

The future of Piemonte at the Shanghai World Expo 2010

The project of the Region: creativity, science and technology to live better in the next 100 years

Turin, 22 February 2010 - This morning has been signed the Memorandum of Understanding establishing the participation of Regione Piemonte in the Italian Pavilion for the Shanghai World Expo 2010, that will begin in Shanghai on the 1st of May. The agreement was signed in the presence of the **Commissioner General for the Shanghai World Expo 2010 Shanghai, Beniamino Quintieri**.

Present at the World Expo in China, positioning as a laboratory able to delineate roads and pathways to innovative development with the intent to focus on better quality in life and in the society, the goals of the Region. Piemonte has an opportunity in Shanghai, from the 1st to the 15th August 2010, to set up inside the Italian Pavilion an exhibition area dedicated to represent the new urban landscapes, using creativity, science and technology.

And to achieve this goal means a design philosophy in planning the participation to the Expo, aimed at reducing the environmental impact, at a new openness and global integration. In short to have a new impetus for creative thinking about how our country will be in the coming decades, what form will take its cities, how the services will be shaped in a community that will live longer and that will be more careful on its consumption.

It is in this direction that goes the regional interior fitting inside the Italian Pavilion: communicate that creativity that is supported by science and technology can help to think of a more beautiful country, just and natural.

It is no accident that the facility will utilize highly scenic elements, high-impact and communication led cascades, signs, lights and words that enlighten every single fitting workplace, filling with contents and imagination the future of Piemonte, the future of Italy and of the world to come.

Beniamino Quintieri *"Our pavilion will be the emblem of excellence, Piemonte's participation is an extremely prestigious and important contribution to the representation of our country that, after a century and a half of common history, outlines the new scenarios in the cities of the future pointing on creativity and technology."*