



SuperstudioDesign.

Superstudio at Milan Design Week 2026

The new map of Fuorisalone

TORTONA, BARONA E BOVISA, 3 PROJECTS, 3 VENUES, 3 VISIONS

SuperNova | Superstudio Più | Tortona
SuperCity | Superstudio Maxi | Barona
SuperPlayground | Superstudio Village | Bovisa

*For its 26th edition, Superstudio - a point of reference during the Fuorisalone - presents **Superstudio Design 2026**: a new "diffused map" that reimagines the Milan Design Week experience. This marks a turning point, moving beyond the traditional District concept to create new itineraries across the city.*

*From April 20 to 26, 2026, **30,000 square meters** spread across **Superstudio Più, Superstudio Maxi, and the new Superstudio Village** will host a project organized into three thematic paths, three city zones, and three complementary visions of contemporary design. This format traverses Milan from Tortona to Barona and Bovisa, sparking a dialogue between new urban hubs in a narrative that weaves design and art together through a significant, extended presence.*

*The 2026 edition brings together a total of **70 projects, 91 participating brands, and 88 designers hailing from 19 nations**—Austria, Canada, Egypt, France, Germany, Israel, Italy, Japan, Lebanon, Netherlands, Serbia, Slovakia, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, and the United Kingdom—and **4 continents** (Europe, Asia, Africa, and North America), confirming the global and multicultural scale of the project.*

SUPERSTUDIO PIÙ
Via Tortona 27 – Milano
Press Preview
19 aprile, 15:00 - 18:00 |
20-25 aprile, 11:00 - 21:00 |
26 aprile, 11:00 - 18:00

SUPERSTUDIO MAXI
Via Moncucco 35 – Milano
Press Preview
19 aprile, 10:00 - 18:00 |
20-25 aprile, 11:00 - 21:00 |
26 aprile, 11:00 - 18:00

SUPERSTUDIO VILLAGE
Via Pericle Negrotto 59 - Milano
Press Preview
19 aprile, 12:00 - 18:00 |
20-25 aprile, 11:00 - 23:00 |
26 aprile, 11:00 - 18:00

SUPERNOVA

Superstudio Più | Tortona, via Tortona 27, Milan

The hub for leading international design brands

In the iconic Via Tortona venue, SuperNova represents the international heart of the project: a destination for large-scale installations, independent pavilions, and temporary architecture that transform the space into an immersive laboratory bridging industry, culture, and vision.

The highlight of the 2026 edition is the return of **Moooi** in collaboration with Superstudio, featuring "**Moooi 25 and Promising**": this major museum-style exhibition, designed by **Marcel Wanders** and spanning nearly 1,000 sqm, celebrates the brand's return to Milan twenty-five years after its debut at Superstudio. This "silver celebration" reinterprets the brand's icons through a contemporary lens, featuring reflective surfaces, experimental visions, and a narrative that intertwines memory with the future.

Alongside Moooi, independent installations by major international players are taking shape: **Lexus**, **Samsung Electronics**, and **next125** engage in a creative dialogue between technological innovation and material research.

Lexus explores movement as an emotional experience through "SPACE" and "Discover Your Space", transforming the automobile into an immersive and contemplative environment. **Samsung Electronics**: Presents "Design is an Act of Love", a manifesto of their "The Human Side of Tech" vision, where technology and design meet in a more personal and sensitive dimension. **Next125**: Collaborates with new Creative Maker **Ankon Mitra** on the "UN:FOLD" project. It interprets the brand's Bauhaus values through sculptural research inspired by origami and the concept of "Oritecture".

The global reach of SuperNova is further solidified by: **Department of International Trade Promotion, Thailand**: Presenting "Slow Hand Design – Heritage Reimagined", a reflection on the evolution of Thai craftsmanship between tradition and innovation. **DESIGN ASSOCIATION**: Featuring the **Toyo Ito Children's International Architecture Workshop Exhibition** titled "One Earth – House of the Heart". This educational project explores the contemporary meaning of living through an intergenerational dialogue. It showcases "Heart House" models created by 100 Japanese children alongside designs by world-renowned architects, including **Toyo Ito** (the theme's creator), **Kazuyo Sejima**, **Sou Fujimoto**, **Manabu Chiba**, **Astrid Klein**, and **o+h**.

Alongside large-scale pavilions and museum-like installations, SuperNova hosts a constellation of international entities that enrich the design landscape with diverse approaches, languages, and sensibilities.

FORUM8 returns to Superstudio with “Experience the Moon. Design the Future,” a project that applies lessons learned during Expo 2025 in Japan - including environmental and disaster prevention challenges - to the terrestrial context; **Karbondy** presents “Infinity,” a project exploring carbon fiber through the lightweight architectures of two international icons. **Ross Lovegrove** brings “Gabo 2.0” and “Stereometric Method,” kinetic sculptures without mass; **Hideo Shimizu** presents “Infinity - Bio,” a bathtub rooted in the Japanese ritual of ofuro; **INDIGO DESIGN** brings “Geometry of Light,” a project designed by **Satoshi Kan** that explores the relationship between matter, space, and perception through an immersive experience that moves between physical furniture pieces and virtual space.

C&C Milano also joins this context, presenting an innovative immersive digital installation created in collaboration with the Superstudio Digital department, capable of reconstructing the atmosphere of **Casa C&C Milano** in via Brera 7, transforming the space into an experiential environment where textiles dialogue with architecture and technology.

Within the SuperNova program, **Istituto Marangoni Milano Design** presents *Domestic Oracles*, a project developed in collaboration with **Alessi**. The exhibition features a selection of domestic objects designed by students from the Master’s programs in Product & Furniture Design, exploring new forms of relationship between design and artificial intelligence.

The decorator duo **Studio Moco** interprets the creative soul of SuperNova, developing a pictorial intervention that guides the visitor through an immersive journey among celestial bodies. A visual constellation that transforms the environment into a narrative universe dedicated to creativity and experimentation.

PolyPiù presents “Cathedral,” a site-specific work that transforms polycarbonate: a stepped structure enhanced by light to define a rigorous space, based on the balance between translucent mass and accessible void.

At Superstudio Più, the Dutch brand **Pastoe** presents the project “A New Chapter for Pastoe,” a narrative that weaves together historical heritage and contemporary vision. The installation highlights the brand’s iconic pieces alongside new design perspectives, in a continuous dialogue between past and future.

To complete the design-related journey, **ABKStone** presents “supeRavioli”, an experiential bistro designed by **Paola Navone – Otto Studio**, conceived as a true meeting place where material, conviviality, and design merge into an immersive installation.

Design and Art: The Cultural Heart of Superstudio Più

To complete the artistic path, **Sogimi Holding**, in collaboration with the **Galleria Raffaella De Chirico Arte Contemporanea**, proposes an unprecedented dialogue between the sculptures of **Jacopo Mandich** and the audiovisual practice of **Eric Oder**, articulated as a continuous flow between matter and the immaterial dimension.

The program at Superstudio Più is enriched by a cultural offering that pays particular attention to the boundary between design and contemporary art. On the Roof, **RE:Circle** comes to life, with artistic direction by **Gisella Borioli** and curated by urban poet **Ivan Tresoldi**: a program of open ateliers, live painting, performances and talks which, with the vision of **knIndustrie**, animates the Roof throughout the week, transforming it into an open-air creative square.

At **MyOwnGallery**, the exhibition by artist-designer **Franco Perrotti**, *From Object to Vision*, is presented, accompanied by the monumental outdoor installation *Dissuader*, curated by **Fortunato D'Amico**. In the spaces of **FLA – FlavioLucchiniArt Museum**, the exhibition *MIRRORS* brings together a selection of author-designed mirrors created between the 1980s and 1990s — unique pieces or limited editions from private collections — signed by leading figures of design such as **Ettore Sottsass, Michele De Lucchi, Philippe Starck, Alessandro Mendini, Nathalie Du Pasquier, George Sowden, Paolo Portoghesi** and **Massimo Iosa Ghini**, in dialogue with **Flavio Lucchini's** sculptures dedicated to the relationship between fashion and art. In the atelier above the museum, the exhibition *Skyscrapers* connects Lucchini's digital paintings with the architectural photography of **Giangiaco Rocco di Torrepadula**, creating a visual reflection on the contemporary city between futuristic vision and a desire for freedom.

Completing the artistic journey, **Sogimi Holding**, in collaboration with **Galleria Raffaella De Chirico Arte Contemporanea**, presents an original dialogue between the sculptures of **Jacopo Mandich** and the audiovisual practice of **Eric Oder**, conceived as a continuous flow between materiality and the immaterial dimension.

SUPERCITY

Superstudio Maxi | Barona, Via Moncucco 35, Milan

The ideal city where design, art and architecture meet

Curated by **Giulio Cappellini**, SuperCity envisions a multicultural ideal city looking toward the future, where architecture, design, art and photography intertwine in a unified vision.

Inside the **main hall of Superstudio Maxi**, a scenographically striking landscape takes shape: selected brands and designers are staged within a deliberately open environment, without walls or physical divisions. Spaces are not separated but suggested—domestic and outdoor settings emerge like a three-dimensional comic strip through graphic signs and visual references that define their identity while preserving the continuity of the space.

SuperCity brings together **15 projects**, structured through group exhibitions and individual presences that together compose an urban map of contemporary design.

At the curatorial core is the exhibition **TheCity**, the heart of the project: a vision of an ideal city where calm and serenity become its defining elements. Virtual homes featuring bespoke linens and textile accessories developed by **C&C Milano**, furnished by leading brands including **Artelinea**, **Boffi|DePadova**, **Cassina**, **Flaminia**, **Foppapedretti**, **Gebrüder Thonet Vienna**, **Icone Luce**, **Jaipur Rugs**, **Living Divani**, **Magis**, **Mario Luca Giusti**, **Moroso**, **TechnoGym**, **Zanotta** and **Zoom Bags** interact with a theatre created by **Abet Laminati** using the brand-new *Venezia* collection by Giulio Cappellini, a swimming pool, and an urban landscape punctuated by the imaginary trees of **PolyPiù**. *TheCity* appears as a small ideal neighborhood inviting reflection on the future of living and on the quality of shared spaces.

Alongside this project, the exhibition path **When Design Becomes Art** explores the boundary between functional object and artistic work: everyday objects and materials become true installations. **Alessandro Mendini's stools for Flaminia** form a multicolored tower; **Artelinea mirrors** evoke a frozen lake; **Abet Laminati cubes** create a chiaroscuro wall; while the **four black blades by Icone Luce** are paired with **Fronzoni tables by Cappellini**. A collectible table entirely handmade by **Alexandre Fontani** and the installation by **Hsiang Han Hsu** complete a narrative where material, light and form transcend purely functional dimensions.

The group exhibition **Portraits – photography | design** places iconic products by some of the most important Italian brands in dialogue with the gaze of photographer **Walter Gumiero**, who, through dreamlike atmospheres, gives objects a new narrative intensity. Featured brands and designers include **Riva 1920 with Renzo Piano**, **B&B Italia with Gaetano Pesce**, **Cappellini with Jasper Morrison**, **Living Divani with Piero Lissoni**, **Molteni with Gio Ponti**, **Flexform with Antonio Citterio**, **Moroso with Patricia Urquiola**, **Kartell with Ferruccio Laviani**, **Porro with Front**, **Desalto with Gordon Guillaumier Krusin**, and **Baxter with Paola Navone**.

Artelinea presents an exhibition highlighting the company's mastery in glass and mirror craftsmanship under the artistic direction of **Giulio Cappellini**. **Honda** engages students and faculty in a shared creative process through workshops, transforming visions and ideas about the future into real concepts, also through the use of **AI**. *Galateo Ancestrale* emerges from the encounter between the research of **Caterina Roppo** and the material exploration of **Incalmi**, transforming **Trayma** fabrics crystallized in copper into forms suspended between fluidity and permanence.

The **Agorà by Abet Laminati**, a composition of four benches inspired by the concept of the public square, becomes a place for meeting and pause. The installation "**Minima**" by **Leonardo Talarico** is a visual work suspended between fullness and emptiness, where the designer's iconic pieces enter into dialogue with the photography of **Julia Scribani Rossi**. **Vimar**, with the installation "**230 VOLT-i**" designed by **Giulio Iacchetti**, explores the expressive possibilities of the three-module plate, reinterpreted as masks and faces by **37 internationally renowned authors**. **Nemesi**, with the installation "**Personal Luxury**"

conceived by Art Director **Matteo Agati**, presents its vision of interior and furniture design through a journey where surfaces and materials are explored in a sculptural key.

Enriching the space is “**Art Boulevard**” by **Living Divani**, a promenade for urban flâneurs connecting the different areas of the space through a sequence of monumental sculptures by **Maria Cristina Carlini**, anticipating the evocative installation *Materie Viventi*, curated by **Marco Eugenio Di Giandomenico**, on view from **9 July to 31 August 2026** in the courtyard of **Palazzo Reale in Milan**.

Students from the **third year of Interior Design at Istituto Marangoni Milano Design**, in collaboration with **Cappellini**, animate the SuperCity space with the project “**Design Awakens**”, exploring the future of interior spaces as dynamic and adaptable ecosystems. The proposals **CAP / Club** and **CAP / Spa & Wellness** imagine fluid and multisensory environments that combine social interaction, technology and wellbeing.

The project “Galateo Ancestrale” originates from the meeting between the artistic research of **Caterina Roppo** and the material exploration of **Incalmi**, taking shape as a dialogue between textile, light, and metal. The surfaces, derived from Trayma textiles and crystallized in copper, transform the lightness of fabric into a solid, sculptural material, suspended between fluidity and permanence.

Completing the SuperCity project is **Visiva**, a patented system that allows light to emerge directly from decorative surfaces: signs, logos and symbols appear from the material only when illuminated, while the surface remains perfectly uniform when the light is off. During **Milan Design Week**, “**Il Tornitore Matto**” by **Alessi**, the experimental platform conceived by **Alberto Alessi** and **Giulio Iacchetti**, explores new forms of design between industry and craftsmanship.

Inside **Superstudio Maxi**, the collaboration with **ICFF – International Contemporary Furniture Fair of New York** also continues, with a cross-promotion talk dedicated to the future of the city. Moderated by **Giulio Cappellini**, the event will take place on **23 April at 12:00** and is titled “**What’s Next: Envisioning the Future Through Design, Technology, and Nature.**”

Superstudio and ICFF will engage internationally renowned designers, representatives from the world of education and leading brands in technological innovation to explore scenarios and perspectives of contemporary design. The talk invites participants to imagine the future through the meeting of **design and technology**, within an increasingly integrated dialogue. At its core also emerges a renewed relationship with **nature**, understood as a fundamental value for designing a sustainable habitat capable of responding more authentically to people’s needs. The event strengthens the dialogue between **Milan and New York**, consolidating the global dimension of the project.

SUPERPLAYGROUND

Superstudio Village | Bovisa, Via Negrotto 59, Milan

The space for new design proposals between creativity and experimentation

A major new development for **2026** is the opening of the new **Superstudio Village**, a space regenerated from a former industrial factory and transformed into an event location unique in Italy for its standards of sustainability and technology. **SuperPlayground** is the project dedicated to emerging creativity, experimentation and social design: an open environment where design research, visual languages and new international sensibilities come together.

At the center is the immersive installation **“Keep Your Bubble”** by Slovak visual artist **Lousy Auber**—a soft architecture made from fabrics of decommissioned hot-air balloons that invites the public to physically enter the space and reflect on the themes of transformation and reuse, as well as the relationship between personal and collective dimensions.

The **Graphic Days** festival, founded in **Turin in 2016**, arrives in **Milan** for the first time with a format structured in three areas: an exhibition dedicated to the **14 editions of the international contest “Posterheroes”**, a multisensory immersive installation based on experimental visual languages, and an experiential space dedicated to artisanal printing techniques and collective design, with a focus on social design and urban regeneration processes.

With **“ARIA”**, the curatorial project by **FOOD DESIGN STORIES** explores air as an invisible and connective element: a light and suspended installation investigating the relationship between design, sustainability and food culture through objects, narratives and material research.

Alongside the special projects, **SuperPlayground** presents **33 projects by designers** selected from over **200 submissions from more than 30 countries** through an international open call: **Abele Malpiedi, ABREHAM, Acmé, Ahmad Hamad, Atelier Stilum with Iplex Design, Ayça Yılmaz Design, Chris Ruhe, Claudia Martinelli, Federica Ciotola, Francesca Fossati, Giorgio Bena, Holcim Italia supporting designer Nadia Vallino, IJK Studio, Jan Meusburger, JONDAL, LMStudio, Mara Bragagnolo, Michele Bussini, Monia Giannini, Pepita Design, Po-Wei Chen, Riccardo Cenedella, Riccardo Toldo, Rowena Liangru Lu, Studio Lecker, Tamiati, Testatonda, Uneven Objects, YAF**

Studio, YET:FAB, YIELD Studio, Zade Design Crafts Studio, together with other protagonists of the new international design scene.

With extended opening hours from **11:00 am to 11:00 pm** and a program alternating installations, talks, workshops and moments of exchange among designers, students and professionals, **SuperPlayground** becomes a true contemporary **agora**. During the morning and afternoon, meetings and workshops explore design as a cultural and social process—from practices of inclusion and collaboration between designers and communities, to the value of craftsmanship and contemporary making, and themes such as material reuse, sustainability and collective design practices. The program continues into the evening with music and a special night dedicated to the live scene and major performers, transforming the Village into a meeting place where design, performance and experimentation coexist in direct dialogue with the public.

Supporting the realization of **SuperPlayground**, **C&C Milano**, Official Partner of **Superstudio Design**, provides the fabrics used in the installations throughout the area. A drapery with a strong yet elegant character through which the brand contributes to the overall material identity of the event, strengthening the relationship between **design and textile culture**.

A Project for the City and the Future of Design

With **Superstudio Design 2026**, we chose to multiply not only the spaces by three, but also the directions of research that define the identity of the project, starting with the opening event.

The **Opening Night**, whose artistic direction and creative concept are curated by **Negri Firman PR & Communication**, begins with an inaugural performance by choreographer **Yoann Bourgeois**, conceived as a symbolic act to activate the space and offer a first exploration of **Mooui's scenographic installation**. The performance, which investigates balance, gravity and the movement of the body in space, poetically introduces the dialogue between design, architecture and performative gesture that runs throughout the entire project.

This multiplicity of approaches is reflected in the **three themes and three areas of the city**, expressing what we consider fundamental for the growth of contemporary design: dialogue with leading international protagonists, curatorial research, and the enhancement of experimentation and new generations—returning to the authentic and experimental spirit that originally shaped the **Fuorisalone**.

Three perspectives that converge toward a single strategic objective: contributing to the development of a **design ecosystem** capable of helping **Milan strengthen its role on the global stage**.

This edition brings together **91 companies and 88 designers** with a total of **70 projects**, distributed across the three locations: **15 interventions at Superstudio Maxi**, including **2 exhibitions dedicated to the dialogue between art and design**; **14 projects and 5 artistic exhibitions at Superstudio Più**; and **3 projects and 33 designers selected through an open call at Superstudio Village**, alongside **28 media partners**.

A **dedicated shuttle service** will connect the three Superstudio locations, facilitating the visitor experience. The service will operate on **Sunday 19, Tuesday 21 and Wednesday 23**, with **three vehicles running every 30 minutes**. This system will create a fluid network connecting visitors and international professionals, optimizing movement between the different locations and enhancing access to the projects and exhibitions.

Sponsor & Partners

The story of this edition is made possible thanks to the support of outstanding partners who share Superstudio's vision. **C&C Milano**, as **Official Partner**, runs throughout the entire event, defining its material and textile identity.

To experience the distributed project by Superstudio and move easily between **Tortona, Barona and Bovisa**, the **Mobility Partner** of Superstudio Design is **Lime**. With a focus on accessibility and sustainability, Lime's fleet represents the ideal option for smoothly connecting the three locations, allowing visitors to fully immerse themselves in the program.

Technological innovation and production excellence are further strengthened in the new **Superstudio Village** thanks to the contribution of **Holcim Italia**, **Technical Partner** of the Bovisa site, together with **Roberti Outdoor**. For SuperCity, **Living Divani** participates as an exceptional technical partner, shaping the aesthetic of the **Art Boulevard**. Also serving as **Technical Partner** of this edition of Superstudio Design is the creative hub founded by Lapo Elkann, **Garage Italia Customs**. In the **Tortona district**, **Studio Moco** participates as a partner of the SuperNova project, contributing to the decoration of the exhibition walls.

Freddy provides the staff apparel with its iconic T-shirts—a combination of comfort and design celebrating movement in all its forms.

The **Superstudio Design** project can also count on **28 international media partners**, testifying to the experience developed over **twenty-six years of design**.

Single Pass for All Locations

Confirming Superstudio's commitment to **Milan Design Week 2026**, and to facilitate the flow of visitors between the three Superstudio Design locations, access to the entire circuit has been made simpler and more immediate through a **single digital pass**.

The pass can be **downloaded free of charge** after registration from the [Visit page of the project's official website](#) and grants **free access to all locations and projects**.

For **groups of professionals wishing to be accompanied or for guided tours**, advance booking is required by writing to communication_design@superstudioevents.com

Exhibitors Catalogue

The complete **Exhibitors Catalogue** will be available from **March 17**. Discover all the protagonists of the **2026 edition** by visiting www.design.superstudioevents.com.

Press Day

The **Tortona district Press Day** will take place on **Sunday, April 19**, involving **Base Milano, Tortona Rocks, Tortona Design Week** and **Superstudio Design** from **3:00 pm to 7:00 pm** (*Superstudio Più closes at 6:00 pm*). The event represents a unique opportunity to experience the entire district and discover the richness of creativity that animates Tortona during **Design Week**. Visitors will be able to immerse themselves in advance in the area's creative ecosystem, discovering the connections between **design, art and innovation** that make the district an international reference point.

Superstudio's **Press Day** begins in the morning at **Superstudio Maxi** from **10:00 am to 6:00 pm**, offering an exclusive opportunity to discover the projects, installations and exhibitions of **SuperCity**. The day continues at the new **Superstudio Village** with **SuperPlayground** from **12:00 pm to 6:00 pm**, and concludes with **SuperNova** at **Superstudio Più** from **3:00 pm to 6:00 pm**. A **dedicated shuttle service** will facilitate movement between the locations, allowing visitors to experience the entire program smoothly and continuously.

Press Day Opening Hours

SuperCity – Superstudio Maxi

Via Moncucco 35

10:00 am – 6:00 pm

SuperPlayground – Superstudio Village

Via Negrotto 59

12:00 pm – 6:00 pm

SuperNova – Superstudio Più

Via Tortona 27

3:00 pm – 6:00 pm

Milan Design Week Opening Hours

SuperNova – Superstudio Più

Via Tortona 27

April 20–25 — 11:00 am – 9:00 pm

April 26 — 11:00 am – 6:00 pm

SuperCity – Superstudio Maxi

Via Moncucco 35

April 20–25 — 11:00 am – 9:00 pm

April 26 — 11:00 am – 6:00 pm

SuperPlayground – Superstudio Village

Via Negrotto 59

April 20–25 — 11:00 am – 11:00 pm

April 26 — 11:00 am – 6:00 pm

Superstudio Design looks forward to welcoming you at Milan Design Week 2026!

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