



## The Italian Pavilion Goes Green for September

Green architecture and design in the spotlight during the month of September

September 2010 – This month, the Italian Pavilion – known for bringing visitors an ever-changing array of events – is placing sustainable design and development centre stage. Focusing on the latest advancements and technology in eco-efficient construction and design, the pavilion is gathering experts from China and Italy to explore progress and potential in these areas. Headlining the month is ‘Green Week’, from September 13 to 18, during which a series of international seminars and forums organized by Italy’s Ministry of Environment and China’s Ministry of Science and Technology will share best practices in green architecture and design.

“The Shanghai Expo, with its focus on creating better urban environments for the future, provides the perfect platform for discussions on green design, architecture and lifestyles,” said Mr. Beniamino Quintieri, the Commissioner General of Italy for the Shanghai World Expo 2010. “We also recognise that sustainable cities cannot be achieved in isolation, and we are pleased and excited by the collaboration between the governments, industry and academia of Italy and China taking place during this month’s events.”

The month will include a set of symposiums on the state of sustainable architecture, which explore the issue of delivering environmentally, socially and economically viable buildings. On September 1, some of the most important names in Asian architecture, including China’s Cui Kai and Zheng Shiling, will offer their views on how new building materials will shape the direction of contemporary architecture.

Towards the month’s end, on September 21, designers and architects from both Italy and China will gather to share expertise in sustainable urban planning. The seminars will discuss the need for a balance between man and his environment and how a more efficient, more sustainable city can create a better, higher quality of life.

During Green Week, the Pavilion will host a series of panel discussions and conferences investigating best practices on climate change adaptation, including the central role played by eco-efficient materials and construction.

In addition, continuing its efforts to let Chinese visitors understand the breadth and variety of Italy’s projects, September features the following highlights:

### **Cultural heritage**



**ITALIA**  
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- Conference on the work of Italian philosopher Pico della Mirandola, featuring the participation of former Italian Prime Minister Romano Prodi
- Inauguration of the Abruzzo regional exhibition
- Inauguration of the Emilia Romagna regional exhibition

#### **Home design**

- Frette workshop in 'the Making of' room: Italian artisans embroider fine linens
- Cassina workshop in 'the Making of' room: Italian carpenters create signature pieces of furniture
- Cooking demonstration and dinner by the Italian home ware design company Alessi
- Business seminar hosted by the furniture designer and manufacturer Calligaris
- Business seminar hosted by the Italian furniture designer and manufacturer Matteo Grassi

#### **Music**

- Concert by the world renowned La Scala Philharmonic Orchestra from Milan
- Performance by the prominent Italian flutist Andrea Griminelli
- Concert by the multi-ethnic, world music group Orchestra di Piazza Vittorio

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For more information, please contact:

#### **Sura Gao**

Edelman

+8621-6193-7519

+86-138-1865-2543

[sura.gao@edelman.com](mailto:sura.gao@edelman.com)

#### **Elisabetta Jiang**

Commission of Italy for Shanghai World Expo 2010

+8621-5407-6377

+86-158-2107-5375

[elisa\\_jiang@msn.com](mailto:elisa_jiang@msn.com)