



## The “supersalone” Open Talks: opportunities for discussion, dialogue and inclusion in order to draw up a roadmap for design in the near future

*Creatives, innovators, entrepreneurs, artists and politicians will bring their invaluable ideas and experiences to the [Open Talks at “supersalone”](#) curated by Maria Cristina Didero. In a bid to (re)build a world we want to live in (for the better).*

We live in transitory and unstable situations that call for constantly changing solutions. It becomes manifestly clear that only by discussing the present – together, blurring the lines between disciplines and looking ourselves squarely in the eye again – can we build a (hopefully) better future. This is the hope and the aim of the talks, lectures and conversations that will bring the six days of supersalone at the Rho Milan Fairgrounds alive.

A programme put together by Maria Cristina Didero will focus on the great contemporary issues with which **design, art, architecture, education, gender, the circular economy, environmental impact, the relationship between project and curation and much more besides** have to contend. These debates will fuel the imagination, heart and mind with words – well-informed words, obviously – that will help us reflect on the fragility of our planet and on how **creativity, research, knowledge and inclusion** can enable us to get through this difficult period in history.

**In the stunning setting of the arenas, the Open Talks** will throw open the floor to the masters of today and tomorrow. The general public will have an opportunity to meet not just internationally renowned architects and designers, but also artists, chefs, intellectuals, politicians and businesspeople, who will discuss their own experiences in a multidisciplinary, holistic and kaleidoscopic approach. They include many illustrious names: from Italian Minister for Ecological Transition **Roberto Cingolani** to **Humberto Campana** and **Bjarke Ingels**, **Hans Ulrich Obrist** to **Carsten Höller**, **Alejandro Aravena** to **Michele de Lucchi**, **Beatriz Colomina** to **Cecilia Alemani**, **Formafantasma** to **Philippe Malouin**, **Cristina Bowerman** and **Davide Oldani**.

Thus, the most innovative and brilliant minds and ideas in local and global thinking are brought together in one single place, because it is precisely through sharing and dialogue that solutions with the power to change people’s lives and the way they relate to each other and with the planet can be found. In order to spread the message as widely as possible,



the Salone del Mobile.Milano digital platform will provide an opportunity to attend the events virtually, building an archive of stories and experiences that will remain online for consultation.

## PROGRAMMA OPEN TALKS

Curated by Maria Cristina Didero

September 5<sup>th</sup>

2.30 pm

Pav. 3 – Arena – in streaming [www.salonemilano.it](http://www.salonemilano.it)

Talk *On Design*

Where the art of contemporary creativity and design are at;  
and a tribute to the Master Enzo Mari, starting with the recent exhibition Enzo Mari curated by Hans Ulrich Obrist at the Triennale di Milano.

**Marva Griffin** Founder and Curator SaloneSatellite  
**Hans Ulrich Obrist** Art curator, critic, and historian of art  
Artistic director at the Serpentine Galleries, London  
**Stefano Boeri** Architect and “supersalone” curator

3.30 pm

Pav. 4 – Arena

Talk *On Food*

A conversation between the ideator of Identità Golose and three great Italian chefs on food as an experience, design and life

**Cristina Bowerman** Chef at Glass Hostaria, Roma  
**Matias Perdomo** Chef at Contraste, Milano  
**Renato Bosco** Pizza Chef at Saporé, San Martino Buon Albergo (VR)  
**Paolo Marchi** Moderator. Journalist and Founder of Identità Golose

September 6<sup>th</sup>

11.00 am

Pav. 3 – Arena – Live on Tgcom24

Talk *On Sustainability*

We have ten years or so in which to cut CO2 emissions by 55% compared with 1990; this is an essential target if we are to get to the end of the century without raising the



temperature more than 1.5 degrees. This is perhaps the greatest challenge we could possibly face as a planet.”

A meeting with the Minister for Ecological Transition on how the world of design, fairs and large-scale events can move towards ecological transition and make real difference in terms of sustainability.

**Roberto Cingolani** Italian Minister for the Ecological Transition

**Maria Porro** President of Salone del Mobile.Milano

**Stefano Boeri** Architect and “supersalone” curator

**Claudio Feltrin** President FederlegnoArredo

**Dario Donato.** Moderator. Journalist Moderator

### 3.00 pm

Pav. 3 – Arena

Talk *Who can say no to education?*

We have different approaches to education, which is one of the most precious assets we have. The guests invited share a long time experience in the field as they have taught in the most prestigious schools all over the world. We have asked them to talk about their own way of passing their knowledge to students. Koivu, who curated The Lost Graduation Show, moderates the conversation.

**Beatriz Colomina** Professor of History of Architecture and Founding Director of the Media and Modernity Program at Princeton University

**Aric Chen** General and Artistic Director of Het Nieuwe Instituut, Rotterdam

**Anthony Dunne** Professor of Design and Social Inquiry and Co-Director of the Designed Realities Studio at Parsons/The New School, New York

**Anniina Koivu** Moderator. Head of Master Theory at ECAL/ University of Art and Design Lausanne. Co-curator of “supersalone”.

### 5.00 pm

Pav. 3 – Arena

A narrator of design, as well as a journalist, critic and exhibition curator, Cristina Morozzi talks to the Brazilian designer, a long-standing friend, about the constant quest for new directions for design. It's a meeting between people who have shared a lengthy professional and private relationship, a great many topics, from travels to exhibitions, as well as a commitment to the Istituto Campana.

**Humberto Campana** Designer

in conversation with **Cristina Morozzi** journalist, critic and art director



September 7<sup>th</sup>

2.30 pm

Pav. 4 – Arena

Talk *On Gio Ponti*

Paolo Rosselli and Salvatore Licitra take the four-handed book for Quodlibet *Gio Ponti and Milano. A Guide to the Works, 1920-1970*, as their starting point, remembering and discussing the Master from two different angles, in a dialogue led by the curator of the publisher's architecture series.

**Salvatore Licitra** Curator, Gio Ponti Archives

**Paolo Rosselli** Photographer

**Manuel Orazi** Moderator. Professor at Academy of Architecture, Università della Svizzera italiana

3.00 pm

Pav. 3 – Arena

Talk *Women Within Institutions*

With issues of diversity and equity under scrutiny now more than ever, Tony Chambers will lead a lively discussion investigating why many of our major international design museums and cultural institutions have for too long been deprived of a female point of view. Tulga Beyerle, Director of Hamburg Museum of Applied Arts, Alexandra Cunningham Cameron, Curator of Contemporary Design and Lilli Hollein, Director of MAK Wien will discuss their roles, responsibilities and goals to remedy this shameful historical imbalance.

**Tulga Beyerle** Director of the Museum für Kunst und Gewerbe Hamburg (MKG)

**Lilli Hollein** Director of MAK Wien

**Alexandra Cunningham Cameron** Curator

**Tony Chambers** Moderator. Creative Director, Design Consultant and Editor

5.00 pm

Pav. 3 – Arena

A presentation by the great chef, the inventor of pop cuisine, introduced by the founder of Identità Golose, the first Italian congress on signature cuisine and pastry-making.

**Davide Oldani** chef

with **Paolo Marchi** Journalist and Founder of Identità Golose



**September 8<sup>th</sup>**

**12.00 pm**

Pav. 3 – Arena

Michele De Lucchi, architect and designer, discusses his experiences and the new design challenges, in an interview with Marco Sammiceli. Both prominent design figures in Milan, two generations have their say on the maximum systems – and latest thinking in architecture.

**Michele De Lucchi** Architect and designer

with **Marco Sammiceli** Director of Museo del Design Italiano, Triennale di Milano

**12.00pm**

Pav. 4 – Arena

Talk ***On Water***

Water as a multisensory experience: from Giorgetto Giugiaro's glass bottle to the latest 100% recycled and recyclable plastic version.

**Antonio Biella**, General Manager, Acqua S.Bernardo

with **Edoardo Ceriani**, Journalist

**3.00 pm**

Pav. 3 – Arena

Talk ***Foundations between design and charity***

By fostering partnerships and creative talent to accelerate sustainable solutions to all the world's biggest challenges, this talk looks at how the creative industries can be a key to achieving this and offers inspiration for all. Cyrill Gutsch, Cherine Magrabi Tayeb and Nadja Swarovski in conversation with design curator and writer Libby Sellers, will seek to redefine how design-based philanthropy, charitable foundations and focussed collaborations are responding to the needs of our time.

**Nadja Swarovski** Chair of the Swarovski Foundation and Waterschool

**Cyrill Gutsch** Designer and brand/product developer.

Founder and CEO, Parley for the Oceans

**Cherine Magrabi Tayeb** Director of House of Today Foundation, Lebanon

**Libby Sellers** Moderator. Design historian, independent curator and writer



4.00 pm

Pav. 3 – Arena

A lecture given by the winner of the Silver Lion at the 2008 Venice Architecture Biennale and the 2016 Pritzker Prize.

**Alejandro Aravena** Architect

5.30 pm

Pav. 3 – Arena

A conversation on the state of the contemporary art. Ilaria Bonacossa interviews Massimiliano Gioni, one of the most relevant profiles on the field, on his peculiar and unique way to tell us his vision of the world via his exhibitions.

**Massimiliano Gioni** Italian curator and contemporary art critic

**Ilaria Bonacossa**, Director of Artissima Fiera d'Arte Contemporanea di Torino

September 9<sup>th</sup>

11.00 am

Pav 3 - Arena

Talk *On Wine*

The tradition of wine production meets sustainability, architecture, art and design..

Maurizio Zanella talks about Ca' del Bosco

**Maurizio Zanella** Founder and Chairman of Ca' del Bosco

with **Michela Proietti** Journalist

12.00 pm

Pav. 3 – Arena

Talk *Ancient and contemporary Albania*

A conversation on the role of design and local craftsmanship in the social, economic and cultural regeneration of the territory, in Albania and Tiran.

**Jean Blanchart** Gallerist, curator and art critic

**Adelina Greca** General Director of the National Territorial Planning Agency

**Joni Baboci** Architect and urban planner

**Armand Vokshi** Dean of the Faculty of Architecture and Urban Planning, Politecnico di Tirana and President of the Albanian Association of Architects.



**Frida Pashako** Moderator. General Director of Urban Planning at the Municipality of Tirana

**3.00 pm**

Pav. 3 – Arena

Talk *Today's Radicals*

Being Radical is an attitude towards the project and the design process. Through a transdisciplinary method and an active engagement, it looks for new behaviours and awareness in the industry and in the community, as the designers involved are expressing in their contemporary projects. Formafantasma and Philippe Malouin designers who share a solid and precise position among the contemporary design scene, question the "Today's Radicals" topic, through their most significant designs, products and exhibitions.

**Philippe Malouin** Designer

**Formafantasma** Designer

**Francesca Molteni** Moderator. Curator and movie director

**5.00 pm**

Pav. 3 – Arena

A multifaceted presentation of the founder of the multi-award winning studio BIG. Covering landscape design, engineering, architecture and product design.

**Bjarke Ingels** Architect

**5.45 pm**

Pav. 1 – Arena

Talk *On material strategies*

**Lukas Wegwerth**, co-curator of "supersalone" with "supersalone" curatorial team

Live from the Embassy of Italy in Berlin

“Supersalone” as told by one of the co-curators through the design choices for the installation, geared to sustainability, reuse and the optimisation of construction materials.

With greetings and an institutional introduction by Italy’s Ambassador to Germany, Armando Varricchio, and Stefano Boeri.



September 10<sup>th</sup>

3.00 pm

Pav. 3 – Arena

Talk *Architecture is not art*

A conversation between Carsten Holler and Stefano Boeri, moderated by Cecilia Alemani, discussing the fluid lines between art and architecture. What happens when these two disciplines cross-contaminate? How often do contemporary artists harness architectural tools, sometimes playfully infiltrating a field that is not their own? What are the dynamics between these two spheres? This discussion starts with the work of the artists involved and explores the affinities and differences between the two disciplines.

**Carsten Höller** Artist

**Stefano Boeri** Architect and “supersalone” curator

**Cecilia Alemani** Moderator. Curator and Director & Chief Curator of High Line Art, New York. Artistic Director of the upcoming 59<sup>th</sup> International Art Exhibition (2022)

On the sidelines, our partnership with the **Milano Design Film Festival** means that an investigation, biopic or docufilm will be screened each day, providing an in-depth, crosscutting look at design, architecture and their current social and environmental implications. Each design and architectural project is underpinned by an individual or collective desire to help improve the lives of all of us. Regardless of latitude, economy or cultural provenance. What breathes life in the projects is the authentic passion that triggers new visions and innovations.

The five stories narrated in the short programme of films being showcased at “supersalone” by **Milano Design Film Festival** are brought together by this invisible yet universal common thread. We find it in the first few frames of *Tokyo Ride* (produced by Bêka & Lemoine) when we meet Ryūe Nishizawa, the Japanese architect and founder of the SANAA studio along with Kazuyo Sejima, at the wheel of his beloved Alfa Romeo Giulia. A precise statement: a love of slow things, of history, of relationships. In a single day the mythical Italian vehicle takes us through a frenetic Tokyo with glimpses of the buildings that influenced the famous design studio’s approach. There’s also a compulsory stop at Sejima’s home: a cabinet in which poetics and feelings are stored.

In *Paradigma Olivetti* the filmmaker Davide Maffei narrates the quest for innovation introduced by Adriano Olivetti and inherited by designers and programmers at the company of the same name. We meet Ettore Sottsass who managed to turn calculators and computers into objects more accessible to the majority of people, transforming their looks and functions. The Valentina typewriter is the best-known innovation, but the documentary also illustrates a cohesive community capable of building a brand that has revolutionised





the work of operators all over the world. It comes as no surprise that the computer company started to produce office furniture too, transforming working environments and relationships between colleagues.

Over twenty years after the death of Lina Bo Bardi, the 17th International Architecture Exhibition of La Biennale di Venezia has assigned the Lifetime Golden Lion award to the Italian architect who became a naturalised Brazilian. With *Precise Poetry. Lina Bo Bardi's Architecture* (produced by Belinda Rukschcio) MDFF is also paying homage to the figure of a woman whose work managed to bring architecture, nature, life and community together. In her hands architecture became a social art form capable of encouraging people to mix, as seen by the Sao Paolo Museum which, as well as being a container of art, also maps out a public space open to the city at large.

*Honeyland* tells the story of another woman. Set in the Macedonian mountains, it tells of a lonely beekeeper and her not entirely conscious powers of endurance resistance. Far from civilisation, Hatidze harvests the honey from wild honeycombs, scrupulously respecting the rule of "take half, leave half." A perfect equilibrium that is disturbed by the arrival of beekeepers with other interests at heart. This first documentary by Ljubomir Stefanov and Tamara Kotevska is so powerful and emblematic that it netted two Oscars, for best documentary and best foreign film.

The programme concludes with a screening of Francesca Molteni's *Newmuseum(s). Stories of Company Archives and Museums*. Through the contributions of architects, artists, musicians, curators and museum directors, the film analyses the emergence of corporate museums, with the accent on the values that they have transmitted and the languages used to communicate them. An important recognition of the work of men and ideas.

Unmissable films for those involved with design, radical and bold both in their use of spaces and in their narration of what working in this field actually means. A line-up that cannot fail to appeal to the entire design community.

Milan, 5<sup>th</sup> September 2021

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