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Top Italian and Chinese Architects Gather at the Italian Pavilion to Discuss the Role of Sustainable Architecture in Designing Future Cities

Shanghai, September 20, 2010 – Today, the Italian Pavilion kicks off three full days of international seminars titled “Design, Architecture and Urban Planning: Italy’s Conception of Future Cities”, in conjunction with the Italian Institute for Trade Abroad (ICE) and Shanghai’s Tongji University. A number of prominent architects and designers from both Italy and China will gather at the Italian Pavilion to explore the issues of architectural innovation, sustainable urban planning, public infrastructure construction and the improvement of urban landscapes and quality of life. Deeply tied to the Shanghai Expo’s theme of “Better City, Better Life”, these dialogues will promote and advance Sino-Italian cooperation in the fields of urban planning and construction.

“Italian art, design and architecture have played significant roles in influencing the way people see and interact with the world around them throughout history. We continue this strong tradition to the present day, taking the lead in advancing creative and innovative solutions in domains such as fashion and home design, urban planning and architecture,” expressed Beniamino Quintieri, Commissioner General of Italy for Shanghai Expo 2010. “Holding these seminars at the Shanghai Expo presents an excellent opportunity for the Italian Pavilion to share and exchange experiences with China and the whole world, as together we make the concerted effort to improve people’s living conditions and advance the future of urban development.

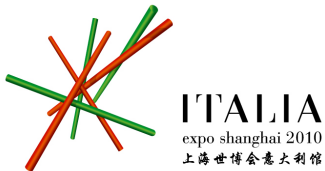
As one highlight of the Italian Pavilion’s September calendar focusing on architecture and design, the seminars will investigate Italy’s cultural contribution to modern urban construction, unfolding the country’s conception of future cities and what composes an enjoyable urban life. By opening dialogues between the top minds in this industry, the seminar aims to promote the sharing of best practices between Italy and China in fields ranging from architecture and urban planning, to furniture and interior design, helping both sides to explore deeper opportunities for collaboration.

“With these seminars, we are endeavouring to place greater focus on innovative solutions such as eco-efficient materials and techniques, which, while already adopted by high-tech enterprises and the Italian Pavilion, have received less attention in the past,” said Umberto Vattani, President of Italian Institute for Trade Abroad. “We are delighted to see Italy and China actively engaging in long-term cooperation to create more liveable and sustainable cities. The events and exhibitions held by the ICE have also received great praise and support from visitors to the Expo. In the future, we will continue to promote Sino-Italian partnership in the economic and cultural spheres, in order to drive mutually beneficial results.”

The “Design, Architecture and Urban Planning” event consists of three seminars – including keynote speeches and round-table conferences – held by the Italian Pavilion to delve into Italy’s rich experience in architectural innovation, sustainable urban planning, public infrastructure construction and improvement of urban landscapes and quality of life. The core activities are outlined below:

September 20 - Seminar on Italian Furniture and Design: Solutions for a “Better Life”

Prestigious architects from Italy and China will gather at the Italian Pavilion for discussions centred on two themes – “About Design: The Difference between Styling and Design” and “About Italian Style”. Beniamino Quintieri, Commissioner General of Italy for Shanghai World



Expo 2010 and Umberto Vattani, President of Italian Institute for Trade Abroad will attend the seminar and give the opening speeches.

Marino Folin, the current president of IUAV University's Foundation and Chairman of the Scientific Committee at the Centre of Contemporary Art "Punta della Dogana" (Venice), and Aldo Cibic, the Italian architect and designer, will deliver the keynote speeches. In addition, Wu Zhiqiang, the chief planner for the Shanghai Expo 2010 and assistant to the president of Tongji University, along with other guests, will take part in discussions on topics such as "The difference between luxury and elegance", "The origin of arts works in the Baroque period" and "Italy: Composed by form and substance".

September 21 - Seminar on Italian Architecture and Urban Planning: Solutions for a "Better Life"

The chief topic of this seminar is the Italian characteristics of green architecture and urban planning. In addition to Beniamino Quintieri, Commissioner General of Italy for the Shanghai World Expo 2010, Umberto Vattani, President of Italian Institute for Trade Abroad and Nicola Carrino, President of the National Academy of San Luca, will also be in attendance.

Speakers include Zheng Shilin, senior consultant for the Shanghai Expo 2010, director of the Shanghai Planning Commission's Strategic Urban Development Commission and current honorary president of the Shanghai Architectural Society, as well as renowned Italian architects such as Uberto Siola and Claudio D'Amato. Philippe Daverio, who is highly experienced in culture appreciation, communication and teaching, will share his insights on polymerization, aesthetics and rational urban planning.

September 22 - Seminar on Experiencing Italian Natural Homes: Methods and Materials for Building "Better Homes"

With rising energy costs and increasing demand for sustainable building practices, architects are looking for energy-efficient materials and technologies to upgrade people's quality of living. In light of these conditions, this seminar gathers a group of outstanding Italian and Chinese architects to investigate eco-efficient trends in architecture. Fan Yifei, deputy chief designer of the Shanghai Eco-house for Expo 2010, will be present to deliver the keynote speech, alongside numerous highly respected Italian architects such as Pier Paolo Maggiora.

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