

#EXPOGRAM EXPO 2015 SOCIAL GUIDE



#1 - MAY 2015

#EXPOGRAM

THE FIRST ISSUE

This is the best-of, the best-of at the times of social media.

Well, there are no gurus, no scientific panels, and no selected juries.

Rather, we can listen to the voices of the entire world.

Every Monday morning, we'll publish a PDF updated with the activities and attractions you certainly don't want to miss.

It's a "10+10+10" list of things for those "Hitchhikers of the Galaxy" to study ahead of their excursions to Expo 2015, Milan, and Italy as a whole: ten stops at the site, ten stops in the city, and ten stops in Bel Paese.



Since we haven't launched our hashtag before Week One, we'll do a mix of our own suggestions along with those of Giacomo Biraghi (our own Mr. #Expottimisti, the only person in the world that currently knows everything about Expo) and the folks in our Social Media team.

**From then on, we ask
you to share your own
“10+10+10’s.”**

**If you experience
something visitors
shouldn’t miss, grab
your phone and send
a photo to #expogram
via Instagram,
Facebook, or Twitter.**

**May the force be with us!
May the force be with you!**

pic by @fabbrio_mannino





**THIS IS EXPO 2015.
IN A TYPICAL DAY, YOU
CAN VISIT 7% OF THE
AREA.**

**WHAT ARE THE SPOTS
YOU CAN'T MISS?**

#EXPOGRAM

INSIDE EXPO

MILAN

ITALY

THESE ARE THE FAVOURITE PLACES
ON SOCIAL MEDIA, INSIDE EXPO

1. DECUMANO RUN
2. GERMANY vs UK
3. FRESH AIR IN AUSTRIA
4. COFFEE CLUSTER
5. TREE OF LIFE
6. APPLES FOR ALL
7. PAVILION ZERO
8. JUMP IN THE FOREST
9. CHILE PAVILION
10. PANORAMA

EXPO

MILAN

ITALY

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1 DECUMANO RUN



pic by @maxperri1971



WHAT

Run from the entrance to the end of the Decumano (the long avenue) breathlessly, as fast as you can, as if you are Anna Karina inside the Louvre in the movie *Breathless*. Viva Anna Karina! Viva Jean-Luc Godard!



2

GERMANIA vs UK



pic by @gallizzi70



WHAT

Visit, one after the other, the United Kingdom and Germany Pavilions. Judge for yourself which is the more spectacular: the bee's dance or the bright hive.

Germany versus the United Kingdom: Who wins?

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3 FRESH AIR IN AUSTRIA



pic by @expoaustria



WHAT

Go inside the Austria Pavilion and enjoy a breath of fresh mountain air. Yes, we know it sounds like a joke, but it really is very special.



4

COFFEE CLUSTER



pic by @ chiodis



WHAT

Wonder in amazement at the most complete collection of coffee machines in the world. Of course, it's really just an excuse to drink the most incredible coffees from the four corners of the world. Don't drink too many. We don't want you getting too jittery.



5 TREE OF LIFE



pic by @tizio73



WHAT

Visit, once again, our country's beauty at the Tree of Life's hourly shows. Not surprisingly, it's even better at night.



6 APPLES FOR ALL



pic by @swisspavilion



WHAT

Grab as many of the organic apples as you can in one of the four silos at the amazing Switzerland Pavilion. While you hoard apples, take a moment to reflect on the scarcity of our planet's resources.



7

PAVILION ZERO



pic by @ per_sfizio_ma_non_solo



WHAT

Enter the only place on the Expo 2015 site where you won't see or hear Expo 2015 itself. You are in the center of the valley at Pavilion Zero. Nice, isn't it?



8 JUMP IN THE FOREST



pic by @beppesala



WHAT

Decide which is more fun: playing with the robots of the Future Food District or jumping like crazy on top of the Brazil Pavilion's forest.

A low-angle, upward-looking photograph of a complex wooden truss structure, likely the roof of a pavilion. The structure is composed of numerous light-colored wooden beams of varying lengths, arranged in a dense, geometric pattern that converges towards a central point at the top. The background is a clear blue sky. The text '9 CHILE PAVILION' is overlaid in white on the lower half of the image.

9
CHILE
PAVILION

pic by @tonins0609



WHAT

Our architect friends tell us the Chile Pavilion is the most beautiful one. We have six months to see if they're right.

A panoramic view of the Milan skyline at sunset. The sky is filled with vibrant orange and red clouds. The city's buildings are silhouetted against the bright horizon. The most prominent feature is the spire of the Duomo di Milano, which stands out against the sky. Other skyscrapers and buildings are visible in the background, creating a dense urban landscape.

10 PANORAMA

pic by @vale_savini



WHAT

Climb to the top of Mediterranean Hill and enjoy both Milan's skyline and our expansive view of the Alps. Go back home and watch Miracle in Milan.

Viva Zavattini! Viva De Sica!

THESE ARE THE FAVOURITE PLACES
ON SOCIAL MEDIA, IN MILAN

1. MILANO BY NIGHT
2. TRIENNALE RESTAURANT
3. STREET FOOD
4. SKYSCRAPERS
5. ARTS&FOODS
6. HANGAR BICOCCA
7. MUDEC
8. DAN FLAVIN
9. MEDIEVAL MILAN
10. LEONARDO

EXPO

MILAN

ITALY



1 MILANO BY NIGHT

pic by @studiomosae





WHAT

Check out Milan at night with an evening dedicated to the new light of the Duomo. Climb on the roof: It's breathtaking. It's even more so now with the addition of Tony Cragg's sculptures.



2

TRIENNALE RESTAURANT



pic by @lauravincetmilano



WHAT

Explore a unique food panorama: the new restaurant on the roof of the Triennale. It's wonderful. If you're on a budget, there's a great kiosk in front of the Triennale with a standard panorama... and a price to match. Karl Marx said "From each according to his ability, to each according to his need."



3 STREET FOOD PORTA GENOVA



pic by @COCOFASION_BLOGGER



WHAT

Taste street food from different places at the metropolitan market of Porta Genova.

While there, enjoy the recently restored Darsena.



4 SKYSCRAPERS

pic by @ronchiclaudia



WHAT

Savor a drink among the skyscrapers in Piazza Gae Aulenti. You shouldn't miss the view of the corn field of Fondazione Trussardi. Afterwards, enjoy dinner in the Isola neighborhood. The mother of creative minds is always pregnant.



5

ARTS&FOODS



pic by @alekone



WHAT

Not to be missed is the only Expo 2015 pavilion outside the site proper: the Arts and Foods Pavilion at the Triennale. Once there, explore the park and see Teatro Continuo by Burri.

Afterwards, see the just-completed Nevicata14 and the Expo Gate.

You can recover with a ginger ale at the kiosk.



6 HANGAR BICOCCA



pic by @martymontic



WHAT

HangarBiccoca is a private museum and a wonderful, amazing place. It features an exhibition of the work of Joan Munoz.

All this, while we wait the brand new Fondazione Prada next week.



7 MUDEC

pic by @chiararoncini



WHAT

MUDEC, Museum of Cultures. In the previous weeks we learnt everything on the floors' issue. Now it's time to see its content. Very Special.



8
**DAN FLAVIN
RED CHURCH**

pic by @tymstah

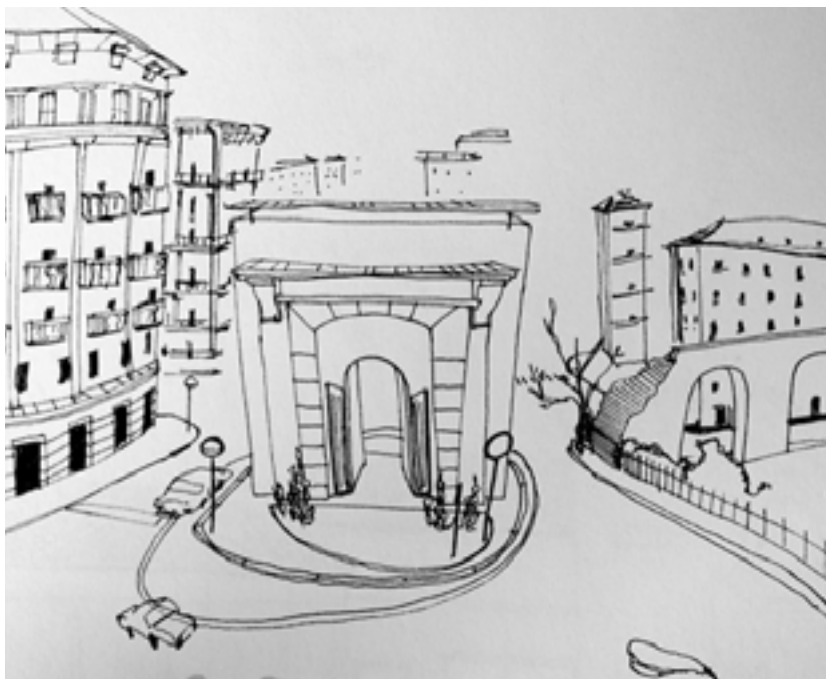


WHAT

Chiesa Rossa shows the word of the American master Dan Flavin. It doesn't have to do with Expo 2015 or its themes, but it's very unique. Check the timetables online.



9 MEDIEVAL MILAN



pic by @elenza



WHAT

Take a tour on the 94 bus. Yes, a bus! Admire the Medieval gates that have recently been restored: Porta Nuova and Porta Ticinese. If you want to experience a time machine, the Archaeological Museum on Corso Magenta is the place.

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10 LEONARDO



pic by @giuseppebellarosa



WHAT

Leonardo. We certainly can't forget him.

There's a great and spectacular exhibition in Palazzo Reale. And, of course, there's the new and amazing lighting of the Last Supper.

THESE ARE THE FAVOURITE PLACES
ON SOCIAL MEDIA, IN ITALY

1. TURIN
2. ART BIENNALE
3. COMO
4. POMPEI
5. BERGAMO
6. ORTIGIA
7. MATERA
8. MONTE ROSA
9. AUTOSTRADA DEL SOLE
10. MALPENSA

EXPO

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1 TURIN





WHAT

Experience Freccia Rossa, the high-speed train that gets you to Turin in half an hour. Then go see the Shroud of Turin: it's an incredible story. One hundred meters away is the Porte Palatine, where Pontius Pilate was imprisoned. If you enjoy the works of Dan Brown, you'll be right at home.



2

BIENNALE ARTE



pic by @lena_demi



WHAT

Biennale Arte, in Venice, has no possible comparisons. Differently from Turin, no Freccia Rossa speed-train to get there. If you go there, you'll be thrown in the hectic hours of the last works.



3 COMO



pic by @mgmuer



WHAT

The very famous Villa del Balbianello on Como Lake. Here you can dream of being George Clooney or one of the characters of Star Wars.

The background of the entire page is a photograph of ancient Roman ruins in Pompeii. It features several tall, weathered stone columns of varying heights, some with decorative capitals. In the foreground, there is a large, dark, rectangular stone structure, possibly a fragment of a wall or a platform, which appears to be partially collapsed or broken. The sky is a clear, bright blue with scattered white clouds. The overall scene is one of historical grandeur and archaeological discovery.

4
POMPEI

pic by @pasqualearcheo1989



WHAT

Pompei, that is a *memento mori* in the shape of the city. What you will be, we are now. Who forget us, forget himself



5 BERGAMO



pic by @debby_fri



WHAT

The town of Bergamo is just a step away. The Città Alta and the Accademia Carrara just reopened. From then on, it's all downhill.



6 ORTIGIA

pic by @gorillaradio



WHAT

How could we skip Sicily? Our first choice is the *Seppellimento di Santa Lucia* (the *Burial of St. Lucy*) by Caravaggio. From Bergamo to Ortigia for one of the most amazing paintings in the history of art.



7 MATERA



pic by @pietro_coella



WHAT

Matera, the 2019 European Capital of Culture, is already unbelievable. It's not easy to get there, but well worth the effort.



8

MONTE ROSA



pic by @marcoprovs



WHAT

Experience a night at Capanna Margherita on Monte Rosa. It's the highest building in Europe at 4554 meters above sea level.



9 AUTOSTRADA DEL SOLE



pic by @gianpaolo21



WHAT

Enjoy the journey from Milan to Rome on Autostrada del Sole (Highway of the Sun): Autogrill, churches, and much more. In the slow food era, it's fun to go fast once in a while.

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10 MALPENSA



pic by @stefi_idlab



WHAT

Terminal 1 at Malpensa Airport is the original part designed by Ettore Sottsass and Associates. It took an airport that looked like a Memphis showroom and turned it high-tech. Thank you, Maestro!

**TAG YOUR
PICTURES WITH
#EXPOGRAM**

@EXPO2015MILANO