



ITALIA
EXPO MILANO 2015

THE ITALIAN PAVILION AT MILAN EXPO 2015

The Italian participation in Expo Milan 2015 is organized in the Cardo area, one of the perpendicular axes that, along with the Decumano, forms the grid of the master plan of Milan Expo 2015.

Just as the Decumano represents and hosts the Participating Countries, the Cardo is the location where visitors can enjoy - within and along a series of innovative, complex, accessible and highly entertaining spaces, both in terms of themes and cultural contents - an exciting experience of the selected theme: "Feeding the Planet, Energy for Life".

In particular, the Italian Pavilion develops according to two different modes, corresponding to the Cardo and Palazzo Italia spaces.

The structures and open spaces overlooking the Cardo axis - a paved avenue measuring 35 metres in width and 325 metres in length, covered with tents, that joins the Piazza d'Acqua to the north with the piazza della Via d'Acqua to the south - host a multitude of exhibition and institutional activities intended to represent Italy's variety and richness, the diverse identities found in its different regions, the local institutions, landscapes, products and cultures.

Palazzo Italia, located north west of the Cardo, is an element of pre-eminent importance in the Exhibition Site, as it will serve as location representing the State and Government of Italy; the Palazzo faces the Piazza d'Acqua, a spectacular venue for events and a welcome and rest area for visitors. The north east Cardo will be home to the excellence of Italy's wine and oil production.

In the northern part of the Cardo, overlooking the Piazza d'Acqua, institutional, exhibition and representation spaces have been set up for European institutions; the position of these spaces, opposite Palazzo Italia and closely connected to the Cardo system, symbolically highlights the link between Italy and Europe.

The intersection between the two axes and the virtual centre of the entire Site is Piazza Italia, physically and metaphorically the place where the world meets Italy, a space that, given its size (74m x 74m) and position, is a point of transit and exchange suitable as venue for temporary events organized by Expo 2015, the Participants, and various Italian entities.

The design for Palazzo Italia is the result of an international design competition won by Expo 2015 S.p.A. in April 2013.

The project group, formed by Nemesi & Partners S.r.l., Proger S.p.A., Milan-based BMS Progetti S.r.l. and Professor Livio De Santoli, submitted a design resembling an "urban forest", where architecture takes on, through its skin and volume structure, the appearance of a forest where visitors can plunge and discover an evocative landscape-like architecture.

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*Palazzo Pirelli
Via F. Filzi, 22,
20124 Milano*

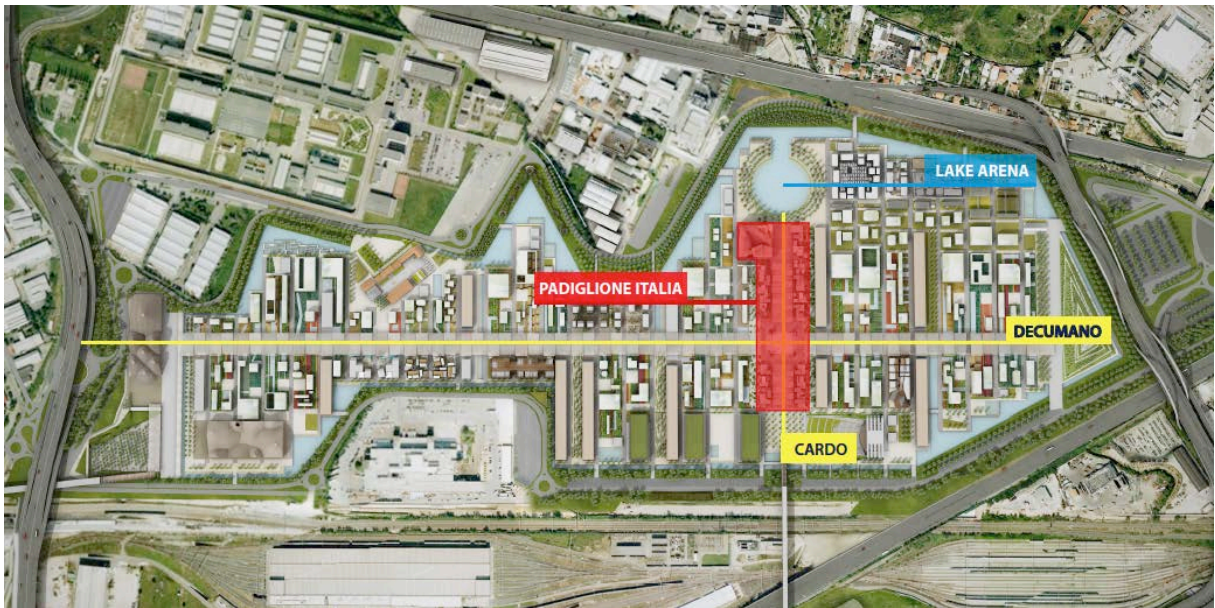


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Palazzo Italia is the symbolic heart of the entire project, and according to plans it will remain after the Expo period as a hub of technological innovation at the service of the city. Conversely, the structures to be erected in the Cardo are conceived as temporary prefabricated buildings.



Key figures

Palazzo Italia:

- Dimensions: L 57.5 m x W 57.5 m x H 25 m
- Total Gross Area of Paved Surfaces (including distribution spaces, stairs etc.): 13,275 sq mt
- Exhibition spaces: 2,500 sq mt
- Event spaces: 1,920 sq mt
- Representation spaces: 2,350 sq mt
- Food and beverage spaces: 1,050 sq mt

Cardo:

- Total Gross Area of Paved Surfaces (including distribution spaces, stairs etc.): 10,700 sq mt
- Exhibition spaces: 4,350 sq mt
- Event spaces: 820 sq mt
- Representation spaces: 920 sq mt
- Food and beverage spaces: 1,100 sq mt



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