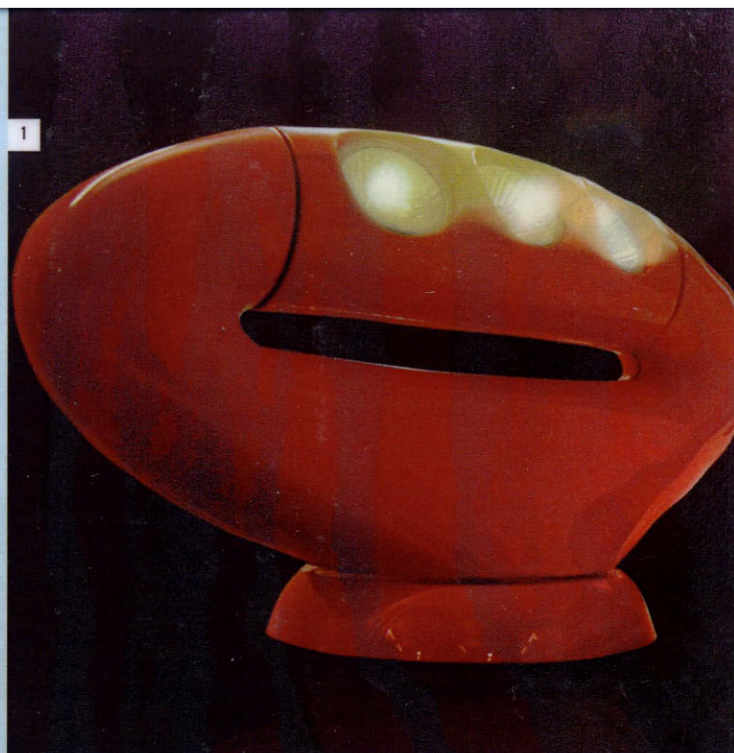


playful styles, in a cosmopolitan environment that in this small quarter knew how to represent, with the due proportions, that complex and variegated system that is design, "out of tune" notes included. Producing firms, but also colleges, universities, organisations and institutions for a public of operators (sales folk, architects, planners and journalists) and a good number of the curious, completely alien to the world of design. But, as we have long repeated, design crosses borders and involves, and in a certain sense it disconcerts. Here in Zona Tortona, it does so by full immersion into the district and its endemic resources. Lofts, photography and planning studios, showrooms, creative workshops and fashion ateliers transformed for the occasion into seducing expository spaces. And then shops, bars and restaurants ready to welcome the people of design in a fertile exchange with the zone. That which is most appreciated in the organisational effort by the determined and competent staff of Recapito Milanese (the firm that oversees the proceedings: the co-ordinated image, accessory services and information supply), is its ability to unite differences yet avoiding any improper integration. This means the so usefully homogeneous whole zone knew how to accommodate excesses and shortages, clashing or complementary merchandise, trading and cultural collation, in the viewpoint of a generous reception that is only able to compose a fertile ground for creativeness. So, under the always-open eyes of the big and playful Zona Tortona caterpillar (an inflatable self-supporting structure designed by architect Marco Della Torre architect and made by Peraria), a theory of projects from the serious to the facetious demonstrated how design, in spite of its perpetual detractors, is still vigorous and positive. The city of Milan, otherwise withdrawn in a by now long-lived mediocrity, fortunately enjoys all this and certainly not for conscious, programmed activity. And maybe Zona Tortona, like a kind of experimental laboratory, can open the way to a territorial rebirth. A formula unfortunately not backed by due commitment of administrations, but which we auger is repeated, with due differences, in other metropolitan areas.



1 Anellum, progettata da Massimiliano Zoggia, è una lampada dotata del sistema illuminotecnico Muvis a tripla variabilità e teleradiocomandato. Presente all'interno di SuperstudioPiù. ■ Anellum, designed by Massimiliano Zoggia, is a lamp fitted with the Muvis light engineering system with triple variability and radio-remote control. In SuperstudioPiù.

2 Arredava il giardino di SuperstudioPiù, Donuts, il tavolo-seduta composto da una parte gonfiabile e da un top in poliestere, prodotto da Extremis. (non disponibile nel colore dell'immagine) ■ The SuperstudioPiù garden was furnished by Donuts, the table/chair composed of an inflatable part and a table top in polyester, manufactured by Extremis. (Not available in this colour) **3** Difficile fare ancora un altro tavolo bello e innovativo con materiali naturali come il legno. Jasper Morrison ci è riuscito con BAC per Cappellini. Disponibile in due dimensioni, in rovere naturale, rovere cenere o santos naturale. Disponibile anche un piano in linoleum nero. ■ Difficult to make yet another beautiful and innovative table with natural materials like wood. Jasper Morrison has succeeded with BAC for Cappellini. In a choice of two sizes, in natural oak, ash oak or natural