



An Expo is a large international event that aims at the enrichment of human knowledge and technological progress, to promote cooperation and dialogue with international press. Given the importance of these major events, for almost a century now the need has arisen to standardise some aspects, such as duration, frequency and above all quality. The Bureau International des Expositions (BIE), established in 1928 with the International Convention

of Paris is the international organisation responsible for establishing the parameters that control the Expo; the objective of the BIE is therefore to guarantee continuity of these events and maintain the level of international prestige earned over the years, selecting venues and dates and organising new Expos. The members of this organisation, with official headquarters in Paris, are all the States that have signed the convention.

There are two different types of Expo: "Universal Expositions" (World Expo) and "International Expositions" (International Expo). The Expositions in the first category involve topics that concern the whole of humanity and therefore are global in nature. States, International Organisations, NGOs, Companies and other institutions can participate in these events, there is no limit to the size of the Exposition venue, and participants arrange the set-up of their own pavilions. Since 1996 these events have lasted six months and take place every five years. A Universal Expo will take place in Milan in 2015.

On the other hand the "International Expositions" take place in the period between the two Universal Expos and last for three months. The possible participants are the same as for a Universal Expo while the theme is more specific. This current distinction is the result of the classification applied by the BIE according to the Protocol of 1933, subsequently amended several times.



# Towards the Expo 2015





## 4. Towards the Expo 2015

The effects of Expos are not only visible during the period of the Expo itself and in the area dedicated to this type of big event. They generally result in important and lasting developments for the surrounding territory.

Organising an Expo also means improving the infrastructure around the site, in terms of transport and hospitality systems. It is also very important when designing the trade fair centre to consider the potential use of the structures once the event is over. There is also a risk that once the Exposition ends the areas may deteriorate due to disuse. In order to avoid this kind of problem, many pavilions are temporary structures, specifically designed to be disposed of when the event finishes, while others are intended to be subsequently converted for other purposes, often of a trade fair nature.

The Expo, that is characterised as a world exposition but with implications relating to the local situation, is symbolised by the infrastructures that remain when the event ends. Some specific buildings then become symbolic, such as Crystal Palace in London or the Eiffel Tower, which was built on the occasion of the Universal Exhibition of Paris in 1889 and soon became a symbol of the city itself, known, among other things, as the highest building in the world for forty years.

The Expos are therefore characterised as major events, and as such favour the dynamics for international cooperation: it is enough to consider that to date 167 states have signed the Convention of Paris, which established the Bureau International des Expositions. Similarly to other events of comparable size, such as the Olympics or the World Cup, the Expos impact significantly on employment and on the GDP of the hosting country, to the extent that they are much sought-after by possible competitors for allocation by the BIE.

Another significant aspect of the Expos and typical of major events is the enormous influx of visitors: the numbers clearly vary from one edition to the next but they are always in their millions.

The Exposition of Paris of 1900 took place in conjunction with the second Olympics, also hosted in Paris and welcomed 50 million visitors, breaking a record that was only beaten seventy years later with the Exposition of Osaka, visited by 64 million people.

### 4.1 The EXPOS through history

The first Expo, intended in the modern sense, was the "Great Exhibition of the Works of Industry of all Nations" of London which took place from 1st May to 11th October 1851, in an area of 10.4 hectares. The need for an event of this type came about following the gradual change of trade standards that were moving slowly towards a free market: The World Exhibition was an excellent way to put different nations into contact thus creating new economic links and commercial opportunities. The spirit of this first Modern Expo which had over six million visitors was also aimed at sharing the results of the industrial revolution over the previous decades, illustrating the many different inventions and discoveries that had emerged in those years. In this way, by aiding the contact and exchange of ideas from different situations, the conditions for new opportunities of innovation were created, thereby increasing the dynamics of technical and scientific development.

A symbol of this Exhibition was the previously mentioned Crystal Palace, an enormous steel and glass palace erected for the occasion, which then remained standing for over eighty years as testimony to that particular period, until it was destroyed by a fire in 1936

Between this first Expo of 1851 and the Protocol of 1933 many others were organised but without a regular schedule or standardised criteria. These Expos are therefore defined "Historical Exhibitions" and precede the classification by the BIE of the various types of Exhibition.


**Tab. 4.1.1 - The Expositions from 1851 to 1933; the so-called "Historical Expositions"**

Year	City	Country
1851	London	United Kingdom
1855	Paris	France
1862	London	United Kingdom
1867	Paris	France
1873	Vienna	Austria
1876	Philadelphia	USA
1878	Paris	France
1880	Melbourne	Australia
1888	Barcelona	Spain
1889	Paris	France
1893	Chicago	USA
1897	Brussels	Belgium
1900	Paris	France
1904	Saint Louis	USA
1905	Liège	Belgium
1906	Milan	Italy
1910	Brussels	Belgium
1911	Turin	Italy
1913	Ghent	Belgium
1915	San Francisco	USA
1929	Barcelona	Spain
1933	Chicago	USA

*Source: Official site of the BIE*

In 1906 there was a Universal Exhibition in the city of Milan, dedicated to means of transport in general. Initially, the Exhibition was planned for 1905 and should have focused solely on water transport. Nevertheless, in these years the construction work of the Simplon tunnel was undergoing completion and therefore it was decided that the Exhibition should be associated with the creation of this work of engineering, thus broadening the scope of this event. It was therefore not by chance that the site chosen for this Expo kept the name Parco Sempione and the Exposition itself took place in 1906 instead of 1905 due to delays in the work on the tunnel. This event attracted around 5 and a half million visitors, 35 thousand exhibitors from all over the world and around forty participating countries, making Italy and the city of Milan highly visible in the international context. The twenty-kilometre long Sempione tunnel not only made a world record but enabled a direct rail link between Milan and Paris for the first time, allowing Milan to finally "enter Europe".

One of the central themes of this Exhibition was that of railways and trains, right at a time of transition from coal to electricity. The first cars and motorboats with combustion engines also featured. An electric overhead railway was constructed on occasion of the event along with the Civic Aquarium of Milan, which is still in use today. The first years of the Twentieth Century were therefore also years of experimentation of the first aircrafts, so much so that in North Carolina the Wright brothers had already succeed in lifting off from the earth in their biplane. Therefore an aeronautical palace with a large park for "throwing balls" could not be missed. The city of Milan is among other things the site of another exhibition recognised by the BIE: the "Triennale di Milano". This particular event originates from the Monza International Exhibition of Decorative Arts of the 1920s which took place twice a year and was moved in 1933 to the Lombardy capital: its themes are linked to art and design, industrial design and the development of artisan crafts. Thus from 1933 the distinction was made between the Universal Exposition and the International Exposition.

**Tab. 4.1.2 - World Exhibitions from 1933 to nowadays**

Year	City	Country
1935	Brussels	Belgium
1937	Paris	France
1939	New York	USA
1949	Port Au Prince	Haiti
1958	Brussels	Belgium
1962	Seattle	USA
1967	Montréal	Canada
1970	Osaka	Japan
1992	Seville	Spain
2000	Hannover	Germany
2010	Shanghai	China
2015	Milan	Italy
2020	Dubai	United Arab Emirates

*Source: Official site of the BIE*

In 1942 a Universal Exposition should have taken place in Rome but the tragic events linked to the Second World War led to the cancellation of the entire event; the EUR zone of Rome is testimony to this event that did not take place. This trade fair and historical area was created for the occasion.



**Tab. 4.1.3 - International Expositions from 1933 to the present**

Year	City	Country
1936	Stockholm	Sweden
1938	Helsinki	Finland
1939	Liège	Belgium
1947	Paris	France
1949	Stockholm	Sweden
1949	Lyon	France
1951	Lille	France
1953	Jerusalem	Israel
1953	Rome	Italy
1954	Naples	Italy
1955	Turin	Italy
1955	Helsingborg	Sweden
1956	Beit Dagan	Israel
1957	Berlin	Germany
1961	Turin	Italy
1965	Monaco	Germany
1968	San Antonio	USA
1971	Budapest	Hungary
1974	Spokane	USA
1975	Okinawa	Japan
1981	Plovdiv	Bulgaria
1982	Knoxville	USA
1984	New Orleans	USA
1985	Tsukuba	Japan
1985	Plovdiv	Bulgaria
1986	Vancouver	Canada
1988	Brisbane	Australia
1991	Plovdiv	Bulgaria
1992	Genoa	Italy
1993	Daejeon	South Korea
1998	Lisbon	Portugal
2005	Aichi	Japan
2008	Zaragoza	Spain
2012	Yeosu	South Korea
<b>2017</b>	<b>Astana</b>	<b>Kazakhstan</b>

*Source: Official site of the BIE*

Moreover the entire district recalls the Expo event as it is still called "EUR", the acronym of the Universal Exposition of Rome.

Since 1960 another category of Expo has existed recognised by the BIE, or the International Horticulture Expositions, which can last for three to six months, held once every two years and must be approved by the International Association of Horticultural Producers (IAHP).

## 4.2 THE EXPO 2015 in Italy

The last Universal Exposition was that of Shanghai in 2010, the largest, most majestic and expensive event created until then: in fact it beat the previous record of Osaka and attracted 73 million visitors of which however only 5% were foreign. During the closing ceremony of this huge Universal Exposition, the representatives of the delegation of the Expo Milan 2015 Committee were invited onto the stage to receive the flag of the BIE as a symbolic passage of the baton.

On 31st March 2008 the BIE chose Milan as a site of the Expo 2015. Therefore next year, after 109 years, the Lombardy city will again host a Universal Exposition with the theme "Feeding the planet, energy for life". The event will take place over six months from 1st May to 31st October and will deal with the issues of food, which affects a substantial part of the population on the planet: the objective is to guarantee the entire world population with food that is not just sufficient but also good, healthy and sustainable.

Not by chance the theme of food has been assigned to Italy, a country renowned throughout the world for its food and wine culture. To this regard, it should be mentioned that the FAO (Food and Agriculture Organization of the United Nations), that deals with these themes, is headquartered in Rome. Again in our country, the city of Parma is the European authority of food safety and is responsible for food safety in Europe.

Sustainability is without a doubt one of the focal points of the daily global political debate: given the limited resources necessary to life and for our diets, it is now a matter of urgency to review the current development model from a perspective that is more focused on the natural balance of the planet.

Therefore research and development seems to be the only possible way to solve these problems, and thus guarantee water and food to the whole of humanity. For these reasons the Expo 2015 of Milan is intended as a privileged opportunity for discussions on these themes: all participating countries will present their



projects and the results achieved on the theme of food, ranging from the sector of agriculture to that of industry and including trade and technical developments.

Nevertheless man is entitled to food that is also healthy and good, and here some top products enter into play, such as those of Italy, famous worldwide for their quality. The progress and innovation in fact do not exclude the preservation of typical and local products that have been proven to guarantee a healthy balanced diet such as that of the Mediterranean.

The topic of food is therefore considered from two points of view: that of the production of food and that of its consumption. In fact sustainability is achieved by the balance between production and consumption. In relation to this, the paradoxes of contemporary society emerge, in which there is a part of humanity that suffers starvation and disease from malnutrition, while another lives in a situation of excess nutrition that results in food waste. It is therefore necessary to avoid impoverishing the planet, applying good practices in agriculture, defending biodiversity, avoiding waste and educating the population to consciously maintain a correct and healthy diet.

The key words for this Expo 2015 are therefore "Food", "Energy", "Planet" and "Life". Five theme-based itineraries are envisaged: "The History of man, food stories", "Abundance and deprivation: the contemporary paradox", "The future of food", "Sustainable food = an equal world", "Taste is knowledge".

It is therefore necessary to analyse the role that food played in the past, as well as its current and future role, together with the various techniques for producing it and the strict correlation existing between these factors and the quality of the life of individuals. Expo 2015 proposes to set up a debate that should not finish at the end of the event but will continue towards a final solution for the widespread food problems mentioned above.

As regards the organisational aspects and logistics, it is worth noting that in October 2008 the Municipality of Milan, in order to make the realisation of the Exposition possible, signed a Programme Agreement with the Lombardy Region, the Province of Milan, the Municipality of Rho, the Company Poste Italiane S.p.A., the Company Expo 2015 S.p.A. and the company Arexpo S.p.A.

The company Expo 2015 S.p.A. is a public company with the specific purpose of producing the Expo 2015.

By the end of March 2014, 145 parties confirmed their participation in the Milan Exposition. Each participating country has the option of constructing their own pavilion or to enter alongside others in one of the nine Clusters. The Clusters are a new feature of this Expo and are made up of pavilions divided shared by different States, united this time not by geographical proximity but by thematic areas. In fact, in each of these shared pavilions, a specific theme is dealt with, including "rice", "cereals and tubers", "spices", "cocoa", "coffee", "fruit and vegetables" agriculture and nutrition in arid areas", "sea and islands", and "the Bio-Mediterranean ecosystem". The site of the Expo was designed according to the urban structure typical of ancient cities and of the ancient Roman castrum: there is therefore a diagonal structure of which the main axes are the Cardo and the Decumanus, oriented respectively along the North-South and East-West routes.

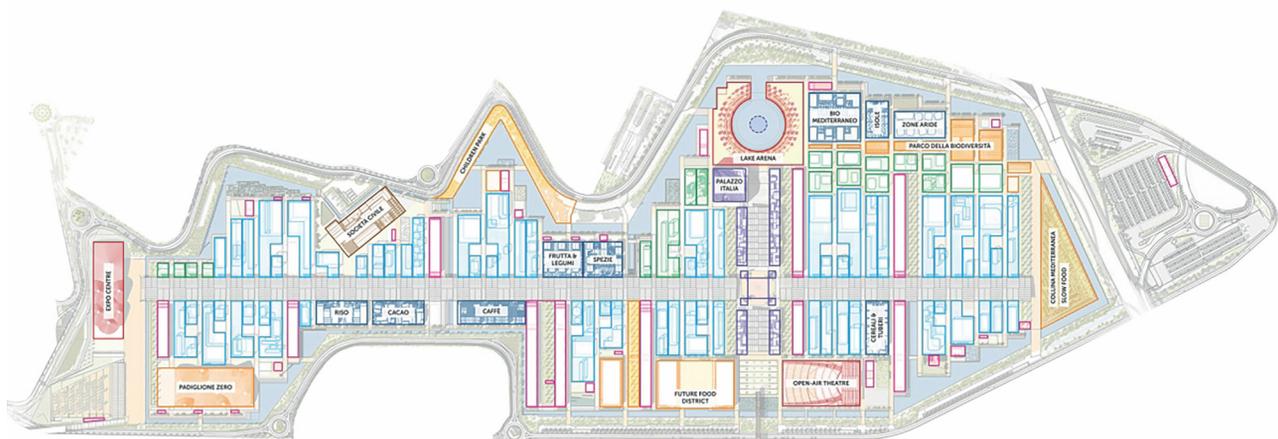
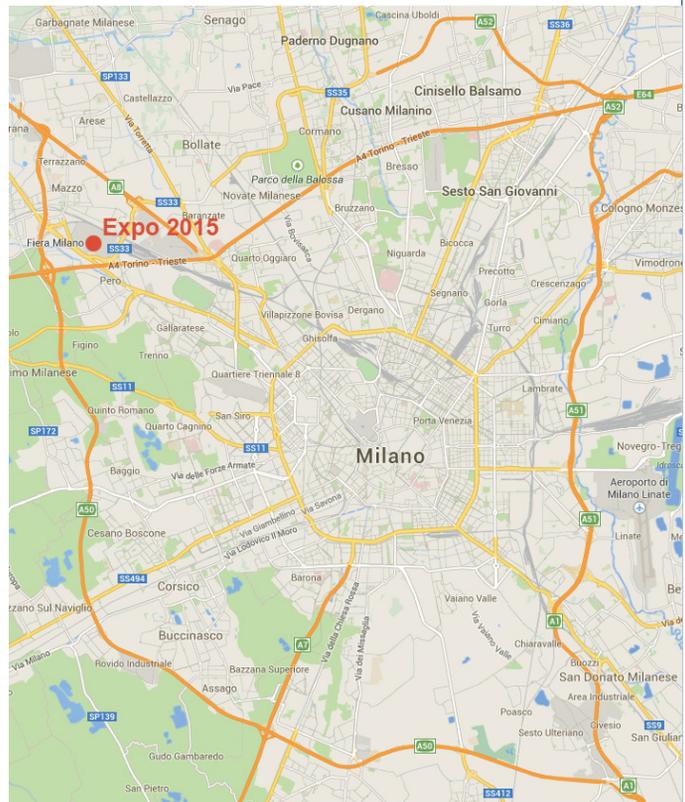
The various Italian pavilions are placed along the 350 metres of the Cardo route while those of the various guest countries from all over the world are set up along the Decumanus. A piazza stands at the crossroads between the two routes, Piazza Italia, which will symbolise the meeting between Italy and the rest of the world. The Cardo and Decumanus will be of different lengths, the latter by contrast to the first, will run the length of one and a half kilometres and a width of 35 metres. Both will be covered with awnings positioned so as to protect the visitors and also to convey them physically within the Exposition, to make for a more uniform structure throughout the various zones. In fact this project does not aim at the majesty and grandeur of the buildings but rather the greatest possible involvement of the visitor and a focus on open spaces: not by chance the creation of a hill is envisaged, from which it will be possible to observe the entire area. The layout, due to the orthogonal structure, changed for the event from the old Roman town structure, on the other hand, contrasts with the enormous diversity of the various participants in this global Exposition.



**MILAN AND THE EXPO 2015: THE LOCATION**

The exhibition site of the Expo, covering an area of around 1.1 million square metres, will be located in the north west of Milan, taking up part of the Municipality of Milan and part of that of Rho, close to the already existing Trade Fair Centre of the Lombardy capital.

This area which has already experienced industrial development is well connected to the surrounding territory thanks to various infrastructures: line 1 of the underground train service, three motorways and a high speed railway line built for the purpose.



**KEY:** ■ THEMATIC AREAS ■ EVENT AREAS ■ SERVICE AREAS ■ CLUSTERS ■ OFFICIAL PARTICIPANTS WITH THEIR OWN PAVILIONS ■ COMPANIES ■ ITALY PAVILION ■ CIVIL SOCIETY



The canal will surround the entire site consequently forming an island. The Lake arena, a circular basin of 90 metres in diameter will be connected to this channel. Around this body of water, surrounded by steps and placed at the North end of the Cardo, a piazza of 28,000 square metres will be developed to host up to 20,000 people, thus representing the largest open space dedicated to visitors. Water is an element that can be associated with a substantial amount of the themes dealt with in this Expo and in the local context, to the canals that surround the city of Milan. The same perspective envisages the creation of a wooded stretch around the exhibition area 40 metres wide, and green areas inside the site. This will then lead to work of diverting the two water courses that flow in the area in question, made to flow through a channel that also leads to a riverbed designed in the event of floods or overflowing. Particular emphasis at this event will be given to water among other things in relation to the initiatives of the Veneto Region.

However the "Corporate Areas" will be the zones dedicated to private companies participating as a sponsor or partner in the Expo project. These parties have the possibility of constructing their own pavilion or using those produced by the Organisation, as is also the case for the participating countries. Other parties of civil society such as non-governmental organisations and associations, will be able to present their projects in the "Cascina Triulza", a pre-existing building subject to landscape protection as a typical example of the farm buildings known as "cascine agricole" of the Lombardy countryside. Finally, other areas of the Exposition are those dedicated to the shows and events as well as the five aforementioned "Thematic Areas" or spaces run directly by the Expo 2015 Organisation.

<b>Tab. 4.2.1 -The numbers of Expo 2015</b>	
<b>General data</b>	
Theme	"Feeding the planet, Energy for Life"
Date:	1st May - 31st October 2015 (184 days)
Official participants:	145* (including Countries and International Organisations)
Objective:	20 million visitors <i>of which: 12/14 million are Italians</i> <i>6/8 million are foreign</i>
Exhibition site:	1.1 million square metres
(*) Figures as of 24th March 2014	
<b>Financial figures</b>	
Public investments:	1.3 billion
Private sector contribution:	350 million
Investments of the official participants <i>of which:</i> <i>For infrastructures:</i> <i>For the management of services:</i>	1 billion  600 million 400 million
Proceeds: <i>of which:</i> <i>Sponsoring and partnership:</i> <i>Ticket sales:</i> <i>Services for participants, visitors and merchandising:</i>	1 billion  350 million 500 million 150 million
Added value:	10 billion
Benefits for tourism:	5 billion
Employment (people employed directly or indirectly)**:	over 60,000
<i>Source: Expo 2015 S.p.a.</i>	

<sup>2</sup> Economic situation ref. Research, Year XXI - number 2.



According to research promoted by the Milan Chamber of Commerce and by the Company Expo 2015 S.p.A., with a team of analysts of SDA Bocconi, the Exhibition should generate around 10 billion euros to the benefit of the economic activities, with more than 60,000 people employed directly or indirectly. The most affected sector will be that of tourism which will see around 5 billion euros of added value.

Considering the average participation in the various Universal Expositions an influx of around twenty million visitors is expected, a third of which are foreign. In particular, thanks to the diversification of ticket prices according to different offers, the aim is to encourage visitors, in this case mainly the Milan residents, to return.

In the evening, the Exhibition takes on a different character, no longer presenting the actual exhibition side but rather a series of events, shows, performances and initiatives of the individual countries, for example tasting sessions or dinners in the restaurants of the pavilions facing onto the central avenue where cuisine from all over the world can be found.

### 4.3 The Veneto region and the Expo

The Milan Exposition, as already highlighted, does not limit its sphere of influence to a strictly local context but on the other hand encourages the creation of projects in areas quite far from the Lombardy capital.

For this reason, the Veneto region, along with other parties intends to bring forth initiatives that will be held both at the Expo Milan and on their own territory (Widespread Expo). For some time now, the preliminary activities have been underway, leading to the set-up, through suitable measures adopted by the regional council in 2014, of the "Steering Committee of the Veneto System for EXPO 2015", headed by the Chairman of the Committee who with the support of a special Work Group has the task of directing and coordinating the regional policies regarding this international event. It is therefore necessary both to coordinate and involve the various active participants on the territory and to programme the individual initiatives that are planned in due time assessing the possible opportunities, choosing the logistical solutions and promoting tourism and cultural packages.

With the institutional participation at the Italy pavilion and therefore within the Milan exhibition area the Region will take part in the exhibition "Italy of the Regions" which is set up along the Cardo route and structured so as to present the best of every region in terms of culture, landscape and innovation; a space of 40 square metres will also be set up along the Cardo for the institutional representation and for inter-institutional meetings. Finally the Region will have an exhibition space of around 200 square metres for one week where projects and initiatives will be presented. The Cardo route will be organised as follows: the end facing onto the Lake Arena will see the Palazzo Italia and the Pavilion of the European Union, the North Cardo will be dedicated to Regions and Territories and the South Cardo, in addition to the crossroads with the Decumanus, will host the spaces reserved for local businesses, thus promoting Made in Italy brands. Next to the Italy stand the space "Wine and Oil" will be set up by VeronaFiera and VinItaly, where the country's wine specialties will be given appropriate space.

With regard to the initiatives of the widespread Expo or those held in the regional territory, the great potentialities of the Veneto area will be taken into account, represented by the cultural, architectural, artistic, natural and landscape centres of attraction spanning from the lagoon to the mountains, cities of art and the coastal zones. Moreover, the food and wine and manufacturing specialties should not be underestimated: this combination of elements makes it highly likely that, on occasion of the Expo in Milan, a significant number of visitors to this event will also decide to visit our region, increasing the existing tourism flow further. For this reason it is necessary to prepare for this event as much as possible, promoting initiatives linked to the Expo and our territory.

There is also physical testimony to the strong links developed, also on the occasion of the Exposition, between the regions of the North, for example, by the project VenTo of the Polytechnic of Milan, which aims at the creation of a cycle path from Turin to Venice, running alongside some stretches of the River Po.



Fig. 4.3.1 - The VenTo route



Source: Municipality of Venice

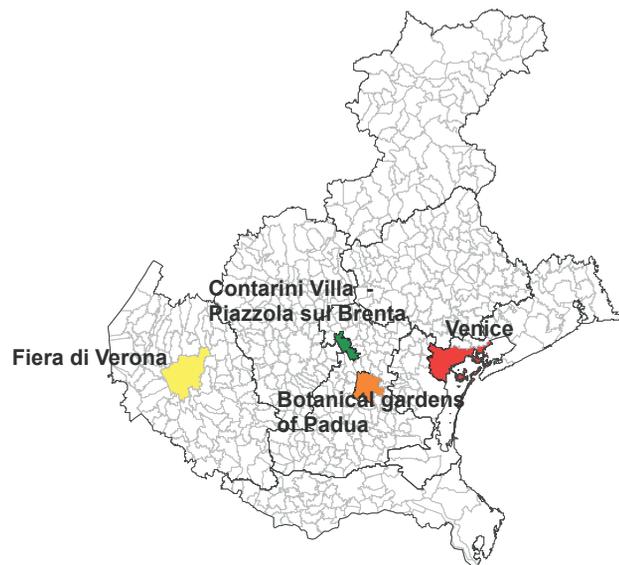
This cycle route of 679 km could be created at a relatively low cost thanks to the reuse of already existing structures and the safe upgrading of others; in fact only 21% of the route would need to be created from scratch. The VenTo project is therefore in line with the theme of sustainability and green economy and is developed in direct contact with water. "Water and earth" among other things, is the leit motif chosen by the Veneto region to represent their territory as a single

entity, without losing the various facets that distinguish it. The glaciers, rivers, lagoon and finally the sea are all typical features that characterise this area, which has a substantial part of its history based on the relationship with water. However, the right amount of attention must be focused on the land, preserved by methods of cultivation that allow an increasing respect for the environment and high quality products, in particular the local produce certified with the marks PDO, DOC and DOCG.

To sum up, the main objectives of the participation of Veneto in the Expo 2015 are:

- to promote the role of the Veneto region in the world, both in terms of international relations and the promotion of culture and tourism;
- to develop the themes and contents of the Universal Exposition;
- to contribute to the development of the Veneto region, creating opportunities for the production fabric and for the local community.

Fig. 4.3.2 - The main exposition centres in Veneto



Source: Processing on the Regione Veneto - Regional Statistical System Section

The main exposition centres are therefore the Fiera di Verona, the Botanical Gardens in Padua, the Venetian area and the Veneto villas with particular attention to the Villa Contarini in Piazzola sul Brenta, which is the centre of Veneto activities for the Expo.



Conferences, presentations, guided visits workshops and exhibitions will be organised. The aim will be the development of sustainable mobility networks such as the previously mentioned VenTO cycle path or the internal navigation network via the rivers, canals and waterways, in addition to the lagoon and Po Delta. This will lead to a concept of sustainable tourism: for example Green Tour is a nature path of around 600 km that will be mainly located in the Veneto region, across the territories of the regional parks of Sile, the Po Delta and the Euganean Hills, the Venetian Lagoon and the Berici hills, but also involving Emilia Romagna with the Emilia part of the Po Delta and Ferrara, and Lombardy with Mantua and the Park of the Mincio. The objective is to offer a model of "slow" tourism, according to which the environments and landscapes can offer hospitality linked to local history and traditions.

Moreover, the Expo will offer special seminars and courses aimed at school and university students, on the themes of food and sustainability, in addition to specific information campaigns intended to inform the public on the issues of food waste.

The tourism sector will be subject to a promotion campaign targeted at the event with the advertisement of all initiatives and the development of suitable tourism packages in collaboration with the local hospitality structures. As a further opportunity for the development of the economic system, the aim is to boost e-commerce, and at this time of greater demand aid expansion into the foreign markets by the network of small and medium businesses typical of the Veneto area. For this reason, it is necessary to provide tools to further the development of B2B (Business To Business), i.e. financial transactions between various companies. In the Venetian area, on the other hand, the Region is supporting the Venice Expo Committee, established on 4th August 2009 with a Memorandum of Understanding signed by over 70 public and private bodies.

This Committee for the participation of Venice in the Shanghai Expo 2010 and in the Expo Milan 2015 has been designed to promote and coordinate the necessary organisational activities to deal with all aspects of the two international events as well as ensuring that the city of Venice and the surrounding territory is able to seize the opportunities arising from these two events.

The city of Venice was in fact selected to participate in the section "UBPA urban Best Practices Area" of the Shanghai Expo, of which the theme "Better

City Better Life" was entirely dedicated to cities. The committee, then asked to present the processes of urban transformation in an innovative and sustainable sense, had a stand for six months and subsequently maintained their contacts with the East, establishing special relationships between Venice and the cities of Hangzhou, Jiangyin, Lijang, Suzhou, Tongli and Yangzhou.

On fulfilling the commitments linked to the Exposition of Shanghai, the Committee began to work on the projects relating to the Venetian area for the 2015 event: to date more than 100 proposals have been examined, from both public and private entities.

**Tab. 4.3.1 – The projects examined by the Committee Venice Expo**

Project subjects	Number of projects
Hospitality structures	3
Conferences, Educational initiatives	5
Services and exhibition spaces	17
Digital services and web applications	14
Places and stories	31
Water management and innovation	15
Production and food	16

*Source: Venice Expo Committee*

Therefore the committee that coordinates projects, events, shows and itineraries in the metropolitan area during the six months of the Expo is responsible for assessing and selecting the various proposals presented according to a criteria of uniformity and consistency between the different initiatives. This selection was necessary to maintain a certain standard of quality, while obviously the financial and operative feasibility was also considered to verify the practical implementation of the individual proposals.

The activities coordinated by the Venice Expo Committee will bear the Venice To Expo 2015 logo alongside the Milan Expo logo; these activities will follow the theme of Water in the various roles it plays in our territory. The various proposals have been divided on the basis of the territories in question, which are:

- the Venice lagoon and the territories of the UNESCO world heritage site;
- the large Italian rivers and the parks of the Sile and the Euganean hills and the Po Delta;



- the large metropolitan centre with Veneto villas and historical town centres;
- the system of relations with centres such as Mantua, Ravenna, Ferrara, Milan and Turin.

Another possible method of division and relative use by the public is via the three theme-based clusters "culture and food", "water, management and innovation" and "places and stories of water and territories".

**Fig. 4.3.3 – The sites of the Venice Expo**



*Source: Processing on Regione Veneto – Regional Statistical System Section*

The aim is to boost tourism flows that follow unusual paths and go beyond simple visits to the historical centre of Venice but push towards surrounding territories, rich in history and traditions.

The local workforce, the typical produce, the traditional tastes and the innovative ideas are all deeply linked to their places of origin, often virtually unknown: simply think of the situations of inaccessible flavour such as the fishing valleys, the islands of the lagoon or the villas. Thus you are again linked to the theme of Water which permeates the Venetian territory: this element that has driven local entities to research and innovate in the need to defend themselves and preserve the territory itself.

Therefore the aim is not to receive more visitors but a different type of visitors, thus enhancing the genius loci.

On a logistical level, there will be two main exhibition hubs: one on dry land in the park San Giuliano and one in the area of the Arsenale Nord. On the other hand, the so-called "Welcome Points" will be the Tessera airport, Mestre and Venice train stations, the Tronchetto bus station, San Giobbe and the Municipal car park in Piazzale Roma. The interchange of earth and water will be guaranteed by the local public transport services which will allow for simple links between the different exhibition centres in the Venetian area, integrated with a supply offer of private transport. Moreover, in 2015 the Venice Biennale will open in advance in May on occasion of the Expo in order to ensure yet another attraction for visitors. Another exhibition hub will be that of the so-called Vega 2 "Miglio Blu" located in Marghera next to the existing Science and Technology Park, built for the occasion and intended to transfer after the event into a new exhibition centre of the city, which can be reached via land and overlooks the lagoon. This initiative, promoted by Expo Venice S.p.A. has the theme of "Acquae Venezia 2015" and is split into exhibitions, fairs, experimental events and conferences that revolve around the theme of water.

## What is an Expo?

An Expo is an international Exhibition that takes place in a different country each time. There are two main types of Expo, the Universal Exposition and the International Exposition, the latter smaller in size and influx. There is an international organisation, the BIE which is set up to manage the creation of these large events, ensure their quality and choose the venue and theme each time. These Expositions set a large quantity of resources in motion and stimulating cooperation between different companies, encouraging innovation and development. In 2015 Milan will host a Universal Exposition with the theme "Feeding the planet, energy for life":

## What are the initiatives in the Veneto area on occasion of the Milan Expo?

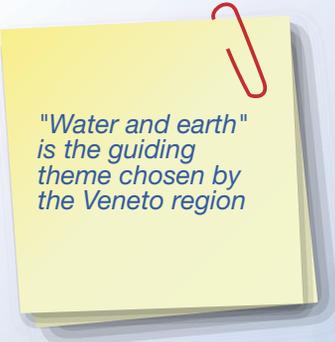
In Veneto, on occasion of the Milan Expo numerous initiatives will be put in place, in expectation of the greater tourism flow that this event should generate. Given the theme of sustainability with reference to food in particular, the aim is to enhance the food and wine specialities of the Veneto area and to launch a tourism model focusing on the territory itself, its history and traditions. Moreover conventions, conferences and visits will be organised to develop the theme of the Expo 2015 as far as possible and to support local production.



*"Feeding the planet.  
Energy for life" is  
the theme of the  
Expo 2015*



*which is split into  
agriculture and  
food*



*"Water and earth"  
is the guiding  
theme chosen by  
the Veneto region*



*Expo 2015  
a chance to  
enhance the genius  
loci of our land*