

Temporary Museum for New Design 2014



Superstudio Più | Superstudio 13 | Milano

@AT - April 2014 - n. 7 - www.superstudiogroup.com - @AT is a magazine published by AreArt for Superstudio Group. Edited by Gisella Borioli. Graphics Studio B16.

FUTURE IS NOW

The multiplicity of artistic languages, disciplines crossing, technology and aesthetics interaction, opening of new markets, new production techniques, new sale channels, new working methods, new creative breeding grounds: all this completely changed, in a few years, the world design landscape, the way of thinking, making, communicating, distributing the objects that, changing our house or working place, change our life.

Just think of the revolution brought by e-commerce, by 3D printers, by co-working, by self-production, by eco-friendly thinking, by art-design, by limited editions, by re-using, by countries which use to manufacture for third parties and are now creating ideas, by self-communication through web, facebook, instagram and much more in a click, and there is no doubt that the grounded world of big brand designers and archi-stars is now humming with new, unrelenting energies. If the economical crisis stopped the world, the design is reacting, stronger than ever, with passion, with love.

Superstudio, which built its design week on the original concept "Temporary Museum", would not avoid a critical analysis of such an unbelievable and sudden transformation, re-considering its own format. All elements of "at large" design, as it is in 2014, are represented. The Museum area, as usual, exhibits striking, exciting installations that take the onlooker to an already existing future, along with well-known Italian and international brands.

Besides illustrious design landmarks, such as France, participating with two exhibitions comparing the young France Design talents and the famous French architects, there are countries such as Thailand which rears its young designers with unmistakable poetry, or China introducing daring architectures, or Dubai with an invitation to discover its many opportunities.

Art dialogues with design through a wide range of exhibits, interactive installations, guest stars narrating how artists and designers speak quite a similar language. This is true for the exhibitions of sculptures by famous architects, for the bright and interactive design works by avant-garde artists, for Nendo's installation art for Alcantara.

Two special projects are dedicated to eco-thinking, this being an important part of our life: the vegetable garden on Superstudio Più roof (where it will be back for Expo 2015) where creatives and designers often meet, with special appearance by Michelangelo Pistoletto, great protagonist of the international art world, and his Third Paradise symbol.

And the Green Village at Superstudio 13: in an almost 1000msq large area, a full organic-living system, with a core space for workshops, lectures, experiences.

But also the two temporary architectures: the house turning rain water into fresh water and the organic cell, the many purpose live-in module.

Not archi-star but anti-star and start-up: this is the new philosophy of SuperDesign space, a selection of multidisciplinary and innovative objects, chosen by Giulio Cappellini, which point out the alternative route of design, where young designers and small companies plan, experiment and sometime risk. This stage is all for them, with the opportunity given by Superstudio, to sell on-line through the website www.dalani.it.

And talking about e-commerce, be sure not to miss the most world famous market installation: eBay starts a new section for home and design and the opening is at Superstudio, with an exclusive collection by Italian designers in addition to international pieces.

Design, such as fashion is getting more democratic, beauty is for everyone. The Future is now.

Gisella Borioli



Amore, Javier Mariscal for SlideArt

.....
● **Designers Dreams, sculptures. By SlideArt.** An impressive exhibition of large sculptures signed by the most famous architects and designers of the international world that brought their dreams to life creating an important and unique art work collection continuously renovating. Among the authors Alessandro Mendini, Xavier Mariscal, Alessandro Guerriero, Denis Santachiara, Karim Rashid, Fabio Rotella, Daniele Basso, Flavio Lucchini, Eun-Sun-Park, Giuseppe Spagnulo, Jean Claude Fahri, Marco Acerbis, Stefano Soddu. www.slidedesign.it
.....

ITALY VISION

ALCANTARA: Kaleidoscope

Installation by Nendo, Art Direction by Giulio Cappellini
www.alcantara.com

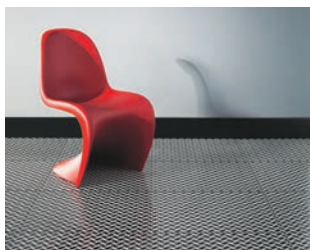


As usual Alcantara welcomes the visitors at the entrance of the Museum area with a project that explores new production, art and culture boundaries. The installation "conic-vine" by Nendo is the core of a special

ATELIER TAGINA/CERAMICHE D'ARTE: Not only square

Project by Atelier Tagina
www.tagina.it

Three-dimensional elements, captivating graphics, powerful colour contrast are on exhibit in the "not only square" space, where Tagina introduces ceramics to decorate and enhance the space of the future. With Tagina the tile changes shape and function, and the space will never be the same again: the ability to in-



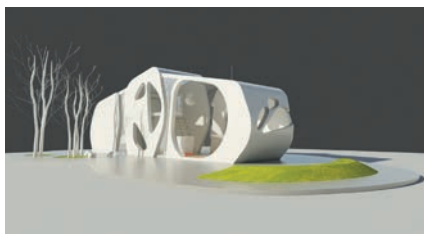
vent and create of a great industry that made personalization its strength point. Deco D'Antan is the new collection performing in the event: geometrical patterns and in soft touch and beautiful relief floral decorations.

MARCHINGENIO: Living Ooh, the Design 3.0

Project by Massimiliano Mandalini
www.marchingenio.eu

Massimiliano Mandalini's project tells a new model of living space and time,

green friendly and zero impact. Living Ooh is a bio-morphic architectural modular system, planned for different uses, both public and private. It is also the name of the new e-commerce platform for home and architecture launched at Fuorisalone 2014. The installation (around 100msq of surface and 40 of which indoor) express a strong social attitude introducing itself as a special model for events, exhibitions, religious and cultural activities but most of all thanks to its earthquake proof features as support to emergency activities in places hit by natural disasters. Living Ooh can also simply be a self sufficient house, or a guest house to be set in great private houses' green areas or holiday apartment complexes.



www.superstudiogroup.com

MELOGRANOBLU: Elements

Designers and project Massimo Crema and Ermanno Rocchi
www.melogranoblu.com

Melogranoblu goes ahead along the path taken last years thinking of natural inspiration. Elements is a large black box that lights up thanks to four luminous installations dedicated to primary elements. In the space, deliberately neutral, four luminous presences stand up like sculptures: mysterious, totemic, energetic and evocative of primordial power. These are formal arrangements created with the products from the company catalogue.

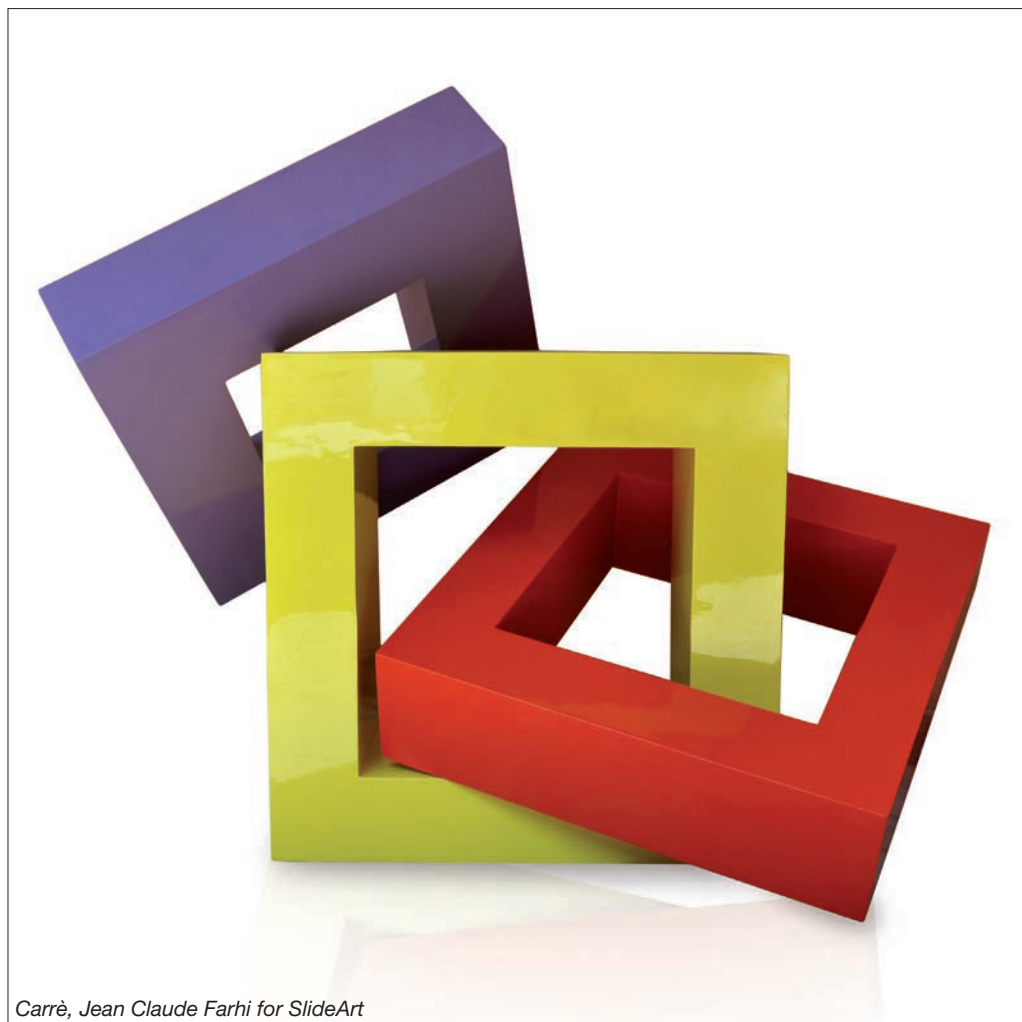


T-SCULPT: Heating with creativity

www.t-sculpt.com

A warmed up bench in the park, an organic radiator in a flat, an original cooling armchair. The registered t-sculpt technology combine aesthetics and innovation to produce objects that can warm up or cool the environment or a person as to stay in a museum.





Carrè, Jean Claude Farhi for SlideArt

A FRENCH TOUCH

FRANCE DESIGN: Famous and emerging talents

www.francedesign.eu

France Design, exposition of the most interesting French design brings VIA back to Superstudio, where it made its Milanese debut, participating at the new-born Fuori Salone of 2001. Today, France Design presents two exhibitions. The first, VIA Design 2014, introduces 17 prototypes for furniture and lighting created by 13 emerging designers. The second, Talents & Economy, opens up a panorama landscape of over 60 new everyday products from a wide range of sectors of activity. Made by leading brand names and designed by well known French talents, these pieces illustrate the role of design in creating added value, whether it be functional, aesthetic or emotional.



GREEN UNGARY

IVANKA: The Water Of Life

Designers e curators Katalin and Andras Ivanka - www.ivanka.hu

The water of life project is a new system of surfaces, tanks made of bio-concrete able to collect rain and turning it into top quality fresh water. The Ivanka's Rainhouse prototype of the house built in 2013 in Kovenskal in Hungary is an outdoor installation affording to enter the future of new collecting units of rain water, with a state of the art and eco-friendly system. Data and "facts" regarding the possible impact of this water management technology from an economic, social and environmental point of view are displayed. The first harvest of rain water packed in design bottles is available for tasting. The Water of Life is a visionary project supporting the objective "Feed the planet of Expo 2015".



THE LIGHTNESS OF THE MOVING DESIGN

Redesigned by Giulio Cappellini **Seiottosei**,

an exclusive sport car

of the legendary **Ermini**.

Interiors of Alcantara.

www.ermaniautomobili.it

Prototype of the elegant yacht

Light One proposed by **Light NYC**.

www.light-nyc.com



BROTHER: Printing is in fashion!

Workshop by POLI.Design, curator professor Marco Turinetto
MyOwnGallery - www.brother.it

Technology, fantasy and research: three main elements of the Print-à-Porter project, promoted by Brother to present the new printers. The concept of printing and the concept of fashion design combine together in an experiential path, it will take place at MyOwnGallery, at the entrance of Superstudio Più. A consortium of the Politecnico University of Milan led by Professor Marco Turinetto, who will produce design clothes and accessories made of paper. The masterclass students will demonstrate how design springs to life by transforming from a bi-dimensional into a three-dimensional one, starting from printing, passing through the creation of a single module, ending with a coordinated transposition into a model. To crown it all, Brother will make a free printing area with Brother's latest generation printers that, through a wi-fi access, perfectly interface with smartphones and tablets for fast and immediate printing processes.



FUTURISTIC KOREA

LG HAUSYS: Sparkle Krib

Design Karim Rashid, curator Sung-hee Park

www.lghausys.com

A new concept of living space according to LG Hausys reconsiders the relationship between design and space as an open-plan interior. An ideal solution for a boundless atmosphere and a limitless experience, created by Karim Rashid using exceptional materials. With "Sparkle Krib" a new way to imagine the house, where borders between present and future, imagination and reality, kitchen and living room dissolve in a unique mystic space. The objects become something different, thanks to LG Hausys foils and surfaces, such as Deco-foil, HI-MACS®, flooring and covering intended for cars, but affording many other possibilities.



SWEDEN VIEW

ENGBLAD & CO: Walls by Architects

Designers Claesson Koivisto Rune, Project by Claesson Koivisto Rune - www.engbladco.com

Claesson Kovisto Rune for England & Co is the new design collection by Eco Wallpaper, one of the greatest industrial producers of wallpaper in Sweden since 1980. The new collection shows an intriguing and modern design thanks to the cooperation of some of Sweden's greatest interior designers, the famous architects Mårten Claesson, Eero Koivisto and Ola Rune. Claesson



Koivisto Rune have designed a collection of wallpaper that is heavily inspired by the architecture that is close to their hearts: some of the most iconic buildings of the 20th century such as Mies van der Rohe's in New York and Chicago or the famous "Corn Cobs" of Chicago's Marina City. In this Sweden trio's hands, these modern architectural masterpieces transform themselves into abstract shapes, characterized with thin lines and well-selected chromatic combinations. Also the installation, that with a mirror effect reminds of a huge kaleidoscope, has been designed by the three architects.

THE STYLE OF THE OUTSIDE DESIGN

It is interesting noticing how design gives increasing attention to outdoor areas, terraces, and more and more perfected gardens.

Smart seat couple with incorporated flower box, by the French **Qui est Paul**. www.qui-est-paul.com



New and playful outdoor inflatables, armchairs and other elements, by Dutch **Fatboy**.
www.fatboy.com

Contemporary lines for high quality street furniture, by Italian **Urbo**.
www.urbo.it



WHEN ART MEETS DESIGN



1 - Michelangelo Pistoletto, The Third Paradise. A great artist - Michelangelo Pistoletto is the protagonist of half a century of national and international art scene - is at Superstudio's Temporary Museum with a spectacular installation of his last work "The Third Paradise" the unmistakable sign narrating beauty and spirituality.

2 - 8 minutes, interactive light installation, by Roberto Fazio. By hiWHIM. A magical light effect in sequence, eight led cubes exploding against the entrance wall.

3 - Concept Space V is the totemic steel sculpture by Samuel Schumacher for Architonic.

4 - Dejana Kabiljo 14: Fences, bed

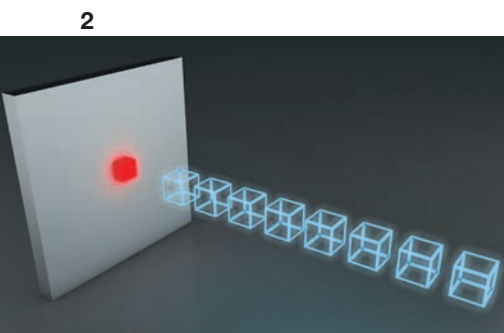
The fence surrounds a bed, like in a golden cage, but allude to the general lack of freedom. The Viennese artist's artwork are at the main national museums and in private collections, by Kabiljo Inc.
www.kabiljo.com

5 - cuHop, Dancing Lightlamp by [archiattack]studio for hiWHIM. Sculptural lights that activate and change colour according to the inputs received from the environment. Prototypes by Slide.

6 - Designers bottle. Exclusive edition for Superstudio, the Prosecco Valdo bottle, redesigned by the famous art-director and illustrator Fabrizio Sclavi.

7 - Laura Zeni. The art sign at Superstudio is even found on paper placemats designed by Laura Zeni, who is also present in Porcelanosa's gallery.

8 - Fantasyland, the Slide World. A large playful and fantastic installation at Ansaldo, via Tortona 54, right in front of Superstudio Più's entrance. The small and large luminous characters, playful and kind, who lightened up the path of expressive research of rotational printed plastic, carried out in the years by Slide, play with the huge spaces of the former factory, building up a fantastic stage where design interacts with art, cartoons, theatre and fantasy. The most recent entry in the Fantasyland world, the Jumpie rabbit, created by the imagination of the artist and cartoonist Goran Lelas. Daniele Papuli, young sculptor curated the exhibition that opens its doors also to other artists. An event proposed by Slide, in collaboration with the association M.A.T. Milano Altri Talenti. To top it all, an exhibition of a temporary shop, where it will be possible to buy the lightning Slide characters.



TIMELESS SLOVENIA
REX-KRALJ: A true legend is coming back
www.rex-kralj.com

The work of Niko Kralj is reviving. In the 1950s to 70s, Kralj was one of the best industrial designers and his designs have developed into icons of the post-war period, especially since the Rex Lounge was added to the design collection of the Museum of Modern Art (MoMA) in New York. To make design affordable and make use of industrial and technological innovations became the maximum aim for Kralj. This year they propose several new products and variations of his work. New designs should arise primarily from the use of matching substances specific for the relevant functionality. Just started a new co-operation with talented designer Lili Radu: first Shell Lounge is a mix of the 50's with Lili Radu's unique touch, a great example of contemporary design with roots.



SURPRISING CROAZIA
PROSTORIA: Shapes of Shadows
www.prostoria.eu

The interest for Croatia's design is recent history, that amazes for its quality and consistency. Prostoria (Room in English) is the name of a new phase for Kvadra, who, following the commercial confirmation of its quality production of upholstered furniture, is making a strategic turn towards exploring the way of life in a room. The inspiration behind each product's design lies in the personal stories of those who pass through and live in the room, and this experience creates a new and original relationship between people and objects. A room is thus transformed into a stage on which life is acted out, expressed through the synergy between innovative ideas, technology, craftsmanship and top quality. Prostoria won the Red Dot Award in 2012 and in 2014 the prestigious Interior Innovation Award from the German Design Council.



LEADING GERMANY
VITAMIN DESIGN: Butterfly effect
Design by Gintaras Grabliauskas - www.vitamin-design.com

Vitamin design subtly presents prospective classics in a contemporary version through a concept of Butterfly Effect, where a small action like a beat of a butterfly's wings can cause large differences in another place in the future. Modernity without time and the respect for the environment are the targets, for today and for the future. The Living Butterfly table, visually and technically intelligent, strikes for the elegance of lines and for the preciousness of the materials, but most of all, for the ability, with only a few moves, to turn itself from a small sized table, a little bit more than a meter long, to a huge one, over 4m long, with no alterations to the design nor the functionality. A great example of Vitamin Design's philosophy and of its founder's work, the designer Gintaras Grabliauskas: classic and contemporary furniture, that led them to win the German Interior Innovation Awards 2014.



GLOBAL SPAIN
PORCELANOSA: Double Room
Project and design by Benedetto Camerana and Hembert Peñaranda - Curator Fortunato D'Amico - Artists Quico Torres, Laura Zeni, Verónica Martínez
www.porcelanosa.com



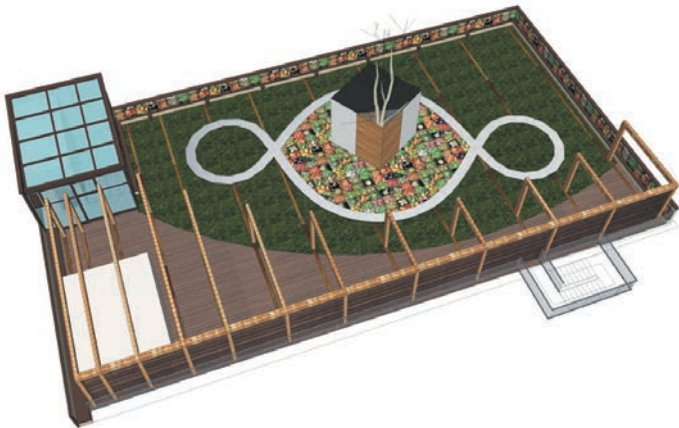
The house of the future designed with the contribution of two well-known architects such as Hembert Peñaranda for the living area and Benedetto Camerana for the night area is "built" using "Krion", futuristic material by Porcelanosa, which is solid and supple, suitable for versatile and decorative use in the field of furnishing, design and art. A project curated by the architect and writer Fortunato D'Amico, Double Room by Porcelanosa hosts also the artists Quico Torres, Laura Zeni and Verónica Martínez whose sculpture Alfa is located outside at the hall entrance.



MASTERCHEFS IN THE GARDEN
In the Art Garden, special project by S.Pellegrino, restaurant, lounge and coffee point, on invitation only, with the participation of some of the best Italian chefs and the actor Pierfrancesco Favino, testimonial of the new communication campaign of the brand.

VISION OF A BETTER WORLD
SUPERORTOPIÙ: art, nature, architecture on the roof
Project by Michelangelo Pistoletto-cittadellarte
Curator Fortunato D'Amico
Superstudio Più Roof until 30th June
www.cittadellarte.it

Extraordinary project involving ecology, architecture, food, design, art. SuperOrtoPiù is a 750msq large urban vegetable garden, a project by Michelangelo Pistoletto-cittadellarte on Superstudio Più's roof. The installation will be working regularly all through Expo 2015. Cultivate the city is the essential condition to go back living happily in communities that integrate agriculture in the urban environment. The Third Paradise, the sign created by the artist to promote the contact between nature and human activities, which overlooks the installation, is becoming a symbol of regenerations of the places and territories that host it. The event, by Fortunato D'Amico, in cooperation with N.O.V.A. Civitas and AIAPP Piemonte and Valla D'Aosta section, host artist's installations, exhibitions dedicated to landscape and proposals of companies that operate in construction of cities that belong to the eco-system. This area will host discussions, horticulture lectures, music concerts, food events, meetings with landscape artists, architects, designers, agronomists, and other guests stars that are committed to the new construction of the new world.



A question to Fortunato D'Amico, curator
Why is contemporary art always more and more asked to interact with pure design?
Contemporary art adds economic value to the products and helps marketing the brand's communication, however the designer's job is not selling the art work but building functional, practical and useful objects. Planning a design exhibition means building connections and know-how revolving around the objects to be narrated.

EBAY DOME: Inspired Shopping
eBay.it, Italy's busiest market and one of the largest in the world, presents eBay DOME. The installation introduces eBay Design, a new section of the website, that opens up a new era of Inspired Shopping. The installation hosts ideas produced by a collective of Italian architects and designers, and other international design objects, to showcase the endless possibilities of new products from all over the world, all available on eBay. The visitors will be led into a magical walkthrough and digital interactive sets, with a feeling of a real trip in the world of eBay, a place where you can find the most desired objects, where you can buy from all over the the world, from any device and at any time.



MISTIC THAI
COTTO: Invitation to meditation
www.cotto.co.th



os, this is the heart of COTTO's new installation, where the presence of the extraordinary and luxurious Marmo Granito, the revolutionary stone that changes the modern notion of surface covering, brings the visitor into a different atmosphere. The Thai Sense collection of washbasins, delicately engraved and designed by the expert goldsmith, is a summit to the aesthetic and blissfulness of Thai art and culture. The surrounding scent by Hann, textile products for the home by Pasaya.

THAI CRAFTOLOGY
THAILAND'S SLOW HAND DESIGN: Between craft and technology



Curator Eggarat Wongcharit
www.thaitradeitaly.com / www.ditp.go.th
"Slow Hand Design: Thai Craftology" encourages to reflect how industry will survive through a development related to Craftman Memory. The future of Thai design is based on historical roots and on the evolution of the latest technology and new approaches. "The future of Thai design generation will gradually stem from its roots and and grow further along with the new global culture while coping with the awareness of keeping the world green" tells Eggrat Wongcharit, curator of the exhibition. 50 years ago, Thailand produced handcrafts, on request. Today, it deals with worldwide markets with an independent and contemporary design, suitable for new markets. In an itinerary through 26 selected companies on the theme of Thai Craftology, handcraft and technology together, visitors will come closer to trends and ideas of Thai Design alongside young emerging and accomplished designers, that will be present at the event to answer the audience's questions.

BLOOMING ASIA
BARRIE HO ARCHITECTURE/IRIS CERAMICA: Unification Of Diversification



Project by Barrie Ho
www.irisceramica.com
An exhibition of the Chinese architect Barrie Ho to show the vibrant flourishing of the architecture industry in Asiatic countries as well as the architect's philosophy and his ability to perform wide spectrum design. Iris Ceramic is the choice of material for indoor and outdoor architecture on display.

The media partners of Temporary Museum 2014 at Superstudio

4room, 90+10, A+D+M, Architonic, ArteSera, Artribune, Capital, CasaFacile, Casaresart, Case&Country, Chi è Chi, Class Eccellenza Italia, Club Milano, DAMn° Magazine, DDN Free, DDN Guide, Design Illustrated, Design42Day, Designspeaking, Fashion, Grazia Casa, hiWHIM, Image in Progress, Interni Panorama, Interni Guida FuoriSalone Milano, IQD, Living Corriere della Sera Interiors Magazine, Living Space, LUXOS Design, Mezonin, MF fashion, MFL – Magazine For Living, Modem Design, OBJEKT©International, Ottagono, SPAM magazine, TGFashion.it, The Lifestyle Journal, Tortona Around Design, Urban, Vogue Gioiello, WU magazine.

IO ABITO BIO: Green Village-a new ecological lifestyle
Project by Vastu Studio Architecture & Design.
Participants: Soligno, Polarislife, Flowerssori, Eprom, Future Power, Elementi By Caf, Clever Storage, Broile Molo at Temporary Museum Extension - Superstudio 13, via Bugatti 9/via Forcella 13 - www.ioabitobio.it

Green Village is a complete new entry of 2014 Fuorisalone edition, Milano Design Week, all the events and exhibitions that lived up the whole city during the 53rd Salone del Mobile, and are strategically located within Superstudio. A project by the communication and design agency Io Abito Bio, in collaboration with Vastu Studio Architecture & design and located in the core of Tortona area, at Superstudio 13, the ecovillage presents and involves, for the first time together, a group of companies that have in their mission the eco-friendly innovation. The village consists of seven sectors whose general layout represents the shape of "the flower of life". The seven theme areas make an exhibition path where events presentations, laboratories, meetings will be held: home, food (kitchens and healthy eating), kids (room and activities for children), well-being (areas for psychophysical well-being), eco-friendly mobility, alternative energies, conscious tourism. At the end of the path, a modern living unit built with the innovative system 100% natural Soligno®.



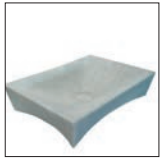
#SuperDesign

Selected Objects by Giulio Cappellini



ANYTHINGBY (UK)

Josiah's speakers are hi-tech (wireless, interactive, with Bluetooth) but wrapped in hand made ceramic according to the best English tradition. Conceived not to last, the Bread stool is made of completely biodegradable bread bricks. www.anythingby.com



ARTIGIANA MARMI (Italy)

Acqua philosophy. Luigi Lacucci designs a new washbasin created in a self-contained stone, with an organic sculptural shape and matched with a metal and stone towel holder. The Made in Italy's excellence and quality. www.artmarmi.it



AVANTGARDE (Italy)

Om is the first outdoor sound/light system that, thanks to the licensed four technologies combination, affords the liberty to amplify the sound within any distance from the source and with no cables or batteries issue. www.ava-gar.com



BEAU & BIEN (France)

Poetic bright bird shapes lamps or china unstructured candleholders as air borne, combine innovation and research on shapes and materials and remind the purest and decorative French elegance. www.beauetbien.fr



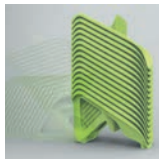
BY HENZEL (Sweden)

Two projects presented by the Swedish brands: art rugs in co-operation with famous contemporary artists and creative such as Helmut Lang and Marilyn Minter and the rugs exposed to atmospheric erosion and Swedish eyes, mold by nature to become unique. www.byhenzel.com



CABBDDESIGN (Italy)

Modular, transportable tables and chairs, such as Eileen, the little table that, for the occasion, turns into a library and Cubbo, the multifunctional table made in natural wood and created for different uses. www.cabbdesign.com



CENTIMETER STUDIO (South Korea)

The designer Minsoo Choi, revolutionizing the concept of piled up chairs, presents "Sleed" in a shape of a sled. Comfortable and extremely practical. Once piled up it reminds of a horizontal nest cosiness. www.sleed.com



CRJOS DESIGN MILANO (Italy)

The designer Rita Rijillo presents chairs and stools Made and Manufactured in Italy. For instance, Totem, whose painted wooden pieces are inserted like a play in a metal strut, or Asolo a minimalist chair made of a single bent wooden plate. www.crjosdesign.com



DENISE M. HACHINGER DESIGN (Germany)

Chandelier LC 1.0 turns from static to a dynamic open shape. The light diffusers can be directed and combined to create the requested light effect in an endless thrilling metamorphosis. www.hachinger.com



DIGITAL HABITS (Italy)

An unprecedented design approach, balancing between the physical world and virtual habits interacting with the user thanks to gestural interface. Lamps and audio system, are open source products and can be downloaded and implemented by the user himself. www.digitalhabits.it



FGF INDUSTRY (Italy)

Light, a fiber lamp coming from the mold of a Blauer Helmets thanks to Giuseppe D'Amore's creativity. Very light and very resistant can be used indoor and outdoor with a led lighting system. www.blauer.it / www.blauerht.com



FORMAXIOM (Italy)

Grillo - Let's barbeque! A portable barbeque ready to follow you everywhere: like an umbrella, can be set with a single movement, affording maximum versatility. Designed by Mirko Bocek, Martin Oberhauser and Alain Brideson. www.formaxiom.com



FRANCESCO RAIMONDI ART DESIGN (Italy)

Artist and designer Francesco Raimondi presents three hand-crafted armchairs made in Italy, of the Frames series. A mix of sculpture, decoration and architecture, the multifunctional armchairs invite the user to interact with his imaginary. www.efferredesign.com



GOOGY (Slovenia)

A rocking horse designed for all age children that due to its innovative design received the Red Dot Award. It's a toy, a sitting place, a living sculpture, perfect in a kids room as in a contemporary living. Also the youngest children will be delighted by its soft and stylized shapes. www.googy.eu



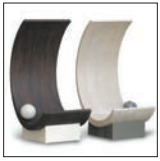
HOLE DESIGNSTUDIO (Italy)

Alessandro Busana explores the theme of umbrella with his usual transversal approach, considering this object as incomplete. Cup prevents water stains on the floor and guarantees the complete functional independence of the object. www.alessandrobusana.it



KUROKAWA DESIGN PRODUCTS (Japan)

A range of tables with an unbelievable thin top that doesn't forget warmth and naturalness of wood thanks to an innovative Japanese technique. Elegant, poetic, and high-tech furniture as only Japanese can do. www.ezel.co.jp



LACRIME D'ARTE (Italy)

A couple of seats called "Attesa" inspired by the idea of maternity. Apartheid is a tribute to Nelson Mandela, a lamp obtained by an imposing wooden chain, an oppression symbol that turns into a source of light. www.lacrimedarte.com



METROCUADRO DESIGN (Italy)

Shiro collection is the result of research on the potentials of paper material. The table lamp in tyvek, fireproof plastic material, similar to paper, looks like a Japanese origami whereas the daring and playful bookcase suggest an unexpected movement sensation. www.metrocuadro-design.com



MINDBIKE/180 DEGREE (Japan)

Takeo Sunami and Lianjun Shen sign Mindbike and 180Degree design to light and minimalist bicycles with contrary and complementary concept: future and past. A project that looks to the sustainable world. www.tsdesign.jp



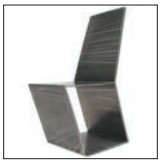
NAUTILUS (Portugal)

Adagio, a chair developed by invitation of Port Casa da Música, Portuguese auditorium designed by Rem Koolhaas, the seat has an organic shape and is made of 100% polyester with good acoustic features and totally recyclable, guaranteeing the suitable comfort. www.nautilus.pt



NIKARI OY (Finland)

As from 1967 the company produces eco-friendly design made of top quality wood coming from the Finnish's forests, in collaboration with famous designers such as Jasper Morrison and Wataru Kumano, Alfredo Häberli, Jenni Roininen and Kari Virtanen. www.nikari.fi



OFFICINA METALLICA (Italy)

Objects where the small imperfections can be traced, thus making the product an original one. The antique materials suggest old time values, saving the objects from the series and making them simply unique. www.stefil.com



ONE OFF MOSAICO (Italy)

Mosaics made by innovative techniques and materials with imagination, ease, lightness. Simply applied and long-lasting, they allow versatile solutions for every kind of indoor and outdoor spaces. www.oneoffmosaico.it



PARSON (Italy)

An innovative range of animals shaped coloured cameras. An intelligent high-tech objects with low consumption harmonizing with the surrounding environment and becoming a decoration elements. www.parson.it



PROGETTO CARMINIO (Italy)

Davide Ceriali and Elena Rogna present for Carminio the Hive, an iron modular bookcase with a highly personalized concept. Its composition variety makes it an object-sculpture that takes different shapes. www.progettocarminio.it



RI_USO (Italy)

Sinuously shaped objects signed by concept designer Giovanni Lamorgese from a project by Bruna Taurino, and obtained from industrial waste processing. Light surfaces whose material becomes transparent nullifying the weight of the texture that they are made of an Alcar laboratory idea. www.alcaritalia.it



T.MAGPIE (Japan)

Bimbi, a little chair inspired by birds feathers made from recycled cardboard. Light and easily transportable thanks to the flat-pack design. The shape is rounded and soft to avoid to bump into and other accidents. www.tmagpie.com



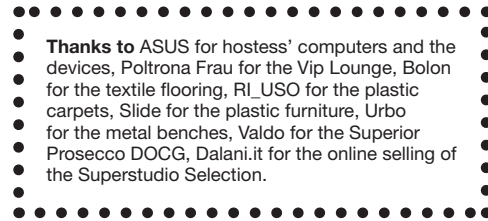
VEZZINI & CHEN DESIGN (UK)

"Radiolaria" and "Close Up" a collection of lamps-sculptures handmade in china and glass. The design is inspired by basic elements such as living organisms, light, cells, reaching an aesthetic beauty that belongs to nature itself. www.vandcdesign.com



VITRO (Japan)

Tsurara, the Japanese word for ice lolly, is a lightning project using the natural and casual rhythm of water drops to create a comfortable and serene atmosphere. A magic effect of an extraordinary suggestion. www.vitroproject.jp



SUPERSTUDIO MILANO → DUBAI DOWNTOWN DESIGN DUBAI: New Fair "must to be"

Project by Giulio Cappellini

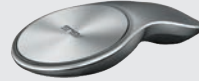
Poltrona Frau Vip Lounge

A Vip Lounge Poltrona Frau for Superstudio to talk with experts and find out new opportunities for the Middle East, an information point, a moment to plan the participation in the design fair in the most promising country in the world for export and services, especially in view of Expo 2020. Downtown Design Dubai is a new fair successfully organized by the same team of Design Days Dubai and Art Fair Dubai. Great brands, such as Cappellini, Vitra, Poltrona Frau, De Castelli, have been shown along with younger and international proposals. In the first edition in October 2013, Superstudio participated with a collective exhibition of Iconic Design, that will take place again with a new project in 2014. In the Poltrona Frau Vip Lounge there is everything one needs to know about this and other initiatives of Superstudio.



Dubai Dream, Marco Acerbis for SlideArt

Asus VivoMouse is the new touch-pad and wireless mouse remote 3-in-1, intuitive and with triple function that increases the mouse performances from the one known. www.asus.com



Temporary Museum for New Design is a project by Gisella Borioli, art direction by Giulio Cappellini. Collaborations: Stefania Ambrosini, Sara Valentina Barzagli, Anna Bergamo, Gloria Beruschi, Giulia Borioli, Tommaso Borioli, Alessandra Di Consoli, Chiara Ferella Falda, Giorgia Maretta, Mathilde Michelotti, Dario Negri, Elena Pardini, Danilo Pasqua, Monica Pastore, Francesca Porrini, Daniela Riccio, Michele Ronzulli, Santa Solano, Walter Terzini, Claudia Vicini, Alberto Vittone.
An Initiative of Superstudio Group
via Tortona 27 - 20144 Milan
ph +39 02 422501 - info@superstudiogroup.com
www.superstudiogroup.com
Communication and Press Office: Chiara Ferella Falda
designweek@superstudiopiu.com

THE LAB/CONTESTS, GROUPS, 3D PRINTING, NEW TALENTS

1 - In a space reserved for new ideas, the result for the **AD 3D printing** Carbon Fiber contest, with the printing demonstration of 3d objects by carbon. **2** - Next are the 3D printed bijoux in **Maison 203**. **3** - **Product Design Madrid** presents its second edition for the young Madrid designers. A jury chaired by Gisella Borioli and Rossana Orlandi selected products of: Antonio Serrano, Novembre Estudio, Erick Valdivieso, María José Gutiérrez, Jorge Penadés,

Paul Manriq, Irene Gaumé, María Perales, Alejandro Tapias, Mimétrica. **4** - **cuHop** interactive installation, by [archiattack], one of the technological design projects in the contest, promoted by HiWhim. **5** - **BEBACK Designstudio/Lab** turns unused pieces into minimal lightning. **6** - **People of the Sun**, a social activity that helps the Malawi artisans, displays glass vases with wooden caps obtained by recycled bottles. **7** - **Fid Federazione Italiana del Design** presents

Terracotta Everyday, terracotta made from a collective of 10 young Italian designers. **8** - **The Cube** installation exhibits the multifaceted work by a collective of creative talents from Brescia. **9** - **Dal Pian Design**, new brand born from the Glass House Collection contest, shows extraordinary pieces where glass is protagonist. **10** - **Michaël Bihain's** Oyon modules turn the wall into a screen in which fruit and vegetables become colourful pixels.

1



2



3



5



www.superstudiogroup.com

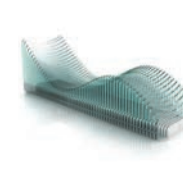
6



7



9



10

