



Fondazione
Milano
Expo 2015

Press release

Milan for Expo 2015 Foundation brings the Expo Milan 2015 Italian Pavilion and the Tree of Life online on Google Arts & Culture

May 2nd 2017 – Today, on the second anniversary of the Expo Milan opening, the Italian Pavilion and the spectacular Tree of Life can be seen online on Google Arts & Culture thanks to a new partnership between Google and Expo Milan 2015 Foundation.

In this new virtual experience users will be able to visit all sections of the Italian Pavilion **“Home of Italian Identities” exhibition**, its valuable artworks and the shows seen at the Universal Exposition **by more than 10 million people** from May 1st to October 31st 2015. With just a few clicks on Google Arts & Culture it will also be possible to see the amazing Tree of Life’s combinations of music, water and light that enchanted exhibition visitors: from world leaders to ordinary people from around the world. Immediately accessible also the projects dedicated to women’s empowerment offered in “Women for Expo” exhibition space by Italian Pavilion.

<https://www.google.com/culturalinstitute/beta/partner/fondazione-milano-per-expo-2015>

Marco Balich’s **Tree of Life** designed by Giò Forma can now be viewed on the online platform with a unprecedentedly perspective: viewers can explore it in extraordinary detail and see far beyond what is visible to the naked eye, enjoying the plays of light on the wood and steel structure built in record time by a group of companies from Brescia.

“This partnership between the Foundation and the Google Cultural Institute makes it possible for the first time for a temporary event such as Expo to become permanent on the Web. I hope this experience, which is an essential part of the legacy of EXPO 2015, will become a best practice for the upcoming Expositions, starting with those of Astana 2017 and Dubai 2020.” **Diana Bracco**, President of Milan for Expo 2015 Foundation and former Commissioner General for the Italian Pavilion at Expo 2015.



Fondazione Milano Expo 2015

“The Italian Pavilion was designed like a screenplay to offer content, history and accounts to stimulate and entertain visitors. The Home of Italian Identities it was a sensorial and emotive project designed to create pride and awareness of the many wonders Italy hosts.”
Marco Balich, Artistic Director Italian Pavilion at Expo 2015

“The Home of Italian Identities represented a great collective effort in which every Italian Region and Territory became an ambassador of Italy’s beauty and diversity. Giving users a chance to visit the Italian Pavilion again is an important step in keeping alive the values of the Expo 2015 theme “Feeding the Planet, Energy for Life”. Starting from June 10th 2017, the Italian Conference of Regions and Autonomous Provinces will be present in the Italian Pavilion at Expo Astana 2017, showing visitors Italian innovations and ideas in the field of energy.”

Stefano Bonaccini, President of Italian Conference of Regions and Autonomous Provinces and President of Emilia-Romagna Region.

The project consists of 25 digital exhibits displaying more than 430 different elements showing how Italy was presented at the Universal Exposition and its interpretation of the Expo theme “Feeding the planet, energy for life”. The path of the “Home of Italian Identities” exhibition develops on the theme of the strengths: extraordinary images and video enrich the 4 sections, placed in the avant-garde Palazzo Italia, winner of important international architecture awards. “Strength of workmanship” presented the stories of remarkable men and women who made the earth fruitful by loving and respecting it. The “Strength of beauty” offered a marvellous journey through the “extraordinary panoramas” of Italian landscapes and architecture. The “Strength of the future” featured a wonderful Italian garden, with a seed planted by each region – and a story for each seed – turning the Palazzo into the garden of Italian biodiversity. Finally, the “Strength of limits” illustrated how obstacles and difficulties can be a driving force for creativity and ingeniousness.

Some of the most important items of the online exhibition are:

- The Italian Palace architecture by Studio Nemesi

- The Tree of Life
- The House of Italian Identities, the strength of Beauty
- “Women for Expo” exhibition space

About Milan for Expo 2015 Foundation

The Milan for Expo Foundation is a non-profit entity active from 2008 that played an important part both in the candidature and event phase of Expo 2015, the Universal Exposition held in Milan from May 1st to October 31st 2015. The Foundation fosters models of international cooperation with a high level of social responsibility. While pursuing values of social and economic sustainability, the Foundation focuses on Universal Expositions as international platforms for creating awareness and consensus on Social Development Goals (SDGs) and gender equality.

About Google Arts & Culture

[Google Arts & Culture](#) is a new, immersive way to experience art, history, culture and world wonders from over a thousand organizations worldwide. Google Arts & Culture has been created by the Google Cultural Institute and it is available for free for everyone on [the web](#), on [iOS](#) and [Android](#). Read more [here](#).