

# DESIGN DIFFUSION

## NEWS

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PE 15,40 - EE 8,90 - GB - CHF 10,00 - NKKR 172,00 -  
S SKR 170,00 - CPTFR 23,00 - NLE 19,00 - B € 10,00

ISSN 1120-9720 - Mensile - AZE PERIODICHE (TASSA IRPICOSSA) - UFFICIO CNIP/2 ROSARIO - MILANO -  
Spedizione in abbonamento postale - 45% - D.L. 353/2003 (conv. in L. 27/02/2004 n. 46) art. 1, comma 1, Dc3 Milano



**MIZU/SCARABEO CERAMICHE  
EMO DESIGN**







Di altissimo profilo il forum di apertura 'Shanghai. Let's meet!' che ha convogliato al Grand Hotel Gallia alte personalità politiche ed economiche di Milano e Shanghai, a partire dal sottosegretario alle Nazioni Unite, Mr Wu Hongbo, dai rappresentanti dei Comuni, dell'Ice, dei Consolati Generali, delle due città.

Tra i concetti emersi, il lavoro che la municipalità di Shanghai ha fatto nell'arco dei 5 anni trascorsi tra il suo Expo 'Better City Better Life', a quello attuale di Milano 'Nutrire il Pianeta Energia per la Vita'.

Il sottosegretario generale alle Nazioni Unite ha parlato di un passaggio del testimone tra le due città gemelle e della ricerca in atto sul tema delle grandi città, nelle quali si concentrerà in gran parte la vita umana da oggi al 2050. Gli umani saranno in grande maggioranza metropolitani. Le città genereranno l'80% del PIL mondiale. Obiettivo base - ha affermato Mr Wu Hongbo - sarà rendere le città vivibili, inclusive, resilienti, sostenibili. Tutto questo, lavorando in partnership. Perciò Milano e Shanghai saranno 'gemelle' nell'impegno di rappresentare lo spirito della sostenibilità, del rinnovamento e dell'ottimismo, promuovendo best practices orientate a questi obiettivi.

Quello di Shanghai resta un Expo record nella storia delle Esposizioni Internazionali: 246 paesi partecipanti; 73 milioni di visitatori; 1 milione di persone al giorno. Per condividere lo spirito di Expo è importante tramettere l'esperienza. Per questo è in via di realizzazione il World Expo Museum a Shanghai, un museo vivente dello spirito di Expo, che sarà anche un modo di mostrare al mondo come sfruttare 'dopo' l'area Expo.

[www.expo2015f.of.org](http://www.expo2015f.of.org)

*The City Pavilion, a Chinese-Italian hub conceived to increase the collaboration between the two countries, made its successful debut and was arranged in a strategic location in front of Milan Centrale railway station. The pavilion, which is an initiative by Expo in Città, was designed with the support of the cities of Milan and Shanghai in order to promote the cultural and business exchange between the two countries in a public place. The architecture is made of white metal, wood and glass and is airy, light and highly graphic; it was signed by Vudaferri Saverini Partners and inspired by a Roman villa; it hosts a showroom, a living room and a VIP food area. "The dynamic geometry of a heron wing is the compositional rule of this structure. Lightness, order and balance between the parts. A free plan, a pure glass volume, an outdoor space inspired by the atrium of an Italic domus, surrounded by a porch with a bold graphic. A synthesis of the very concept of Pavilion". Removable, adaptable, replicable, itinerant: the heron will fly to China and elsewhere, nomad and reusable, like modernity and sustainability demand. It is a home for two cultures, a living area for Italian and Chinese excellences. Stefano Mologni, president of City Pavilion and deputy secretary-general of China Corporate United Pavilion, commented: "We decided to build the pavilion with Italian companies and Made in Italy products, to welcome Chinese tourists and delegations to the Italian lifestyle, which is one of the main symbols*

*of Milan. The project was conceived to promote the Chinese culture and reality, dispelling false myths about them and to give Italian companies the opportunity to make themselves known and to welcome China to their own culture and Italian lifestyle". The City Pavilion will alternate Italian and Chinese weeks dedicated to companies specialized in fashion and design sectors and art and culture events signed by each country.*

*The high profile opening forum 'Shanghai. Let's meet' brought important political and economic figures of Milan and Shanghai to Grand Hotel Gallia, including assistant-secretary general of the united States Mr. Wu Hongbo, delegates of the municipalities, the Ice, the Consulates General and the two cities.*

*Among the various issues emerged the work that the municipality of Shanghai carried out over the 5 years that passed between its own EXPO 'Better City Better Life' and Milan's EXPO, 'Feeding the Planet, Energy for Life'. The assistant-secretary general of the United States talked about a transition between the two twin cities and the ongoing research on the theme of big cities, where most of human beings will end up from now till 2050. Most of them will live in the city. Cities will generate 80% of global GDP. Mr. Wu Hongbo said the main goal will be making the cities livable, inclusive, resilient and sustainable. All this working in partnership. So Milan and Shanghai will be 'twins' in their commitment to represent the spirit of sustainability, renewal and optimism, promoting best*



**A sinistra, design e fashion Made in China. Accanto, l'area bar con sgabelli Flow Stool di MDF Italia.**



**On the left, design and fashion Made in China. Next, the bar area with Flow Stool stools by MDF Italia.**

practices oriented to these goals.  
EXPO Shanghai will remain a record in the history of International Exhibitions: 246 countries involved; 73 million visitors; 1 million people a day. In order to share the spirit of Expo it is important to transmit the experience. That is why they are creating the World Expo Museum in Shanghai, a living museum dedicated to the spirit of Expo that will be a way to show the world how to use the Expo area after the end of the event.  
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