



**SPERDESIGN**  
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# FUORI FUORISALONE

## PEOPLE & STORIES

Design and designer appointments

Monthly exhibitions in MyOwnGallery

# FUORI FUORISALONE

## PEOPLE & STORIES

A NEW PROJECT TO DESCRIBE EXCELLENCES  
OF THE TEMPORARY DESIGN

### WHAT

In the heart of **Superstudio Più**, the historical Milanese location of design, fashion and contemporary art, by the creators of **SuperDesignShow**, the greatest and most prestigious exhibiting format of **Fuorisalone**. **FUORI FUORISALONE/PEOPLE&STORIES** is an exhibiting format conceived to create continuity at Superstudio among Design Week's editions, with one week exhibiting periods that follow one another once a month.

### WHEN

**One week of event** in January, February, March, April (special Design Week edition), May, June, September, October, November (approximate schedule).



## WHERE

At **MyOwnGallery**, a sophisticated 300 mt. art gallery that for years has been hosting art and design exhibitions, with well known international names of design, located at the entrance of Via Tortona 27. Besides the **art-box**, two windows dedicated to creative installations on the road, invites to get in. As a framework, the large and iconic spaces of **Superstudio Più**, which, for sixteen years, have been hosting the most important events in town, creator of the Fuorisalone phenomenon within Tortona district. Additionally, Superstudio's organization and experience are granted, the support by the communication office, the creative and technical assistance are also available. MyOwnGallery will be the privileged location where approximately once a month, an exhibition will be hosted to narrate an original concept stories and protagonists of contemporary design, showing real lives, products, projects and other contents.



## WHY

**Superstudio** aims at strengthening its position as promoter and protagonist of international design in Milan also outside the Milanese design week, creating various follow-up, acknowledgement and discovering meetings by summoning professionals, journalists, amateurs, visitors and operators during a short yet intense cultural event. On exhibition there are stories of **companies or celebrities who made or will make a mark** in the design world and trendy collective or individual exhibit. Various meetings are scheduled: a vernissage evening, with a selected group of invited guests as well as regular visitors of Superstudio's events, a week of visits and appointments, a "finissage" evening/event, possibility of presentations of books or initiatives all over the period. Superstudio, once again, with periodic and recurring edition of SuperDesign, **says something brand new** in the visual and design world.



## WHO

**Companies, architects, buyers, designers, trend setters, businessmen, creatives** are invited to exhibit and to participate into the project. Through an event and an exhibition they have the opportunity to enjoy for a week the wonderful atmosphere of a successful gallery, in a dedicated customizable space, exhibiting at their best and with the possibility to organize focused meetings. Set up like art and artists exhibitions, visitors and guests will be able to meet or discover strong and significant personalities of design, narrated through their own stories, projects, and dreams according to an original format and the contemporary art language.



## DETAILS

- At **MyOwnGallery**, Superstudio's art gallery, well-known in the world of design and contemporary art for unique and original projects; in the **art-box**, a tiny gallery for installations overlooking the street
- **Customized quotation** based on the project included 2 days for set up, 1 day disassemble
- **Included in the price:** 24/7 general watchman, electric consumption for the whole period, cleaning service before the daily opening, space assistance during vernissage opening/finissage closing, heating/air-conditioning, assistance on the premises
- **Wi-fi** and **hi-fi** (audio system for diffusion and speech base) basic lighting system with spotlights and wire ways
- **Invitation** to participate through direct contact, direct mail or our newsletter with forwarding on our mailing list, news of the event on our two websites Superstudiogroup and SuperDesignShow
- Special projects for **partners** and **sponsors** of each exhibition or inside our annual project

## INFORMATIONS AND CONTACTS

Exhibitions take place on invitation or on selection of the project proposal.

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