

ITALY'S THEME STATEMENT

for EXPO 2020 Dubai

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Section Commissioner General

EXPO 2020 Dubai

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DETAILS OF PARTICIPANTS TITLE

Italy Pavilion (*temporary*):
SMART VILLAGE ITALIA

Title:
CREATIVITY, CONNECTION, KNOWLEDGE

Participation contract date:
19 JANUARY 2018

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PREMISE

"**CONNECTING MINDS, CREATING THE FUTURE**" is the theme of the EXPO 2020 in Dubai (20 October 2020 – 10 April 2021) which will present the world with excellence in the field of tangible and intangible infrastructure that creates 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 in the event which was formally confirmed with the Participation Contract signed by the Section Commissioner General on January 19th, 2018.

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

As for **tangible infrastructure**, EXPO 2020 Dubai will focus on mobility (innovative logistics, transport and communication systems) and on accessibility, the resilience and sustainability of resources (the environment, energy and water). With regards to **intangible infrastructure**, great importance will be given to last-generation innovations relative to the smart sharing of contents and creative experiences, the formation of competencies and the distribution of cultural and scientific projects

THE GLOBAL CONTEXT

Millennials, who form the first global generation of digital natives, together with "Generation Z", are the most significant target of EXPO 2020 Dubai.

Millennials, also known as Generation Y, were born between 1980 and 2000 and in 2020 will 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, albeit not negligible, of visitors.

For the participating countries, it will be strategic to reach and engage these '**young adults**' who already today 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 and in-depth connoisseurs of technologies and digital codes of 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 connected. 97% of them have a personal multimedia profile on social media. They are inspired by the values arisen 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-realization and good entrepreneurial energies (in Italy they founded 1,200 start-ups, which accounts for one-fifth of the total).

Generation Z, on the other hand, is the target of the future; they are the ones who will have greater impact on digital marketing strategies over the next few years. In 2020, the year of the Dubai EXPO, these younger generations will make up 40% of the global 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-taught knowledge (33% follow lessons online, 20% read books on tablets, 32% collaborate with their friends on the Web).

What's more, they communicate visually - non-textually - with multiple devices (they possess an average of 5 devices, while Millennials have 3); they only choose concise information and communicate quickly (threshold of attention: 8 seconds), they want the services and products they consume to be customised, they prefer collaborative activities with live streaming technologies, they aim to "offer" their expertise to form competencies, they avidly advocate important social causes.

THE LOCAL CONTEXT

The key players at the Dubai event will be the Arabs – the Mediterranean and Middle Eastern digital generation – who are increasingly interested in transmitting a digital and global ecosystem, especially in the field of education.

In recent years, the governments of the Emirates, and in particular of Dubai, have encouraged the expansion of the Web and of digital solutions, a policy that has brought the cost of using mobile devices down to the lowest level of the whole Arab region.

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

Chapter 2

In 2020, Millennials and Generation Z will represent more than 50 per cent of the entire population living in the UAE and across the Arabian Peninsula, and they - the "Arab Digital Generation" - now drive 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 on traditional universities and on the educational models of school systems;
- increasing the importance of *e-learning and distance teaching* in order to enhance global citizenship and social inclusion;
- developing job opportunities and the professional growth of new Arab generations over 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 uptaking the vision of Sustainable Development that inspired the 2030 UN Agenda signed in New York in September 2015 and embedding it into the vision of Creating Shared Value: large-scale sharing of goods and services produced by companies that, by incorporating the objectives of sustainability, generate social benefits thanks to the technologies and the distribution and participation systems offered to customers, suppliers and employees.

Today, many consider this model to be the only possible tool to **reduce inequality, generate inclusive innovation and revitalize globalization**.

The theme of EXPO 2020 Dubai, the first Universal Exhibition to be held in the Arab world, was announced at the United Arab Emirates Pavilion at EXPO 2015 Milano and was dedicated to "Food for Thought—Shaping and Sharing the Future", drawn from the notion of the sustainability of food and environmental resources which inspired the theme of the Milan event ("Feeding the Planet, Energy for Life").

In this next step, the common thread that unfolded from Milan to Dubai proposes that **"connecting minds"** become a strategic resource for **"shaping the future"** around a model of dialogue and active collaboration between peoples and nations, with full respect for the 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 the sustainability models (environmental, agricultural, and food) that prevailed at EXPO 2015 Milano.

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

The aim of this endeavour will be the cultural legacy and contemporary creative solutions of the **"Mediterranean Italy"**, the strategic marine and land hub in which Italy has played a key role for many centuries, connecting East and West, cultures and economies.

Chapter 3	<p>For Italy, EXPO 2020 Dubai will be the occasion to offer contributions and present best practices of a global collaborative entrepreneurship by exhibiting ideas, diversification and inclusive economic innovation projects and initiatives, social development, cultural growth, and improvement of infrastructural systems. All of the above are capable of creating human capital and generating economic development.</p> <p>With its participation in EXPO 2020 Dubai, Italy aims to engage visitors and participants with network-building initiatives and knowledge-sharing events focused on innovation, inclusion and understanding.</p> <p>The display of Italian excellence will not only be an emblematic national representation of beauty, art, creativity, science and technology of our country, but also an active contribution on how to 'shape a future' in which everyone can participate and become a promoter of opportunities in the fields of education, employment, business, and social and professional innovation.</p> <p>Through the Italian participation, the exhibition, the rich programme of events, conferences, initiatives and performances that will be staged at the Dubai EXPO, Italian culture and know-how become a source 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 that is undergoing profound change and transformation, by promoting new inter-connections and collaborative modes that can engage people of all ages in a creative global dialogue.</p> <p>In 2018, Italy plans to start a 3-year communication and engagement process with public events, art and culture, exhibitions, scientific and academic conferences, festivals and performances which will greatly help generate growing awareness and expectations of the theme and sub-themes of EXPO 2020 Dubai. These events, largely already scheduled in cities and regions across the Country, will mostly aim to involve students, teachers, tutors and professionals in debating and working on the global challenges posed by EXPO 2020 Dubai. In this respect, Italy intends to create an immediate collaborative and exchange process through the EXPO Live and Youth Connect projects launched by EXPO 2020 Dubai.</p>
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THEMATIC CONCEPT OF THE ITALY PAVILION

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

The thematic concept of the Italy Pavilion will propose a **humanist idea of contemporary Italian lifestyle** by bringing together in a single space the culture and creativity of cities, regions, institutions and companies in which people and communities work together experimenting forms of cross-fertilization 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 realization of projects capable of generating shared value, made accessible and relevant regardless of age, gender, social condition, religion and nationality.

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

Italy will offer the **combined capacity of reason, science and technology** that today is the basis of the success of many Italian examples of excellence and will reveal the interweaving of scientific experiments and evaluations with creativity and design notions and prototypes for the construction of the new world of tomorrow.

DESCRIPTION OF THE CONTENTS

The main theme of EXPO 2020 Dubai poses a challenge which Italy will meet by showing the world the **contemporary aspects of its past, the modernity of its history, and the relevance of its centuries-old civilization**, especially with respect to the Mediterranean area.

By establishing a connection between reason, 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 the goals of EXPO 2020 Dubai aims to **contribute to the cultural, diplomatic and economic collaborative networking of the Middle East, North Africa, West Asia and the Arab countries**.

Bearing witness to this contemporary identity, the **Italian Cultural and Creative Production System** will closely inter-relate the public and private sectors, 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 'stage' the original story of Italian creation and its admired uniqueness, as a **new way of promoting Made-in-Italy brands** by showing that the value of its industrial production increasingly depends on the creative and cultural factors that it incorporates.

Visitors to the Italy Pavilion will experience the history of economic and commercial competence. Through smart teaching and experiential entertainment, Italy will present a unique model of shared values and exclusive creation made possible by the spread of ideas, cultural products, and creative excellence, built on projects and solutions tested or already successfully implemented by its industries, local communities, research centres and educational institutions.

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, **connecting the creativity chain to projects and initiatives** that generate diffuse 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 a vision of educating and enabling how to:

- rethink products and markets by connecting intelligence, competencies and professions;
- redefine the value chain in economic products and social services that incorporate cultural and creative activities;
- interrelate different expertise, know-hows, and qualified professional skills to meet the needs of modern-day society;
- incorporate social and environmental themes in the core business of public and private companies, social representations, associations, active citizenship groups and local communities.

In this respect, Italy's participation could well **contribute to the legacy of EXPO 2020 Dubai** by establishing an educational course and training centre to host regular meetings with scientists and researchers involved in projects for the quality of life, the environment, food and health, alongside debates among legal specialists, anthropologists and educators working on the challenge of combining education, laws and regulations in the network between peoples and cultures.

FOR EXPO 2020 DUBAI, ITALY INTENDS TO CREATE

- a business and science laboratory, organizing seminars, meetings and events convening high-tech industrial 'giants' and successful small and medium-sized 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 sectors;
- a space for Italian universities that, in partnership with Arab, African and Asian universities, could organize post-graduate courses to certify and promote new technical, managerial and entrepreneurial skills capable of contributing to the internationalization and transformation process underway in their respective countries.

The educational program designed by Italy exclusively for EXPO 2020 Dubai will provide its visitors access, visibility and the opportunity to discover and know the cultural, artistic and environmental heritage that will be exhibited with the amazing interdisciplinary innovations of the Italian scientific tradition – developed by the National Research Council (CNR) thanks to the application of advanced technologies by physicists, chemists and engineers – and which will create new professions and competencies in coming years.

<p>Chapter 6</p>	<p>Artistic creativity and scientific innovation have walked hand in hand since the time of the excellence of Leonardo's endeavours but that today take on new, and sometimes unexpected, connections and impulses in Italy and in Dubai 2020.</p> <p>An option is to narrate some of the most significant experiences lived and realized by Italians in the world, experiences that contribute to the construction of increasingly global professional skills, thus expanding Italy's ability to present itself at international level as a system: Italian talents abroad, influential representatives of our country in the most diverse sectors of activity - from culture to finance, industry, science, and international institutions – including the young people who are building brilliant careers outside our national borders, giving rise to the circulation of brains, thus generating new knowledge and competences.</p> <p>For EXPO 2020, Italy will engage its Higher Education schools, Universities and Technical and Vocational Institutes in shaping a new educational landscape, which will pool together the opportunities offered by the growing level of education required today in training people for creative and cultural professions, increasingly less localized, sector-specific and "national", and growingly characterized by transversal skills, multiple languages, multivalued attributes between companies.</p> <p>Italy will offer EXPO 2020 visitors the best of its ideas aimed at strengthening inter-cultural dialogue between Europe and the Middle East, North Africa and South Asia, the biggest humanitarian, intellectual and academic contribution of Italian soft power, thus opening a "corridor of informal diplomacy" in which "scientific diplomacy", "cultural diplomacy", and "legal diplomacy" can be key factors of international pacification and collaboration.</p> <p>The Italian-based educational and training programme for EXPO 2020 Dubai will be designed and implemented by principally targeting the Millennials through the display of technologies, processes and educational models mostly aimed 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, and improving the digital skills of students and teachers.</p> <p>Italy will bring to Dubai its excellence in e-learning and distance-teaching to develop a global citizenship and social inclusion, increasing job opportunities and the professional growth of new generations.</p> <p>Exhibition content and visitor experience Italy will bring to Dubai the products, solutions and technologies of its industries.</p> <p>Who will participate ...</p>
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Chapter 6

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

...as well as ...

- Creativity-based businesses (arts and crafts, innovative manufacturing, web-marketing, creative talents, content design, food design).
- Excellence of wellness, food and cosmetics.
- Industrial Design (product design, systems design, 3D modelling, prototyping and engineering).
- Interior design (architecture, living spaces).
- Design firms (design of learning experiences, design of organizational models and workspaces)
- Communication graphic design (tools, channels, languages).
- Research centres, competence 4.0 districts, training centres
- Diplomatic studies centres 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 the Country an open platform of innovation processes and projects which will be interpreted as "open connection" programmes in four main areas of interest:

❶ **Open Culture Italy.** Displaying the historical and artistic heritage strongly rooted in the regions with the highest share of cultural assets (Lazio, Lombardy, Piedmont, Friuli Venezia Giulia, Veneto, Campania, Puglia and Sicily...) and in the cities with the greatest proportion of the value added 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, Mantua, Pistoia and Palermo.

❷ **Open Creativity Italy.** Participating in the new entrepreneurial creativity, digital craftsmanship, communicators who – alongside the most famous brands in the design, fashion and clothing, furniture, agro-industry, and jewellery and cosmetics sectors already established at global level – can find an opportunity to find an international public and propose new forms of cooperation, participation and growth.

❸ **Open Education Italy.** Engaging Higher Education schools, Universities and Technical and Vocational Institutes in shaping a new educational landscape, grasping the opportunity offered by the growing level of education required today to train creative and cultural

Chapter 6	<p>professions; progressively less localized, sector-specific and "national", and increasingly characterized by transversal skills, multiple languages, and multivalued attributes between companies.</p> <p>④ Open Diplomacy Italy. By contributing to strengthening of inter-cultural dialogue between Europe and the Middle East, North Africa and South Asia, the contribution of Italian humanitarian, intellectual and academic soft power, opening a corridor of "informal diplomacy", as well as "scientific diplomacy", "cultural diplomacy", and "legal diplomacy", can all be key factors of international pacification and collaboration.</p>
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OPERATIONS

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

An "**Innovation Lab**". 'Fab Lab' networks for craftsmen and creatives who can use, at a low cost, 'open source' digital technologies. Digital Innovation Hubs where you can show how to act creatively in changing and innovating companies and local and professional communities. Educational platforms and e-learning models for the development and training of new creative and cultural professionals. "Masters" Courses in culture.

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

A Business and Science Lab. Seminars, meetings, events between the 'giants' of high-tech manufacturing and successful small and medium-sized enterprises that represent the most dynamic component of our export economy. A showroom for the key players of scientific and academic partnerships in Europe, the Mediterranean and the Middle East in creative sectors.

An intercultural centre. Meetings with scientists and researchers involved in projects for the quality of life, the environment, food and health. Debates among legal experts, anthropologists and educators who work on the challenge of combining education and legal regulation in relations between peoples and cultures, with the aim of designing innovative roadmaps of "new rights" and forming levers for peaceful coexistence and overcome the barriers of religion, race and gender.

A stage. Theatres 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 regional realities. Spaces for staging performing 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 by integrating creativity, design and technology.

In fact, they will primarily respond to the interest of the public of Millennials that is increasingly not only driven by the sole need of information, but also by the pursuit of experiential and seductive elements, as is already the case with the appeal that many of the best products of Italy's creative industry have on this new generation of consumers.

ARCHITECTURE AND DESIGN

The aim of Italy's participation will be to use the architecture of its exhibition space to facilitate interaction and participation, overcoming the exhibition model of iconic buildings, and instead creating an open space, a "stage" constantly animated and accessible to live performances, as well as in streaming; a space available to all visitors in which to meet, study and experiment.

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

During the 6-month Expo, a space will be built by integrating trees, plants, green areas with artifacts, objects, furniture and constructions; all elements showing the precious landscape in which creativity and culture were developed since the Renaissance period.

The Italy Pavilion will offer and present cooperation and interdisciplinary training opportunities, offering an immersive multimedia representation through images, sounds, new techniques in the use of culture and art, and works by designers and talents.

A 'mill' in which students, teachers, professionals, entrepreneurs, public and private managers, institutions and visitors can work together on the digital transformation of how we study, work and produce, thus becoming active participants, capable of interpreting and grasping the opportunities generated by the cultural and creative "revolution" in progress.

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

A stage for 'Ted' Talks, for presentations of innovative ideas; Bar Camps to spontaneously enable groups dedicated to the creativity of social media and of the Internet for online conferencing; Forums in which to share economic issues, narrate and show experiences of spontaneous social sharing and circular economy; Social Intelligence, to present initiatives and demonstrations of solidarity, cooperation and friendship between Italy and the participating Countries in EXPO 2020 Dubai.

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

The symbolic power of this Italian Garden will be to replace the physical and static dimension of the Pavilion with the experience of a place for dialogue, exchange and debate; to be together, share knowledge in an interactive and digital form, thus creating

	<p>an extraordinary experiential space inside and outside the physical boundaries of the Smart Village, from waiting areas to tasting and sampling areas, from the lounge to the corporate hospitality areas.</p>
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MATERIAL

The architectural and exhibition design will take into account the following three key principles of reference:

INNOVATION

The project design 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: sustainable use of low environmental impact materials (including those being tested), reduced energy and water consumption and CO2 emissions, waste disposal and reduced acoustic pollution. The structure must also take into consideration its legacy, therefore providing solutions that can be implemented in dismantling or delocalising it.

Accessibility

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

Sensations

The project will include material elements that are specific to the identity and essence of the Italian culture, reinterpreting them according to their own creative sensitivity without neglecting the emotional impact that must be perceived through the architectural structure even before starting the exhibition itineraries. Both the interior and the exterior will mirror a common narrative language stimulated by emotions and amazement. In particular, the whole environment will reflect the elements of the aforesaid 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 internationally renowned fashionwear, jewellery, perfumes, 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 enhance the Pavilion's overall visitor experience.

EXHIBITION PROPOSAL

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

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

In the Italy Pavilion both form and content will be shared values developed according to a unique creative and inspirational process. The design of the structure to host the Pavilion will therefore not only be the cocoon and container of the exhibition, but part of the story we wish to narrate; summarizing, metaphorizing, and symbolizing it in the form of an icon. Indeed, it will combine codes of aesthetics and functionality with those of technological innovation and sustainability.

Italy's participation in EXPO 2020 Dubai will be based on a "code of values" grounded on the following criteria:

Beauty as a connection

Beauty must be understood as an expression and a conduit for educating people's sense of taste, the distinctive hallmark of Italian identity.

Creativity as a competence

Creativity understood not only as an instinctive expression of intuition and imagination, but also as a deep-set form of knowledge.

Feeling like a conduit for knowledge

An experience becomes memorable and truly fully acquired through a sense of amazement and marvel.

Design Culture

The word "design" stems from the Latin *de-signo* which not only means to draw and define but it mainly means to "outline" in one's mind the key points of a project (quoted by the Etymological Vocabulary of the Italian Language edited by Ottorino Pianigiani, 1907). This means that the Latin culture has transversally influenced every field of knowledge: the Design Culture.

Living the Italian Way of Life

Italy's historical and cultural legacy, combined with the expressions of excellence that it boasts today, makes the Italian Way of Life unique and recognizable all around the world.

The human capital

Knowledge and competence, concentrated in the arts and crafts as well as in science, represent a stratification of know-hows and traditions that

in Italy, as nowhere else in the world, has been capable of re-elaborating and innovating a centuries-old heritage of knowledge.

The genius loci (the protective spirit of a place)

"*Nullus enim locus, sine genius est*", Servius. It is possible to truly know a territory only when it is identified with a culture; only then does it become a place. Italy is a palette of magnificent landscapes that reflect a very rich and diversified legacy of languages, traditions and knowledge.

Italy: cradle of the Mediterranean

Italy has a vocation for cultural pluralism because of its geographical position and its history; it is therefore a land of value-based choices combined with dialogue, integration, solidarity and shelter.