



3 Dicembre 2009 – Paysalia, Eurexpo Lione

STAND 6D22

NATURA E STRUTTURA
TECNOLOGIE A SERVIZIO DEL PAESAGGIO



2015
E O P
1 MAGGIO - 31 OTTOBRE 2015 MILANO-ITALIA
FEEDING THE PLANET, ENERGY FOR LIFE
NOURRIR LA PLANÈTE, ENERGIE POUR LA VIE
NUTRIRE IL PIANETA, ENERGIA PER LA VITA

Expo Milano 2015: a Green Expo for a Greener City
Adriano Gasperi, Theme Development Department Expo 2015 S.p.A.
Lyon, December 3rd 2009

AGENDA

- ✔ WORLD EXPO: WHAT IS IT?
- ✔ World EXPO 2015: why Milano?
- ✔ The Theme
- ✔ The Site
- ✔ Conclusions



WORLD EXPO: WHAT IS IT?

- ✔ The last long lasting global event of our age, organized in the framework of an International Convention governed by a regulatory body, the International Bureau of Exposition (BIE) based in Paris.
- ✔ The event mobilizes Governments, International organizations, private sector and the civil society at large.
- ✔ The event is assigned to a city by BIE, after a candidature process.



WORLD EXPO: DEFINITION

- ✔ A global event of high educational content targeted to the general public, following an in-depth survey on the means available, in order to satisfy the needs of the contemporary society.
- ✔ Taking into consideration one or more human activities (the Theme) the Exposition shows progress achieved and future perspectives.



World EXPO is a
«super» event for a Nation
and a
«super» event for global
communication
of knowledge
through its theme



AGENDA

- ✔ World EXPO: what is it?
- ✔ WORLD EXPO 2015: WHY MILANO?
- ✔ The Theme
- ✔ A “Green EXPO”?
- ✔ Conclusions



WORLD EXPO 2015: WHY MILANO?

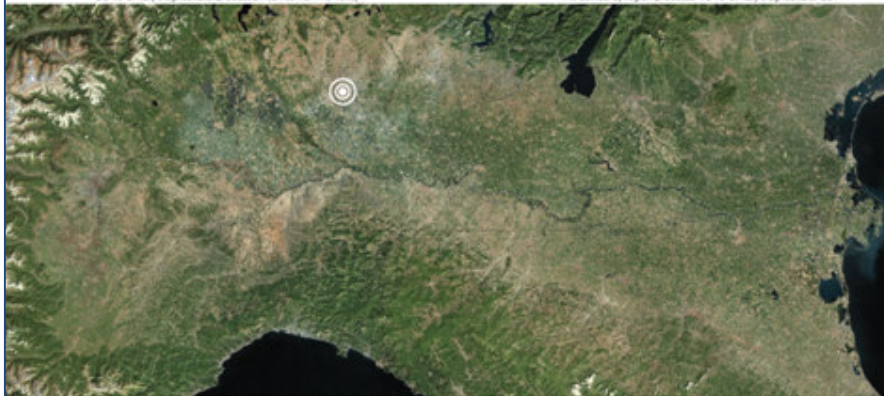
- Because of:
 - Milano...
 - The Candidature Process
 - The Theme



MILANO and EXPO: so many reasons why ...

Up to 40% of Milan food footprint comes from within a 3-hours radius
35% of Italy's agricultural production comes from Po Valley

The Lombardy region produces 15% of Italy's agricultural GDP



The greater Milan region is Italy's second largest agricultural producer contributing 22% to the nation's food exports

60% of rice consumed in the European Union is grown in the Po Valley



- ## AGENDA
- ✔ World EXPO: what is it?
 - ✔ World EXPO 2015: why Milano?
 - ✔ THE THEME
 - ✔ The site
 - ✔ Conclusions
-
- The agenda slide lists five topics, each preceded by a green checkmark. The background features a stylized globe with a green plant growing from it, and a logo for the 2015 World Expo in the bottom right corner.

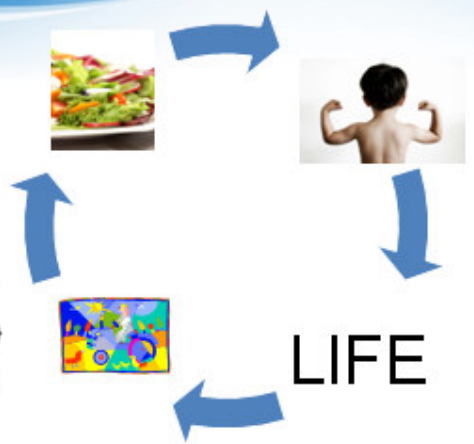
THE THEME



2015
EPO
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THE THEME



Culture
 Science
 Technology
 Innovation

LIFE



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THE THEME

✓ LIFE needs FOOD

- ✓ Feeding is a basic need for any living organism and fuel for life: it is not a consumption but energy for development!

✓ LIFE is movement and needs ENERGY

- ✓ Feeding means life, growth, movement, development, change of body and brains.

✓ HUMAN BEING: within and surpassing NATURE.

- ✓ For self feeding exploits soil and other living beings and shapes, at the same time, his own social dimension.

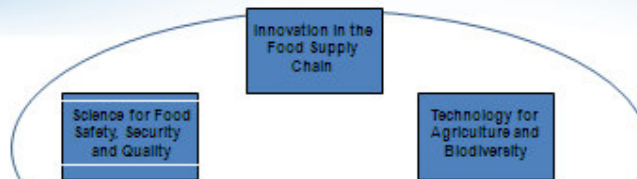
✓ Science, Technology and Culture for feeding humankind

- ✓ Human feeding stems from transformation of natural environment where man lives and CREATES his OWN world.



THEMATIC AREAS

Scientific and Technological



Solidarity and Cooperation on Food



Cultural and Social



AGENDA

- ✔ World EXPO: what is it?
- ✔ World EXPO 2015: why Milano?
- ✔ The theme
- ✔ THE SITE
- ✔ Conclusions



EXPO MILANO 2015 SITE

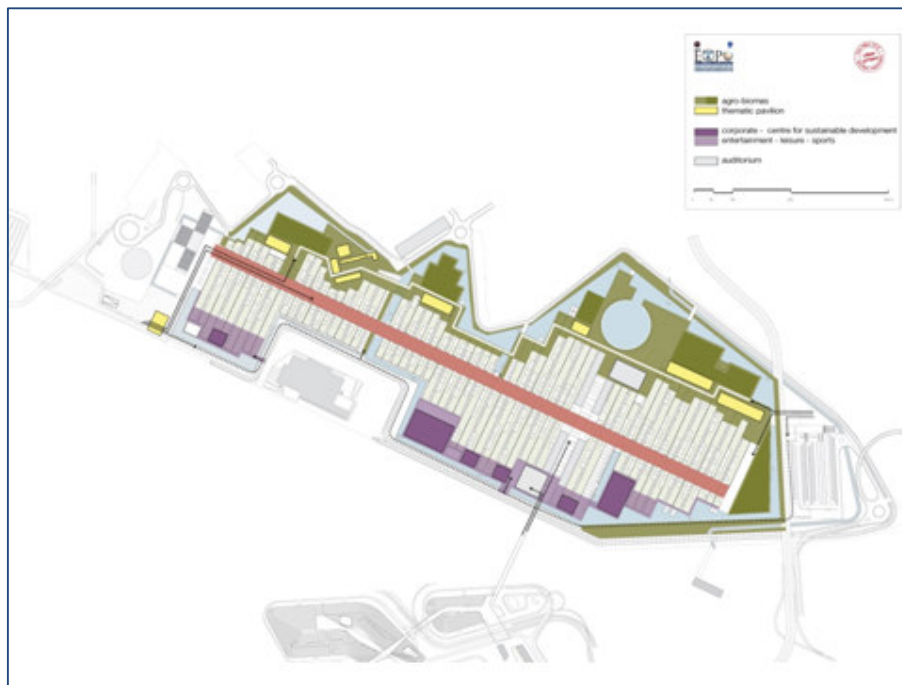
- ✔ It will offer visitors a direct and immediate experience on the theme itself: the SITE will be the THEME
- ✔ The site will be GREEN, will look NATURAL, (even if a lot of advanced and friendly technology and innovation will be utilised); the architectural approach and building techniques will respond to sustainability principles.



Master Plan



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Knowledge and Emotions
 Actor of the Event

Discover Nature and Traditions
 New Experience

Why EXPO 2015 deserves a Visit?

Last global event of
 our age

Challenging Questions & Balanced
 Answers

the Theme as Experience



No monumental construction, like the Tour Eiffel or other landmarks of previous Expos, will be built for the event

We are designing a PLATFORM for the International community to debate, probe, share best practices, and explore new solutions for the main challenge faced by the Planet: HUNGER and MALNUTRITION.



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CONCLUSIONS

- ✔ Environmental and Social responsibility regulations will be fully applied;
- ✔ Impacts produced both by the construction of the site and
- ✔ The affluence of visitors will be controlled and
- ✔ The site itself will be the place where
 - ✔ Emotion is nourished by tradition and vision;
- ✔ Good practices and technology are not “on display” but are building elements of the site itself



*Green strategies for the City and good practices:
multidisciplinarity and applications.*

*New means for “green Management” of urban and
periurban areas: subsidiarity, scientific research,
landscape innovation, green rays, local and global
environmental compensations, ideas, experiences
and solutions.*

Milan, September 28th 2009





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