



MILANO DESIGN WEEK IN SEPTEMBER. BETWEEN SALONE AND FUORISALONE

Months of silence, yes-maybe-no-well yes weeks. The Salone Del Mobile special light edition is confirmed from September 4 to 10 and design starts again together with city's economy. But let's not forget the Fuorisalone, at the forefront livening up Milan.

A support and hope machine has been set in motion, that's good news.

The great possible void left by Salone del Mobile, which first suggested a "recovery" edition in September after two missed appointments in April 2020 and 2021 and then wavered for long weeks, will be filled up.

New format, new ideas, well-known curator/s, collective thematic exhibitions, simplified set-ups, probably lighter costs, more inclusive spaces are already on the way. Precisely the project on which Superstudio has already been working for some time for its Superdesign Show Special Edition. A coincidence that reassures us.

Now all the media are talking about it with enthusiasm, out of uncertainty darkness.

Fuorisalone, equally decisive in having made Milan conquer the design capital record, an unorganized group of small entrepreneurs who have bet and invested over the years on "temporary design" idea, it's a great joy stone guest in recovered spaces from abandoned factories and warehouses to renovating entire depressed Milan areas where they have brought new life.

Right Fuorisalone, faced with Salone's deafening silence when it expected a comforting start signal from the great Fair, courageously took the lead confirming that Salone or not, design would have been in town. Encouraging this debate on the media and social networks.

What the cost, no one has pointed it out. Planners of various Fuorisalone events come out from a year and a half of zero-takings as events of all kinds have been banned due to pandemics and trade fairs and convention canceled without discounts or subsidies. The new Fuorisalone in September, which still few have joined for now, it's a risk and a big bet for organization costs, which are high among health facilities, control staff, filters and precautions of different types. A race against time which requires strengthening staff, sustainable set-ups, etc., not to mention that even membership costs will necessarily be reduced.

The indispensable digital expansion is a nice thing, but it requires the use of external agencies (which will be very busy) and therefore expensive to implement.

In this context, the great settings' Salone is grateful to government's generous contribution which promises double-digit millionaire support. And the activism of Mayor Sala, of the Municipality, of President Fontana, harbingers of other promises. Small entrepreneurs' Fuorisalone is silent, thinking that while the city asks for its help to redo a creativity make-up, no support, even hypothesized, is seen on the horizon. Too small and not united to create a system, generous enough to get involved without certainty, we as Fuorisalone's promoters spread in the city expect - and Superstudio in the front row - from Government and Institutions a concrete signal of support in addition to the usual institutional "hat" and collaboration. Dialogue is open: between now and September we hope that design on show in Milan will also be considered and helped in line with what was promised Salone.

Gisella Borioli



Heights Building schoolhouse, Virginia. A project by BIG - Bjarke Ingels Group. Ph. Laurian Ghinitoiu.

architect-tour: BIG studio in copenhagen

Formed by a group of architects, designers, urban planners, landscape professionals, interior and product designers, academics and inventors, and developed on four main offices in Copenhagen, New York, London and Barcelona, the famous BIG (Bjarke Ingels Group) studio has completed over the years projects that have radically changed the way we think about cities, home, free time, business, in the name of creative freedom that is nourished by humanity and environmental awareness. In the video "An Italian (architect) in ... Copenhagen" on YouTube a Virtual Tour with the associated architect Enea Michelesio will guide you through BIG studio's spaces, answering the questions by the journalist Laura Ragazzola.



MAPIC: THE REAL-ESTATE FAIR FOR RETAIL

After the inauguration of our new location, the first event at Superstudio Maxi will be MapiC, the long-awaited international show dedicated to the commercial real estate market, on 14-15 September 2021 in Milan.

Founded in 1995 by the French organization Reed Midem, with the aim of facilitating the development of the commercial real estate sector, the show takes place every year in Cannes. Its success was such to make the event spread to other countries such as Russia, India and Italy, where it has been present since 2016.

During the last edition in 2019, MapiC Italy brought together over 2200 participants, including 850 retailers from 45 countries. Innovation and originality are the elements that will characterize the 2021 edition: a new format for a hybrid event, combining physical and digital. MapiC Italy 2021 will come to life online, thanks to the dedicated platform, and in presence at the new location Superstudio Maxi, whose open space, the largest in Milan, will welcome the participants of the physical event in complete safety and in a sustainable, functional and well-sought environment.

MapiC will propose a farsighted vision. The idea of a constantly evolving market will be shown through the trends that are already transforming the sector, such as digital innovation,

new experiential concepts redefining social and commercial destinations. Among the main topics covered by the event we will find retail, leisure, food & beverage, innovation and a particular focus on new scenarios in the post-covid world and on the restart of activities that have been mostly penalized by the pandemic. In this new era, in which consumption is blended between digital and physical, the retail sector needs to reinvent and reimagine new shopping destinations up to the expectations of customers, who would like to try new experiences and feel new emotions, today more than ever. MapiC is committed to offering solutions to these changing scenarios.

www.mapiC-italy.it

DESIGN R/EVOLUTION AT SUPERSTUDIO PIÙ

After the long stop that blocked the Milan Design week in April 2020 and 2021, the city and all its activities will restart in September with renewed enthusiasm. Superstudio will present an edition of rebirth, of change, of a new format, of Made in Italy, of the glance on new horizons of the world, of thematic and curatorial exhibitions, of Women, of human technology, of digital and virtual.



Drawing by Leonardo Talarico.

Superdesign Show September edition presents a rethought path open to the new design that welcomes all the requests for concreteness, innovation, lightness, sustainability, inclusiveness, interconnection arising in the year after pandemic. The new project proposes a **r/evolution** of our format closer to an exhibition rather than a fair: with the same rigor, harmony and the same "museum"-like care that has always characterized our event, Superdesign Show will stage a succession of **themed projects**, collective and sometimes individual, each with a competent and independent **curator**. Areas telling the best of Italian and international production, contemporary trends of outdoor and indoor lifestyle, with a focus on feminine creative, on upcoming designer and the attention on the icon of the

third millennium. Some projects participations are **by invitation** for a limited number, others **upon specific calls** for entries, others **upon request** and after selection by Superstudio's artistic board. Great brands, famous architects, successful creative people and young talents will be with us to make the event unique and special. We are glad to share a sneak peek of the projects underway here below. Others are in progress and will be communicated later.

Superdesign Show September Special Edition will take place at **Superstudio Più** in via Tortona 27. A spectacular exhibition-event will be the opportunity to discover **Superstudio Maxi**, the venue just finished in via Moncucco, a large, elegant, technological and sustainable exhibition space immersed in the green of the Barona district, an area in total renovation thanks to new architectures.

For all information write to design@superstudioevents.com. We are waiting for you!

in collaboration with IULM university

A young graduates team from one of the most international universities in Milan is getting ready to accompany visitors to Superdesign Show in September at Superstudio Più and give all the information about Superstudio Maxi and its contents during the same opening days. That's how the collaboration with IULM University began, whose students will cover different tasks: design-assistants, photographers, new journalists for our @AT magazine. However the partnership with Iulm will continue with cultural and entertainment projects. Thanks to the Rector Gianni Canova, to Professor Mauro Ferraresi and the whole team.

1000 Vases: Animalités dansantes, by Julie Cocatrix.



SUPERDESIGN SHOW'S CURATORIAL PROJECTS

By call, by invitation, by request and selection, projects that Superstudio Più will host during the Design Week 2021 in September explore thorny issues of everyday life, encourage progress and imagination. Each Project represents a theme, each theme an idea, each idea has a well-known and competent curator. Here are the first projects that, as in a museum exhibition, are in progress. Others to follow.

CULT&MUST – the new millennium icons

Among the major themes hosted during the next Milan Design Week 2021, we point out CULT&MUST, an exciting and articulated itinerary in the great Superstudio venue telling in a real and virtual way the most interesting design projects at large and objects of desire during the last 20 years. A contemporary "museum" that recognizes and historicises the most recent lifestyle icons, the essential and unforgettable pieces that have influenced our lives. The Cult and the Must, of course. Authoritative, innovative and seductive brands are invited to participate in the event with a products selection agreed between the company and Superstudio's artistic board chaired by Giulio Cappellini. Coordinated by Fulvia Ramogida.

DONNE & DESIGN – female creativity

D&D - Women & Design is an extraordinary event aligned with the recognition of women's creativity value in many fields and, in particular, in design, architecture, art where well-known names and lesser-known but highly talented protagonists stand out. In a collective exhibition set up with individual islands in a dedicated pavilion of Superstudio Più, Womens will be in the foreground, with their stories, their careers, their recent projects. A common setting of great impact enhancing individual installations, a specific communication campaign, wide media coverage and much more will be the setting for the event.

The call is open to • Women designers • Women architects • Architectural studios presenting female projects • Companies presenting products designed by women • Women artists using techniques and materials typical of design (with particular attention to sculpture and art design) • Women artisans, makers, designers with proposals involving habitat. Curated by Silvana Annicchiarico.

OUTDOOR GENERATION – furniture with a double life

It is growing fast an Outdoor Generation looking for solutions to equip outdoor spaces - from balconies, to terraces, from courtyards to gardens - to spend time even during the coldest seasons and with versatile and configurable solutions depending on season and life needs. A generation that, even before the health emergency, loved live its urban experience outdoors (bars, restaurants, public areas, parks and gardens), the pleasure and need to travel (hotels and spa, apartment hotels, b&bs and hostels), play sports (outdoor fitness), work (outdoor office) and study. Outdoor Generation explores new beautiful and intelligent solutions for a life as much as possible outside with a reasoned choice among the most qualified furniture manufacturers and outdoors/indoors accessories. The exhibition will take place in the great Superstudio Più garden. Selections are still open. Curated by Donatella Bollani.

1000 VASES – the thousand faces of the same idea

1000 Vases is a linear exhibition and a book presenting a still growing number of unique pieces by independent artists and designers from over 35 countries. The idea is to present a large number of vases that alone express how much creativity and diversity it's possible to realize on a single theme. After Paris and Dubai it's now in Milan at Superstudio for next Design Week's return. Project by Francesco Pirrello, art director Pierpaolo Pitacco.

SUPERCAMPUS – study and work in total freedom

After the year that made normal home working concept, distance teaching, open-air lessons in school courtyards, shared desks in offices, corporate wellness to make employment more pleasant, rethinking daily activities' places, times and ways of studying, working and free time now without borders, leads to redesigning necessary spaces and tools and perhaps our own mindset. Supercampus, Superstudio's usual "super" appointment with the most current trends in living touches all these themes with a contemporary production's view. Curated by Giulio Cappellini.

MATERIALS – things that change things

The keystone of the epochal change that must lead us towards sustainability and saving resources lies precisely in materials. Research has been very active for years in creating building materials, textiles, plastics, and anything else environmentally friendly (now a duty), healthy and intelligent (a necessity) capable of increasing their performance while remaining aesthetically pleasing as always. Designers, scientists, technicians and universities amaze us every day with futuristic proposals. We'll find many here. By Materially.

DISCOVERING – designer maker outsider

Talent, organized or independent, have always been sought after and welcomed by Superstudio. Once again a special section talks about them, their stories, their ideas just before they become known to most. A bet that we have often won by cooperating on the first steps towards the success of young designers who have now become "great". We try again.

SILVANA ANNICCHIARICO. ON WOMEN'S SIDE

Architect, curator, professor at the Politecnico di Milano, editorial director but above all, since 1998, Design permanent collection Curator at Triennale Museum in Milan and Director of the first city Design Museum, designed by Michele De Lucchi, where she remains until 2019. In 2016 she opened up a window on female creativity with "W. Women in Italian Design" exhibition. Who better than her can tell us about Donne & Design?



Silvana Annicchiarico, curator. Ph. Giovanni Gastel.

You were director of the first Design Museum in Milan. A very important role for a woman 13 years ago. How did you get there?

Thank you for remembering it: the first Design Museum in Italy was founded in Milan in 2007 and for 11 years it has investigated Italian design's history starting from different questions and doubts, because there is no official, clear and universally shared design history. A "mutant Museum" where every year the visitor, during the Salone del Mobile, found a new narrative created by several curators, with hybrids and disciplinary enlargements necessary for an understanding of design discipline.

It was an innovative, non-canonical idea, not flattened to the traditional conformation of figurative art history's museums. However I honestly arrived at the Triennale in 1998 and for 7 years I worked to lay the foundations for the Museum creation.

A different "museum", designed with Michele De Lucchi. With what starting point?

The initial idea, designing our "mutant" Museum, was that design is made up of everyday objects, but with very strong implications with the world of art, architecture... It had to be a design Museum capable of working on the relationships that objects have had and have with our lives! Design is a discipline still alive, vital, in continuous evolution. It must be questioned, even before being monumentalised.

W. Women in Italian Design exhibition in 2016 was unforgettable. Attendees choice was very wide and transversal. What was the basic idea?

The idea was to reveal a submerged continent. Italian design stories, mostly written by men, have at best 5 or 6 women designers, always the same: Anna Castelli Ferrieri, Gae Aulenti, Cini Boeri and a few others. I have counted and proposed more than 400! Italian design in the twentieth century was indisputably a patriarchal design, with few exceptions. As if women weren't there.

Today Superstudio takes up this theme on the occasion of Milan Design Week return. And it called you as a curator. Has the female scene changed?

It's changed quantitatively, because women are so much more, and qualitatively, because they are more aware of their role, and have less psychological subjection to a traditionally patriarchal discipline such as design. On some issues, such as sustainability, or reuse design, women are in the front row. They have a cosmopolitan vision, talk to the world, know no borders and are very quick identifying emerging problems that design can and must try to give answers to!

Why are there many design and architecture female students in Italy but the well-known and established professionals are few?

In reality, the number of women who are establishing themselves is increasingly important. And the show that we will do in September will highlight this and help shed light on this new wave charged and powerful with new lymph and fertility for the future of the project.

(The full interview can be found on the digital edition magazine www.at-superstudiomagazine.com by clicking Silvana Annicchiarico on the "search" button)

G.B.

pink is shim

"Shim" as a fusion between She and Him, English pronouns, creating a genderless adjective together which goes well with proposals over sexism that fashion and millennials love, whether clothes, accessories, objects, colors. Here is a proposals' list for pink and "shim" based design: for men or women it no longer makes difference.

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1000 Vases: Vase M, by Iludi.

THE BEAUTY OF ART – artists and exhibitions to find out

It's a precise choice of Superstudio right from the start to open an art glimpse at Design Week by recognizing interconnections and seemingly distant similarities between artists and designers. With a new multicultural gallery's presentation, large organic sculptures' exhibition in city squares, the inauguration and opening to the public of Flavio Lucchini's "personal museum" and several installations, art is waiting to be discovered. Coordinated by Stefania Ambrosini.

DIGITALLY – communication beyond borders

With presentations and streaming meetings, high-connection btob rooms, products' video on YouTube and social networks, photogallery on our daily digital @AT Superstudio Magazine, led walls telling design stories. Superdesign Show Special Edition takes its messages, its exhibitions, its designers, its companies all over the world, overcoming boundaries established by the pandemic. Coordinated by Tommaso Borioli.

OPEN DOOR – surprises do not end here...

The short time left by the uncertainties of the pandemic, after the official confirmation of the September Design Week has set in motion a lot of energy and desire to be there. The schedule of exhibitions is quickly being defined and leaves open doors to proposals and suggestions. The large indoor and outdoor spaces of Superstudio locations can reach 20,000 square meters of occupancy. We look forward to creating personalized offers for the great creativity that gravitates to Milan. For information write to design@superstudioevents.com and you'll receive the application or downloadable directly from the website www.superdesignshow.com.

tina modotti exhibition at mudec, dedicated to giorgia

For via Tortona residents, visionary women and beauty lovers, the exhibition "Tina Modotti. Women Mexico and freedom"(May 1st-November 7th) at Mudec has one more reason to be visited. It was in fact dedicated to Giorgia Martone, young manager of Magna Pars, the hotel à parfum in via Forcella, created on the family perfume factory's headquarters.

The Museum of Cultures in Milan paid tribute with an unusual gesture to this special "neighbor", who passed away suddenly. She enlightened with her beauty and activism this particular Milan district, almost a small creative village within the great city. It's recalled: "To Giorgia Martone, visionary and non-conformist entrepreneur, a person who loved beauty and art and with whom we were pleased

Tina Modotti.

to share many cultural projects; a proud and kind soul that in many ways reminded us of Tina Modotti, and like Tina she left us too young. This exhibition is dedicated to her ". Not to be missed.

Giorgia Martone.



LUDOVICA+ROBERTO PALOMBA: OUR GENDERLESS PROJECTS

Interview by Gisella Borioli

Looking at women as architecture and design protagonists, it immediately stands out that in addition to a very few world-renowned womankind archistars, many studios are conducted by a cosy couple where she's completely equal and complementary to him. Business relationship, born out of esteem and love, whose success is due to the strange chemistry that this type of partnership generates, especially after many years of mutual cooperation. It can be found in projects by Palomba Serafini Associati studio. Ludovica (Serafini) and Roberto (Palomba) celebrated their 25 years together in Milan before the pandemic darkness with an exhibition of very important unique pieces between art, design and artistic manufacture. They tell their two-voice story for AT with complicity and joy.



Ludovica+Roberto Palomba.
Ph. Carlo William Rossi and
Fabio Mureddu.

There are not many architects couples that, working together, have a dual-named studio. I would like to start analyzing this equal relationship with you, but not too much. Does this bipartisan approach bother you?

Ludovica: No, actually, it's our strength! There are a lot of companies founded by several partners, we're both architects, within the studio we stand out for different features.

Roberto: Absolutely not, on the contrary I believe that it completes our vision, a man and a woman, half of a complete overview and therefore I'm sure that our point of view is respectful for both realities. At most, we're talking about a "Genderized" company, our project idea is Genderless.

When did you meet and what convinced you to open a studio together?

Ludovica: We got to know each other more in-depth, I think by elective, mental, taste, vision affinity, so I can say that opening a studio together was a natural consequence without too many retro-thoughts.

Roberto: We met when we were very young, we were driven by the same things view but also by both's ability to complete the thought, making it more complex and complete.

How do you merge your personalities into a single project?

Ludovica: I would not speak of personality but vision. Two very close visions that merge, after which, in the studio's organization we do not always participate in all works at the same time. The review moment, instead, opens the dialogue in order to develop the two-headed project. This is one of our studio great values.

Roberto: With great respect to others opinion but also through the great appreciation we have of each other.

Are they peaches and cream arguments?

Ludovica: They are always peaches, because it's about beautiful cream, and at the same time, they sometimes hide challenges.

Roberto: It's passion, they can be passionate and animated peaches and cream, civilization excess or detachment are synonymous with lack of interest.

Is there an intrinsic difference between a male or a female designer?

Ludovica: Intuition, creativity and intelligence have no gender. There are passions, for example he's very fond of design, while I'm more passionate about architecture, this creates a great alchemy within the studio.

Roberto: No, person's quality makes the difference between a good or a bad designer.

Does everyone have a role or are you interchangeable?

Ludovica: In theory, we are interchangeable, within companies. Who takes care of a project the most, then carries it forward as project manager.

Roberto: We are complementary, together we make a Super 1.

There is yet another prize to be collected. Who goes?

Ludovica: Both!

Roberto: Absolutely both.

Is there any successful project that one deserves more than the other?

Ludovica: Of course, of course! Although in all projects there is always review and a change that comes from the other, arriving, with continuous sharing, to change the sign. In a lonely world we're never completely alone!

Roberto: We always support ourselves in every creative path, especially in process difficulty.

In 25 projects' years, which one has given you the most joy?

Ludovica: Ginevra! Our daughter!

Roberto: Definitely our daughter.

There are many great architects considered as Masters, far fewer women in the same position. Why?

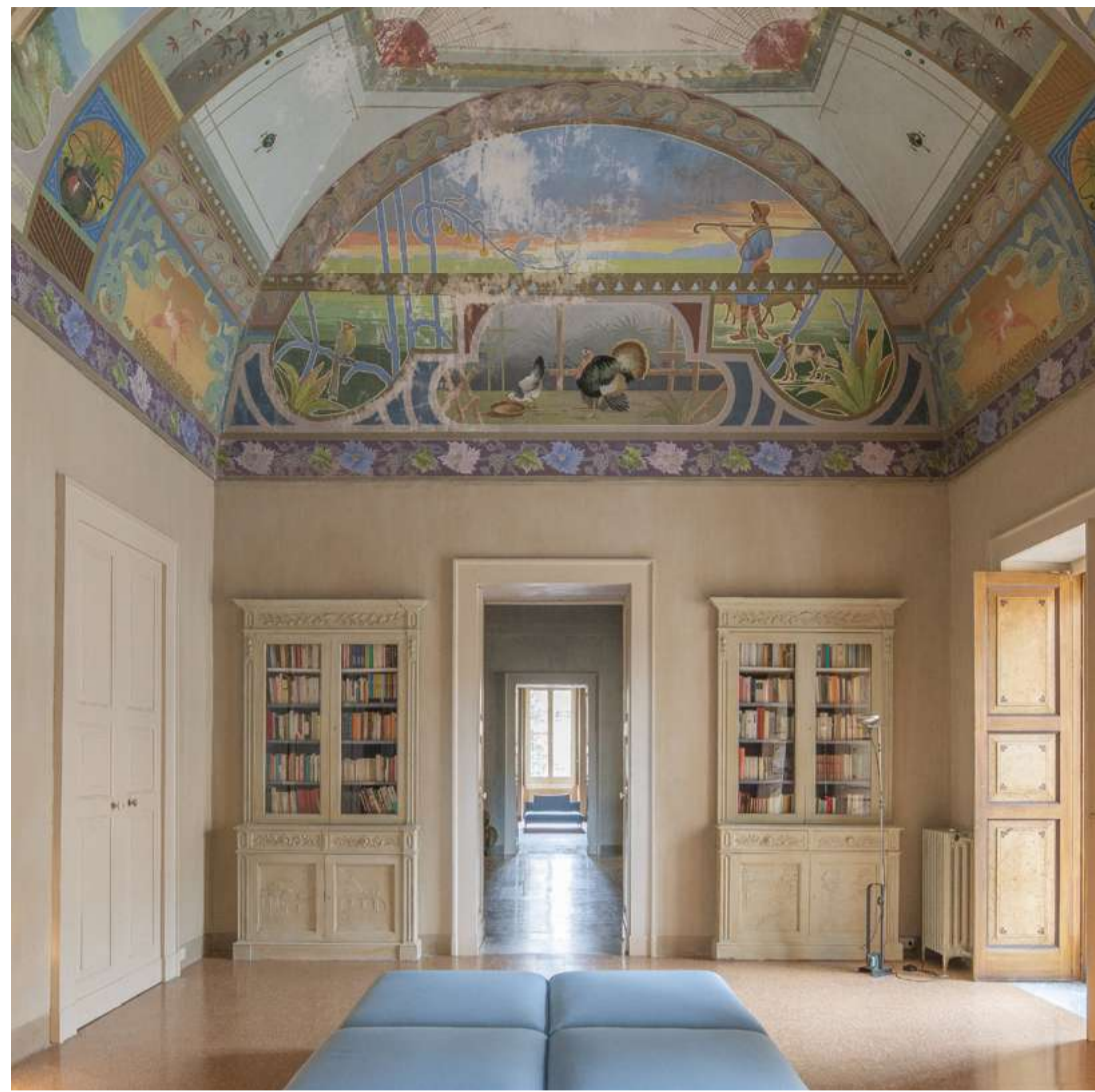
Ludovica: Being multitasking has always fooled women, that's to say their ability to be able to do many things at the same time. However this aspect inevitably creates less time availability. While men have the tenacity to achieve a single goal on their side, women have to achieve many more roles. This holistic view of life's commitments necessarily reduces the convergence of energies in a single direction.

Roberto: Men are self-centered selfish people and tend to forget that women represent a great opportunity and resource rather than a life accessory.

Have you ever thought that it's time to enhance the female category?

Ludovica: Yes, so deeply. Every single person thinking to be responsible for his own life, must set a goal, and a value.

Roberto: Absolutely Yes!



Palazzo Daniele, Boutique Hotel, Gagliano del Capo, Lecce. Ludovica+Roberto Palomba project.

SUPERSTUDIO MAXI LOUNGE-BATHROOMS...

Let's begin to reveal the great Superstudio Maxi venue starting with details. It's difficult for bathrooms in places intended to accommodate crowds of visitors to be worthy of events they host. In the new venue even the bathroom must tell the story of a beautiful and comfortable place, where every detail thinks about aesthetics and technology, design and sustainability. In the wide spaces, **Flaminia** sanitary wares designed by Giulio Cappellini, and Roberto Palomba with individual handmade mirrors, LED lights charming view of **Slide Design** by Giò Colombo Romano like the container-vases, long hand-made veined shelves by the artist Giorgio Deriu with **Gobbetto** resin surprise. Linear iron and marble vases by **Leonardo Talarico**.



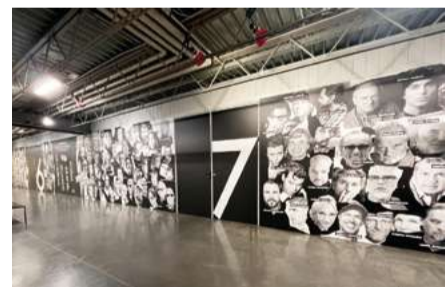
AND ICONIC CHAIRS IN THE MEETING ROOMS

The touch of class and modernity in the large meeting rooms at Superstudio Maxi are called Stacy. This is the name of Arper's iconic seat in 7 collections designed by Lievore Altherr Molina studio. A simple, free and at the same time absolutely defined design. We often see it in the contract environments, leading sector for **Arper**, but Stacy responds to many wishes. In addition, it is light and stackable, ideal for setting up an audience quickly and elegantly. Combinations of colors, finishes, materials are innumerable. For Superstudio Maxi we have chosen the contrast between the seat's white and the thin black structure as a recurring element in the three operating venues available to customers.



UPDATED THE HISTORICAL WALL OF SUPERSTUDIO 13

For eight years the long corridor leading to the photographic studios of Superstudio 13 has been characterized by the long wall composed by **Flavio Lucchini** to remember over 1500 photographers hosted in thirty years of life, starting with the most legendary. With the total studios renewal, even the long panel dated 2013 was also involved. Here is the new version: it takes up the original project by including large numbers that now characterize the entrances to the studios and adding some of the latest new entries to the list of stars who have passed through here. Impossible to host everyone. Photographers are over 2000 and the celebrities are hundreds. Among the future projects there is also that of a video version in continuous progress...



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