



## **Concept**

### **Vivaio Italia**

The guiding concept of the Italian Pavilion is “Vivaio Italia” (Tree Nursery Italy): a protected space where projects and talents find fertile land to bloom and where the young energies active in the Country are welcome and given visibility.

The tree nursery metaphor lends itself to different interpretations, highlighting certain aspect of the Italian culture and society in these times of change: a “nursery” of ideas, proposals and solutions for the entire Country.

And the Country, Italy, will then offer these solutions to the global community.

A space for growth, development and education. A laboratory.

A space of visibility for the young energies of our Country, which will involve, among others, Universities and research institutions.

### **Orgoglio Italia**

“Orgoglio Italia” (Pride Italy) is the “vision statement” that characterizes the spirit of the Italian Pavilion.

“Orgoglio Italia” is a restatement of the extraordinary contribution that Italy will give to this universal exposition.

“Orgoglio Italia” means, in a spirit of realism, being fully aware of the challenges that the Country is facing today, with a positive outlook to the future.