



SUPERSTUDIO 

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SPERDESIGN
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HAPPINESS - 25 YEARS OF HAPPY DESIGN AT SUPERSTUDIO PIÙ

Let's start with a reflection. Twenty-five years after its inception—starting from Superstudio Più on Via Tortona—the event that has evolved into today's widespread Milano Design Week across the city's districts, what has design become? It has transformed from a commercial gathering exclusively for architects, designers, creatives, buyers, sellers, manufacturers, real estate developers, and other industry professionals into a grand, popular festival that, in addition to the above, attracts crowds of enthusiasts, explorers, students, curious visitors, and even entire families.

In our view, Milano Design Week has become not only the most vibrant, international, democratic, sustainability-conscious, and visionary week of the year, but also the most joyful, intriguing, and even playful event—one that dispenses fragments of pleasure. Beyond furniture, objects, and AI-integrated devices, it now draws in creatives and brands from outside the traditional design sector—from automotive to fashion, food, beauty, and even student and artist projects. A broader landscape full of promise, for both the present and the future. Often directly engaging with consumers, who eagerly anticipate and embrace it.

Happiness. That's the key word—a word that encapsulates hope and beauty. In these dark and uncertain times—post-Covid, amid wars, economic crises, geopolitical shifts, and unpredictable trade tariffs—happiness is something we all need, even just a little, at least in our homes, in the spaces we live in, in our everyday gestures. Happiness—embedded in products, evident in installations—is the challenge we posed to those wishing to participate in this year's edition of the Superdesign Show at Superstudio Più on Via Tortona, a historic venue that, once again, sets trends—or at the very least, reflects our desires.

Happiness. As our theme of the year. As **HAPPINESS**, the manifesto identified through an exclusive lettering design by graphic artist **Daniele Cima**, where each letter is conceived as a small work of art. As the guiding thread of the exhibition, visually marked by the radiant yellow chosen by art director **Giulio Cappellini**. As a grand thank you to the protagonists of Made in Italy, who have been with us throughout these 25 years and now return in an exhibition featuring their unforgettable pieces. As the spectacular show staged once again by **Lexus**, centered around the automobile. As the immersive emotions to be experienced through nature, explored via **FORUM8's** 4.0 technology. As the concept of well-being narrated through **Geberit's** virtual aquatic experience. As a curated selection of “the other world”—that far-East (China, Japan, Hong Kong, Thailand), so rich in ideas blending tradition and innovation. As the “happy objects” that tell stories of unexpected creativity and bring a smile to our faces. As “The Tree of Life”, a gigantic textile sculpture, fresh from the 2024 Venice Biennale, created by artist **Carla Tolomeo**.

With over **70 designers from 10 nations, the participation of 3 continents, and the presentation of more than 20 projects**, this year's international, collective event reaffirms itself as a must-attend occasion for anyone looking to explore the latest trends and future visions of design. We are delighted to have this edition introduced by **Francesco Morace**, sociologist, essayist, and founder of Future Concept Lab, who will share insights on Happiness and us.

SUPERSTUDIO PIÙ – Via Tortona 27 – Milan

April 7-12, 11:00 - 21:00 | April 13, 11:00 - 18:00 (Registration required)
April 6, 15:00 - 20:00 (VIP & Press Preview)

2000/2025: HAPPY BIRTHDAY SUPERSTUDIO PIÙ

Twenty-five years ago, under the direction of Flavio Lucchini and Gisella Borioli, Superstudio Più opened its doors at Via Tortona 27, bringing a new concept of an exhibition district—one infused with cultural, emotional, interactive, immaterial, and surprising experiences. Borioli, with the support of Giulio Cappellini, was the mind behind this vision. The biggest names in Made in Italy and top international designers took center stage. Today, those names return with the exhibition “**Unforgettable – 25 Years of Design at Superstudio**”, not as a déjà vu, but as a tribute to the art of craftsmanship, the belief in beauty, and design’s social responsibility. With the same curators and many of the original participants, this history—also told in the book “Design Super Show,” published by Superstudio—comes back to life. Among the participants: **Acerbis, Alcantara, Alessi, Boffi, CAPPELLINI, Cassina, Flaminia, De Padova, HENRYTIMI, Icone Luce, MDF Italia, Moroso, Living Divani, POLIFORM, Poltrona Frau, Technogym, Trussardi Casa, Zanotta.**

INNOVATION AT THE FOREFRONT: INDEPENDENT PAVILIONS

Some protagonists of the Superdesign Show stand out for their innovative impact and their ability to redefine the future of design. Among them, two names stand out for the futuristic vision of their installations, which welcome visitors in independent pavilions.

- **Lexus** – “A-Un” and “Discover Together”: “A-Un” explores how cars can push the boundaries of human-machine interaction. The visitor’s heartbeat merges with the sounds of nature in a space woven with luminous threads, forming the shape of the “Black Butterfly”. This next-generation electric vehicle cockpit interface is further reimagined through interactive artworks in the second project, created through a co-creation process with emerging talents.
- **Geberit** – “WHERE WATER MEETS DESIGN”: an immersive experience that unveils the essence and power of water, mastering its force through cutting-edge solutions that transform this natural element into everyday well-being and innovation.

AN ORCHESTRA OF VOICES: THE COLLECTIVE EXHIBITIONS

Various organizations join forces to merge culture, tradition, and innovation, bringing to Superstudio Più a global and increasingly eco-conscious vision.

- **Hong Kong Interior Design Association (HKIDA)** – “Urban Reflection”: a showcase featuring ten teams of interior designers and local furniture manufacturers. Traditional craftsmanship blends with modern design through unique materials — such as recycled yarns and glass salvaged from Hong Kong’s iconic trams — creating a poetic fusion of progressivism and ancient artisanal techniques that transport visitors into a dynamic region rich in history.
- **Department of International Trade Promotion (DITP) & Thailand Creative Culture Agency (THACCA)** – “Slow Hand Design Thailand 2025” and “FRONT 100”: these exhibitions celebrate Thailand’s vibrant diversity, featuring statuettes and furniture designed to bring joy amidst life’s uncertainties, evoking smiles and capturing the warmth and charm that define the country.
- “Happy objects”: a curated selection of products that reinterpret happiness through innovative design. Some highlights: Amore Ocean by **SLIDE**: a bench made from ocean-recovered recycled plastic, serving as both furniture and a manifesto—a powerful call to sustainability and ocean conservation; Artell Editions: Neoequipal Collection by **Code Studio**: two modular seating pieces with bold volumes and vibrant fabrics, reimagining the iconic equipal chair; Glider Chair by **PlanAbacus**: a lightweight, aerodynamically inspired seating design, created using innovative curving and bending techniques; Rinascita by **ADJ.STYLE**: an installation expressing the duality of life through two-dimensional vases by Gianpaolo Venier; Dancing Stars by **Michele Pompilio**: copper lamps with varying perforation diameters, producing a dynamic play of lights and shadows; Artphablet of **Daniele Cima**, a low table that consists of a letter of the alphabet with a distinctive type design, and original colour combinations with a structure characterized by essential lines and bright colours: a unique product that merges art, graphic and design;

Elizabeth of **United Pets** designed by Favaretto&Partners, an elevated pet bowl that gives a new ironic interpretation of the much-despised Elizabethan collar; Tabono Collection di **Arcoblu Atelier**, lamps inspired by the Ghanaian culture and the symbol “Tabono”, which represents unity, collaboration and collective effort to overcome challenges.

- **Materially** – "The Scale of Commitment": a collective exhibition highlighting the concrete commitment of material producers in shaping a more sustainable future.

A MOSAIC OF HAPPY PROJECTS

The event hosts a wide variety of exhibitors, each bringing their own original contribution to the design landscape and their unique interpretation of Happiness.

- **Acme** – “Ode to everyday things”: a series of objects that blend innovation and craftsmanship, transforming each element into a true work of art. The exhibition space enhances every detail, evoking a meeting of sacredness and lightness through carefully chosen fabrics and color palettes
- **German National Tourist Board** – "Cultureland Germany: a Design Journey": a multimedia experience celebrating German design, featuring iconic pieces like Peter Keler’s Cradle, alongside more contemporary creations.
- **FLYING FLEA BY MATTIA BIAGI** – "Motototem": a motorcycle-sculpture where materials such as travertine, glass, and aluminum merge to transcend traditional aesthetics, elegantly and harmoniously connecting motorcycles with nature.
- **FORUM8** – "Empowering Happiness Through Web 4.0": a project that addresses natural changes and challenges, offering solutions and redesigning spaces through cutting-edge, immersive systems— even taking visitors on a journey to the Moon with innovative technologies.
- **GPJ Japan / Yutaka / ONEFABRICA** – "Happiness One-fab objects f(x)=?": an installation that embraces the chaotic essence of joy through the ever-changing movement of a double pendulum, capturing harmony within disorder.
- **Habits** – "Light Bites": interactive tableware that reacts to food and gestures with light variations, creating a connection between perception, emotion, and conviviality.
- **Hsiang Han Hsu per Cappellini** - “X Possibilities”: an installation derived from the “X Table System” modular table collection, inviting visitors to reflect on the endless possibilities of extending nature within industry and art.
- **Istituto Marangoni Milano·The School of Design**: – “Sensitive Space”: a project exploring the future of living, featuring intelligent and interactive spaces where design and technology merge to create dynamic and immersive environments.
- **LAPILLI** (in collaboration with **FoodDesignStories**) - “The Yellow Room”: a promenade divided into three key areas of happiness—from the construction site, through the garden, to the materials library, where lava stone gives tangible form to this emotional state.
- **Letright** – "Ombra Smart Pergola": inspired by the timeless proportions of ancient Greek architecture, this product enables year-round outdoor living with negative carbon emissions, thanks to a seamless fusion of eco-friendly materials and advanced technology.
- **Niklas Jacob** – "Funnyture": a collection of furnishing elements that explores the boundary between design and communication, creating a playful experience through the relationship between meaning and object. From a lip-shaped armchair inspired by the Rolling Stones’ logo to Couch Potato, a piece that critiques contemporary sedentary lifestyles.
- **Nikolaus Bagnara** – "Hope": three distinct spaces, each corresponding to a different emotional state, guide visitors on a journey of self-discovery—from darkness to rebirth.
- **SOGIMI** – “Flying”: an in-house Superstudio project, located on the first floor above the main hall. Sogimi, an innovator in the field of plastic materials, has entrusted artist Davide Dall’Osso with the task of creating beauty from production waste, using scraps as the foundation for his sculptures.
- **WOHL HUTTE** (in collaboration with **SAMNICON, TEASTE IT e FATE INDUSTRIES**) - “Bagliore”: a tea-room designed to welcome visitors into the modern Japanese lifestyle. The Shizuoka tea from Teaste

It meets contemporary craftsmanship in a space specially designed to offer a refined tasting experience of this ancient beverage.

BEYOND THE BOUNDARIES OF ART

At Superdesign Show, design and art intertwine in a continuous dialogue. This deep-rooted vocation has been part of Superstudio Più since its foundation, establishing it as a key hub for fashion, art, design, and creativity—a place where ideas take shape and cross-pollinate. This legacy finds its ultimate expression in the “corporate museum” FLA **FlavioLucchiniArt Museum**, which, in addition to hosting the artist’s collection, will feature two extraordinary special guests for the occasion.

- **HUB161** - “Voluptas”: an immersive experience that invites visitors to explore beauty, desire, and refined sensuality through unique forms, materials, and unexpected inspirations. A tribute to Italy’s heritage of fine craftsmanship, exceptional artists, and historic residences that open their doors for temporary stays, offering the finest Italian hospitality. Featuring Arrigo Musti (Poliedrica), Brun Fine Art, Carla Tolomeo, Eleit.it, Francesco Maria Messina, Hybrid & Icon, Marcello Colombo, Marmi Regina, Maurizio Scianna, Mirei Monticelli, Oro di Saccia, Pimar Limestone, Rudi Moriconi, Simplex Architecture, Vibieffe, and in video: La Pietra Compattata, Sicilcima, Tenuta il Poggio, Grand Hotel Majestic, Villa Athena Resort, Villa Stecchini Resort, Masseria Secolaro, Duca di Salaparuta, and Villa Tasca.
- **THE LAB** - “Facades – Order in Chaos”: in The Lab, a space dedicated to emerging artists, Mao Sagao’s paintings evoke urban facades, inviting reflection on society, the collective solitude of cities, and the relationship between individuals and space. His metropolitan landscapes, increasingly resembling depersonalized hives, challenge perceptions of modern urban life.
- **FLA MUSEUM** - “Dialogues Between Fashion, Design, and Architecture” at FLA FlavioLucchiniArt Museum: guided tours will take visitors through a subterranean journey, exploring air-raid shelters, workshops, and wine cellars, leading to 20 thematic rooms filled with the vast contemporary art archive of Flavio Lucchini. A preview of the museum and its hundreds of collected works will be on display at the entrance of Superdesign Show, inside MyOwnGallery, with the “Enjoy” exhibition, featuring previously unseen works by Lucchini.

TALKS & PRESENTATIONS

At the heart of the exhibition path, a dedicated space for talks and spontaneous presentations will foster the exchange of ideas with visitors. Among the confirmed events, the ongoing cross-promotion with **ICFF (International Contemporary Furniture Fair)** brings a talk titled “Good Design and Architecture Create Happiness”, exploring the role of design and architecture in shaping happiness through space and object design.

In the following days, **Matrix4Design** will open a discussion on the concept of Happiness, featuring four renowned authors of books on the subject, including Gisella Borioli. The event will also host “Meet the Artist” sessions, featuring graphic artist Daniele Cima, creator of the Happiness logo, who will discuss how art and graphic design intersect; Italian painter Mao Sagao, exploring the connection between art and architecture; textile artist Carla Tolomeo, presenting her approach to using fabric as the foundation for her works; sculptor Davide Dall’Osso, explaining how he transforms plastic waste into figurative sculptures; and artist Mattia Biagi, sharing the process behind turning a racing motorcycle into a sculpture.

TECHNICAL PARTNERS & SPECIAL INSTALLATIONS

The official technical partners of this edition include **FREDDY**, which will provide a special uniform for the Superdesign Show team, **KALD GmbH**, featuring their wavelike SurfBench seats, **HEFLIES**, presenting their magical balloon-like poufs, and **SLIDE**, showcasing ironic yet functional furniture pieces on the ROOF of Superstudio Più, a completely renovated space now open to the public as a relax-bar area. The space

is dominated by Michelangelo Pistoletto's installation "Terzo Paradiso", adding an artistic and contemplative dimension to the event.



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