakeside; equipped for today's need of continuous connectivity.

To participate in the call, please contact [designweek@superstudiogroup.com](mailto:designweek@superstudiogroup.com)



### 1000 VASES FOR 1000 TALENTS curated by Francesco Pirrello

One thousand International young designers were requested to create a self-describing vase for the first exhibition in Paris. A success that convinced the curator to repeat the event one year after and again the year after that, meaning the forthcoming Design Week at Superstudio. With either a vase or a series of the same type, we wait for new talents from all over the world. The selection is still going on. Will there be one thousand? That is up to you... To participate in the call, please contact [info@1000vases.com](mailto:info@1000vases.com)



**MILAN INTERNATIONAL CAPITAL OF DESIGN** "Milan is the capital of design because it had the courage to regenerate, question itself, dare, always affirming the centrality the human person as resource of culture and values. Milan is a constantly growing city, a flow of ideas and continuous cue for discussion, that drives the whole city to evolution. A strong and irrefutable testimony of the worldwide perception of Milan as "futuristic" hub is the powerful attraction exerted on young people who, more and more frequently, choose to do here part of their education, thus activating a virtuous circle of increasing international opening and sharing of ideas and experiences."

*Architect Massimo Røj, CMP Project (finalist for the new San Siro stadium in Milan)*

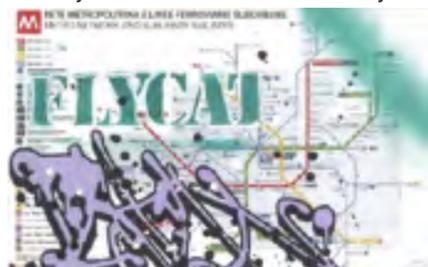
## FLYCAT'S UNDERGROUND CULTURE



"I am 50. Hard for me to believe it, I say this because I'm still the same, I still have my Dodgers baseball cap, coloured hands... I still get excited when I am given a new Hot Wheels as a present, I still get emotional when I look back at photos of my friends who have gone away too soon; this is the spirit that guided me up to now and it's the same one that brought me back to MyOwnGallery of Superstudio, with my solo exhibition...". "THE PIECE (PEACE) MAKER" it is not just an exhibition,

but a celebration of "Underground Culture" by Milanese artist Flycat, an indisputable forefather of the first generation of Writing and Hip Hop culture in Italy. To celebrate his 50th birthday and 36 years of artistic career, 100 art works including paintings, sculptures, drawings, and much more, narrate the story and philosophy of the "Urban Art" cultural movement, with the important curatorship by **Francesca Alfano Miglietti (FAM)**. The theme of Letters inserted into an urban fabric - never mind if in Milan or in New York - takes shape through different art works such as urban maps that narrate overlapping stories. "When I used to sneak in the undergrounds of my city, it was like entering a magic world, a world of my own, where I was able to forget, even if for just a moment, my problems and immerse myself in it consciously and physically with my fantasy, and there, do the most beautiful thing that made me happy: paint."

MyOwnGallery - Superstudio Più, via Tortona 27bis, 17<sup>th</sup> January - 16<sup>th</sup> February 2020



### SUPERSTUDIO PIÙ: THE FUORISALONE WAS BORN HERE

The majestic Ledwall that welcomes people into the orderly courtyard of Via Tortona, with the large garden where important sculptures stand out, recalls how twenty years ago, on the former General Electric ground, transformed in a space for events connected to photographic studios of Superstudio 13, the phenomenon of the Fuorisalone as we know it today, began in the districts.

## ORIENTAL-MIND

An emotional path among far-east countries that come to Milan: Japan, Korea, Hong Kong, Indonesia. A glimpse of future on increasingly open economy evolutions that are able to insert futuristic design and advanced technologies into traditional roots. Oriental splendours in the form of art, architecture, materials, interior design, automotive, technology contents: an overview covering all Asia with many selected large and small presences and, especially, top quality. Here is a preview. Lexus, already protagonist in 2019 of a very successful and intense installation, the dancer that danced with lights and robots, will be back with a highly immersive new installation. The large Japanese group, Lixil, company dealing with bathroom and ceramic covering, in an even larger space will propose again the sophisticated Japanese tasted expressed in a more international home setting. The Japan Design Week group exhibition will take a transversal look at Japanese design, from little everyday objects to interior design proposals. For the first time at Superstudio, Hong Kong will take up an important area with two projects between architecture and design, whereas Indonesia will present the design system but also its cultural model there connected made with sustainable materials. From Korea, high impact and refined techniques in art furniture and the organic sculptures by artist Kim Seung Hwan and an exhibition supported by the Korean government with tasteful especially-made pieces, that will most likely repeat last year's success (in the photo).



## ITALY GRAND TOUR

Handicraft skill, the elegant yet warm taste, developed from the territory, simplicity and decoration in a perfect synthesis, a hint of classicism and a bit of eccentricity: the new Made in Italy classics have a recognisable style though in different proposals. The hand made, the unique, the customised piece where the author's signature is recognisable is finally back. The Alto Adige exhibits its designers with a series of handicraft elements, whereas other brands and other designers propose lights, furniture, objects midways among art, design and handicraft, limited edition pieces selected by Superstudio board to offer a wide and varied quality overview. Set up by Studio Oberhauser.

## ITALIANS ART WORLD IN DUBAI



The metropolis of oil, of daring skyscrapers, of finance, of Expo, of expats, of health tourism, of desert, of future, and of hundreds more clichés, that often do not tell the whole truth. Along with Sharjah and Abu Dhabi, Dubai is growing as art city, as focal point of Arab Emirates responsive to visual contemporary creativity, with festivals, exhibitions, museums, galleries, exhibiting centres, urban installations, international calls for public and private projects. The arrival in the capital of **Ida Zilio Grandi** from Venice as director of the "Istituto Italiano di Cultura, the opening of **Oblong Contemporary Gallery** on the Bluewaters island with **Paola Marucci, Emanuela Venturini** and the **Galleria Contini**, the new designation of **Giuseppe Moscatello** as art-consultant with many prestigious assignments including, after Sharjah Abu Dhabi and Dubai, the new governmental role for the Arab Emirates of Ajman, the commitment of **Paolo Glisenti**, General Commissioner for Italy in bringing to Expo 2020 testimonies of Italian art and culture with the visionary project of two top architects such as **Carlo Ratti** and **Italo Rota** and the direction by **Davide Rampello**, all are indications of a new sensitivity building bridges between the Gulf States and the "Belpaese". The Oblong gallery focuses on many Italian artists including **Lorenzelli, Bombardieri, Lucchini, Fiore, Tolomeo, Arlati, Ferrari, Veneziano**.

1. Ida Zilio Grandi (right) with English artist Patricia Millns and Khalil Abdulwahid, Director of Fine Arts Department-Dubai Culture
2. Paolo Glisenti
3. Carlo Ratti
4. Italo Rota
5. Davide Rampello
6. Giuseppe Moscatello



## SCHEDULE DON'T MISS IT

Some events on schedule at Superstudio Più. List in incomplete and in-progress.

13<sup>th</sup> January

### SPYDER FASHION SHOW

*Fashion show by invitation*

Back at Superstudio 13, man-woman presentation by the Korean brand that made high-tech urban-sport-wear its style signature. A futuristic look that draws inspiration from American and English urban tribes of the 90's.

18<sup>th</sup> e 19<sup>th</sup> January

### SALONE DELLA CULTURA

*Event upon registration*

The "Salone della Cultura" comes from the heart and gets to the heart. Brings in-depth studied and researched exhibitions, events, courses to the public literally regarding "culture".

[www.salonedellacultura.it](http://www.salonedellacultura.it)

Dal 17<sup>th</sup> January al 16<sup>th</sup> February

### THE PIECE (PEACE) MAKER

*Art exhibition*

In MyOwnGallery and art.box, not just an exhibition, but a celebration of "Underground Culture" by Milanese Artist Flycat: 100 art works such as paintings, sculptures, drawings, and much more that describe the philosophy of the "Urban Art" cultural movement, by Francesca Alfano Miglietti.

[www.flycatarte.com](http://www.flycatarte.com)

Dal 6<sup>th</sup> al 9<sup>th</sup> February

### AFFORDABLE ART FAIR

*Event upon registration*

The fair that revolutionized the way of collecting contemporary art, is back at Superstudio. 85 selected local Italian and International galleries with art works by emerging and well-known artists.

[www.affordableartfair.com](http://www.affordableartfair.com)

From 20<sup>th</sup> al 23<sup>rd</sup> February

### WHITE WOMAN

*Event upon registration*

The ideal marketplace where womenswear fashion interacts with the most influent international players of the field, in a unique setting, bringing the best of today's fashion overview on show.

[www.whiteshow.com](http://www.whiteshow.com)

12<sup>th</sup> e 13<sup>th</sup> March

### EVENTS DIGITAL WEEK

*Event upon registration*

An event dedicated to education, culture and digital innovation. Many events intended to promote the diffusion of knowledge and innovation with: exhibitions, debates, seminars, performances, shows, workshops, installations and laboratories.

Dal 20<sup>th</sup> al 23<sup>rd</sup> March

### CONVENTION B.A.C.I

*Event upon registration*

The most loved balloon convention! An innovative, rich, stimulating and professional event. 40 classes on schedule for all tastes and levels, with professional instructors from all over the world and Certified Balloon Artists with years of experience.

[www.bacitaly.com](http://www.bacitaly.com)

27<sup>th</sup> e 28<sup>th</sup> March

### MILANOFIL

*Event upon registration*

33<sup>rd</sup> edition of the most important national philatelic event promoted like every year by Poste Italiane in collaboration with the Federazione among Italian Philatelic Companies.

[www.poste.it](http://www.poste.it)

### BEA ITALIA AWARDS 2019

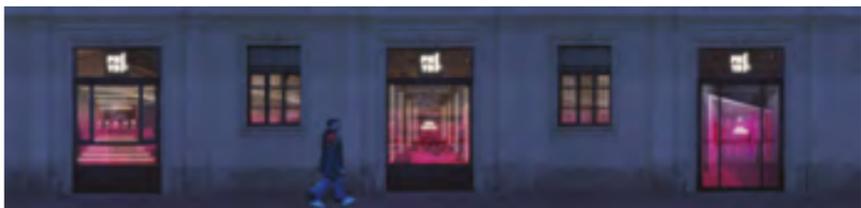
#### THE BEST LOCATION? TWICE SUPERSTUDIO PIÙ

It is the award that Italian event-industry looks forward to all year long. The Bea Awards is the appointment that, for sixteen years now, elects the best services in several categories of events promotion of organisation. At the end of November, the announcement of the winners for 2019 on stage at The Mall in Milan. Surprisingly, for Superstudio: double first award to Superstudio Più both as best "venue" in general and as multi-purpose space. Valeria De Grandis and Martina Cinquegrana, two collaborators of Superstudio Events, have collected the two yearned for trophies. Career award to Daniele Zambelli, founder and CEO of Simmetrico, a net of creators with International branches that for years has its headquarter at Superstudio 13.



#### THE EDUCATIONAL FUTURE IS IN VIA TORTONA

Right next to Superstudio Più, in via Tortona 31, PHYD, physical and digital platform based on artificial intelligence for 4.0 orientation to the world of work, open by Adecco in collaboration with Microsoft. Professional competences analysis and courses aim to strengthen and update competences and bridge the gap between today's experience and the one requested by the market of who came out of or need to enter a new profession. PHYD is an innovation and group container on continuous education theme, on the valuing of one own's potential for a better employability, hosting workshops, talks and events, with a schedule that predicts top, business personalities, to share experiences and knowledges.



#### KATIE HOLMES: HOOLYWOOD AT SUPERSTUDIO 13

An in-depth interview of Katie Holmes for Elle UK December edition: from the iconic show of the 90's "Dawson Creek", to super stylish little Suri, the child born from marriage with Tom Cruise (who she never mentions), up to her jobs as actress and, today, as director and producer too. In Milan for Fashion Week, Katie has been a guest at our studios where she posed for the cover and shooting for Fendi, whose fashion show she attended as special guest. All photos by Daniel Clavero.

#### "LA MODA IN ALTRO MODO" ON YOUTUBE

"La Moda in altro Modo" lands on Youtube, images and testimonies on the golden years of Italian fashion in which Flavio Lucchini has been creator and protagonist as art director and creator of magazines. Project by Gisella Borioli with direction by Giovanni Gastel, the film is a visual and complementary story of the autobiography "Il Destino - dovevo fare il contadino ma ho incontrato la moda (e non sono uno stilista) by Lucchini. A fascinating journey marked by social, costumes, taste and socio-politics changes transformations which Lucchini interpreted through his magazines and his art. Fundamental steps. The 50's of New Look by Dior: Lucchini creates Fantasia. The 60's between Haute Couture and Beatles: Lucchini designs Amica and transforms Novità to Vogue. Protest movements of the 70's and the beginning of pret-à-porter, the publishing revolution by Lucchini with Oliviero Toscani to give evidence of the new society with L'Uomo Vogue and Lei. The 80's: establishment of the designers made in Italy. Lucchini creates the antagonists of "Vogue" Donna and Mondo Uomo. Top models become stars. The Minimalism and Individualism of the 90's: Lucchini turns fashion into art with his Dress Art. 2000: fashion changes radically, with the appearance of mass fashion, e-commerce and fast fashion, Superstudio Più is born, among fashion design and innovation. Lucchini leaves publishing and dedicates to his Dress Art. [www.youtube.com/watch?v=eKTK\\_24z1ag](http://www.youtube.com/watch?v=eKTK_24z1ag)



#### ASPERGER: THE WORLD OF GRETA AND OTHER TALENTS

Greta Thunberg proved how much strength and courage a little Asperger girl can have, up to raising awareness and mobilise young people from everywhere around the world, therefore our future. Also Superstudio is on Greta's and young Aspies' side: boys and girls superior intelligence and strong emotions, able to focus on a target and follow it through, with no distractions and with determination. Girls and boys with weird behaviour, usually highly creative, as demonstrated at the first "Autism and Creativity" convention held at Superstudio last February during Autism Global Day that summons actors, directors, writers, illustrators, artists, digital technicians all talented Aspies. To show how diversity is a value and getting to know each other helps self-fulfillment and the achievement one owns' desires. On the 16<sup>th</sup> February, for the same anniversary, once again at Superstudio Più, with a new convention, organised by Spazio Asperger Onlus, CuoreMenteLab and the specialised publishing house Edra. For information please contact: [formazione@cuorementelab.it](mailto:formazione@cuorementelab.it)



#### @AT BECOMES DIGITAL

Superstudio's quarterly magazine describes all the events, exhibitions, Fairs, personalities, festivals open to the public, trends, innovations, news by or hosted at Superstudio and the most interesting initiatives in Milan. With an eye on Dubai, the city of the future, where Superstudio is present since a long time.

@AT Superstudio Magazine is not only downloadable from all Superstudio's websites, not only printed and distributed in the city, it now becomes actually online, with even faster, fanciful, contents, constantly updated under the expert editor-in-chief by Gisella Borioli. Do not miss the editorials by the editor!

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