

Italian Pavillion for Expo Milano 2015 Milan, Italy

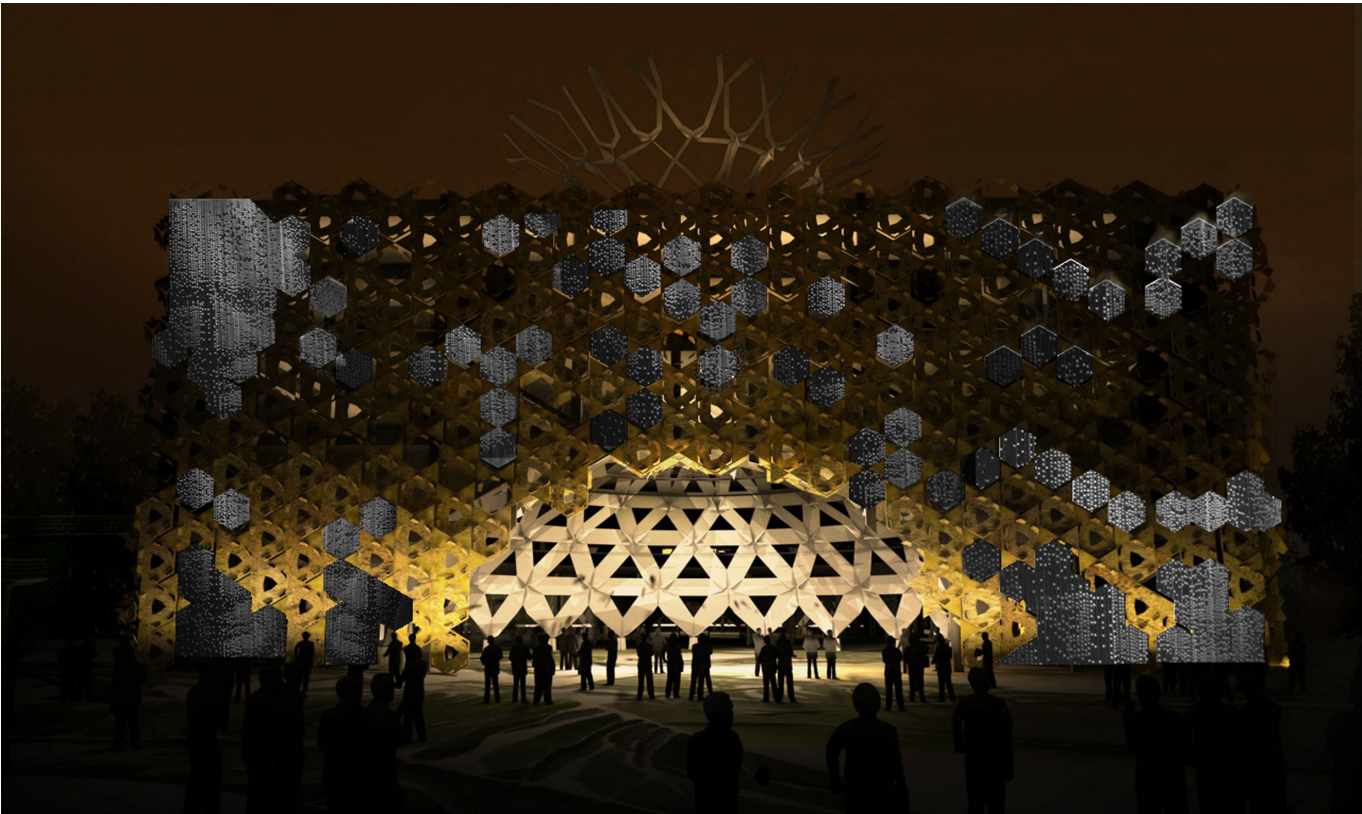
The general formal principle of the building concentrates itself in an expression of a great elegance and beauty through concepts that are close to classical principles: excellence, serenity and strength. These intentions are refreshingly converse to the exhibition schemes that had such "free" forms of the recent past, that have lead architecture to forget its fundamental principles in favor of seeking a digital expression of short range and duration.

Due to these concerns the symbol with which the building is merging is the Greek Doric column, with its conforming drums, its intense streaks and its impressive expressiveness and intensity, almost metaphysical. The intention was to develop an iconic architecture of great beauty and personality, not incompatible with the search of the image of beautiful severity, strength and contemporary identity, without waste or provocative winks to trends that could rapidly fade.

Client: Expo Milano 2015
Location: Milan, Italy
Date: 2013
Typology: Cultural

Architect: Benedetta Tagliabue
Project directors: Makoto Fukuda
Design team: Giulia Babboni, Elena Bufa, Gabriele Rotelli, Nazaret Busto Rodríguez, Valandis Kallis, Nikos Xenos, Maria Ruiz Sanz, Mariana Maisterrena, Luis Javier López Carracero, Eduardo Arrioja, Jahir Suaza, Annie Michaelides, Camilo Iregi, Carles Berga, Lorenzo Trucato
Collaborators: Gabriele Masera, Tiziana Poli, Pietro Pizzi, Giulio Castoldi, Carlo Cervellieri, Ivana Congiu, Giulio Damiani, Marco Pesenti, Francesco Pittau, Alessio Costantino Mirabella, Elena Seghezzi, Nicolò Paolino
Gross floor area: 55.000 sqm

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