

## SUPERSTUDIO 13: THE CITY OF IMAGE

Created in 1983, **Superstudio 13** in via Forcella hosts 13 **photographic studios**, distinguished by different sizes, heights and characteristics, employed by the best photographers and art-directors coming from all around the world. Each studio is rented by the day along with an in-house assistant to help with any necessity. • Each studio is independent, air-conditioned, with a dressing room or make-up area, hi-fi equipment, telephone, wi-fi connection etc. All the studios have **limbo** or **cyclo** backdrop, electric foldaway walls and can be differently assembled, to create a **single space of up to 1.000 square meters**. The studios can also be reached independently in case wide structures need to be arranged inside. • Superstudio boasts **innovative equipments** (flash Broncolor Grafit available with all the accessories, flash Elinchrome complete with accessories, ARRI spotlights, tungsten lights, Neon bank) and professional digital cameras. Through Superstudio special materials and equipments can be rented, if the studios themselves do not provide them. A short notice is required for special equipments or materials. • Superstudio also provides **all the kinds and colors** of the “Superior” paper backdrops, in two different sizes, and a wide selection of backdrops in colored fabric, velvet panels. On demand, some of them can be customized. • The Superstudio technical and creative team is at your disposal to study and design special sets in need of customized backdrops, staging, constructions, rentals and productions. Moreover Superstudio 13 is connected to synergic companies for digital interventions, image processing, developing, productions, carpentry, decorations, free-lance, etc. • The Superstudio 13 spaces and studios can also be used to host **fashion shows, exhibitions, shows, conventions, etc.** • **Superstudio Café** provides a bar, restaurant and catering service both in the studios and within the Café and the connected outdoor area. Equipped with wide private parking, MM Porta Genova subway station at walking distance.



**Superstudio Group** srl - via Tortona 27, Milan 20144 - p. iva 07030370154  
ph. +39 02 422501 - fax +39 02 475851 - info@superstudiogroup.com - www.superstudiogroup.com  
**Location:** Superstudio 13, photographic studios and image services - via Forcella 13, Milan 20144  
ph. +39 02 422501 - fax +39 02 83396227 - info@superstudio13.com  
**Restaurant:** Superstudio Café - via Forcella 13, Milan 20144 - ph. +39 02 83396237 - info@superstudiocafe.com



LOCATIONS AND PHOTOGRAPHIC STUDIOS. EVENTS, FASHION, ART, DESIGN,  
DANCE, ENTERTAINMENT, FAIRS, CONVENTIONS. CREATIVITY, PROJECTS, SERVICES

## SUPERSTUDIO PIÙ: BUSINESS, CREATIVITY, CULTURE

In 1983 the journalists/publishers Flavio Lucchini and Gisella Borioli, driven by the necessity to provide the city with organized and flexible spaces to meet the needs of the fashion, communication and creative fields, decided to create Superstudio Group. • With its two extensive and renowned locations - **the historic photographic studios of Superstudio 13 in via Forcella 13** and the huge versatile exhibition and cultural center of **Superstudio Più in via Tortona 27** - the Superstudio name has become an engaging part of the city excellences, iconic places rhyming with edginess, innovation, image and quality. • **Superstudio Più** is a modern, versatile and transversal multi-location, a great space open to the city and to important international events, designed to meet the needs of the most dynamic operators and public within the **fashion, art, design, communication, culture** and **entertainment** fields, which nowadays are becoming ever more interconnected. • Spacious (with a total surface of up to 10 thousand square meters), flexible, darkened or day-lighted, with spaces that can be divided or assembled, equipped with heating and air-conditioning, perfect for **big events, exhibitions, conventions, fairs, fashion shows, corporate and private parties, shows, dance performances**. The different-sized spaces are also ideal stages for furniture, car, advertising, cinema and television shootings and for any kind of service needing wide and comfortable spaces, easy to set up and to be reached through a truck entrance. • On demand, we can provide customized services of communication, planning, staging, videos, lighting, organization, casting, hostess, productions, security, catering, etc. • Located in a **central area**, with indoor parking and MM Porta Genova subway station nearby. All the halls are equipped with air-conditioning, they are independent one from the other and can provide electric energy up to 600 Kw and more. Security vault. Large warehouse in the basement with goods lift. Private Parking. Front desk open 24/7.



**Superstudio Group** srl - via Tortona 27, Milan 20144 - p. iva 07030370154  
ph. +39 02 422501 - fax +39 02 475851 - info@superstudiogroup.com - www.superstudiogroup.com  
**Location:** Superstudio Più, multi-functional center for events - via Tortona 27, Milan 20144  
ph. +39 02 422501 - fax +39 02 475851 - info@superstudiogroup.com  
**Restaurant:** Dada Café - via Tortona 27, Milan 20144 - ph. +39 02 43145093 - dadacafe@newteambanqueting.com

### FASHION: FAIRS, SHOWS, SHOWROOMS

Since 1983, the historic location of **Superstudio 13** in via Forcella 13 hosts the most important international photographic studios, selected by renowned photographers, the most famous fashion designers and the most important magazines. The new **Superstudio Più** center, opened in 2000, meets all the fashion necessities: fashion shows (also on a big scale), permanent and temporary showrooms, presentations, fairs and halls. Four times a year it also hosts **White** (Woman and Man), the trendiest and most innovative event during Fashion Week.

### DESIGN: QUALITY, RESEARCH AND MUSEUM-LIKE FORMAT

In 2001 Superstudio decided to open its spaces to architects, designers and furniture companies during the April Design Week held in the Rho Fair and thanks to its intuition, the entire area later became the great center of the contemporary **Tortona Design Week**. Superstudio Più participates with a new and ambitious project: **SuperDesign Show**, which incorporates the well-known “**Temporary Museum for New Design**”, distinguished by the original “less fair and more museum” format, arranged on 10.000 square meters, displaying through impressive presentations and installations the best proposals within the international design panorama.

### CONTEMPORARY ART: SPACES, EXHIBITIONS, FAIRS, THREE GALLERIES

Contemporary art in all its forms is an important component of the Superstudio Più mission. Three different-sized galleries: **art.box**, a street showcase for small installations; **MyOwnGallery**, a sophisticated concept-

gallery that can be rented for selected exhibitions; **UnderGallery**, the gallery-archive of **Flavio Lucchini**, the resident artist. Then **Art Point**, hosting great joint or solo exhibitions, 1.000 square meters primarily devoted to art, that can be assembled with the other 8.000 square meters of the location. Several are the exhibitions and fairs, directly organized or hosted, among which **(con)TemporaryArt**, **AAF Affordable Art Fair**, the photographic exhibition **MIA Milan Image Art Fair**. We also provide professional advice, contemporary art projects and street-art.

### FAIRS AND FESTIVALS: FASHION, DESIGN, ART, PHOTOGRAPHY, LIFESTYLE AND WELLNESS

Superstudio Group - made up of Superstudio Più (approximately 8000 square meters) and Superstudio 13 (over 2000 square meters), including the garden and the outdoor areas - has become the ideal location for edgy and innovative small fairs and niche exhibitions over the past few years, open to the operators or the public, distinguished by the elegant atmosphere and warm reception, the effective and flexible organization. Among the recurrent events: **White** (innovative fashion), **SuperDesign Show/Temporary Museum for New Design** (international design), **Home and Spa Design** (wellness), **Campus** (university and education), **AAF** (affordable art), **MIA** (fine art photography), **Yoga Festival|Milano**.

### EVENTS: CONVENTIONS, EXHIBITIONS, CONFERENCES, SHOWS, PARTIES, ROAD SHOWS, CAR CLINICS

Superstudio Più is the perfect location to accomplish **events of any kind and dimension**. Its perfectly equipped, air-conditioned, wired, changeable spaces, that can be assembled and divided, stand as hybrid containers suitable to any customization. Superstudio Più is selected by the most important international companies, which

every time turn into a location of unforgettable events, but also by small companies or private clients that here can find a customized assistance to organize carefully studied events and parties. All the spaces, big and small halls, basement, roof, garden and outdoor areas can be transformed according to one's need for a unique experience.

### FOOD: A CITADEL OF TASTE IN MILAN

The art of good cuisine is trendy at Superstudio, which proves to be able to turn into “**the citadel of taste**” with top Chefs, master classes, creative labs, show cooking, talks, high level performances and the best of Italian and international wine and food. From traditional tastes to slow-food excellence of great craft manufacturers, in an experience journey in the name of quality, fil-rouge of EXPO2015. Among the hosted events: **Taste of Milano** (international food and wine festival) and **Golosaria** (culture and taste fair).

### SHOWROOMS: SMALL AND BIG SPACES FOR FASHION AND SALES CAMPAIGN

Superstudio, in its two locations of via Forcella and via Tortona, represents the ideal location for sophisticated fashion showrooms, the focal point of fashion-system when it's time to sell the collections and welcome the specialist press. We provide **permanent and temporary showrooms** marked by a strong visual impact and an excellent reception, with different sizes and characteristics, either furnished or unfurnished.

### CONSULTANCY: CREATIVITY AND COMMUNICATION

Superstudio Group was founded and is currently managed by renowned creative talents with important inter-

national experiences within the publishing, journalism, art-direction, art, theatre, television, communication, fashion fields. This allows a thorough and extensive consultancy service, satisfying all the needs of the events hosted in its locations or outdoors: creative projects, direction, choreography, artistic direction, communication and press-office, graphics, videos, photos, catalogues, publications, etc.

### SERVICES: STAGING, RENTALS, LOGISTICS, TEMPORARY STAFF

Every need of design, equipment, staging, photographic sets, lighting, furniture, material rentals, can be taken care by Superstudio Group, which can count on an in-house design studio and on a selected list of valuable external collaborators and services. We also provide production **management and logistic and technical assistance** for the projects designed by the clients. Technicians, assistants, hostesses, security, fire-fighting service, specialized personnel are available on demand.

### RESTAURANTS: DADA CAFÉ, SUPERSTUDIO CAFÉ

Both locations within their areas are equipped with a restaurant-bar, open during the day (at night by request only), catering and any kind of support for the hosted events and services. At Superstudio Più in via Tortona 27, **Dada Café**, with a roof open during the summer, offers a lively and creative atmosphere with a-la-carte menu and a buffet. At Superstudio 13 in via Forcella 13, **Superstudio Café**, designed by Michele De Lucchi, with furniture in natural wood and a pleasant outdoor area, offers a fast or refined service for the photographic studios and the creative people working in the area.

