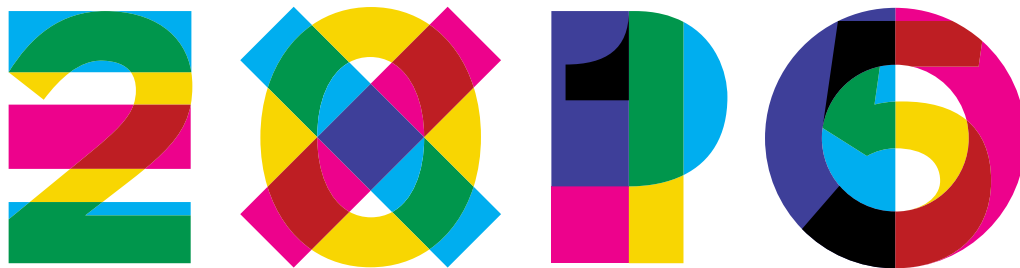


MILANO 2015

THE CITY OF



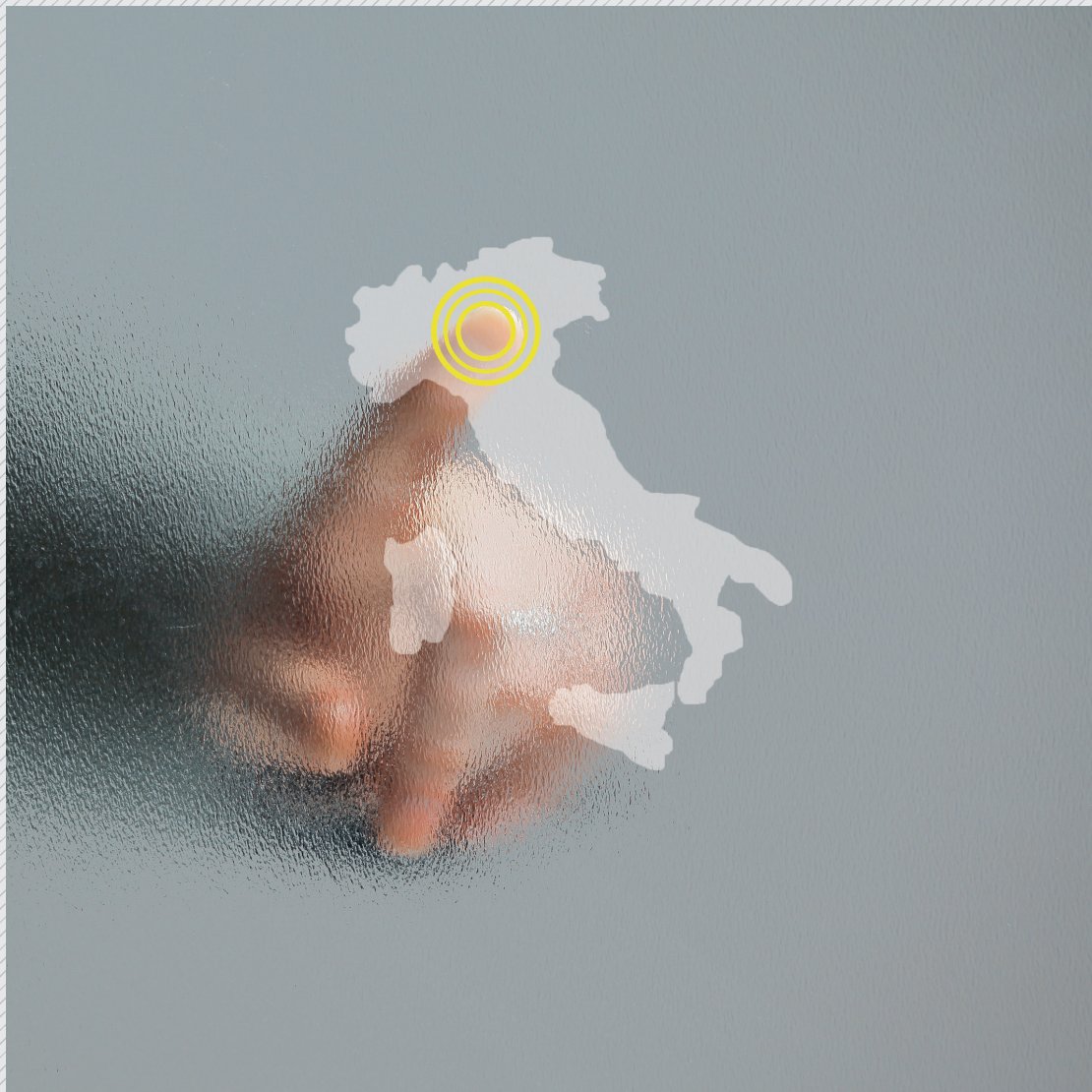
1 MAY • 31 OCTOBER 2015

AN EXCELLENT OCCASION. THE BEST OF THE WORLD IN A SINGLE PLACE

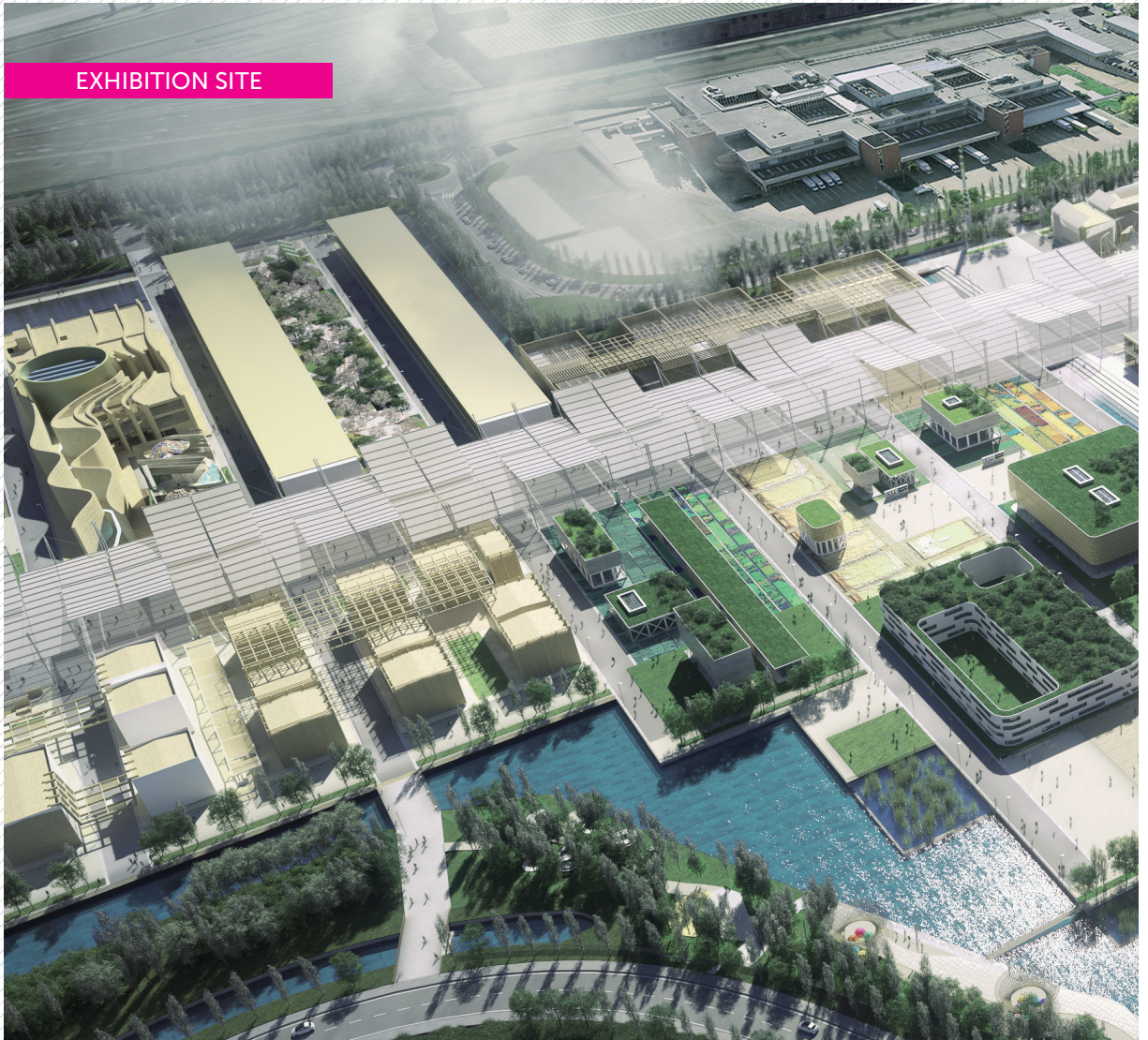
The Expo focused on the Theme **"Feeding the Planet, Energy for Life"** will be held in Milan from May 1 to October 31, 2015. A world-level and unrepeatable event providing visitors with the opportunity of making a tour around the world, through cultures, technologies, history and tastes of over 140 Countries.

Within the innovative and charming Exhibition Area of Expo Milano 2015, you will find thematic exhibitions, interactive paths, educational and playing areas for children, great shows, and opportunities to taste the flavours of neighbouring and distant Countries, in a spirit of conviviality and harmony among peoples.

Expo Milano 2015 will be a global laboratory where all people can come together to imagine and build a new and better world for all. It offers a unique and unrepeatable opportunity to participate in the creation of concrete solutions to nurture our planet in a proper, healthy, sufficient and sustainable manner.



EXHIBITION SITE





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01

WHEN A PROJECT
BECOMES
A WORLD EVENT

WHEN A PROJECT BECOMES A WORLD EVENT

Expo Milano 2015 promises to be an extraordinary, unique event. It will, as a matter of fact, be a completely innovative and absolutely original Universal Exhibition, starting with the exhibition's very concept. Not only will it be an exhibition, but also an intense participatory process that will actively involve and mobilize a diverse array of interested parties – the Organizing Country, Participating Countries, International Organizations, Civil Society, visitors, partners, and the international scientific and economic community – around a theme that plays a crucial role in the fate of humanity: "Feeding the Planet, Energy for Life".

From the very first Exhibition held in London in 1851, Universal Exhibitions have offered the opportunity to share innovation, technological advancements, and inspirational discoveries for human progress, as well as the chance to create venues and spaces that became true symbols of the culture and history of the era. Just think of the Eiffel Tower, which was built in Paris for the 1889 Exhibition.

Over the centuries, the close relationship between Universal Exhibitions and host cities has not faded. On the contrary this relationship has grown in importance and significance. It is no coincidence that the last Universal Exhibition, held in Shanghai in 2010, was dedicated to this theme, with the title "Better City, Better Life". The fair had a profound effect on the urban development and appearance of the Chinese city, which became increasingly efficient and futuristic, as well as more open to the issues of environment and ecology.

The Milan Exhibition intends to continue in this tradition by placing a special emphasis on the fair's balanced and sustainable relationship with its host city, which

also honours the Theme for 2015: "Feeding the Planet, Energy for Life", which is closely linked to the concepts of environment, nature and sustainable development.

The Exhibition Site for Expo Milano 2015 will be just a few kilometres from the city and it is intended to become a true model for a Digital Smart City, with eco-compatible solutions, rational use of energy and high-tech systems.

It's the ideal environment for hosting an immense collective laboratory for innovation and research that will offer the world the guidelines to guarantee healthy, safe and sufficient food for everyone.



FUTURE FOOD DISTRICT



02

"FEEDING THE
PLANET, ENERGY
FOR LIFE":
A NEW CONCEPT
OF UNIVERSAL
EXHIBITION

"FEEDING THE PLANET, ENERGY FOR LIFE": A NEW CONCEPT OF UNIVERSAL EXHIBITION

Is it possible to ensure that all humanity has good, healthy, sufficient and sustainable food? This is the question on which the challenge of Expo 2015 is based. It's a challenge that can only be met through sustainable attitudes, advanced technologies, and new political visions that shift the balance between resources and consumption.

This will be the theme at the centre of all aspects of the fair, the thread that runs through all organized events both within and outside the Exhibition Site. In the pavilions of the Participating Countries, in public meetings, and within the many initiatives of Expo Milano 2015, people will speak of food safety, environmental protection, the fight against malnutrition, and food education. But they'll also be talking about culture, traditions, and the exchange of knowledge, because food is a true bridge between cultures, and it has always been a symbol of values such as hospitality, dialogue, and people coming together.

Expo Milano 2015 intends to be a new concept Exhibition, where the content and the container tend to be the same and where the expected 20 million visitors from all over the world will become directly involved in the thematic paths, explorations, and variations of the complex world of food.

We'll take an important look at our relationship with food through history and culture. This exploration of human progress is reflected in the evolution of livestock breeding and agriculture, and in the methods of producing and consuming food. In particular, it will reflect on the importance of the fight against food inequality, and

how to eliminate the causes of the chronic malnutrition that affects over a billion people in the world, while some of the more fortunate Countries on the planet suffer from new illnesses, related to poor food and overeating, that are threatening entire societies. The technological and scientific approach will also be used to examine resources and research potential in terms of food quality and safety and optimizing food production, without ever losing sight of environmental protection and biodiversity. And above all, out of respect for the deep symbolic and cultural value of food, Expo Milano 2015 will also be a true voyage around the world through the flavours and traditions of the peoples of the planet.

Feeding the Planet, Energy for Life

Pastikan Bekalan Makanan, dan Tenaga Berpanjangan

Nourrir la Planète, Énergie pour la Vie

Nähring at Planeten, Energi för Livet

지속적인 식량 확보로 생명의 에너지를 보장

Изхранването на планетата, енергия за живот

पृथ्वी को पोषण देना, जीवन के लिए ऊर्जा

Alimentar o Planeta, Energia para a Vida

Nutrire il Pianeta, Energia per la Vita

Den Planeten ernähren, Energie für das Leben

Gezegeni Bestemek, Yaşam İçin Enerji

Nakarmic Planeta, Energia dia Zycla

Voed de Planeet, Energie voor het Leven

อาหารที่หล่อเลี้ยงโลก คือพลังหล่อเลี้ยงชีวิต

تغذية الكوكب ، طاقة من أجل الحياة

地球を養う、命のためのエネルギー

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03

WHY MILAN?
THE STRATEGIC
ROLE OF THE
LOMBARDY
METROPOLIS

WHY MILAN? THE STRATEGIC ROLE OF THE LOMBARDY METROPOLIS

One hundred years have passed since the Milan Expo of 1906, which, in celebration of the opening of the tunnel that connected Italy to Switzerland, was known as the "International Simplon Tunnel Expo". Even then, Milan showed signs of what it would become: the heart of the Italian economy, the Country's driving force during the years of the industrial boom, the capital of finance and publishing, an international beacon for design and fashion with over 650 showrooms that rival Paris and New York, and an international magnet for culture. Milan and Lombardy are also one of the most advanced regions of Europe in research and innovation, demonstrating excellence in the fields of medicine and health.

Not only that, but it has an established international presence, as testified by the 191 foreign communities in the city and its over 100 diplomatic representative offices, putting the capital of Lombardy on par with New York for the city with the most Consulates in the world.

A focus on solidarity and international cooperation are also important characteristics of Lombardy and Milan. Hundreds of associations, NGOs, and foundations here work for equitable, participatory and sustainable development of the planet. Ever since it became a candidate, solidarity has been a strong point of Expo Milano 2015: numerous projects on the theme of nutrition have been launched, and it is strongly committed to encouraging the quality participation of developing Countries in the Universal Exhibition.

Milan and Lombardy, with 60,000 prestigious agricultural production companies and another 20,000 businesses involved in food processing and nutrition, are ready

to meet the challenges of Expo's Theme in a skilled, capable way, representing an Italian tradition that has been exported to the whole world as a true model of food and culture.

Milan can boast a network of art, history and culture that will enrich the experience of all foreign visitors to Expo 2015 – suffice it to note La Scala and the Piccolo Teatro, Da Vinci's Last Supper and the Pinacoteca di Brera art gallery.

Thanks to its position, the city is an ideal point of departure for other international tourist destinations. It's a little over an hour by train or car to the Mediterranean Sea of Liguria or to the Alps, the highest mountain peaks in Europe. Traveling by high speed train visitors can reach Turin in 45 minutes and Bologna in little over an hour. Even Verona and Venice are just a few hours away. Expo Milano 2015 thus offers a unique opportunity to visit Italian cities, historic residences, natural areas as well as lakes and mountains with enchanting views.



ITALIAN PAVILION



04


THE SITE OF EXPO
MILANO 2015

THE SITE OF EXPO MILANO 2015

The Exhibition Site, about one million square meters in size, is just a few kilometres from downtown Milan in one of the most accessible areas of Lombardy. This large urban complex integrates technology and innovation with the environment and the surrounding farmlands. Not only that, but it offers a great tribute to Italy's thousands of years of history: its structure is in fact inspired by the *Castrum*, the cross-shaped Roman encampment that defined so many Italian, European and other cities.

The Site will run along a main axis, the *Decumanus*, which intersects with a shorter road, the *Cardo*: a horizontal and vertical axis along and around which will be organized the space in which Participants can offer their interpretation of the Expo Theme. The pavilions of Participating Countries will be set up along the *Decumanus*, while Italy's exhibition offering will run along the *Cardo*, with a variety of exhibition spaces set up by the various regions and their cities and provinces: this composite, accessible open space will offer an authentic full immersion into the flavours of Italian culture.

Several of the Exhibition's most important structures will be located at the four ends of the *Cardo* and the *Decumanus*, the Site's imaginary cardinal points, including reception areas, meeting points, and entertainment venues for visitors to Expo Milano: the Mediterranean Hill, a panoramic point and thematic garden; the Expo Centre with its convention rooms, auditorium and performance areas; the Open Air Theatre for shows, ceremonies and open-air concerts, which can accommodate up to 11,000 people; the Lake Arena, with a lake that will host concerts, shows and events on floating platforms and stages.



Expo Milano 2015 decided to focus on the landscape rather than architecture in order to draw public attention to natural elements in a manner that is fully consistent with the Theme of “Feeding the Planet, Energy for Life”. Expo Milano 2015’s interpretation of the Theme also includes five Thematic Areas: places, events, and structures that offer visitors explorations, tours, and multisensory experiences.

PAVILION ZERO

Offers a welcome and a first approach to the Theme, a trip through thousands of years of history of the relationship between man and nature, and the values and significance of food and nutrition throughout history.

FUTURE FOOD DISTRICT

The most innovative trends and most advanced technologies for the production, conservation and distribution of food, from the local level to large-scale distribution.

CHILDREN’S PARK

An area dedicated to children and families, allowing them to discover the meaning of sustainability in a playful way, with a variety of approaches and stimulations.

BIODIVERSITY PARK

A food supply narrative that explores various traditions, stories and experiences in cultivating and caring for the land all over the world.

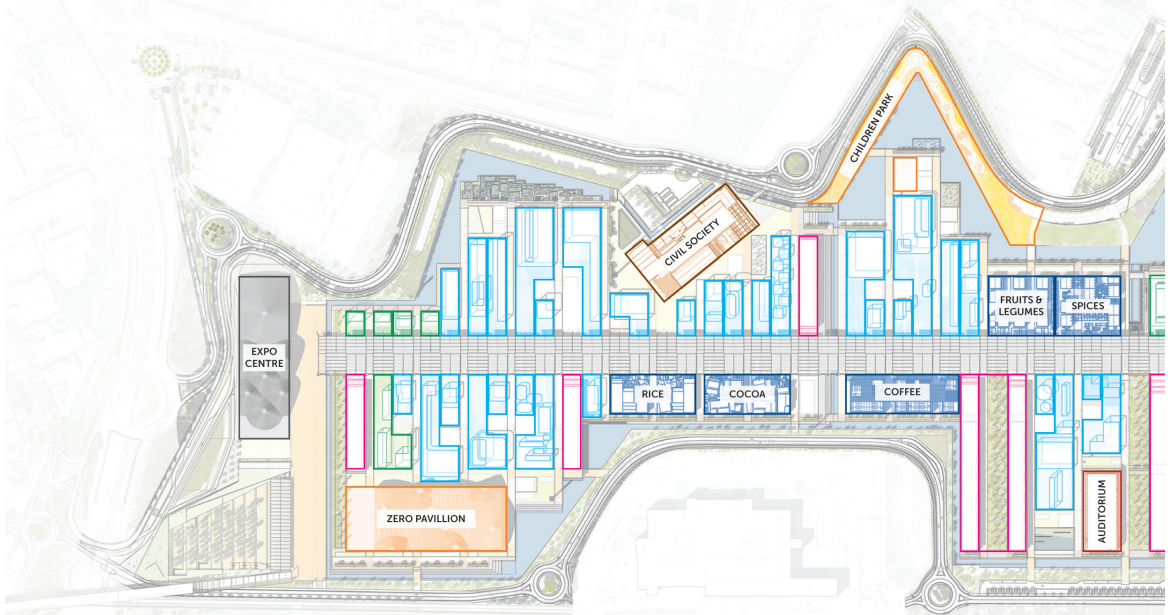
ARTS & FOODS

The history of art through its relationship with food and nutrition as instruments for expressing emotions, ideals, identity.



MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE



LEGENDA:

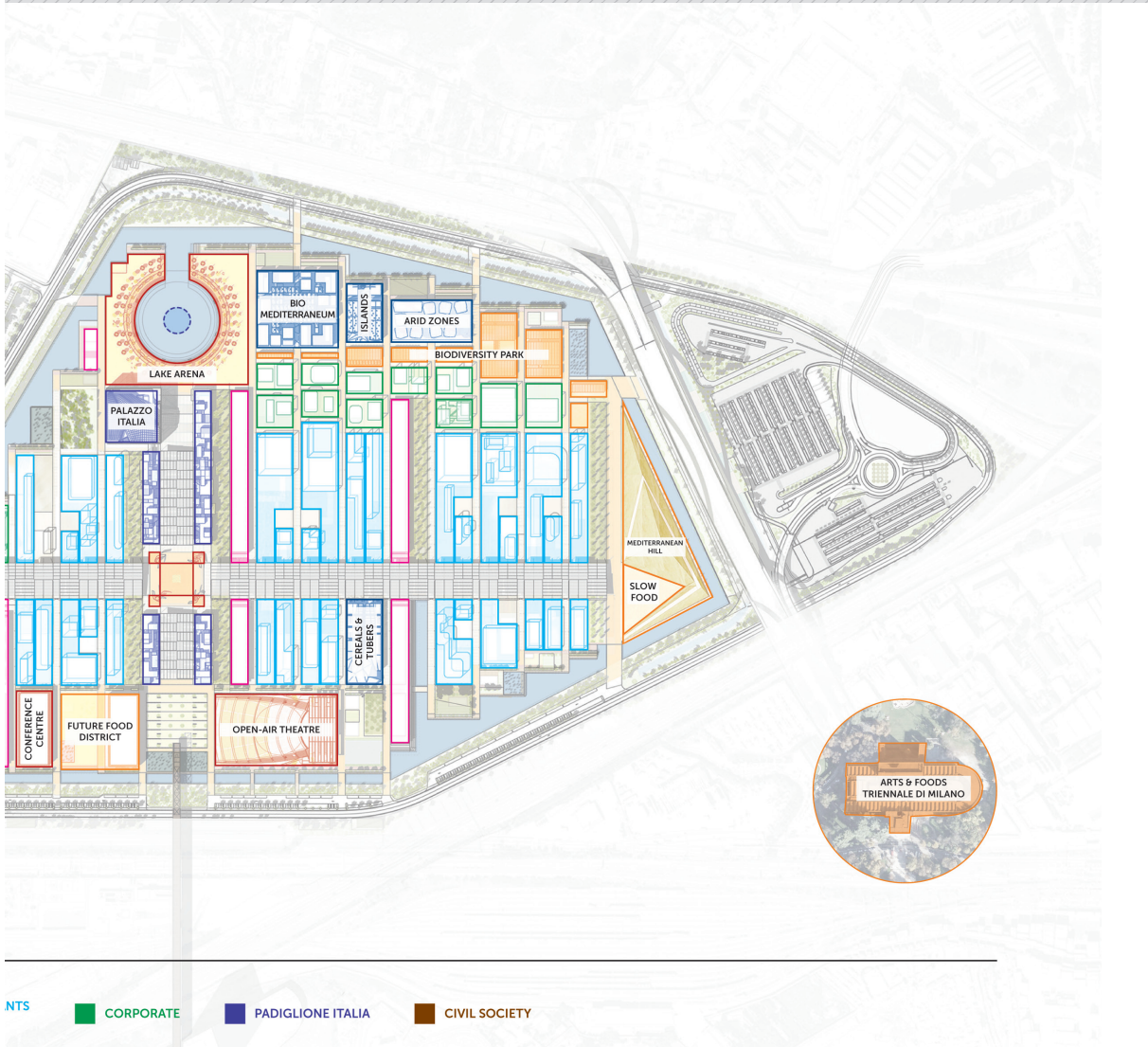
 THEMATIC AREAS

 EVENT AREAS

 SERVICE AREAS

 OFFICIAL PARTICIPANTS
CLUSTERS

 OFFICIAL PARTICIPANTS
SELF BUILT LOTS



NTS

■ CORPORATE

■ PADIGLIONE ITALIA

■ CIVIL SOCIETY

LAKE ARENA



05

COUNTRIES AND INTERNATIONAL ORGANIZATIONS: PAVILIONS AND CLUSTERS

COUNTRIES AND INTERNATIONAL ORGANIZATIONS: PAVILIONS AND CLUSTERS

Participants in Expo Milano 2015 will include Countries, International Organizations, Companies, Associations and other representatives of Civil Society. There are now more than 140 Official Participants in Expo Milano 2015, a number that will continue to grow over the coming months.

Participants are asked to offer their own interpretation of the Theme through an Exposition project that could include structures, shows, laboratories and other types of participation. Over 60 Countries will build their own exhibition space (i.e. Self-built spaces), while many others will be accommodated in shared exhibition spaces known as Clusters, an innovative model for participating in Expo Milano 2015.

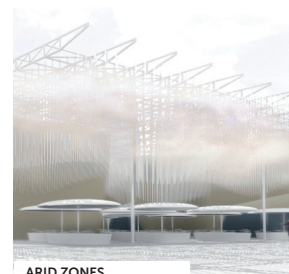
The nine Clusters will accommodate a number of Countries within the same architectural design, linked by the production of a specific food or interest in developing a specific theme that represents their land or tradition. The Cluster model of participation promotes cooperation with and among the Participating Countries, encouraging them to compare their different cultural traditions, innovative ways of



interpreting the Theme and solutions to common challenges in the fields of agriculture, nutrition and well-being. Thematic Clusters will create true “villages” with open spaces that will be used for events, food service, and business activities, that will offer a new and more participatory experience for visitors as well.

The nine Clusters at Expo Milano 2015 will be:

- Agriculture and Nutrition in Arid Zones: the Challenge of Water Scarcity and Climate Change
- Islands: Sea and Food
- Bio-Mediterranean: Health, Beauty, Harmony
- Rice: Abundance and Security
- Coffee: The Engine of Ideas
- Cocoa: Food of the Gods
- Cereals and Tubers: Old and New Cultivations
- Fruit and Legumes
- The World of Spices



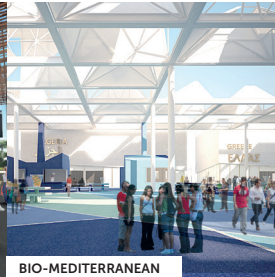
ARID ZONES



COCOA



COFFEE

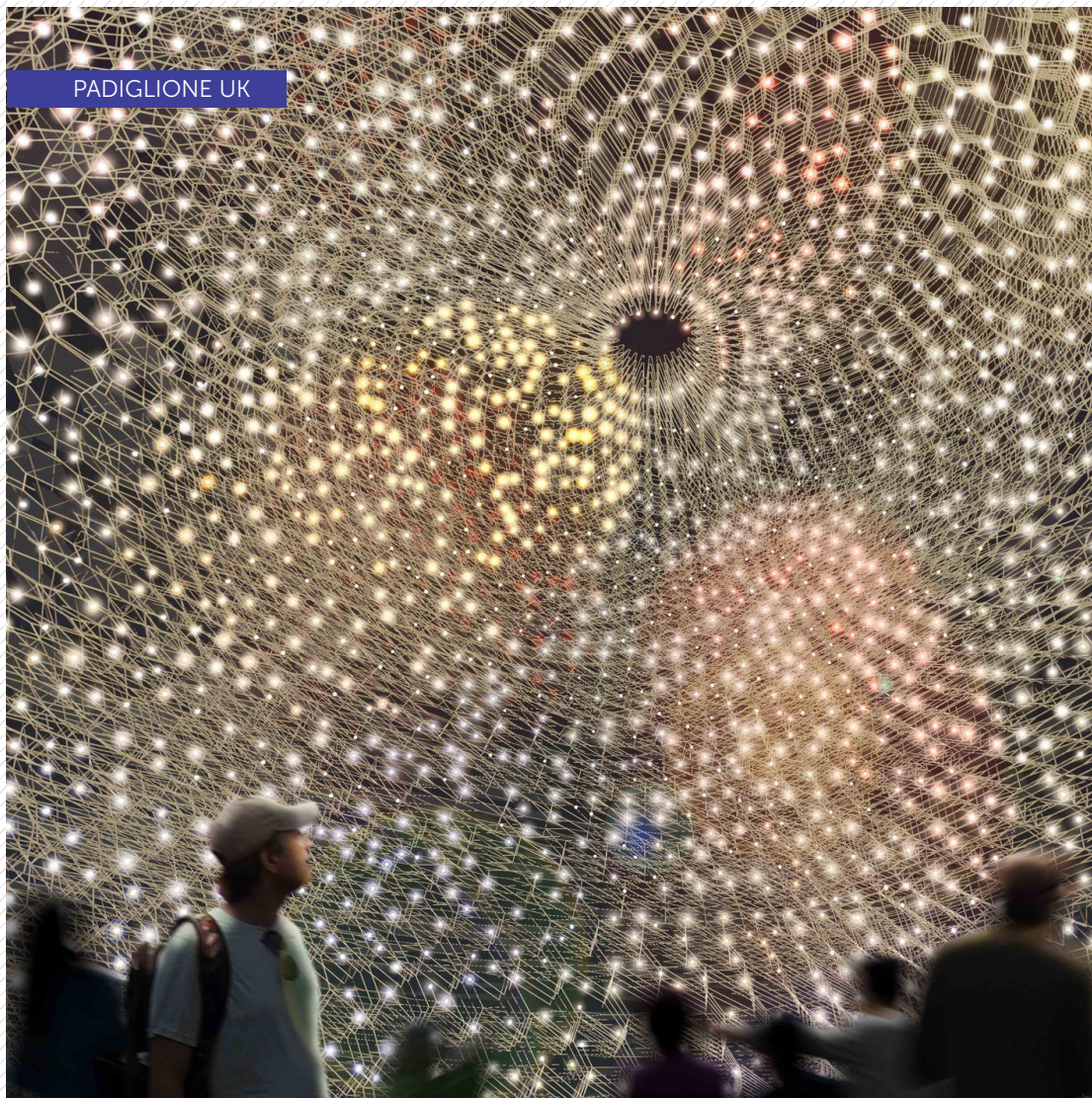


BIO-MEDITERRANEAN



RICE

PADIGLIONE UK



06

A TECHNOLOGICAL
EXHIBITION: IN
MILAN THE FIRST
SMART CITY OF
THE FUTURE

A TECHNOLOGICAL EXHIBITION: IN MILAN THE FIRST SMART CITY OF THE FUTURE

Expo Milano 2015 focuses on innovation, which is conceived as a foundational element for the fair and is closely linked to the theme "Feeding the Planet, Energy for Life", which not only distinguishes it but completely pervades it.

For this reason, the scientific and technological community will play an active role in the process of selecting the most significant innovative projects. Technology is also at the service of each individual visitor, who will be fully involved in the event and can personalize his Expo experience by building a special itinerary based on his own interests, expectations, and time constraints.

The Exhibition Site will have all the features of a Digital Smart City where visitors will be citizens-protagonists and can experiment with new and innovative forms of interacting, approaching the themes, and using the tours and pavilions, thanks to digital services such as augmented reality, holographic projections and much, much more.





MILANO 2015
1 MAY • 31 OCTOBER



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