



Italian Pavilion proves that traditional craftsmanship and stylish design lives in harmony - Through a pair of Ferragamo shoes

Visitors to the Italian pavilion at the 2010 World Expo in Shanghai will be taken back in time by the Italian designer label Salvatore Ferragamo, to witness the secrets hidden in a Ferragamo shoe and experience the Italian way of living. Ferragamo is inaugurating the space in the pavilion dedicated to "Italian Excellence", which will showcase the unique Italian craftsmanship that links the country's past and present. Ferragamo ateliers will be demonstrating the art of hand-crafting shoes from May 1st to 15th.

From a sleek glass studio within the Italian Pavilion, Ferragamo's two expert shoemakers will work at their craft right before the eyes of visitors to demonstrate the brand's obsession with creating hand-crafted shoes "that always fit." Bordering the studio is a colorful and surreal exhibit of two of Ferragamo's most iconic products – a giant replica of the multi-colored wedge designed for Judy Garland in 1938 and a kaleidoscopic composition of Vara flats.

"The combination of classic style and modern design for which Ferragamo is renowned perfectly embodies the spirit of Italian craftsmanship," expressed Mr. Beniamino Quintieri, The Commissioner General of Italy for the Shanghai World Expo 2010. "Italy's continued excellence across the fields of architecture, design and the arts is a result of the deep respect we have for our rich heritage and the ways in which we integrate this into our future. "The Making of Room" will run LIVE workshops that vividly communicate and showcase the highly specialized craftsmanship that brings out contemporary design through time-honored techniques."

A series of exciting workshops have been lined up for the six-month Expo period, including violin making by craftsmen from Cremona, dress-making by the National Academy of Tailors, restoration of ancient cultural relics, carpentry of Pinocchio, the making of traditional Italian pastry and many more. "The Making of Room" will pay homage to all aspects of Italian craftsmanship and seek to unveil the behind-the-scenes production of various items loved by people around the world. Each display is connected by the idea of the present drawing upon the past – traditional methods that have been imbued with modernity.

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