

belgium @ 2015 milan universal exposition





MILANO 2015

2015 milan universal exposition

Key facts and Expo Milano 2015 Targets:

- 6 month event
- 20 million visitors
- 1 billion citizens
- ± 140 countries
- 1.1 million square meter exposition
- Over 2,000 events



2015 milan universal exposition





2015 milan universal exposition the theme

Feeding the Planet, Energy for Life

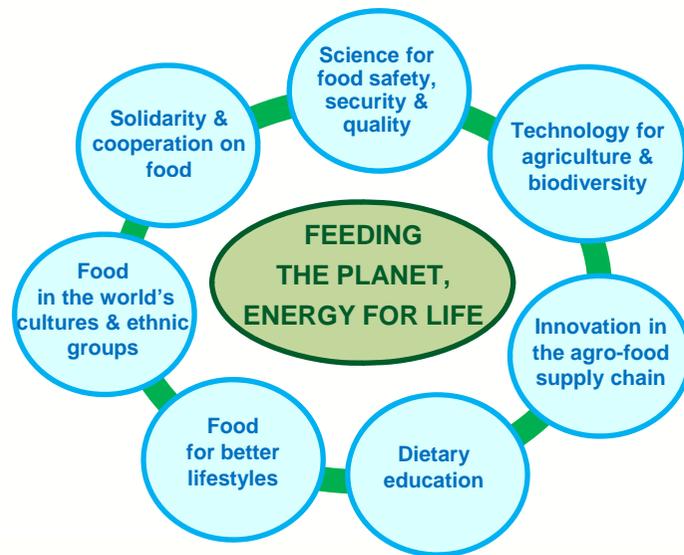
- A global cultural, educational and scientific event
- Discuss and discover issues related to food production, availability and safety, nutrition and the culture of food.



2015 milan universal exposition the theme

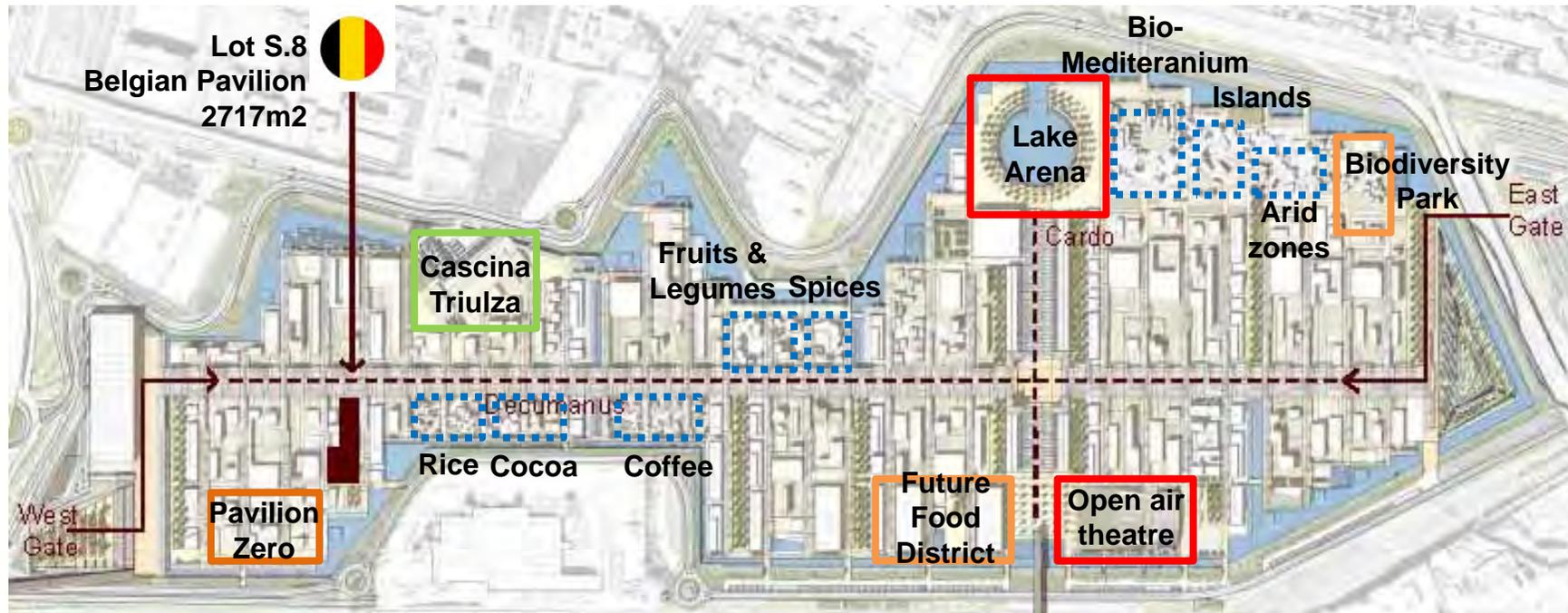
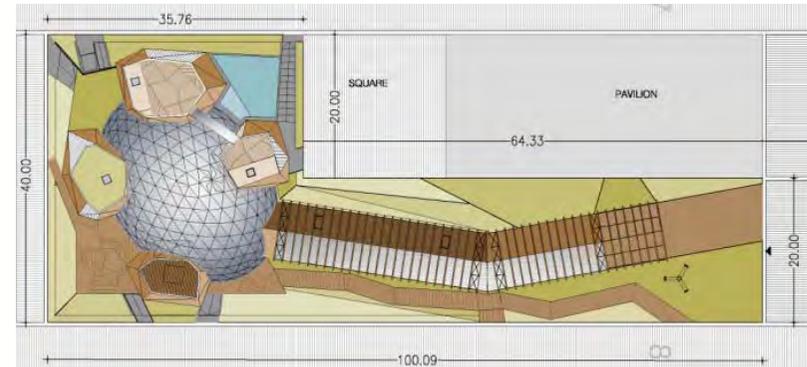
Is it possible to ensure sufficient, good, healthy and sustainable food for all mankind?

- Having nourished us across the millennia, it is now planet **Earth** that requires nurture, in the of **respect, sustainable behaviors**, the application of **advanced technologies** and **new political visions** that will allow us to strike a new and **better balance between our resources and our consumption.**



belgian pavilion in expo milano 2015 general plan

- close to **Pavilion Zero**
- near **Cascina Triulza**
- close to the **West Gate**, a **Service Area** and the **Canal**
- close to the **Rice** and **Cocoa Clusters**



the belgian pavilion a laboratory of sensory experiments

The **Belgian Pavilion project** for the Expo Milano 2015 is the outcome of three great axes of reflection:

1. **Feeding the Planet, Energy for Life**
2. **Environmental sustainability and innovative technology**
3. **«Showcase» of Belgium**

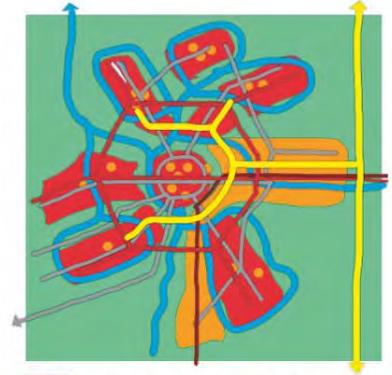


the belgian pavilion a laboratory of sensory experiments

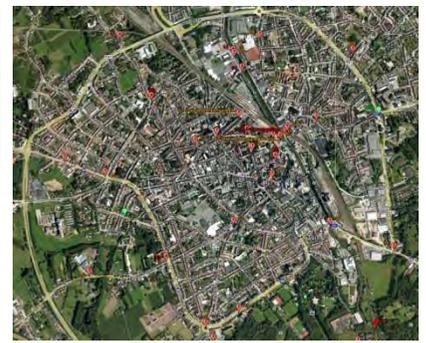
A land pavilion

“the house is a small city and the city a large house”, Alberti

The project proposes green insertions to **separate the neighborhoods and oxygenate the city at its center**, while maintaining a concentric network making the Belgian Pavilion a reduced model of an excellent urban planning solution: the “**Lobe City**”.



- city centre
- residential
- green
- business
- train
- tram
- car
- bicycle
- water



the belgian pavilion a laboratory of sensory experiments

A sustainable pavilion

Sustainability = Survival

The trias principle:

- energy demand
- material use
- water consumption



the belgian pavilion a laboratory of sensory experiments
a «showcase» pavilion

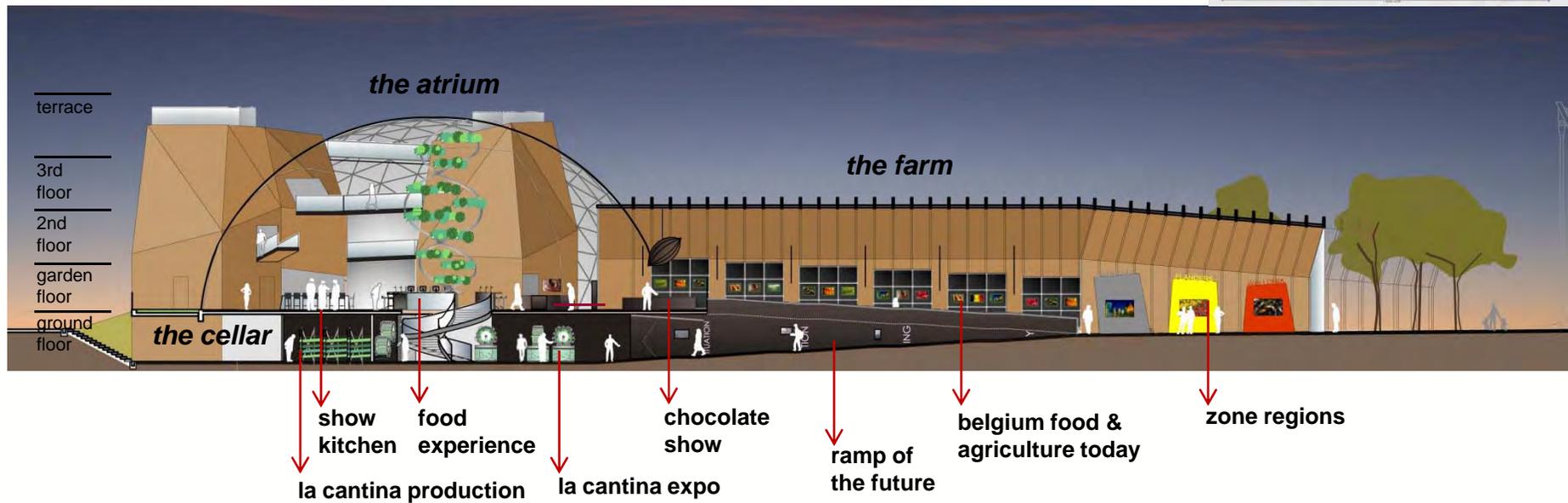
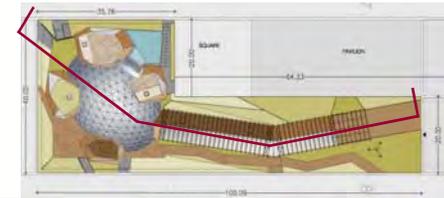
The Belgian Pavilion will be a showcase for the country as well as for its **landscape** and its **architecture**.



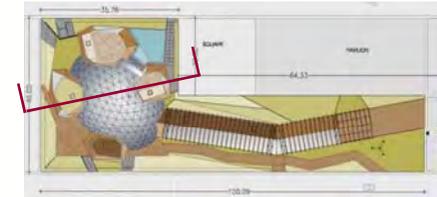
the belgian pavilion a laboratory of sensory experiments

Allusions to the agricultural and horticultural architecture of Belgium:

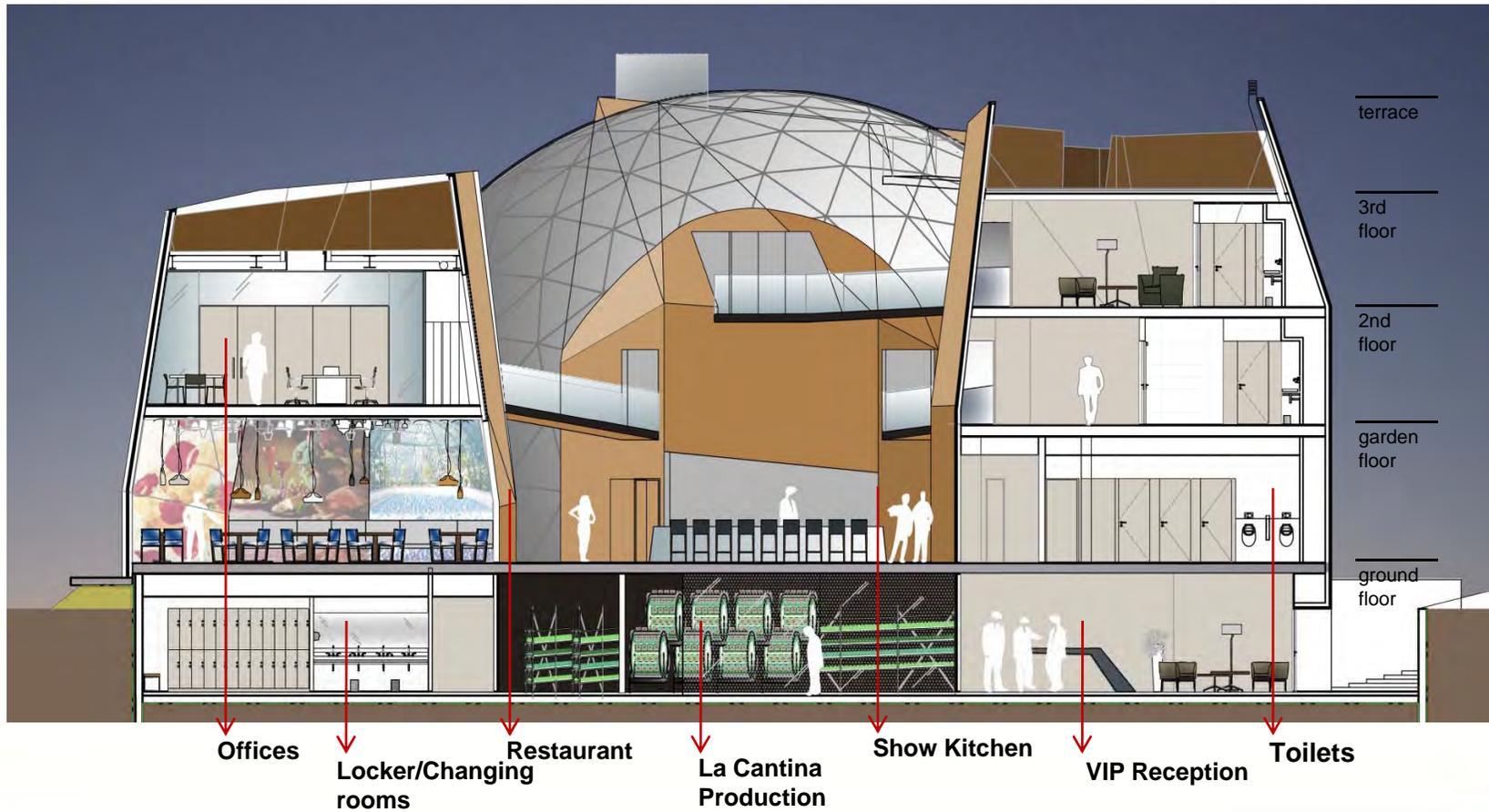
- the grand Royal Greenhouses of Laeken
- the traditional morphology of the Belgian farm



the belgian pavilion a laboratory of sensory experiments

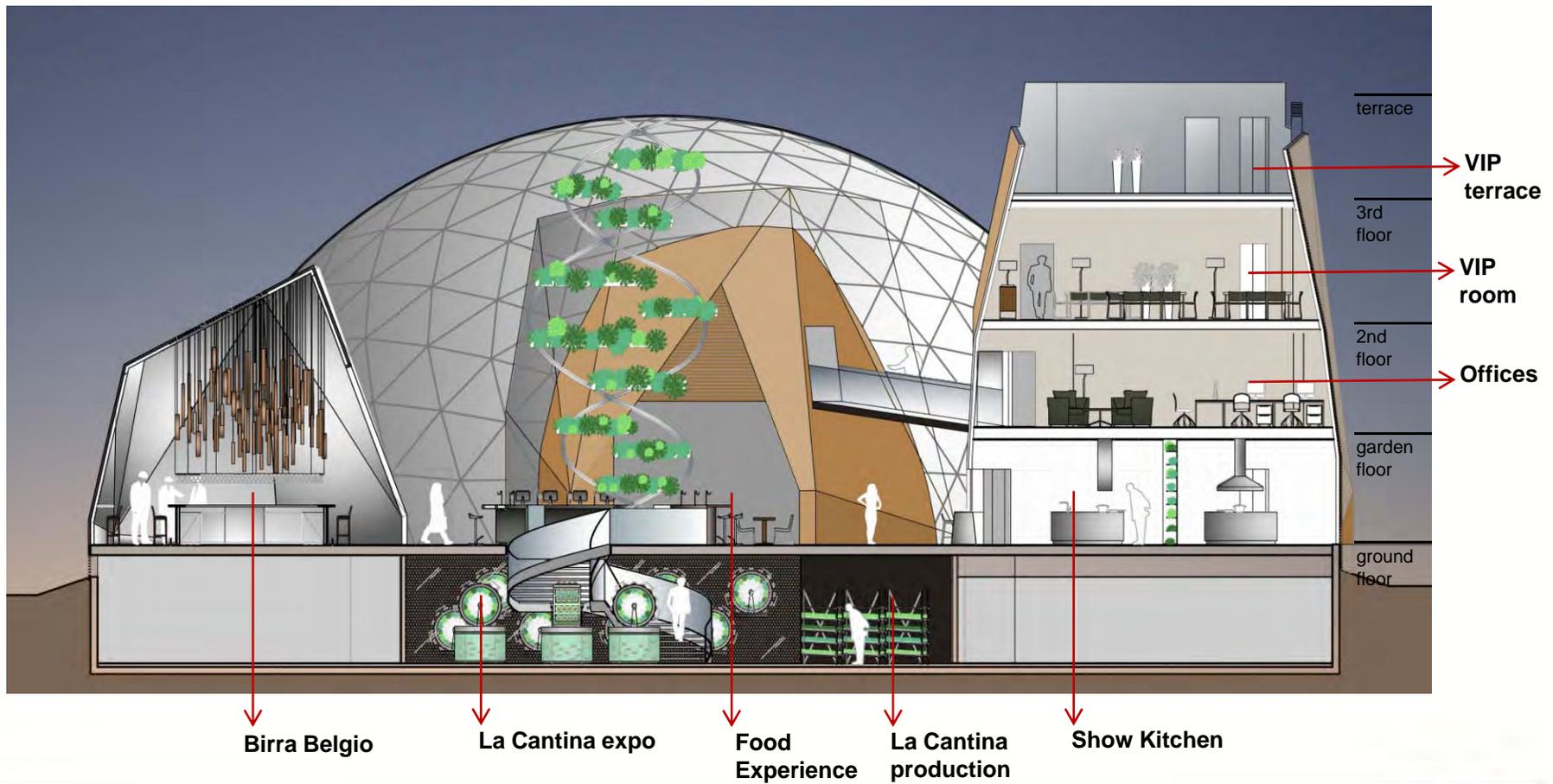
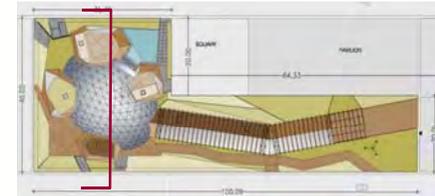


Within this context, the urban plan of the “Lobe City” becomes architecture.



the belgian pavilion a laboratory of sensory experiments

The historic center of the city becomes the atrium.

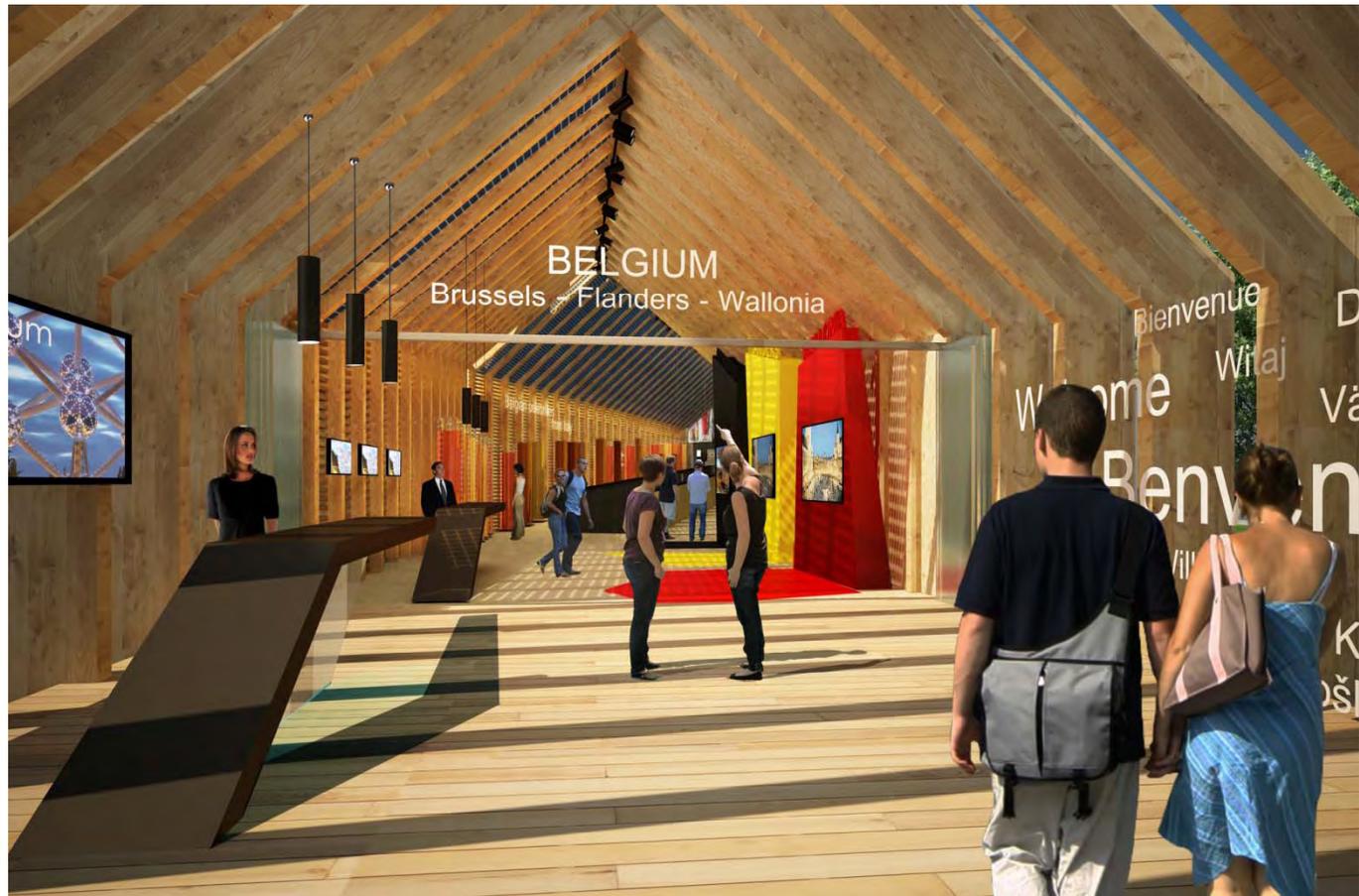
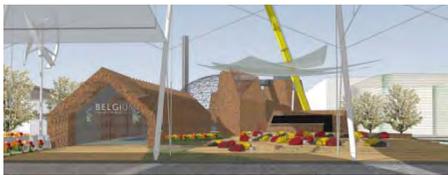
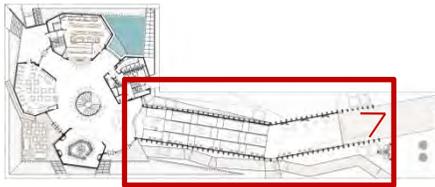


the belgian pavilion a laboratory of sensory experiments

the farm

From the Decumanus a **multifunctional Piazza** attracts visitors.

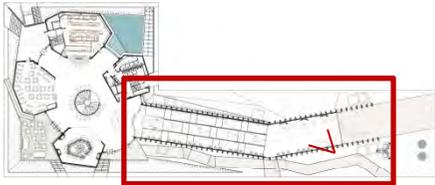
Once passed the semi-covered reception space, the visitor penetrates into the large diaphanous volume of **the farm**.



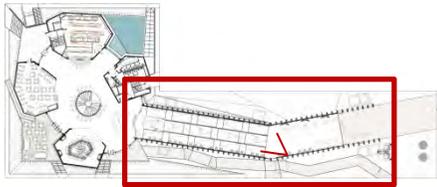
the belgian pavilion a laboratory of sensory experiments

the farm

The purpose of this first zone is to draw a current and seductive portrait of Belgium, its Regions and Communities.



the belgian pavilion a laboratory of sensory experiments
the farm

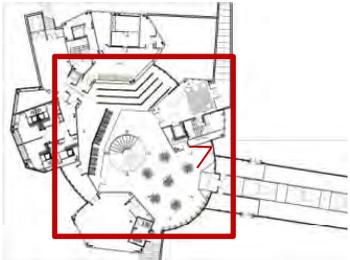


The “**ramp of the future**” with lighted animations will descend underground and take visitors through time explaining the possible innovations for the planet’s evolution.



the belgian pavilion a laboratory of sensory experiments

the cellar



The cellar, a space of innovation with alternative food production:

- entomophagy
- aquaponics
- hydroponics systems

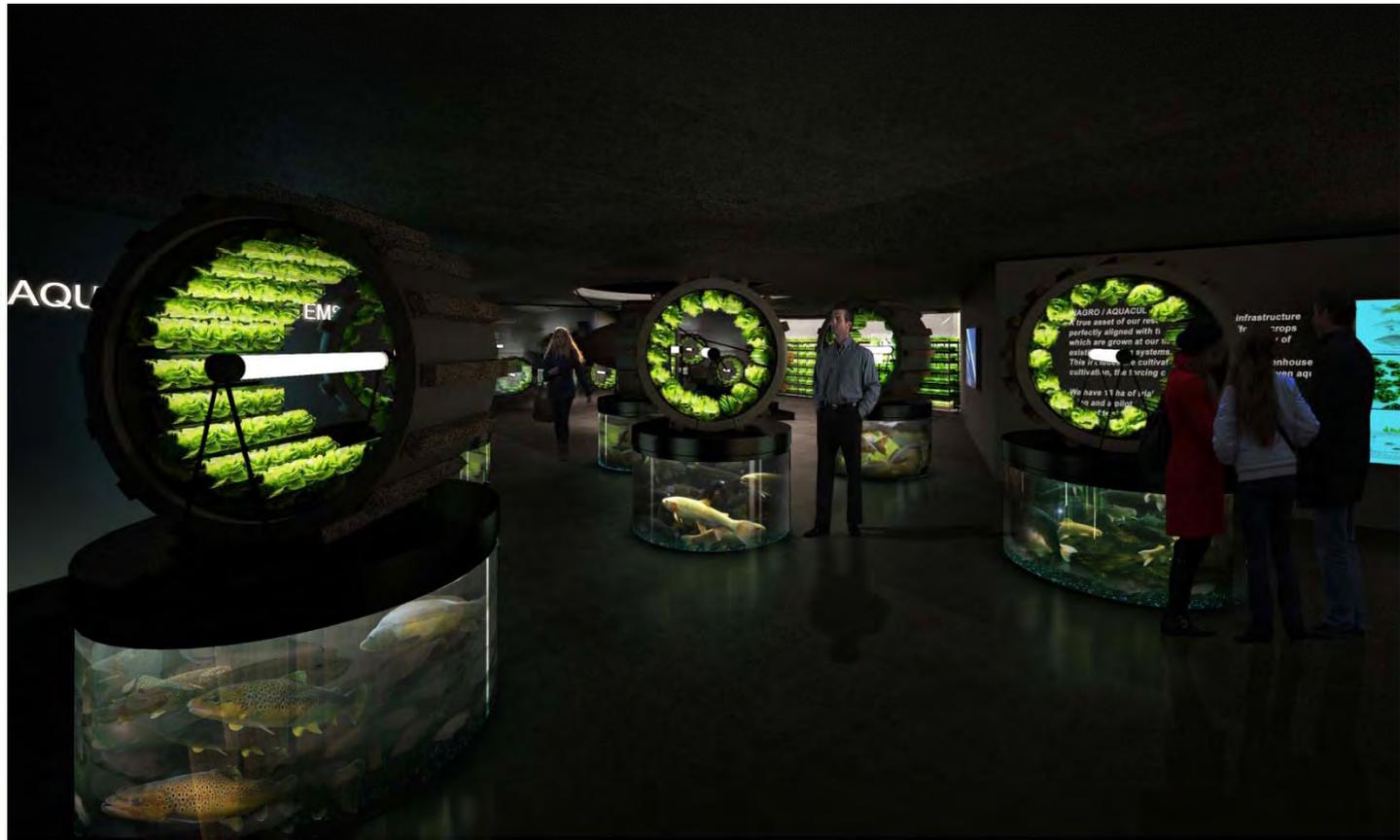
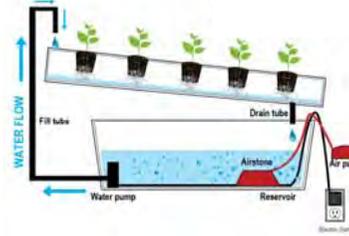


the belgian pavilion a laboratory of sensory experiments

the cellar

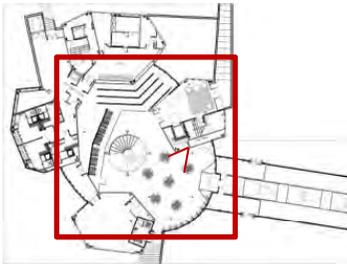


- **entomophagy:** consumption of insects as food.
- **hydroponics:** method of growing plants using mineral nutrient solutions, in water, without soil.

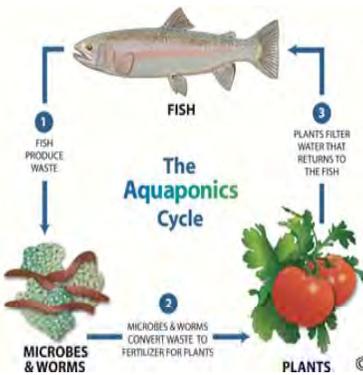


the belgian pavilion a laboratory of sensory experiments

the cellar



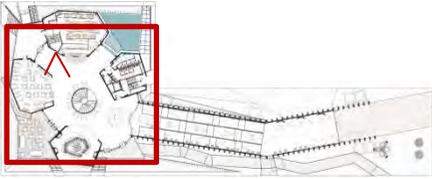
- **aquaponics:** food production system that combines conventional aquaculture with hydroponics



the belgian pavilion

a laboratory of sensory experiments

the atrium

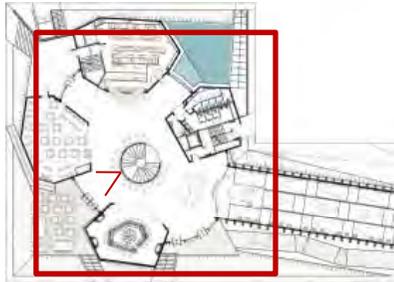


A glass staircase, will unfold like DNA, in double helixes of plants, within the large space of the geodesic dome.

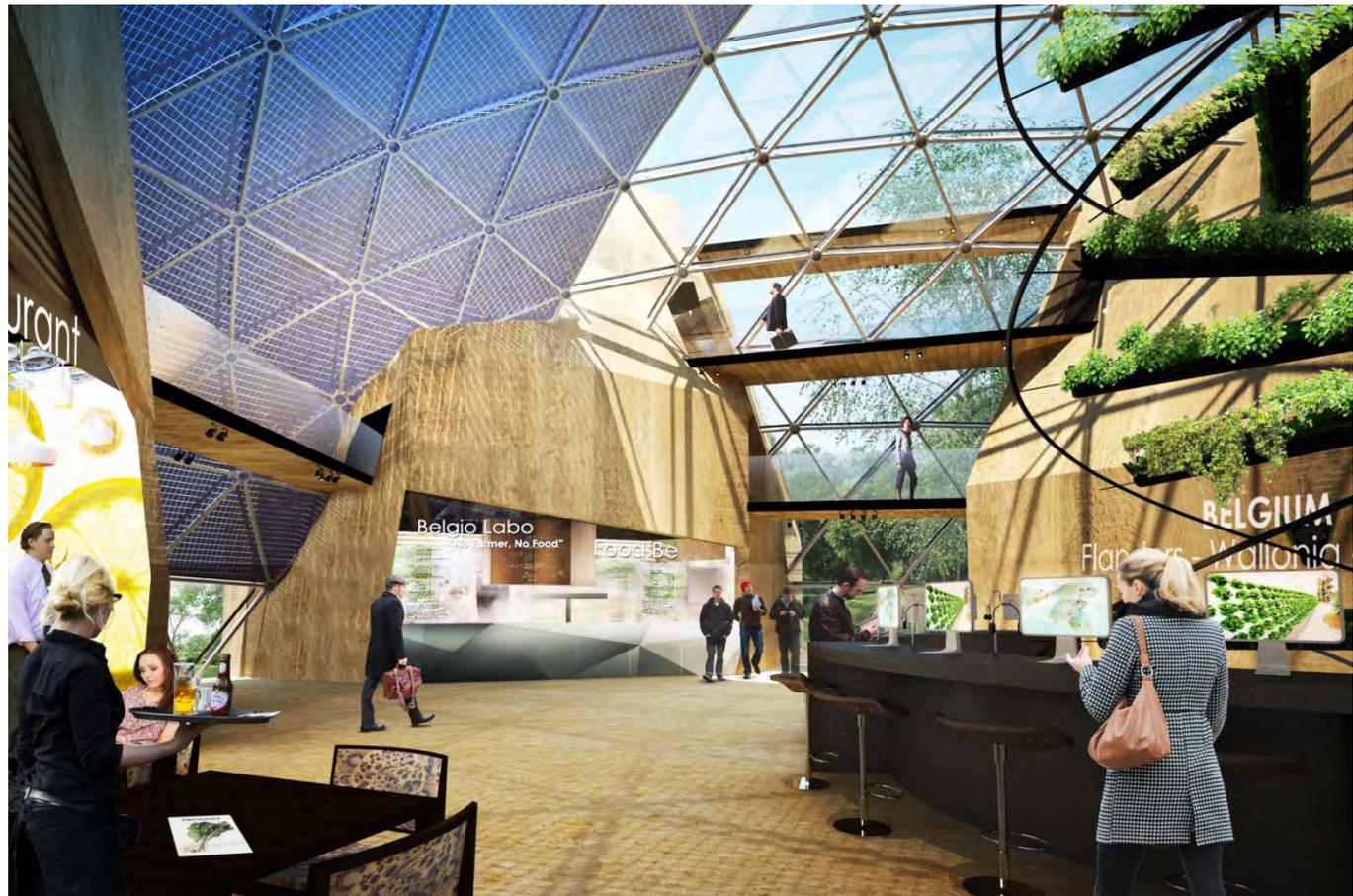
This is the space of enjoyment, of flavors, smells, taste and of “Belgian conviviality” which will charm the public.



the belgian pavilion a laboratory of sensory experiments
the atrium

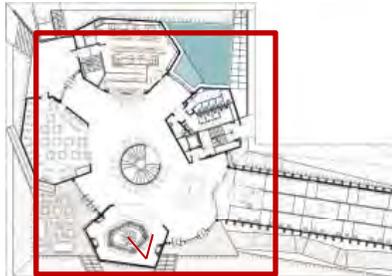


In the atrium food consumption becomes an integral part of the exhibition.



the belgian pavilion a laboratory of sensory experiments

the atrium



In an another wooden pavilion stands the « Birra belga », its large copper keg of beer sparkling in the dark, where all types of **Belgian beer** can be enjoyed.





Belgian Pavilion Milano 2015

Thus the Belgian Pavilion inscribes itself perfectly within the thematic line defined by the organizers of the Milan Expo 2015: for the visitors it proposes not only to learn, to get to know new notions concerning food and the Belgian ecology, but goes further by implementing those ideas and experimenting the proposed solutions.

