

LOMBARDIES

A unique territory with multiple identities

At EXPO Milano 2015 the exhibition promoted by Unioncamere Lombardia and produced by POLI.design, Consortium of the Politecnico di Milano

25th September – 15th October 2015 | Padiglione Italia | Cardo Nord Inauguration | Monday 28th September | at 12.00 a.m.

Milan, September 2015 – The exhibition **LOMBARDIES, A unique territory with multiple identities** will open to the public on September 25th and will be inaugurated on September 28th, at EXPO Milano 2015 in Padiglione Italia's venue. The show is a representative synthesis of the areas of excellence that characterise the territory of Lombardy. Will be present at the exhibition opening: **Gian Domenico Auricchio** (Chairman of Unioncamere Lombardia), **Diana Bracco** (Commissary, Padiglione Italia) [TBC] and **Mauro Parolini** (Regional Councillor for Commerce, Tourism and Tertiary sector).

This initiative is promoted by the **Union of Lombardy's twelve Chambers of Commerce (Unioncamere Lombardia)**. Gian Domenico Auricchio, Chairman of Unioncamere Lombardia explains - *"Our idea was showing the entire productive system in all its dimensions, giving space to the panorama, landscapes and data representative of Lombardy and its economic system, synthesized in an unusual manner, tailored to Expo's context. We wanted to highlight this region's dynamism and its territorial, productive, demographic, touristic variety, matched by that of its institutions and businesses. To enhance the value of its capacity for appeal, its different kinds of businesses, its hothouse of innovative enterprises and the numerous businesses active on the international scene. This was our challenge, communicating and giving form to the 12 Chambers of Commerce and to their territories, structured in mountain areas, water lands, plains and urban areas through the region's products, especially food products, in full agreement with the Universal Exhibition's framework. It is our pleasure to show viewers the points of excellence that characterise Lombardy and make it a great region"*.

Bergamo, Brescia, Como, Cremona, Lecco, Lodi, Mantova, Milano, Monza and Brianza, Pavia, Sondrio, Varese: these are the 12 Chambers of Commerce that participated in the project giving birth to a mosaic of stories, knowledge and practices which, taken together, represent the distinctive traits of the region's identity, an incomparable uniqueness.

It is the overall view, however that prevails in the show's set-up: wherever single inputs, activities or project emerge, these are nothing more than contributions to the **construction of an overall image**. *"Lombardy is conventionally described as the 'first' Italy because of the several records it holds at the national level, it has always been included in the circle of the most dynamic and industrialised regions in the continent. This exhibition confirms this vision, updates it and projects it into the future"* - In the words of **Giuliano Simonelli, Chairman of POLI.design, the Consortium of the Politecnico di Milano** that produced the exhibition for Unioncamere Lombardia, *"Different elements of territorial, productive, demographic, entrepreneurial nature constantly re-combine with each other making Lombardy a region with great growth and development potential; capable, today as in the past, of providing solutions, models and forms of innovation that can be adopted internationally"*.

The show proposes different visions of Lombardy along an itinerary that starts from a view over the cardo and on the rest of the world, and leads to a series of projections, an exploration of what is going on today in the region's territories and among its subjects, looking particularly towards the future.

In the foyer, a series of data highlights the region's contributions to the theme of agricultural food production.

The itinerary then proposes a "bird's eye" view of the sub-alpine territory, with its three main geographical belts: The mountains, the land in between of urban settlements and factories, the plains. To each belt correspond different yet interconnected economic systems, that measure up to similar territories elsewhere in the world. In the show's set-up each belt is presented on a "wall": viewers thus enter "inside" the territories which are sketched through a few symbolic images and objects that appear and disappear, a playful invitation to exploration, discovery and cross-referencing.

The itinerary continues by situating the region "in the world", compared with the other Italian regions and especially with the most important European regions. A large wall chart summarises Lombardy's record achievements through infographics.

The exhibition concludes with a look at the new resources that are developing, the innovation "nursery". The geographic location of all the subjects that are part of the innovation ecosystem are shown on a map. This is a first census, intended to be updated as time goes on, and represents the texture characterising the whole of Lombardy's territory, made up of **start-ups** (924 registered), **public and private research centres** (765 active), **incubators, service centres, places for the elaboration of new knowledge and new practices**.

Twelve stories about excellent subjects and their projects, born and grown within the territories, have then been chosen. Visitors are invited to sit around some interactive tables and listen to the stories recorded from the innovators concerned. They have in turn been invited to enter into the great collective narrative, by telling their projects' histories on the dedicated website, www.lombardiesexpo.it

But how is Lombardy perceived by the world? To answer this question the exhibition proposes an unconventional representation investigating the colour of Lombardy as seen from the rest of the world. Two large "pictures" created through **Chromolandscape techniques show the results of this research**, reconstructing the digital footprints left by users of the "Google images" search engine in different nations of the world.

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- **When:** September 25th – October 15th 2015
- **Inauguration:** Monday, September 28th, at 12.00 a.m., Padiglione Italia, Cardo Nord
- **Where:** EXPO Milano 2015, Spazi a Rotazione

Contacts

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Web site www.lombardiesexpo.it

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