EXPO MILANO 2015

FACTS & FIGURES

PARTICIPANTS

147 OFFICIAL PARTICIPANTS WITH 53 SELF BUILT PAVILIONS
13 CIVIL SOCIETY PARTICIPANTS
9 CORPORATE PAVILIONS
20 ml EXPECTED VISITORS

PARTNERSHIP & SPONSORSHIP

33 PARTNERS AND SPONSORS ALREADY ON BOARD
CONTRIBUTING WITH 375 MILLIONS €

TICKETING

OVER 5.7 MILLIONS TICKETS SOLD
ONLINE TICKETING OPENED IN SEPTEMBER 2014

CONSTRUCTION SITE

EXPO 2015 WORKS ADVANCEMENT ON SCHEDULE
ALL PLANNED FACILITIES WILL BE DELIVERED ON TIME
EXPO MILANO 2015

MASTERPLAN

Total Area 935,600 sqm
Exhibition Area 863,800 sqm
THE CARDO – ITALIAN PAVILION
THE THEME

FEEDING THE PLANET, ENERGY FOR LIFE

“Is it possible to ensure sufficient, good, healthy and sustainable food for all humankind?”

EXPO MILANO 2015, “FEEDING THE PLANET, ENERGY FOR LIFE” IS A GLOBAL CULTURAL, EDUCATIONAL AND SCIENTIFIC EVENT WHICH AIMS AT EXPLORING THE CHALLENGES AND SOLUTIONS TO A SUSTAINABLE DEVELOPMENT.

IT WILL BE THE GREATEST OCCASION TO DISCUSS AND DISCOVER ISSUES RELATED TO FOOD PRODUCTION, AVAILABILITY, SAFETY, NUTRITION AND THE CULTURE OF FOOD.
EXPO 2015: 6 MOTNHS EVENTS

THE ENTERTAINMENT DIMENSION - SPACES

1. Open Air Theatre
2. Participant areas
3. Auditorium
4. Conference Centre
5. Cascina Triulza
6. Clusters
7. Decumano
8. Italian Pavilion
EXPO 2015: BUSINESS OPPORTUNITIES

THE ECONOMIC DIMENSION OF WORLD EXPOs

• RECOGNIZING THE **INCREASED BUSINESS DIMENSION COMPARED TO LAST EXPOs**

• EXPO MILANO 2015 AS A **GREAT NETWORKING OPPORTUNITY** FOR OFFICIAL PARTICIPANTS & COMPANIES

• THOUSANDS OF INSTITUTIONAL AND BUSINESS DELEGATIONS WILL COME TO MILAN IN THE EXPO SEMESTER

EXPO & ITALIAN PAVILION WANT TO PROVIDE ALL THE FACILITIES TO ENLARGE THEIR BUSINESS RELATIONS AND OPPORTUNITIES
ITTALIA
EXPO MILANO 2015

PADIGLIONE
ITALIA
TABLE OF CONTENTS

1. EXHIBITION CONTENTs
2. SPACES & FACILITIEs
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1. EXHIBITION CONTENTS
THE CONCEPT

VIVARIUM – the «NURSERY»

THE METAPHOR CHOSEN TO PORTRAY ITALY AT EXPO 2015 IS VIVARIUM - the NURSERY intended ad a LIVING SPACE, MOTHER EARTH, WHERE EXPERT HANDS NURSE AND PROTECT THE “SEEDS” OF OUR FUTURE.

- A NURSERY OF FRESH IDEAS, PROPOSALS, INNOVATIVE SOLUTIONS AND BEST PRACTICES THAT ITALY OFFERS TO THE INTERNATIONAL COMMUNITY;
- A PROTECTED SPACE THAT HELPS PROJECTS AND TALENTS TO “SPROUT”;
- A SPACE OF GROWTH, DEVELOPMENT AND TRAINING;
- A PERMANENT AND OPEN LABORATORY;
- A PLACE OF VISIBILITY FOR FRESH AND YOUNG ENERGIES THAT WORK IN OUR COUNTRY, INVOLVING ITALIAN UNIVERSITIES, RESEARCH LABS AND START-UPS.
THE PLACE OF ITALIAN DISTINCTIVENESS

THE IMMERSIVE TOUR TO EXPLORE ITALIAN STRENGTHS

THE VISITOR'S EXPERIENCE
“ENGAGING AND ENCHANTING” VS. “SHOWING AND DESCRIBING”.

PRESENTING OUR CONTENTS
“MEMORABLE AND EMOTIONAL” VS. “DESCRIPTIVE AND INTROSPECTIVE”.

THE APPROACH TO ITALIAN PAVILION’S THEMES
“STIMULATING THOUGHTS” VS. “PROVIDING ANSWERS”.

PALAZZO ITALIA
IN PALAZZO ITALIA THE VISITOR WILL EXPERIENCE UNIQUE SENSATIONS TO UNDERSTAND AND EXPLORE THE TRUE MEANING OF ITALIAN IDENTITY AND ITS 4 CARDINAL VALUES:

ITALY’S 4 POWERS

THE POWER OF WORKMANSHIP: MODELLING & TRANSFORMING RAW MATERIALS WITH EXCELLENCE & INNOVATION.

THE POWER OF BEAUTY: TOURISM, QUALITY OF LIFE, ITALIAN LANDSCAPES.

THE POWER OF LIMITS: CHALLENGES FOR CREATIVITY.

THE POWER OF THE FUTURE: THE 2 FUTURE SEEDS, NATURE & ENTREPRENEURSHIP.
THE POWER OF WORKMANSHIP

“SAVOIR-FAIRE” AND WORKMANSHIP ARE PECULIARLY HUMAN ABILITY TO SUSTAINABLY CHANGE THE LANDSCAPE TO MAKE IT PRODUCTIVE.

21 STORIES FROM 21 ITALIAN REGIONS TELL THROUGH A “TABLEAU VIVANT” (SERIES OF LIVING SCULPTURES DEPICTING MEN AND WOMEN) TALES OF INGENUITY, CREATIVITY, AND THE ABILITY TO “GET THINGS DONE”.

THE POWER OF WORKMANSHIP
THE POWER OF BEAUTY

ON THE 2nd FLOOR THE ITINERARY BEGINS WITH AN AWARENESS-RAISING EXPERIENCE: THE DISTRESS CHAMBER INDUCING THE VISITOR’S PSYCHO-PHYSICAL STRESS AND BLUNTLY INVITING TO THINK ABOUT THE STATE OF OUR PLANET.

THE BEAUTY – ENERGY FOR LIFE
THE BEAUTY OF LANDSCAPES AND ARCHITECTURE AS THE VITAL, PROPULSIVE ENERGY OF THE HUMAN SOUL.
A JOURNEY THROUGH BIRD’S EYE AND ULTRA-WIDE-ANGLE VIEWS OF ITALIAN NATURAL AND ARCHITECTURAL LANDSCAPES TO PRODUCE A RUSH OF PLEASURE IN ALL VISITORS.

“THE WORLD WITHOUT ITALY”
A LARGE MAP OF MEDITERRANEAN SEA, WHERE THE ITALIAN BOOT IS MISSING, INVITES VISITORS TO PONDER WHAT THE WORLD WOULD BE LIKE WITHOUT ITALY.
THE POWER OF LIMITS

THE HUMAN ABILITY TO OVERCOME LIMITS IMPOSED BY CIRCUMSTANCES BEYOND OUR CONTROL. LIMITS AS AN OPPORTUNITY TO BOOST HUMAN CREATIVITY AND SAVOIR-FAIRE.

THE STORIES, WHICH FOLLOW A HERO (PROTAGONIST) / ANTI-HERO (LIMIT), ARE TOLD THROUGH HOLOGRAMS, OBJECTS, AND SHORT VIDEO CLIPS.

ON THE 3RD FLOOR “FUTURE SEEDING: ITALIAN BIODIVERSITY” EXPOSITION IS WHERE ITALIAN REGIONS AND OTHER TERRITORIES PLANT NATIVE SEEDS TO CREATE A GARDEN OF ITALY’S BIODIVERSITY.

BEHIND EACH SEED THERE IS A STORY THAT BLENDS ANCIENT CULTURE AND MODERN KNOWLEDGE.
THE TREE OF LIFE

THE JOURNEY THROUGH THE ITALIAN PAVILION NURSERY, CONCLUDES WITH A VERTICAL, SYMBOLIC MEMORIAL THE TREE OF LIFE.

PLACED AT THE CENTRE OF THE LAKE ARENA, THE TREE IS INSPIRED BY THE FLOOR OF PIAZZA DEL CAMPIDOGLIO AS DESIGNED BY MICHELANGELO.

THIS ICONIC STRUCTURE, DEEPLY ROOTED IN THE PAVILION’S FERTILE SOIL, SYMBOLICALLY OFFERS ITS SEEDS AND FRUIT TO ITALY AND THE ENTIRE WORLD.

THIS INTERACTIVE, STEEL-AND-WOOD STRUCTURE, OVER 30 METERS HIGH, LIGHTS UP IN A RIOT OF COLOURS, HYPNOTISING THE ATTENTION OF THE VISITORS HOSTED INSIDE THE ITALIAN PAVILION.
THE TREE OF LIFE

A UNIQUE SHOW
ITALIAN PAVILION

ITALIAN PAVILION PARTNERs

7 ITALIAN MINISTRIES

✓ MINISTRY OF AGRICULTURAL, FOOD & FORESTRY POLITICS
✓ MINISTRY OF CULTURAL HERITAGE & ACTIVITIES
✓ MINISTRY OF ECONOMIC DEVELOPMENT
✓ MINISTRY OF EDUCATION, UNIVERSITIES & RESEARCH
✓ MINISTRY OF FOREIGN AFFAIRS
✓ MINISTRY OF HEALTH
✓ MINISTRY OF INTERIOR

EU

ALL ITALIAN REGIONs

MOST REPRESENTATIVE ITALIAN ASSOCIATIONS
ITALIAN PAVILION

WHO WE ARE

THE MOST REPRESENTATIVE PLACE OF ITALIAN REALITIES

INSTITUTIONs

ASSOCIATIONs

SPONSORs

UNIONE EUROPEA

REGIONE SICILIANA

PIACENZA PER EXPO PERPIACENZA

COLDIRETTI

PECK

Ristorante ufficiale di Padiglione Italia

MINISTRE DELLE POLITICHE AGRICOLE ALIMENTARI E FORESTALI

REGIONE MARCHE

LIQUERIA INTERNATIONALE

SYILUPPO COMO

CONFININDUSTRIA

S.PELLEGRINO

REGIONE LIGURIA

REGIONE AUTONOMA ITALIA VELOCE CUNEO

SISTEMA COMO 2015

SISTEMA COMO

ORDINE NAZIONALE BULZI

LAVAZZA

REGIONE EMILIA-ROMAGNA

SISTEMABRESIA

CONFAGRICOLTURA

GRANAROLO

PROVINCIA AUTONOMA DI TRENTO

CONFARTIGIANATO

ECCO

PROVINCIA AUTONOMA DI BOLOGNA

CONFAGRICOLTURA

COPAGRI

PARTNERS

PROVINCIA AUTONOMA DI BOLZANO

CONTRI ALLA AUTONOMIA

COPPINI ARTE OLEARIA

REGIONE DEL VENETO

COMUNE DI AVELLINO

AZIENDE AGRICOLE VENETO

CITTERIO

PROVINCIA AUTONOMA DI BOLZANO

COMUNE DI AVELLINO

CITTADINO DEL VENETO

REGIONE TOSCANA

AGRICULTORE

REGIONE UMBRIA

REGIONE DEL VENETO

CITTERIO
2. SPACES & FACILITIES
ITALIAN PAVILION

AT THE HEART OF EXPO 2015
ITALIAN PAVILION

A VIVARIUM OF IDENTITIES
OUR SPACES

AUDITORIUM 230 PAX - PALAZZO ITALIA, 1ST FLOOR

DELEGATIONS ROOM 30 PAX - PALAZZO ITALIA, 4TH FLOOR

RESTAURANT AND TERRACE 120 SIT AND 200 STANDING PAX - PALAZZO ITALIA, 4TH & 5TH FLOOR

OUTDOOR LIVE STAGE 190 SQM 100 PAX - CARDO NORTH EAST
PALAZZO ITALIA

AUDITORIUM 230 PAX – 1ST FLOOR

- B2B MEETINGS CONFERENCES OR MEDIUM/SMALL SIZED SHOWS SUCH CONCERTS/MOVIE SHOWS
- THE SPACE WILL BE EQUIPPED WITH BASICS FACILITIES (SCREEN, PCS, MICROPHONES) + TOOLS AND SET FOR INTERPRETERS (INTERPRETERS EXCLUDED)

IN THIS SPACE ITALIAN PAVILION IS ORGANIZING A NUMBER OF ACTIVITIES INCLUDING:

- SCIENTIFIC CONFERENCES JOINTLY DEVELOPED WITH THE CNR (NATIONAL RESEARCH COMMITTEE)
- EVENTS FOR THE PROMOTION OF THE ITALIAN ARTISTIC AND CULTURAL HERITAGE
- ENTERTAINMENT EVENTS (MOVIES, CONCERTS ETC.)
DELEGATIONS ROOM 30 PAX – 4TH FLOOR

- SMALL MEETINGS (INSTITUTIONAL /B2B), SEMINARS, WORKSHOPS
- THE SPACE WILL BE EQUIPPED WITH BASICS FACILITIES (SCREEN, PCS, MICROPHONES)
PALAZZO ITALIA

RESTAURANT AND TERRACE 120 SIT AND 250 STANDING PAX - 4TH & 5TH FLOOR

- INSTITUTIONAL EVENTS, COCKTAILS, GALA DINNERS, ENTERTAINMENT SHOWS
- PECK, ITALIAN PAVILION OFFICIAL SPONSOR, IS MANAGING THE CATERING SERVICE
- ITALIAN PAVILION GIVES THE POSSIBILITY TO DEVELOP TOGETHER WITH PECK A CUSTOMIZED MENU AND TO CHOOSE THE CHEF FOR THE EVENT
OUTDOOR LIVE STAGE 190 SQM 100 PAX- CARDON NORTH EAST

- SHORT LIVE EVENTS (1 HR) - MULTIPLE DAILY EVENTS
- CONCERTS, SHORT SHOWCASES, TALKS, DEBATES, DOCUMENTARIES/MOVIES

IN THIS SPACE ITALIAN PAVILION IS ORGANIZING A NUMBER OF ACTIVITIES INCLUDING:
- PRESS CONFERENCES /TALKS WITH NATIONAL & INTERNATIONAL VIP
- DOCUMENTARY PROJECTIONS
- MUSIC FLASH BREAKS
- CULTURAL AND ARTISTIC DEBATES
ITALIAN PAVILION

FACILITIES – VIDEO CAMPAIGN

- 4 BIG SCREENS ALONG THE CARDO
- A PLACE OF UTMOST VISIBILITY
- PROMOTING ITALIAN DISTINCTIVENESS & ITALIAN PAVILION CONTENTS
- THE VIDEOS WILL PROVIDE AN ICONIC IMAGE OF ITALY TO THE WORLD
ITALIAN PAVILION

FACILITIES - *BILATERAL MEETINGS*

1. OFFICIAL MEETINGS between COMMISSIONER GENERALS
2. DEVELOPMENT of CLOSE RELATIONs among the 2 STAFFs
3. SCHEDULING TAILORED MEETINGs according to ITALIAN PAVILION PARTNERs EXPRESSED INTERESTs
4. PARTNERSHIP WITH ICE for B2B MEETINGs
3. EVENTS SCHEDULE
THE MONTHLY CALENDAR

EVENTS - CATEGORIES

MORE THAN 1,000 EVENTS WILL BE STAGED WITH AN EXPECTED PARTICIPATION OF AT LEAST 2 MILLION VISITORS.

EXAMPLES OF DAILY ACTIVITIES:

- SPECIFIC ACTIVITIES OF THE PAVILION
- ACTIVITIES WITH INTERNATIONAL GUESTS & HOST COUNTRIES
- ACTIVITIES WITH NATIONAL GUESTS, MINISTRIES & OTHER INSTITUTIONS
- ACTIVITIES WITH REPRESENTATIVES OF REGIONAL GOVERNMENTS
- ACTIVITIES WITH REPRESENTATIVES OF HOST CITIES
- BUSINESS ACTIVITIES (SPONSORS & OTHERS)
- LIVE STREAMING
- LIVE RADIO
- LIVE INTERNET
- ACTIVITIES FOR SCHOOLS
- EVENING SHOWCASES (MUSIC, DANCE, THEATER)
- THEMATIC DINNERS ORGANIZED BY REGIONAL GOVERNMENTS AND CITIES
THE MONTHLY CALENDAR

THEMES

TECHNICAL PUBLIC (Institutions/Companies)

MAY Food Safety and Quality

JUNE Urban and Rural Areas

JULY Sustainability and Biodiversity

AUGUST Cooperation

SEPTEMBER Conservation and Creativity

OCTOBER Technologies & Innovations

FOR THE GENERAL PUBLIC THE PAVILION WILL HOST ALONG THE 6 MONTHS A GREAT NUMBER OF EVENTS DEDICATED TO LITERATURE, DESIGN, ARTS, SPORTS, MUSIC & FASHION
THE SCIENTIFIC EVENTS

CONTENTS

TOP SCIENTIFIC DEBATES ARE EMBODIED IN ITALIAN PAVILION EVENTS SCHEDULE AT DISPOSAL OF THE INTERNATIONAL COMMUNITY.

8 MAIN THEMES WILL BE DEVELOPED OVER THE 6 MONTHS THROUGH SPECIFIC FOCUSES AND INTERNATIONAL CONFERENCES ORGANIZED IN PARTNERSHIP WITH THE NATIONAL RESEARCH COUNCIL (CNR) AND ITALIAN UNIVERSITIES.

• 16th June 2015: Consensus Conference on Premature Infant Nutrition
• 23rd June 2015: Post-genomic, Health and Food Safety
• July 2015: Nutraceutical Research & Human Health
• July 2015: International Conference on «Linking technology and psychology: feeding the mind, energy for life»
• 16th September 2015: Macrobiotics, Probiotics and Wellbeing
• 30th October 2015: Nutrition & Oral Health
• November 2015: Consensus Conference Italian Dentists Association (ADI)
• (TBD) Conference on Mediterranean Diet, Wine & Longevity with «Fondazione Bracco»

24 IN-DEPTH TALKS ORGANIZED IN PARTNERSHIP WITH CNR LINKED TO THE FOLLOWING FIELDS:

• HUMAN HEALTH & MEDICAL SCIENCE
• ANIMAL HUSBANDRY
• AGRICULTURE
• SOCIAL POLICY
• ECONOMICS
• ENVIRONMENT
THE EVENTS

CONTENTS & SPACEs

AUDITORIUM:

8 INTERNATIONAL SCIENTIFIC CONFERENCES
24 SCIENTIFIC EVENTS PRODUCED WITH THE NATIONAL COUNCIL OF RESEARCH (CNR)
6 EVENTS IN COLLABORATION WITH THE MINISTRY OF CULTURE AND TOURISM
4 EVENTS IN COLLABORATION WITH THE MINISTRY OF FOREIGN AFFAIRS
24 EVENTS IN COLLABORATION WITH THE MINISTRY OF AGRICULTURE
1 EVENT ON LEONARDO DA VINCI AND RELATED ITINERARIES
1 EVENT DEDICATED TO DANTE ALIGHIERI AND THE ITALIAN LANGUAGE
6 INTERNATIONAL CONFERENCES ON MADE IN ITALY AND CONTEMPORARY ENTREPRENEURSHIP
6 EVENTS PRODUCED BY THE ASSOCIATION OF ITALIAN MUNICIPALITIES
6 EVENTS PRODUCED BY THE ITALIAN SYSTEM OF REGIONS
6 EVENTS WITH THE UNESCO WORLD HERITAGE CITIES
12 ORIGINAL MOVIES REALIZED BY THE ITALIAN GEOGRAPHIC SOCIETY
50 COMPOSITIONS PRODUCED AD HOC FOR THE ITALIAN PAVILION PERFORMED IN 100 CONCERTS
THE EVENTS

CONTENTS & SPACEs

START-UP & INNOVATION:

10 NEW START UP PITCHES PER DAY, IN COLLABORATION WITH ITALIACAMP, ITALIAN REGIONS, UE PAVILION & OTHER PARTICIPATING COUNTRIES

24 EVENTS PRODUCED BY ITALIAN UNIVERSITIES

WORKSHOPS WITH THE ITALIAN MOST INNOVATIVE COMPANIES
THE EVENTS

CONTENTS & SPACES

OUTDOOR STAGE:

1 BOOK READING PER DAY AND DEBATE WITH THE AUTHOR
1 SHOW COOKING (RECIPE OR LOCAL TYPICAL DISH) PER DAY
24 WEEKS PERFORMANCES BY THE ITALIAN CONSERVATORIES
24 WEEKENDS PERFORMANCES BY 21 REGIONAL CHOIRS
1 MOVIE PER DAY ON THE ITALIAN PAVILION MAIN TOPICS

ALL THE PREVIEWS OF THE MILAN CULTURAL PROGRAMME DURING EXPO
THE EVENTS

CONTENTS & SPACEs

THE SCHOOL PROGRAM:

• ITALIAN CLASSES SELECTED BY THE MINISTRY OF EDUCATION
  PUBLIC CONTEST WILL PRESENT THEIR PROJECT EACH DAY.

• INTERNATIONAL PROJECTS SELECTED THROUGH THE CALL
  «TOGETHER IN EXPO».

• PRESENTATIONS OF THE PROJECTS OF THE EUROPEAN SCHOOLS
  IN ASSOCIATION WITH EXPO SPA (POLICULTURA).

• POSSIBILITY TO DEVELOP JOINT INITIATIVES RELATED TO SCHOOL
  & EDUCATION WITH OTHER PARTICIPATING COUNTRIES.

EACH SELECTED CLASS (STUDENTS + TEACHERS) WILL PRESENT ITS
PROJECT/LAB ACCORDING TO ITALIAN PAVILION MONTHLY THEMES.

MAX 4 CLASSES PER DAY, 1.15 HOURS EACH, DIVIDED IN THE SLOTS:
- 10.00AM - 13.00PM
- 15.00PM - 18.00PM

4 X 184 DAYS = 736 DIFFERENT SCHOOLS

EACH PROJECT SHOULD BE AVAILABLE DIGITALLY AND TRANSLATED
IN ENGLISH.
THE EVENTS

CONTENTS & SPACEs

WOMEN FOR EXPO:

• SUPPORTING WOMEN EMPOWERMENT OFFERING CONCRETE OPPORTUNITIES.

• 2 «PUBLIC CALLS»

#1 Projects of women

#2 Projects for women

New fresh ideas and STARTUP promoted by women

Dedicated to existent PROJECTS of development
THE EVENTS

CONTENTS & SPACEs

LAKE ARENA:
A NUMBER OF EXCITING ACTIVITIES INCLUDING:
24 LIVE SHOW COOKING EVENTS
2 SHOWS PER DAY WITHIN THE TREE OF LIFE IN THE LAKE ARENA
THANK YOU.

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