

# EXPO 2020 ITALY PAVILION

SUMMARY PRESENTATION  
19 March, 2019



ITALIA  
LA BELLEZZA UNISCE LE PERSONE  
BEAUTY CONNECTS PEOPLE  
الجمال يجمع الناس

## PROJECT TEAM

CARLO  
RATTI  
ASSOCIATI®

Carlo Ratti (1971, Turin), architect and engineer, is the founder of the design and innovation studio CRA-Carlo Ratti Associati and teaches at the Massachusetts Institute of Technology (MIT) in Boston, where he directs the Senseable City Lab. Among the protagonists of the debate international on the influence of new technologies in the urban field, he is the author of more than 500 publications, including the essay *La città di domani* (Einaudi, 2017, written with Matthew Claudel) and owner of numerous technical patents. His projects combine a scientific approach with a humanistic perspective and were exhibited by cultural institutions including the Venice Biennale, the MAXXI in Rome, the Design Museum in Barcelona, the Science Museum in London, the Museum of Modern Art in New York . Among the most recent works of the CRA studio, the masterplan for MIND-Milan Innovation District, the 280 meter high CapitaSpring skyscraper co-designed with BIG in Singapore, the redesign of the Agnelli Foundation's headquarters in Turin, the Future Food District thematic area for Expo Milano 2015, the Pankhasari retreat in Indian Darjeeling. Posted by Wired magazine in the list of "50 people who will change the world", Carlo Ratti plays the role of co-chairman of the World Economic Forum Global Future Council on City and Urbanization, and was appointed chief curator of the Bi-City Biennale of architecture and urban planning which will open in Shenzhen, China in December 2019.



Italo Rota (1953, Milan) graduated from the Milan Polytechnic. After winning the competition for the interior spaces of the Musée d'Orsay, in the late eighties, he moved to Paris, where he signed the renovation of the Museum of Modern Art at the Pompidou Center, with Gae Aulenti, the halls of the French School at Cour Carré of the Louvre, illumination of the Notre Dame cathedral and along the Seine and the renovation of the center of Nantes. Recent works include the Civic Museums of Reggio Emilia, the new Elatech Robot Factory in Brembilla, the large Children's Theater in Maciachini Milan, the new Noosphere Laboratory Pavilion at the Milan Triennale, the EXPO Milan 2015 Pavilions in Kuwait, of Italian Wine and the Arts and Foods Pavilion. Symbolic of the Museo del Novecento in Piazza Duomo in Milan, the headquarters of Columbia University in New York, the Hindu Temple in Dolvy in India. Countless exhibitions in major museums, publications, installations and pavilions, including the central thematic pavilion for Expo Zaragoza 2008. Scientific director of NABA, New Academy of Fine Arts in Milan, Professor at Shanghai Wusong International Art City Shanghai Academy of Fine Art , Advisor at the Tsinghua University in Beijing, one of the most prestigious Chinese universities.



Matteo Gatto followed and coordinated the most important urban transformation projects in the city of Milan, he signed the entire design of the Expo Milano 2015 site as chief architect and coordinated the planning of the Matera2019 venues. Winner of awards and scholarships, he has been published and written in several international magazines, is a lecturer in many universities and has exhibited in numerous exhibitions and biennials. Matteo Gatto & Associati is a creative hub of architects and artistic directors, born from the experience of designing Expo Milano 2015, specializing in major events and metropolitan projects, in creating experiences and generating emotion and amazement at every scale: from the spoon to the city. Provides solutions and strategies for large events, urban projects and real estate, design, branding and way finding.



F&M Ingegneria is a leader in cutting-edge design solutions in the fields of civil engineering, infrastructure, project management and sustainability. F&M Ingegneria controls the F&M Retail companies, based in Germany and specialized in the Retail and F&M Middle East sector, with headquarters in Oman and active in all regions of the Middle East. With various offices in Italy and abroad F&M Ingegneria is operating in the broader areas, from the redevelopment of large areas to the restoration of important historic buildings; from infrastructure works (logistics centers, airport and railway terminals, ports, roads, bridges and underground works) to the construction of prestigious buildings (health facilities, sports facilities, places of worship and education) and large commercial centers. F&M has gained extensive experience in EXPO projects by carrying out various interventions for temporary exhibition spaces, also removable and reusable, including 3 pavilions for EXPO Shanghai 2010 and more than 10 pavilions for EXPO Milan 2015.



# **EXPLORATION AND BEAUTY**

## EXPLORATION AND BEAUTY

# THE GREAT ITALIAN EXPLORERS



**AMERIGO VESPUCCI**

Amerigo Vespucci was an Italian navigator, explorer and cartographer. A citizen of The Florentine Republic, he was among the first explorers of the New World, so much so that America is named after him.



**CRISTOFORO COLOMBO**

Italian navigator and explorer. A citizen of The Republic of Genoa first and later of the Kingdom Of Castile, he became famous mainly for his Journeys that led to the discovery of America by the Europeans.



**DOI MALINGRI**

Doi Malingri was the first Italian to have crossed the Atlantic: with the "Nina Boba", a 35-feet wooden Arpège. It is even thanks to him if a generation of Italian sailors was born with a passion for ocean crossings.



**GIOVANNI SOLDINI**

He was just 16 years old when he crosses the Atlantic Ocean for the first time. To his credit he has two single-handed round the worlds. He comes second in the BOC Challenge (The Around Alone) 1994-1995.



A man with a beard and sunglasses, wearing a dark blue zip-up jacket with a patch on the sleeve, is steering a boat. He is looking towards the right. The boat has a red steering wheel and a red outboard motor with the Maserati logo. The background shows a blue sea and a blue sky with some clouds.

**FROM EXPLORATION BY SEA**



A composite image showing an astronaut in a red flight suit and purple turtleneck drinking from a clear plastic cup containing a brown liquid. The astronaut is inside a space station module, with various equipment and labels like 'CUP1\_W4' and 'CUP1\_W3' visible. The background is a view of Earth from space, showing a blue horizon and white clouds. A semi-transparent grey banner with the text 'TO EXPLORATION IN SPACE' is overlaid across the middle of the image.

**TO EXPLORATION IN SPACE**



A wide-angle photograph of a busy port terminal. In the foreground, several large shipping containers are stacked. A blue container with the 'seaco' logo is prominent, next to a green one with 'EVER' visible. Behind them, a red container with 'K LINE' and a grey one with 'MOL' are visible. In the background, large white gantry cranes with 'TraPac' and 'KALMAR' logos are positioned over the containers. One crane is lifting a red container. The sky is clear and blue. The text 'JOURNEY TOWARDS INNOVATION' is overlaid in the center in a bold, black, sans-serif font.

# JOURNEY TOWARDS INNOVATION





# SHELTER AT ARRIVAL







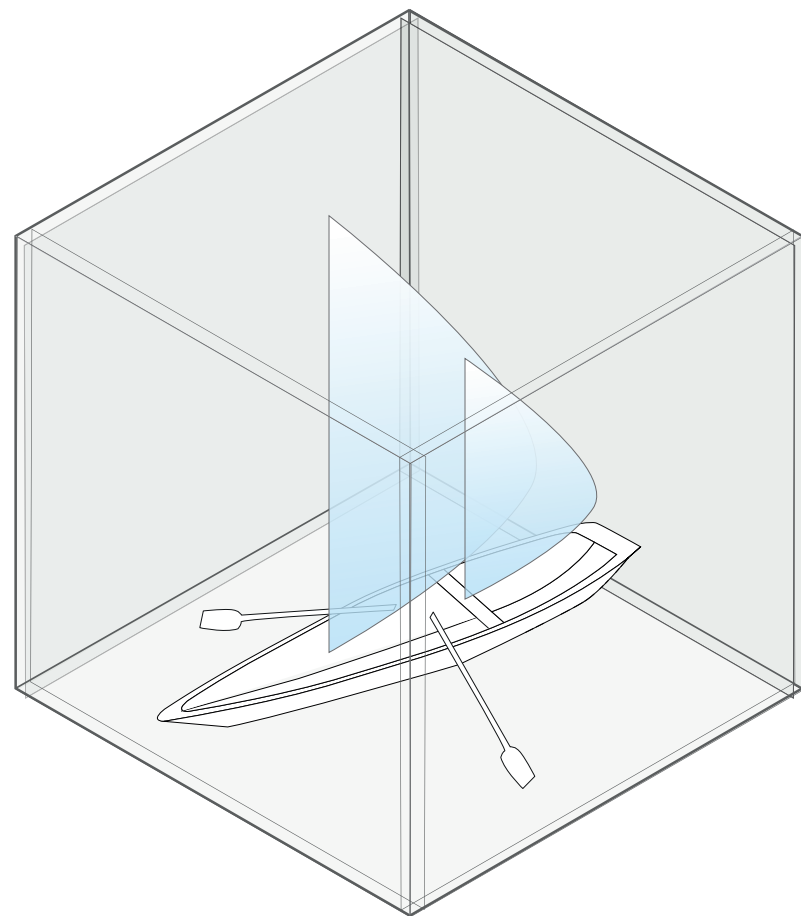
# DEMONSTRATIVE PAVILION



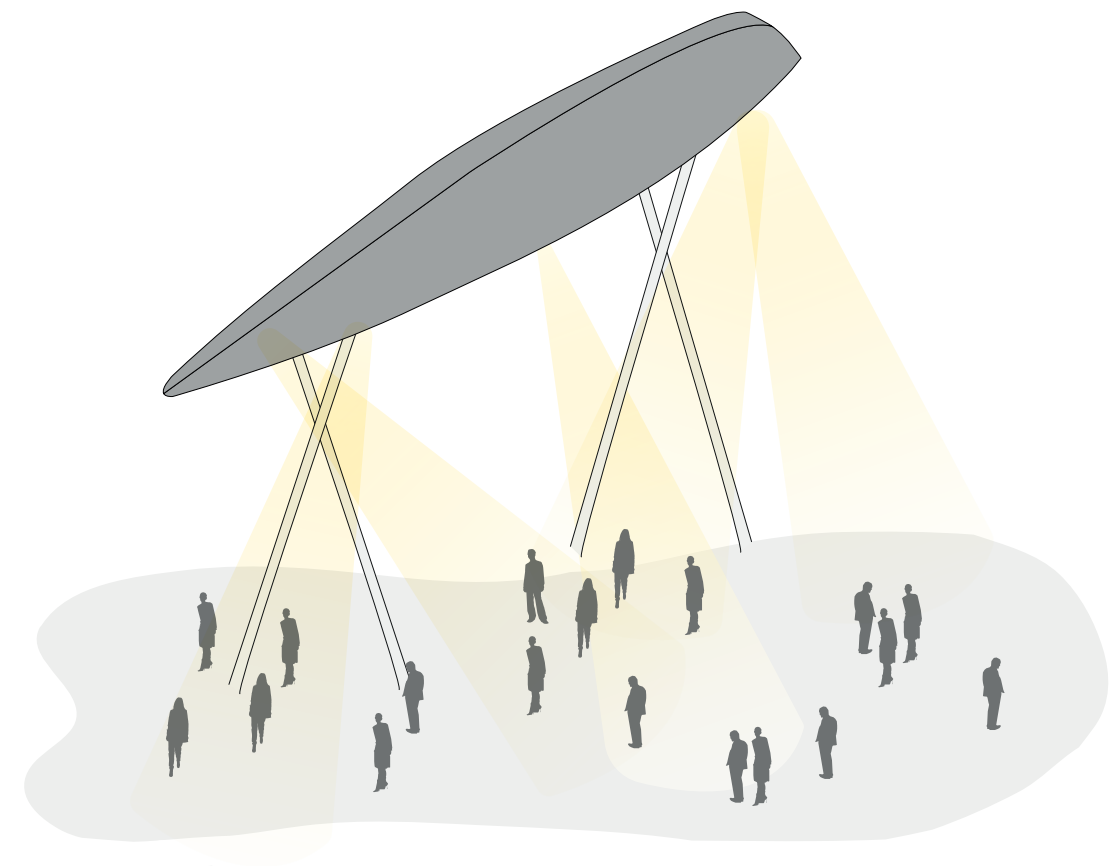


# DEMONSTRATIVE PAVILION

## ARCHITECTURE AS INNOVATION

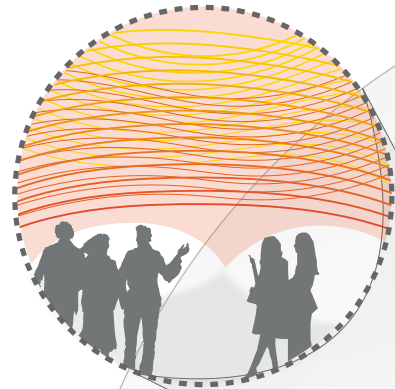


FROM CONTAINER OF HISTORY ...

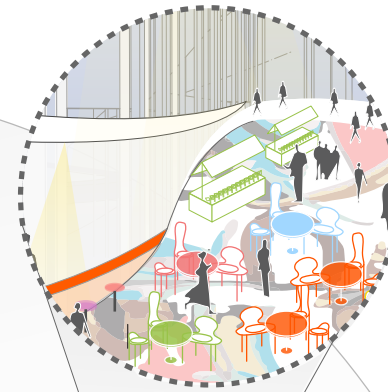


... THE STORY BECOMES THE PAVILION ITSELF

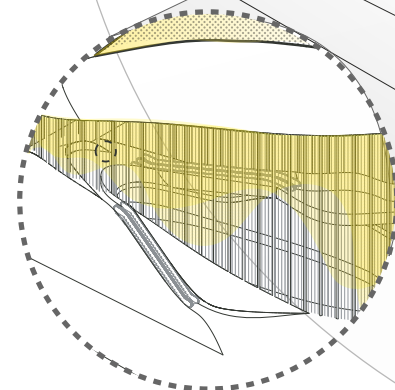
MULTISENSORIAL  
JOURNEY



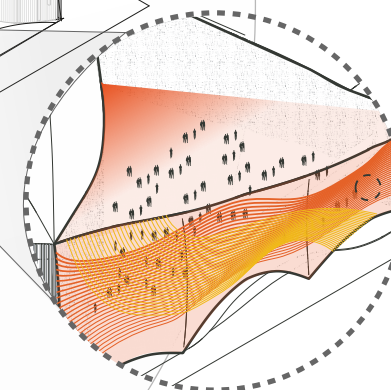
SPACE FOOD



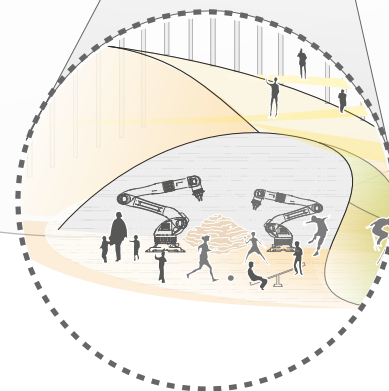
DIGITAL CURTAIN



INTERACTIVE  
EXHIBITION

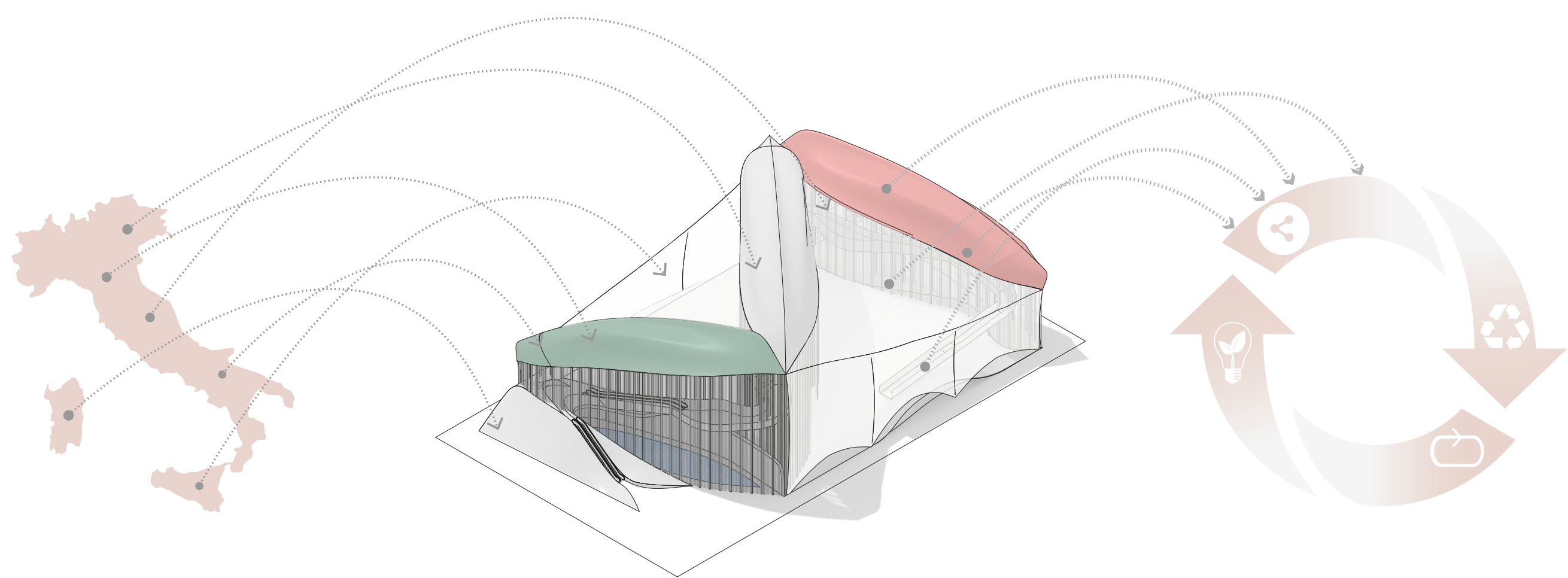


ROBOTIC  
TECHNOLOGY

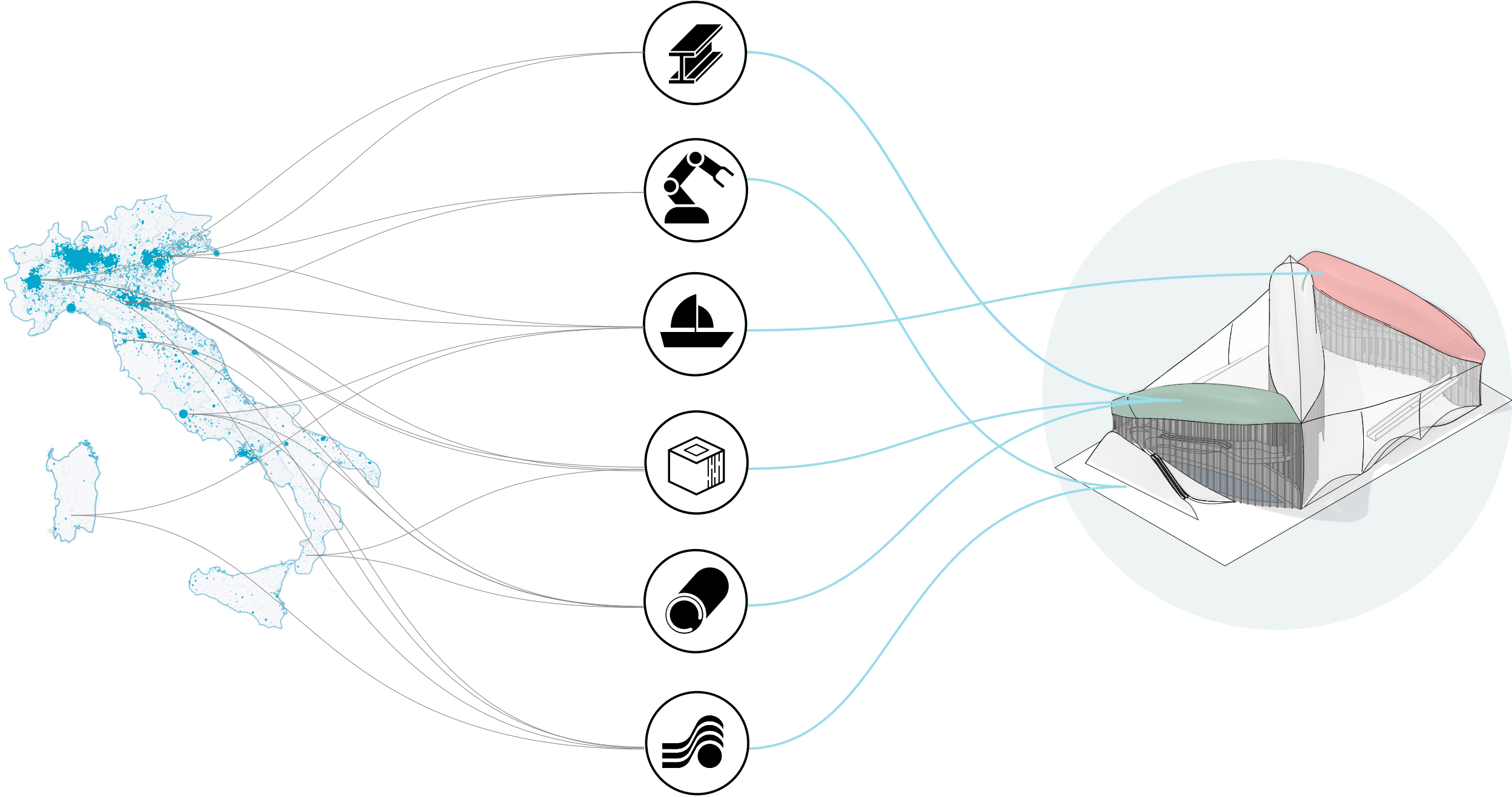




**DEMONSTRATIVE PAVILION**  
SUSTAINABLE & CIRCULAR ECONOMY



**DEMONSTRATIVE PAVILION**  
INCLUSIVE TO ALL OF ITALY







# ITALIAN PAVILLION | THE INVERTED HULLS

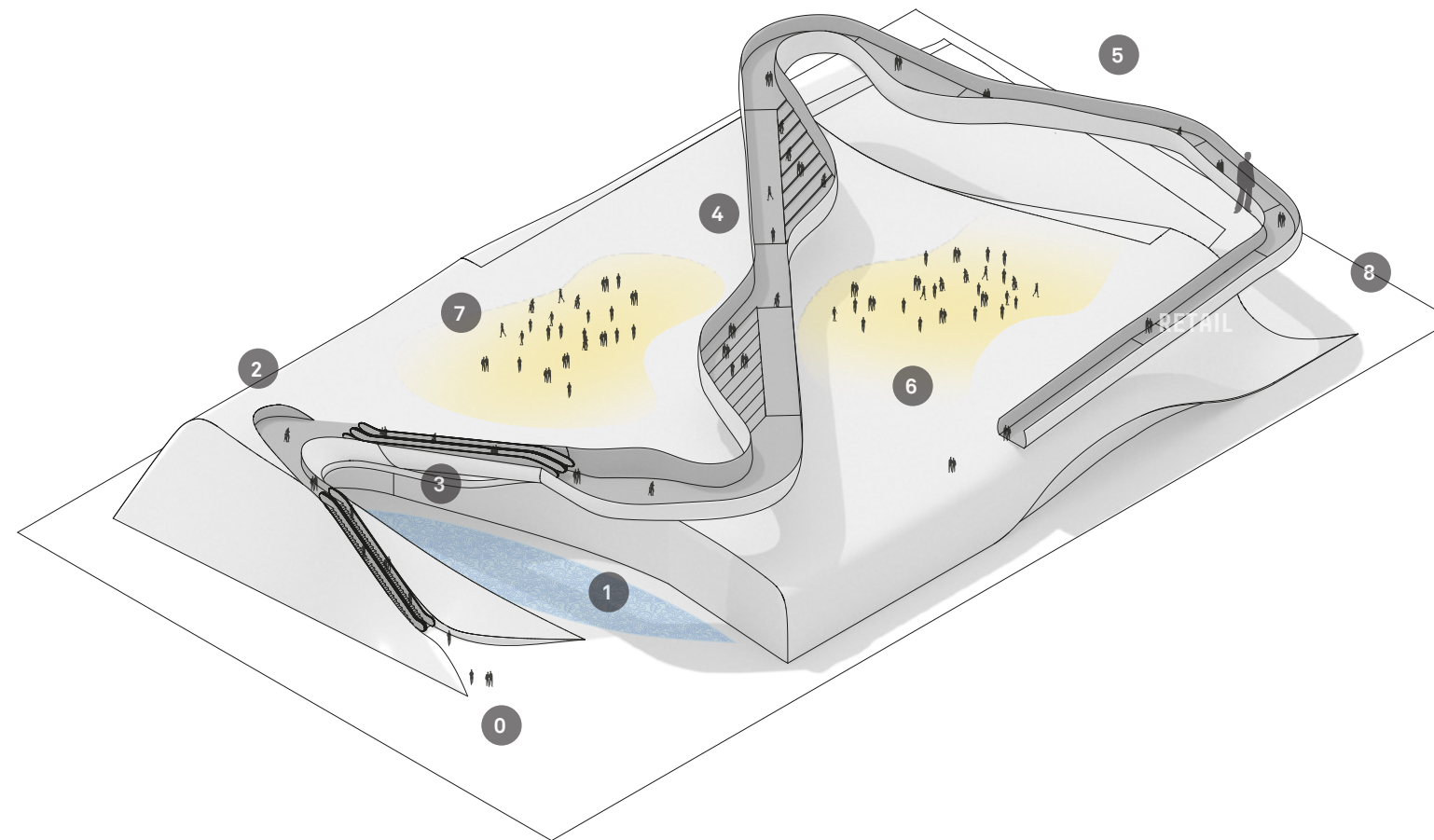
Why visit the Italian Pavilion? Three boats suspended in the sky of Dubai, two exhibition squares with their physical and digital scenography and Italy seen from the sky under the branches of three gardens. Becoming a sailor to travel, exploring together a part of our planet called Italy.



## VISITOR EXPERIENCE

### ITALY FROM THE SKY: AN EXCITING JOURNEY

As visitors climb up they land amid the clouds and finally Italy can be seen from the sky. The pavilion shows itself in all its beauty and complexity, a sequence of breathtaking views that introduce the sailor visitors to future moorings in large "Prologue" and "Gran Finale" spaces.



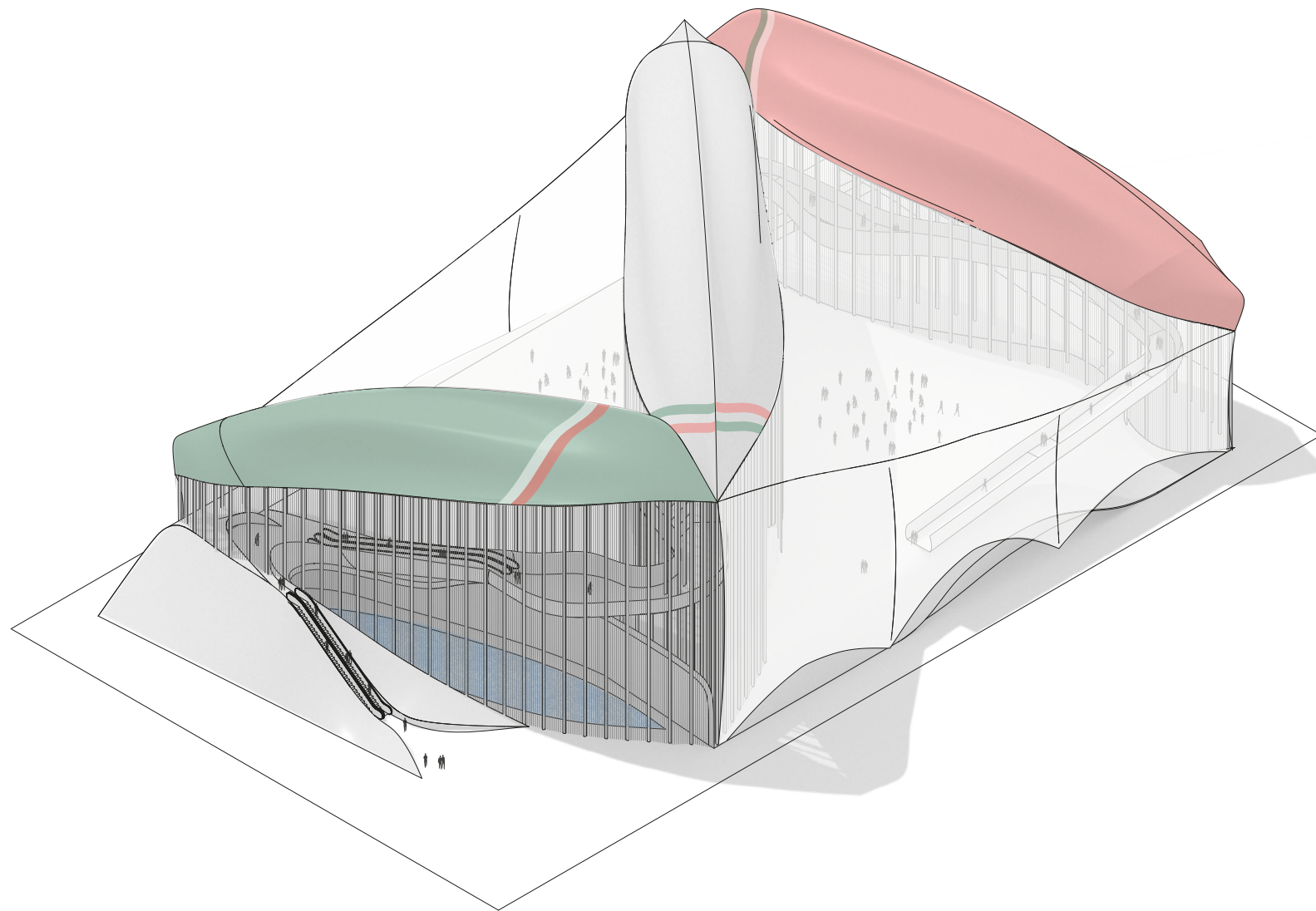
- 0/ WAITING AREA
- 1/ FOYER: THE WONDER OF WATER
- 2/ RECEPTION
- 3/ THE RAPID ASCENT (THE UNDERWATER GARDEN)
- 4/ ITALY SEEN FROM THE SKY (THE TERRESTRIAL GARDEN)
- 5/ THE SLOW DESCENT (THE STARRY GARDEN)
- 6/ THE PROLOGUE (FIRST STAGE)
- 7/ GRAND FINALE (SECOND STAGE)
- 8/ EXIT (AND GOURMET AREA)



## TECHNOLOGY

### THE SAILS AND DIGITAL CURTAINS

The space between the three hulls is covered by large sails, that with further reference to the naval aesthetics encloses the exhibition spaces, and in particular the Prologue and the Grand Finale squares. A system of digital curtains built with ropes encloses the exhibition spaces below the three large hulls and strengthens the immersive power of the exhibition itinerary.







**ITALIAN PAVILLION | DIGITAL CURTAIN**

The pavilion facades will be able to take on different colors and meanings inspired by the general theme of the Expo or the internal contents of Pavilion by designing the Italian Pavilion as a "living pavilion".

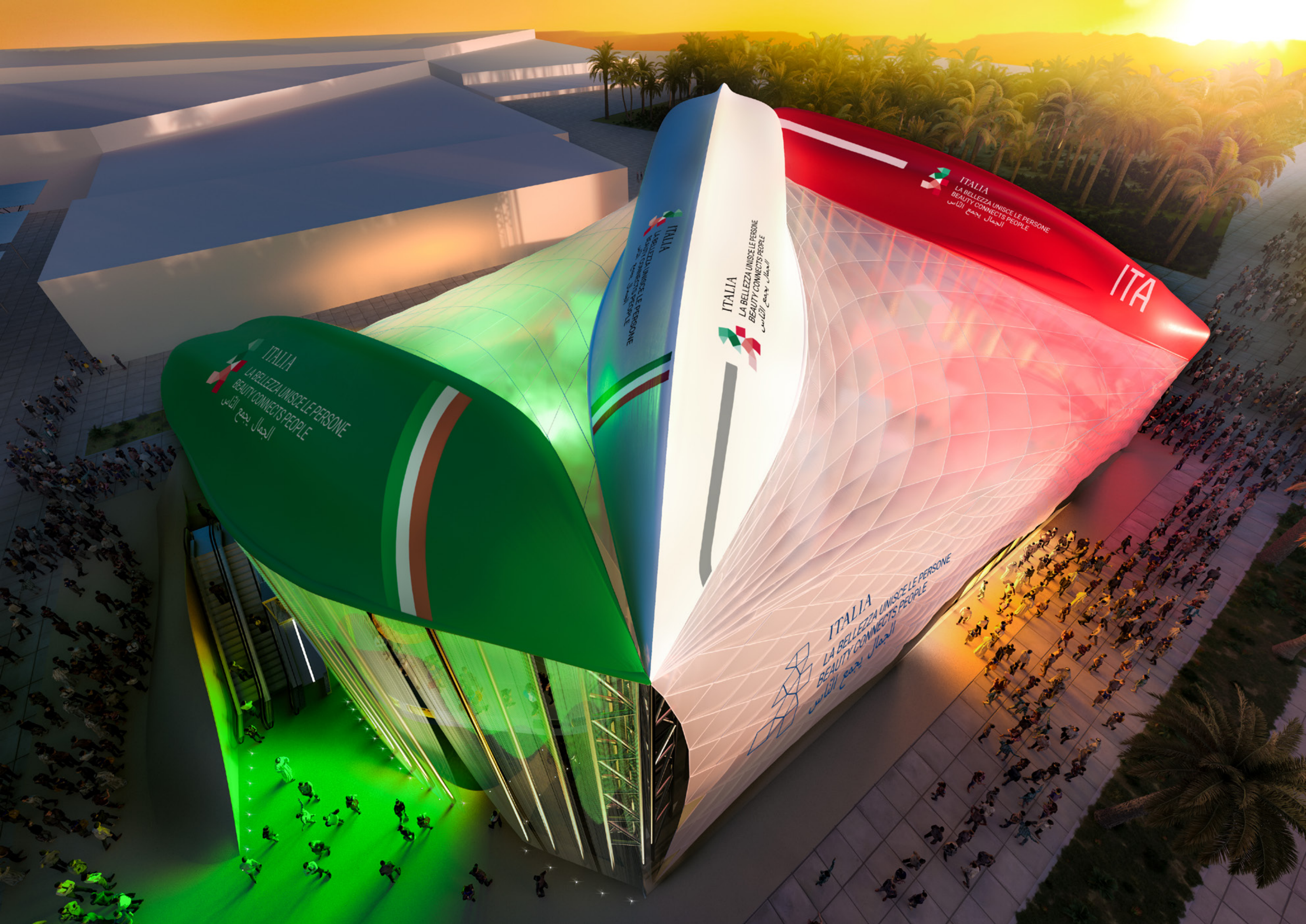




## ITALIAN PAVILLION | DIGITAL CURTAIN

Moments of the journey between Italy and Dubai will be graphicized on the entrance facade bringing the visitor to the story and the exploration of the beauty that have made the Italian caravels.





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