FEEDING MILAN

An overview of the projects and designers that will change the face of the city as the countdown to the Expo begins

Una panoramica dei progetti e progettisti che cambieranno il volto della città, aspettando l'Expo

Text Amalia Santos

The eclectic genius of Leonardo da Vinci had intuitively understood everything about Milan. When he was hosted by the Sforza noble family during which time he designed the city’s canal transport systems known as the Navigli and drew up countless technical drafts, he also left Milan with the legacy of a fresco of the Last Supper located in Santa Maria delle Grazie. Thus, he anticipated the theme of the projects of the Expo to be held in Milan in 2015: “Feeding the planet”. Plans are underway to devise an ecological communication and transport system for the 2015 Expo that will link the display pavilions to the center of the city – waterways included – inspired by the theme of nutrition as a metaphor for the vital energy on which the entire world relies. In a letter appearing in the daily newspaper Corriere della Sera on April 7th, Milan’s mayor Letizia Moratti declared that “environment for the 2015 Expo will first and foremost mean transforming half of the area hosting the event into a green area (in all 110 hectares) [...] This same attention will be focused also on using eco-friendly materials to create the display pavilions, energy-saving technologies and means of transport with zero impact on the environment through electric and hybrid means, making the Expo an important, human-friendly event.”

Much of the work will be concentrated on the Rho-Pero area on the outskirts of Milan, which is the area already well known as the site of Il genio eclettico di Leonardo aveva già intuito tutto di Milano: quando soggiornò alla corte degli Sforza, disegnando il sistema di trasporti dei Navigli e un'innumerabile serie di bozze tecniche, vi lasciò in eredità anche l'affresco del Cenacolo di Santa Maria delle Grazie. Anticipando, così, il filo conduttore dei progetti per la grande esposizione universale, che Milano ospiterà nel 2015: “Nutrire il pianeta”. Per l’Expo 2015 si preannuncia infatti la realizzazione di un sistema di comunicazioni e di trasporti il più possibile ecologico, che collegi i padiglioni espositivi al centro città – vie d’acqua incluse – ispirandosi al tema dell’alimentazione quale metafora dell’energia vitale su cui si regge il mondo intero. Parola del sindaco Letizia Moratti, che in una lettera al Corriere della Sera del 7 aprile dichiarava: «Quella dell’ambiente è per l’Expo 2015 una dimensione che si traduce innanzitutto nel destinare al verde metà dell’area che ospiterà l’evento (in tutto 110 ettari) [...] Ma quest’attenzione si realizzerà anche nell’uso di materiali eco-compatibili per la realizzazione dei padiglioni espositivi, in tecnologie e sistemi di risparmio energetico, in una mobilità a impatto ambientale zero che attraverso mezzi di trasporto elettrici e ibridi consentirà di fare dell’Expo un grande evento amico dell’uomo». La zona destinata ai grandi lavori per l’Expo è quella di Rho-Pero, già nota quale sede dell’ambizioso progetto di Massimiliano Fuksas per il Polo di Fiera Milano, inaugurato nel 2005 e ormai entrato a fare parte...
di oltre 230 mila metri quadrati in zona Garibaldi-Repubblica, riuscendo nel nuovo museo del design in un parco, all’ombra di tre grattacieli firmati Isozaki, Libeskind e Hadid, tra i lavori destinati ad avere maggior impatto sullo skyline cittadino è la riqualificazione dell’ex Fiera di Milano: 365 mila metri quadrati in zona settentrionale, trasformati dalla cordata City Life, è la nuova veste della rinascente Milano desiderata dall’imprenditore Mario Rassu per la sua Milano spa, affittato al designer italiano Antonio Citterio. La trasformazione di Milano in una vera metropoli dell’edilizia ecosostenibile, grazie anche ai principi dell’edilizia ecosostenibile, sta avvenendo con grande successo, anche se ci sono ancora dei lavori da fare per completare l’impresa. 

L’ampio giardino, un segreto ormai sempre più conosciuto, è uno spazio esterno dove rifugiarsi dalla città affollata e affollata. Le piante secolari nel giardino sono un ottimo esempio di come si possa trasformare un luogo di passaggio in un angolo di tranquillità. Il gorgogliare della fontana e il fruscio delle rose e cameli sono il fiore all’occhiello della atmosfera tranquilla. 

**Sheraton Diana Majestic**

The thirteenth birthday of the Sheraton and the reaching of the century-old trees in the garden are an unexpected celebration to any and every tourist, looking at the hotel’s pristine white walls. Celebrating the hotel’s one hundredth anniversary the new spa area on the hotel’s terrace will become one of the new attractions for the hotel’s guests. The interior design of the restaurant Nicola is a tribute to the neoclassical style, with its elegant and refined tartaruga seating shaded in the garden, a haven where one can be sought under the birches.

**Bulgari Hotel**

Renee and camellias are the predominant flowers at the Bulgari Hotel, perfect designer hotel for fashion victims and business professionals passing through Milan. The style of the legendary jeweler is reflected in the interior design by Antonio Citterio. Tucked away, yet in the heart of the fashion district, the hotel’s spreading gardens – a real oasis-keep secret in the city, in a spot apart from the rest. 

**Habits Culti Day Spa**

Solan to the point of being almost ascetic, the Sheraton Diana Majestic is being renovated by the Bulgari hotel. Bulgari for his Milanese spa is the ideal point of junction between the minimalist style of the four-star hotel and the luxurious style that characterizes the Bulgari hotel. The spa’s central feature is the Bride’s Day Spa, set to reveal two new spaces: the restaurant and the club. The hotel is set to unveil two new spaces for the summer season: the restaurant and the club.

**AMONG THE WORKS SLATED TO MAKE THE BIGGEST IMPACT ON THE CITY’S SKYLINE IS THE CONVERSION OF THE FORMER TRADE FAIR SITE INTO CITY LIFE, THE SEAT OF THE NEW DESIGN MUSEUM SET UNDER THE SHADE OF THREE SKYSCRAPERS DESIGNED BY ISOZAKI, LIBESKIND AND HADID**

**TRA I LAVORI DESTINATI AD AVERE IL MAGGIOR IMPATTO SULLO SKYLINE CITTADINO, LA RIALZIFICAZIONE DELL’EX FIERA DI MILANO CHE VEDRA SORGERE CITY LIFE, SEDE DEL NUOVO MUSEO DEL DESIGN ALL’OMBRA DEI TRE GRATTACIELI FIRMATI ISOZAKI, LIBESKIND E HADID**
ESPOSITIVI AL CENTRO CITTÀ

DESTINATO A GRANDI LAVORI. SI PREANNUNCIA INFATTI LA REALIZZAZIONE DI UN
SYSTEM THAT WILL LINK THE DISPLAY PAVILIONS TO THE CENTER OF THE CITY
PLANS ARE UNDERWAY TO DEVISE AN ECOLOGICAL COMMUNICATION AND TRANSPORT

Bistrot Triennale Bovisa

Like a greenhouse, during the summer the light pours through the high windows, but even in the winter the light is guaranteed by a diffusion system through the walls. In fact an artist’s greenhouse emerges: recently and elegantly at the Bistrot Triennale Bovisa and urbanities in the kitchen headed by chef Moreno Cedroni. The creative menus served on plates act as illustrious alibi to “fruit paintings” on the walls by Bettina Werner, the only Italian to have a permanent collection at New York’s Whitney Museum.

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“Pane e Acqua”

Faithful to the motto “having in fashion isn’t in fashion”, interior designer Rossana Orlandi unveiled her new restaurant set inside an old tobacco shop on Corso Magenta, just a stone’s throw from her famous showroom and furniture atelier. From the ground to the ceiling, “Pane e Acqua” (Bread and Water) for the interior design, entrusted to Paola Navone, suggests that there is no greater elegance than essentially and the poesy of the understated ingredients. In terms of the furnishing, the ingredients are old furniture skillfully mixed with contemporary design pieces.

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according to the design of American architect Cesar Pelli as an entirely pedestrian neighborhood with a park, offices, shops, a museum (the Modam) and a fashion design school (Scuola di Alta Formazione). Also dedicated to learning is the former industrial area in the northeastern part of the city. Bicocca Here, the international architectural firm Gregotti Associati completed the city of culture, with a new site for several faculties of the University of Milan, the Amidholdt theater and a multiplex theater. In nearby Sesto San Giovanni, the premises of the former Falck steel factory is undergoing a complete urban reclamation process directed by Renzo Piano, the architect of the Opera House and the Fraunhofer Institute.

Dedicata alla formazione anche l’area ex-industriale a nord-est del centro: alla Bicocca, qui, l’architetto internazionale Gregotti Associati ha portato a compimento la citadella della cultura, con una nuova sede per alcune facoltà dell’Università di Milano, il Teatro Amidholdt e un cinema multiplex. A Sesto San Giovanni, invece, l’exificio Falck di proprietà di Peter Wilson è sotto la cura di Renzo Piano, l’architetto dell’Opera House e del Fraunhofer Institute.

www.triennalebovisa.it

www.rossanaorlandi.com

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Paolo Lattuada
Like a tree in perpetual growth, the space of Paolo Lattuada and Leonardo Grassi is constantly under transformation. Inside the space, located on via Molino delle Armi and whose design by Francesco Caprino was inspired by lightness, the flower design compositions represent the essence of the seasons and trends: wood, metal and textiles complement the naturally perfect shapes of a wide range of plant species transformed by skillful hands into works of (contemporary) art.

Serralonga
During the 2008 Salone del Mobile, the showroom of the 175-year-old family business operating in green design offered a sneak peek at the vase-seats Holly All by Philippe Starck and the vase-trees Missed Tree by Jean-Marie Massaud. These cult pieces stand as yet another example of material caldi e fonnoassorbenti. Nel suo progetto, come si addice al nuovo tempo della cultura, trasparenza e luminosità caratterizzano i posti di lettura, ariautizzati da balconate interne, e la sale di lettura, insieme nelle pareti laterali. Inoltre due rampe d’ingresso, ricoperte di tappeto erboso, svolgeranno la duplice funzione di parco e di forum urbano. Sempre più a sud della città, nella zona Montevecchio-Rogoredo, il progetto S. Giulia segnerà l’ultimo lemmbo di tessuto urbano “d’autore” qui il gruppo Zunino sta trasformando in realtà l’immaginazione creativa di Norman Foster. Per la metropolita italiana, il celebre architetto inglese ha pensato a un “centro fuori città” di 1,200,000 metri quadrati, di cui 60mila metri quadrati si trasformeranno in un’area polifunzionale, per il tempo libero; l’accordo con il circuito internazionale Uci Cinemas), 30mila saranno dedicati al retail e 80mila alla ricettività. Un enorme buco d’accoglienza, in grado di assorbire persino la folla oceanica che assisterà Milano allo scadere del futuristico anno Expo, 2015…
Visitors. The redesign of its infrastructures will play an even more important match, and in addition, Fiera Milano has drawn up a master plan for organizing and setting it up. In addition, Fiera Milano has taken the opportunity to forge relationships and provide information on various sectors, market trends, key roles in forging relationships and providing information on various sectors, market trends, and meet international operators that they would otherwise have a hard time meeting given the light traveler mentality that usually they have available. We play a key role in frequently providing information in various sectors, market trends, companies, and between planning and full realization. And put our ability and expertise to the test and work in helping to provide attractive and functional exhibition space. We provide a wide range of services that can meet the needs of even the most sophisticated players and companies and clients looking. We are an important conference and meeting center, and regular role part in international competitions for the assignment of some of the most important conventions in Europe.

What will Milan be like in 2015? And what transformations will affect Fiera Milano?

A one-on-one with Fiera Milano protagonists waiting for the Expo 2015.

Interview by Giulia Gerosa

How will Milan look in 2015?

He is living in a phase of extraordinary change. The “Milano Resilience”, with the recovery and conversion of large industrial areas and the start of large-scale urban operations like Fiera Milano, hopes even an urban area we once again look to the Expo and through a fortunate coincidence within the next few years, important urban works will be completed. This is not just a physical conversion, but which is the most evident and notable aspect of change. Also, it is culture because it marks the end of an era. Out of Milan is in fashion, and each step is definitely the first step of service and giving the value for the production of complex and quality of life. This will be a more different, more modern, functional, and friendly urbanization. We have given the historical opportunity to go to the limited and far away and make the difference and transform Milan into one of the most modern metropolises, what a generation of the 21st century that everyone can use as a model in the urbanization of the cities of the production of complex and quality of life. Milan is not a city, but the only one in the world is the possibility, but that it is made of architectural and natural infrastructure.

What will Milan be like in 2015?

In 2015 the Expo will provide the opportunity to make available a rich of resources and innovation and an extensive range to develop the urban and natural edges of the world. We are aware of an area that is between with our care and will use this for work of planning, and utilizing as resources in those that are key to the Expo project, including the economic, social, cultural and environmental, the planning, organizing, and hosting services. Fiera Milano is the first event of the world and 30 thousand exhibitors and 4-4.5 mil.

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