

ITALY'S THEME STATEMENT

for EXPO 2020 Dubai



Paolo Glisenti
Commissioner General
Expo 2020 Dubai

March 5th 2018

TABLE OF CONTENTS

03 – Chapter 1	PARTICIPANT DETAILS / TITLE
04 – Chapter 2	PREMISE
08 – Chapter 3	EXHIBITION GOAL
11 – Chapter 4	THEMATIC CONCEPT OF THE ITALIAN PAVILION
13 – Chapter 5	CONTENT DESCRIPTIONS
15 – Chapter 6	EDUCATIONAL PROGRAM
20 – Chapter 7	OPERATIONS
22 – Chapter 8	ARCHITECTURE AND DESIGN
24 – Chapter 9	MATERIAL
26 – Chapter 10	RETAIL & MERCHANDISING
27 – Chapter 11	EXHIBITION PROPOSAL

PARTICIPANT DETAILS
TITLE

Italy's Pavilion (*temporary*):
SMART VILLAGE ITALIA

Title:
CREATIVITY, CONNECTION, KNOWLEDGE

Participation Contract Date:
JANUARY 19th, 2018

Contact Information:
SECTION COMMISSIONER GENERAL
MINISTRY OF FOREIGN AFFAIRS
paolo.glisenti@esteri.it

PREMISE

“**CONNECTING MINDS, CREATING THE FUTURE**” is the theme of the EXPO 2020 in Dubai (October 20, 2020 - April 10, 2021) that will present the world with excellence in the field of tangible and intangible infrastructures that create relations and communication between continents, countries, cities, cultures, religions, and communities.

The Exhibition will take place during the 50th anniversary of the foundation of the UAE, the Golden Jubilee of the State.

25 million visitors are expected, with a significant presence from the large ‘ME.NA.SA.’ area (Middle East-North Africa-South Asia).

Italy was the first G7 country to formalize its participation to the event which was formally confirmed with the Participation Contract signed by the Section Commissioner General on January 19th, 2018.

The values expressed during and by the event will be those of dialogue, engagement and cooperation. Dubai - in Arabic Al Wasl - means “connection”, “link”.

As per the **material infrastructures**, EXPO 2020 Dubai will focus on mobility (innovative logistics, transport and communication systems) and on accessibility, resilience and resource sustainability (environmental, energy and water). With regards to **intangible infrastructures**, the latest generation innovations related to the smart sharing of contents and creative experiences, the training of skills and the distribution of cultural and scientific projects, will all be of great importance.

THE GLOBAL CONTEXT

Millennials, which form the first global generation of digital natives, and “Generation Z” are the most significant target of EXPO 2020 Dubai.

Millennials, also known as Generation Y, born between 1980 and 2000, will in 2020 be between 20 and 40 years old and will actively participate in large numbers. The younger Generation Z, born after the year 2000, will constitute a minority component, even if not negligible, of visitors.

For the participating countries, it will be strategic to reach and involve these **‘young adults’** who today already represent 24% of the world’s population, the largest group of consumers (80 million in the United States, over 9 million in Italy) constantly connected to the Internet, deep connoisseurs of technologies and codes of digital communication.

Millennials (or Generation Y) are the first intercultural generation, with a pronounced passion for **local traditions**, people with a predisposition for **sharing and cooperating**. They are ‘digital natives’, but above all they have grown up *mobile*: 76% of their time on the Internet is from mobile devices. They are, as they say, *always on*. 97% of them have a personal social media profile. They are inspired by the values developed from relationships between different cultures, the spontaneous sharing of individual experiences, the ethics of reciprocity and solidarity. They are creative, animated by a desire for self-affirmation and good entrepreneurial energies (in Italy they founded 1,200 start-ups, which is one-fifth of the total amount).

Generation Z, on the other hand, is the future target, they are the ones who in the next few years will have a greater impact

on digital marketing strategies. In 2020, the year of the Dubai EXPO, these younger generations will make up 40% of the world consumer market. At EXPO 2020 Dubai, these new faces will appear for the first time on the scene of a major international event.

This is the first generation of so-called “mobile first” and compared to Generation Y they have different characteristics: they have very high expectations, higher than those of Millennials, often considered disillusioned and not optimistic; they acquire self-educated knowledge (33% follow online lessons, 20% read books on tablets, 32% collaborate with their friends on the web).

They also communicate visually - non-textually - with multiple devices (they have on average 5 devices, as per Millennials who have 3); they only choose short information and communicate quickly (threshold of attention: 8 seconds), they pursue a personalization of the services and products they consume, they prefer collaborative activities with live-streaming technologies, they aim to “offer” their experiences to train skills, they avidly follow important social causes.

THE LOCAL CONTEXT

The main protagonists of the Dubai event will be the Arab, Mediterranean and Middle Eastern digital generation, increasingly interested in the broadcast of a digital and global ecosystem, especially in the educational field.

The governments of the Emirates, in particular Dubai, have encouraged in recent years the expansion of web and digital solutions, a policy that has brought the cost of using mobile

devices down to the lowest level in the entire Arab region.

The Emirates have the highest rate of broadband Internet connectivity in the Arab world.

Millennials and Generation Z will represent in 2020 more than 50 per cent of the entire population living in the UAE and across the Arabian Peninsula, and from them - from the “Arab Digital Generation” - now comes the strongest demand for the development of e-education.

Dubai launched the “Education 2020” five-year plan with the aim of introducing innovative e-learning technologies and techniques for vocational education and training in the country, improving the digital skills of students and teachers.

The goals of the new educational and training policies in the area are:

- increasing the impact of *online* and *smart education* in traditional universities and educational models of school systems;
- the increasing importance of *e-learning* and *distant-teaching* for the development of a global citizenship and for social inclusion;
- the development of job prospects and professional growth of the new Arab generations in the next 20 years.

EXHIBITION GOAL

Italy's participation in the event will establish **a clear link between EXPO 2015 Milano and EXPO 2020 Dubai** by taking the vision of Sustainable Development that inspired the 2030 UN Agenda signed in September 2015 in New York to the vision of Creating Shared Value: large scale sharing of goods and services produced by companies that, incorporating the objectives of sustainability, generate social benefits thanks to the technologies and distribution and participation systems offered to customers, suppliers and employees.

Many today consider this model as the only possible tool to reduce **inequality, generate inclusive innovation and revitalize globalization.**

The theme of EXPO 2020 Dubai, the first Universal Exhibition in the Arab area, was anticipated at the United Arab Emirates Pavilion at EXPO 2015 Milano dedicated to "Food for the mind, to outline and share the future", derived from the notion of food and environmental resources sustainability which inspired the theme of the Milan event ("Feeding the planet, energy for life").

The common thread developed from Milan to Dubai proposes, in this next step, that the **"connection between minds"** becomes a strategic resource for **"planning the future"** around a model of dialogue and active collaboration between people and nations, respecting values of self-determination, competition, innovation and development.

At EXPO 2020 Dubai the conception and creation of **projects and best practices** capable of generating shared value - that can therefore be made accessible and usable regardless of age, gender, social status, religion and nationality - will incorporate models of sustainability (environmental, agricultural, food) that

prevailed at EXPO 2015 Milano.

In this respect, a special significance at EXPO 2020 Dubai will be the theme of sustainability, one of the top national priorities for the UAE, as the most important country in the MENA region for Italy's agriculture and F&B exports (the UAE ranks 1st in terms of Italian food exports in the MENA region with a total 317 million Euro of agrifood sales).

The focus of this endeavor will be the cultural heritage and contemporary creative solutions of the “**Mediterranean Italy**”, the strategic sea and land hub where Italy has played a leading role for many centuries, connecting East and West, cultures and economies.

For Italy, EXPO 2020 Dubai will be the occasion to offer contributions and present best practices of a **global collaborative entrepreneurship** by exhibiting ideas, projects and initiatives of diversification and inclusive economic innovation, social development, cultural growth, and improvement of infrastructural systems. All capable of creating human capital and generating economic development.

With the participation in EXPO 2020 Dubai, Italy aims at engaging visitors and participants with network-building initiatives and knowledge-sharing events focused on **innovation, inclusion and understanding**.

The exhibit of Italian excellence will be not only an emblematic national representation of beauty, art, creativity, science and technology of our country, but also **an active contribution** on how to 'think a future' in which everyone can take part and become a promoter of opportunities in the fields of education, work, business, social and professional innovation.

Via the Italian participation, the exhibit, the rich program of events, conferences, initiatives and shows that will be staged at the Dubai EXPO, Italian culture and know-how become an element of inspiration for traditional and new forms of **cooperation between individuals, communities, and cultures**. The goal is to inspire processes of innovation and human growth in a world undergoing profound change and transformation, by promoting new inter-connections and collaborative modes which can engage people of all ages in a **creative global dialogue**.

In 2018, Italy plans to start a **3-year communication and engagement course** of public events, art and cultural exhibitions, scientific and academic conferences, festivals and performances which will greatly help generate a growing awareness and expectation of the theme and sub-themes of EXPO 2020 Dubai. These events, largely already planned in cities and regions across the Country, will mostly aim at involving students, teachers, professional tutors and mentors in debating and working on the **global challenges posed by EXPO 2020 Dubai**. In this regard, Italy intends to create an immediate collaborative and exchange process with the EXPO Live and Youth Connect projects launched by EXPO 2020 Dubai.

THEMATIC CONCEPT OF THE ITALIAN PAVILION

Beauty which connects people will be the key element of a unique and unprecedented exhibition space which will make Italy's participation in EXPO 2020 Dubai a truly memorable experience for visitors.

The Italian Pavilion will express the sense of harmony and equilibrium incorporated by beauty which yesterday and today connects history and geography inspiring innovation, inclusion and understanding. It will show the **extraordinary richness of Italian biodiversity** and incomparable elegance of its landscape, consolidating the legacy of EXPO 2015 Milano.

The thematic concept of the Italian Pavilion will propose a **humanist idea of contemporary Italian lifestyle** by bringing together in a sole space the culture and creativity of cities, territories, institutions and companies where people and communities work together experimenting forms of **contagion between art, culture, science and manufacturing** to create new opportunities of economic growth, employment and social development.

At EXPO 2020 Dubai, Italy will bring the design and implementation of projects capable of generating shared value made accessible and pertinent regardless of age, gender, social condition, religion and nationality.

The Italian Pavilion will offer visitors and participants an opportunity to experience identity, culture and traditions through **entertaining and interesting ideas, projects and initiatives** of diversification and inclusive economic innovation, social development, and cultural growth which have made of Italy a melting-pot for cultural and creative diversity, a unique

Chapter 4

and admired model beyond its borders.

Italy will offer the **combined capacity of thought, science and technology** that is today at the base of the success of many Italian examples of excellence and will exhibit the interweaving of scientific experiments and evaluations with conjectures and prototypes of creativity and design for the construction of the new world of tomorrow.

CONTENT DESCRIPTIONS

The main theme of EXPO 2020 Dubai poses a challenge which Italy will address by showing the world the **contemporary sides of its past, the modernity of its history, and the relevance of its secular civilization**, with particular regard to the Mediterranean area.

Establishing a connection between thought, art, science, architecture, urban planning, philosophical and legal thought, as well as the design of a new digital habitat, open and always accessible, Italy's participation in EXPO 2020 Dubai aims at contributing to the **cultural, diplomatic and economic collaborative networking of Middle East, North African, Western Asian and Arab countries**.

As a witness to this contemporary identity, **the Italian Cultural and Creative Production System** will place the public and private sectors in close relation, extending the effect of its activities outside its own perimeter, influencing the production of other sectors thanks to the **interconnection** of knowledge, expertise and skills.

EXPO 2020 Dubai will be a great opportunity for Italy to prepare and 'put on stage' **the original story** of Italian creation and its admired uniqueness, as **a new way of promoting the Made in Italy brands** by demonstrating that the value of its industrial production increasingly depends on the creative and cultural factors that they incorporate.

Visitors of the Italian Pavilion will experience the history of economical and trade expertise. Through smart teaching and experiential entertainment, Italy will present a unique model of shared values and exclusive creation made possible by a distribution of ideas, cultural products, and creative excellence, built on projects and solutions tested or already successfully

Chapter 5

implemented by its industries, territories, research centers and educational centers.

At EXPO 2020 Dubai visitors will be able to admire the products, solutions and technologies of many public and private companies that have developed over the years, **linking the creativity chain to projects and initiatives** that generate widespread value well beyond the boundaries of their production and sales activities.

OPPORTUNITIES, INNOVATION, EDUCATION

At EXPO 2020 Dubai the Italian model of shared value creation will offer an educational and skill training vision of how to:

- rethink products and markets by connecting intelligence, skills and professions;
- redefine the value chain in economic products and social services that incorporate cultural and creative activities;
- intertwine the relationships of different expertise, know-how, and qualified professional skills to meet the needs of today's society;
- incorporate social and environmental themes in the core business of public and private companies, social representations, associations, groups of active citizenship and territorial communities.

In this respect, the participation of Italy could well **contribute to the legacy of EXPO 2020 Dubai** by establishing an educational and training center where meetings with scientists and researchers involved in projects for quality of life, environment, food and health could regularly take place alongside debates among legal specialists, anthropologists and educators who work on the challenge of combining education and legal regulation in the network between people and cultures.

ITALY INTENDS TO CREATE FOR EXPO 2020 DUBAI

- a business and science laboratory, giving life to seminars, meetings, events among high-tech industrial 'giants' and successful small and medium businesses that represent the most dynamic component of our export industry;

- **a showroom** for the leaders of scientific and academic partnerships in Europe, the Mediterranean and the Middle East in numerous creative driven sectors;
- **a space for Italian universities** that, in partnership with Arab, African and Asian universities, could organize specialization courses to certify and promote new technical, managerial and entrepreneurial skills, capable of contributing to the internationalization process and transformation underway in their respective countries.

The educational program designed by Italy exclusively for EXPO 2020 Dubai will allow its visitors access and visibility to opportunities for discovery and knowledge of cultural, artistic and environmental heritage that will be put on display with the spectacular interdisciplinary innovations of Italian heritage science - developed by the National Research Council (CNR) thanks to the application of advanced technologies of physicists, chemists and engineers - and which will create new professions and skills in coming years.

Artistic creativity and scientific innovation that have walked hand in hand since the time of Leonardo's excellence, but which today take on new, and sometimes unexpected, links and impulses in Italy, and in Dubai 2020.

Some of the most significant experiences lived and realized by Italians in the world can be narrated, experiences that contribute to the construction of increasingly global professional skills, expanding Italy's ability to present itself on an international level as a system: **Italian talents abroad**, influential representatives of our country in the most diverse sectors of activity - from culture to finance, from industry to science, to international institutions - and young people who are building brilliant careers outside our national borders, giving life to brain circulation,

generating new expertise and new skills.

Italy will engage its Higher Education schools, Universities and Professional Technical Institutes for EXPO 2020 to shape a new educational landscape, which will assemble the opportunities offered by the growing level of education required today to train creative and cultural professions, ever less localized, sector-specific and "national", and increasingly characterized by transverse skills, multiple languages, multi-asset relationships between companies.

Italy will offer EXPO 2020 visitors the best of its **ideas aimed at strengthening inter-cultural and dialogue between Europe and the Middle East - North Africa and South Asia** area, the biggest contribution of the humanitarian, intellectual, Italian academic *soft power*, opening a "corridor of informal diplomacy" in which "scientific diplomacy", "cultural diplomacy", and "legal diplomacy" can be key factors of pacification and international collaboration.

The educational and training program of Italy for EXPO 2020 Dubai will be designed and implemented above all targeting the Millennials by displaying technologies, processes and educational models aimed mostly at the Arab, Mediterranean and Middle Eastern digital generation encouraging the introduction of **innovative e-learning technologies and methods for vocational education and training in the country, improving the digital skills of students and teachers.**

Italy will bring to Dubai its excellence in *e-learning* and distant-teaching for the development of a global citizenship as well as for social inclusion, the expansion of job prospects and the professional growth of new generations.

Exhibition content and visitors experience

Italy will bring to Dubai products, solutions and technologies of

its industries.

Who will participate...

- Cultural industries (live show, visual arts, cinema, publishing, music, printing, software, video games).
- Creative industries (architecture, fashion design, fashion, digital communication).
- Historical-artistic heritage (museums, libraries, archives, monuments, archaeological areas).

...as well as...

- Creativity-driven businesses (craftsmanship, innovative manufacturing, web-marketing, creative talents, content design, food design).
- Excellence of wellness, food and cosmetics.
- Industrial Design (product design, systems design, 3D modeling, prototyping and engineering).
- Interior design (architecture, living spaces).
- Design firms (learning experience design, design of organizational models and work spaces).
- Communication graphic design (tools, channels, languages).
- Research centers, poles of competence 4.0, training poles.
- Diplomatic studies centers and cultural foundations.

FROM MADE IN ITALY TO MADE WITH ITALY

Italy's own unique and creative way of participating in EXPO 2020 Dubai will consist in offering a platform of the Country's open innovation processes and projects which will be interpreted as programs "open connections" in four main areas of interest:

❶ **Open Culture Italy.** Displaying the historical and artistic heritage strongly rooted in the regions with the highest rate of cultural activity (Lazio, Lombardy, Piedmont, Friuli Venezia Giulia, Veneto, Campania, Puglia and Sicily...) and in the cities with the greatest proportion of added value of culture on the local economy (Rome, Milan, Florence, Venice, Turin, Naples and Palermo, followed by Bologna, Trieste, Arezzo, Modena, Reggio Emilia, Pesaro-Urbino, Trento and Bari...) Topped with the "Culture Capitals" Matera, Mantova, Pistoia and Palermo.

❷ **Open Creativity Italy.** Taking part in the new creative enterprises, digital artisans, communicators who - alongside the most famous brands of design, fashion and clothing, furniture, agro-industry, jewelry and cosmetics already established globally - can find an opportunity to meet an international audience and propose new forms of cooperation, participation and growth.

❸ **Open Education Italy.** Engaging Higher Education schools, Universities and Professional Technical Institutes to shape a new educational landscape, which assembles the opportunity offered by the growing level of education required today to form creative and cultural professions; progressively less localized, sector-specific and "national", and increasingly characterized by transverse skills, multiple languages, and multi-asset relationships between companies.

❹ **Open Diplomacy Italy.** By contributing to the strengthening of inter-cultural dialogue between Europe and the Middle East - North Africa and South Asia area, the contribution of Italian humanitarian, intellectual and academic soft power, opening a "corridor of informal diplomacy" in the same way as "scientific diplomacy", "cultural diplomacy", "legal diplomacy" can be key factors of pacification and international collaboration.

OPERATIONS

The theme chosen by Italy for its participation in EXPO 2020 Dubai will be deployed in the Pavilion's operations in a fully integrated way.

An "innovation lab". 'Fab Lab' networks for craftsmen and creatives who can use, at a low cost, digital technologies in an 'open source' way. Digital Innovation Hubs where you can demonstrate how to act creatively on the change and innovation of companies, territories and professional communities. Educational platforms and *e-learning* models for the development and training of new creative and cultural professionals. Courses for cultural "masters".

A "game camp". Game area where video games 'meet' culture to explore the art world, scientific research, and technological innovation. Tools for 'transforming' museum works into a 'digital game' by reconstructing in 3D artistic contexts, stories of painters, ancient know-how and crafts.

A laboratory for business and science. Seminars, meetings, events between the 'giants' of high-tech manufacturing and the successful small and medium-sized enterprises that represent the most dynamic component of our export economy. A showroom for the main characters of scientific and academic partnerships in Europe, the Mediterranean and the Middle East in creative driven sectors.

An intercultural pole. Meetings with scientists and researchers involved in projects for quality of life, environment, food and health. Debates among legal experts, anthropologists and educators who work on the challenge of combining education and legal regulation in the relations between people and cultures aimed at designing innovative paths of "new rights" and forming levers for peaceful coexistence and overcoming

frontiers of religion, race and gender.

A stage. Theaters and concert halls as a platform for the creative national and regional culture representing the multiple aspects of local creative languages, and the narration of territorial realities. Spaces for staging arts, crafts, museum and archaeological heritage, areas that become "living" cultural heritage thanks to digital technologies.

These connections, in order to be appreciated by the large public of the EXPO 2020 Dubai, will be exhibited with strong iconic elements, objects, products and tools that take shape with the integration between creativity, design and technology.

In fact, they will respond above all to the interest of the Millennial audience that is increasingly driven not only by a purely informative need, but also by the search for elements of experiential and seductive meaning, as is already the case with the appeal of many of Italy's best products that the creative driven industry has on this new generation of consumers.

ARCHITECTURE AND DESIGN

The aim of the Italian participation will be to use the architecture of its exhibition space to facilitate interaction and participation, overcoming the exhibition model of the iconic building, and instead creating an open space, a "stage" constantly animated and accessible live, as well as from a distance, a space for meeting, studying and experimentation available to all visitors.

This open space will take the shape of **a typical Italian Garden**, historically celebrated and replicated all over the world.

A space constructed by integrating trees, plants, green areas as well as artifacts, objects, furniture and construction elements showing the precious landscaping in which creativity and culture developed since the Renaissance period, will be deployed during the 6 months of the event.

The Italian Pavilion will offer and present opportunities for cooperation and interdisciplinary training, offering an immersive multimedia representation through images, sound, new techniques for using culture and art, works of talent and of design.

A 'mill' in which students, teachers, professionals, entrepreneurs, public and private managers, and institutions and visitors can work together within the process of the digital transformation of studying, working and production. Becoming active participants, able to interpret and grasp the opportunities generated by the cultural and creative "revolution" in progress.

A place where young and established start-uppers can share with their investors, living together for six months generating a continuous exchange of ideas, creating opportunities, the development of stimuli, experiences and best practices from which to draw inspiration and example.

A stage for 'Ted' Conferences, for presentations of innovative ideas; Bar Camps, to enable network conference spontaneous groups dedicated to the creativity of social media and the internet; Forums for *sharing economy*, to narrate and show experiences of spontaneous social sharing and circular economy; Smart Social, to present initiatives and demonstrations of solidarity, cooperation and friendship between Italy and the countries participating in EXPO 2020 Dubai.

To "see" Italy at EXPO 2020 in Dubai, visitors will enter a space where they will open the "windows" of the country and its architectural and scenic design.

The symbolic power of this Italian Garden will be to replace the physical and static size of the Pavilion with the experience of a place for dialogue, exchange and discussion; to be together, to share knowledge in an interactive and digital form, creating an extraordinary experiential space inside and outside the physical boundaries of the Smart Village, from waiting areas to areas of tasting and sampling, from the lounge to the corporate hospitality area options.

MATERIAL

The architectural and exhibition project will take into account the following three fundamental principles of reference:

INNOVATION

The project will be an expression of the most advanced forms of technology in terms of design, construction techniques and use. The Pavilion will also represent an example of sustainability. EXPO 2020 DUBAI will in fact be the most sustainable Universal Exposition ever, so it is essential that the Pavilion be a cutting-edge model in terms of: use of sustainable and low environmental impact materials (including those undergoing experimentation), reduced energy-water consumption and CO2 emissions, waste disposal and reduced noise pollution. The structure must also take into account its legacy, therefore it will have to provide solutions that can be implemented for its dismantling or relocation.

Accessibility

The accessibility of the structure is a fundamental aspect as the Pavilion will not only be a place of passive enjoyment, but above all it will allow the collective sharing of an experience. The concept of accessibility refers not only to the idea of easy physical access to the Pavilion, which must be guaranteed, but especially to an acute sense of inclusiveness, where the visitor's experience will be part of a path open to participation and interaction in which the theme "Connecting Minds, Creating the Future" will stem into the most diverse forms of interaction and engagement.

Feelings

The project will include material elements specific to the identity and essence of Italian culture, reinterpreting them

Chapter 9

according to their own creative sensibility without neglecting the emotional impact that must be perceived through the architectural structure even before entering the exhibition path. Both the interior and the exterior will mirror the common narrative language that arouses through emotion and wonder. In particular, the global environment will reflect the elements of the above-mentioned architectural and exhibition concept inspired by the extraordinary wealth of knowledge that characterizes Italian excellence in the world.

RETAIL & MERCHANDISING

The most renowned Italian brands will be present in the retail space of the Pavilion. Limited edition products, especially produced for EXPO 2020 Dubai, will be on sale alongside with internationally renowned fashion, jewelry, perfume, design and food products.

The retail space will showcase special niche products from specific regions of Italy, rarely available through traditional trade and distribution channels.

Memorable souvenirs will be on sale to reinforce the overall visitors' experience of the Pavilion.

EXHIBITION PROPOSAL

Starting from the event's theme "Connecting Minds, Creating the Future", the Italian participation at EXPO 2020 Dubai will be an overview of the story of the themes of excellence, beauty and innovation.

Beauty is in fact what represents the Italian spirit, the knowledge of who we are – with regards to centuries of history, traditions, unparalleled arts - and the awareness of being similar to others.

In the Italian Pavilion both form and content will be shared values developed according to a unique creative and inspirational process. The design of the structure that will host the Pavilion will therefore not only act as a cocoon and an exhibition container, but be itself part of the story we wish to tell; summarize it, metaphorize it, symbolize it in an iconic way. It will in fact combine codes of aesthetics and functionality with those of technological innovation and sustainability.

The Italian participation at EXPO 2020 Dubai will be inspired by a “code of values” based on the following criteria:

Beauty as a connection

Beauty must be intended as an expression and a vehicle for education in the sense of taste, which distinguishes Italian identity.

Creativity as a competence

Creativity intended not only as an instinctive expression of intuition and fantasy, but also as a profound form of knowledge.

Feeling as a vehicle for knowledge

Only through amazement and wonder does an experience become memorable and truly integrated in its truest sense.

Project culture

The word “design” stems from the Latin de-signo which not only means drawing and defining, but above all means “tracing in the mind the main ideas of a project” (quoted from the Etymological Vocabulary of the Italian Language by Ottorino Pianigiani, 1907). This means that Latin culture has influenced a horizontal approach to every field of knowledge: project culture.

Living the Italian way

The historical and cultural legacy that Italy has inherited, combined with expressions of excellence that the country boasts today, makes the Italian way of life unique and recognizable worldwide.

The human capital

Knowledge and expertise concentrated in the arts and crafts and the sciences represent a layering of know-how and traditions that, in Italy as in no other place in the world, has been able to rework and innovate a centuries-old heritage of knowledge.

The genius loci

“Nullus enim locus, sine genius est”, Servius. A territory is truly known when it is identified with a culture, only then does it become a place. Italy is a palette of magnificent landscapes that are the reflection of a very rich and diverse heritage of languages, traditions and knowledge.

Italy: cradle of the Mediterranean

Italy has a vocation of cultural pluralism, due to its geographical location and history; it is therefore a land of choice values attached to dialogue, integration, solidarity and refuge.



Paolo Glisenti
Commissioner General
Expo 2020 Dubai