



MILANO 2015

## EXPO MILANO 2015

### FACT SHEET

- THEME: “Feeding the Planet, Energy for Life”
- DATES: From May 1st to October 31<sup>st</sup>, 2015 (184 days)
- EXHIBITION SITE: 1 million square metres in Rho-Fiera Milano (north West of Milan), Italy
- OFFICIAL PARTICIPANTS: 147 Countries and International Organizations (October 27, 2014)
- VISITORS: over 20 million people expected
  - 12-14 million from Italy, 6-8 million from abroad
- INVESTMENTS
  - PUBLIC INVESTMENTS ON THE EVENT: EUR 1.3 billion
  - PRIVATE SECTOR CONTRIBUTION: EUR 325 million
  - OFFICIAL PARTICIPANTS INVESTMENTS: about EUR 1 billion (600 on infrastructures; 400 on services management)

### THE THEME: Feeding the Planet, Energy for Life

Universal Exhibitions (World Expos) are major international events taking place once in every five years. A World Expo lasts for six months and develops a universal theme of general interest for the entire humanity. Participants include countries and international organisations – i.e. “official participants” - as well as institutions, companies and civil society. Held in a specially designed site where Participants build their own pavilion, each World Expo is an opportunity for meeting and sharing which allows a unique experience through knowledge, education and innovative experimenting of the theme of the event.

“Is it possible to provide healthy, sufficient and sustainable food for the entire humanity?” This question opens the door to the challenge of the Universal Exposition in Milan 2015. In a world where one out of eight people (870 million of human beings) is starving, where almost 800 million people do not have access to clean drinking water, while 12% of the population is obese, addressing the problems and potential solutions to improve global access to sustainable nutrition is the strategic goal of the international Expo Milano 2015 community.

The aim, and first great innovation, of Expo Milano 2015 is to prioritise the immaterial legacies of the Universal Exposition, leaving behind not a heritage of imposing architecture, but first and foremost guidelines and new, shared paths to tackle the challenges of the next millennium: to ensure every single person the right to sufficient, healthy and safe nutrition, to guarantee environmental, social and economic sustainability of the food industry, and to protect food taste and culture.

Participating Countries, together with international organizations, civil society and private companies will have to propose specific and real solutions. Discussion on the theme, from economic, scientific, cultural and social viewpoints, will bring together skills and competences from around the world, through close collaboration with the United Nations, by taking advantage of the fact that the event coincides with the Millennium Development Goals target year. The Organizer and Participants will work together to demonstrate their excellence in the methods, techniques and rules of food production, proposing strategies to combine production with energy saving, the use of renewable energy sources and protection of natural resources. The results of this cooperation will draft the intangible legacy of Expo Milano 2015, which will be thus connected with its core topic: the connection between human beings and nature; modern lifestyles; millennium-long traditions and the scientific, economic, cultural and technological means people can use to overcome the challenge which Expo Milano 2015 offers up for discussion.



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## THE EXHIBITION SITE: VISITOR ENGAGEMENT

The visitors will be at the centre of the exhibition. Their 'engagement' represents the heart of the entire event. The visit should rouse interest, reflection, knowledge and awareness.

The Exhibition Site has been planned around the concept of a 'landscape' with the aim of constructing a space that meets human needs but is still in total harmony with nature. All the Self-Built National Pavilions will face onto the Decumano - i.e. the main avenue - showcasing their food, production, technology and innovation excellence: a kilometer-long rhythmic walk, through various scents and sounds interpreting the theme. In addition to the National Pavilions, Expo 2015 will also launch the Clusters: an innovative way to participate that gathers Countries along 6 specific food chains (Coffee, Rice, Cocoa, Spices, Fruit and vegetables, cereals and tubers) and 3 identity issues (Bio-Mediterranean; Agriculture and Nutrition in arid zones; Islands, Sea and Food). The Exhibition Spaces dedicated to Italy will convey the theme through the Italian food, nutrition, health and well-being excellence. The Site, designed as an island, is surrounded by a canal containing one of the founding parts of this "unique landscape": water. The other landmarks of the Site are:

- the Open Air Theatre, hosting up to 11,000 people for open-air concerts, theatre performances and official ceremonies;
- the Piazza d'Acqua, fed by the canal: a water basin surrounded by steps for some 3,000 seated audiences hosting up to 20,000 people for magic fountain shows, fireworks, concerts and performances on floating platforms and stages;
- the Expo Centre: an auditorium for 1,500 people (the southern block), the performance area (the central block), and the offices building (the northern block).

Five Thematic Areas explore the Expo theme via exhibition routes, art installations and attractions:

- the Pavilion Zero: developed with the support of the United Nations;
- the Biodiversity Park: a huge 14,000-sq-m garden in the Exhibition Site mirroring the variety of life in a magnificent landscape;
- the Future Food District: developed in collaboration with the MIT, it is designed to allow visitors to understand how conservation, distribution, purchase and consumption of food will evolve in the future;
- the Children Park: offering services for families, entertainment and education;
- the Food in Art space (situated at the Triennale exhibition centre in Milan), showing that art has always represented food and culture, anywhere at any time.

Civil society will be hosted in the Cascina Triulza, an existing farm part of Milan's historical, archaeological and environmental heritage.

The site will come to life also at evenings with many events, through the "Expo by Night" program.

The Expo site will become a Smart city of the future: Expo Milano 2015, along with its partners, is developing innovative technological solutions that will allow living, exploring and interpreting the city through knowledge sharing, continuous and personalised information, entertainment, sustainability and technology.

The number of participants, the commitment of national and European institutions and the support of high-profile companies were the first important acknowledgements of the recognized value of the dual goal that Expo Milano 2015 was designed for: to enhance both Participant involvement and levels of innovation compared to previous Universal Expositions. From the theme chosen, and the goal of making it shine through every element, to the centrality of the visitor, from the Cluster revolution to the emphasis on immaterial legacies and the site itself, created as a Smart City of the future: Expo Milano 2015 has introduced a wealth of substantial innovation to highlight the essence of a new thematic, sustainable, technological and visitor-centred Expo concept.