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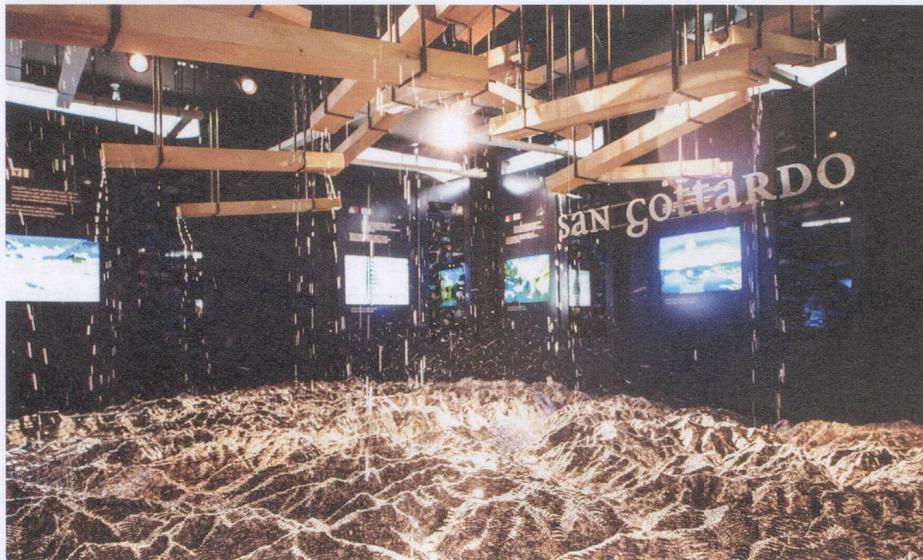
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World Expo Milan 2015

Water for Europe: World Expo Milan 2015



"Acqua per l'Europa" Exhibition – showing the Gotthard Massif made from solid granite, with bissels delivering rain.

© FDFA, Presenz Switzerland

Last year in September I travelled to Europe and visited the Expo in Milano, Italy. On this occasion, I visited the Swiss Pavilion but the food towers which formed a central part of it were not open at the time. Instead, I went into the St Gotthard "Acqua per l'Europa" (Water for Europe) exhibition, whose central theme of water fits in very well with this Helvetia issue. **By Adrian Blaser**

I take this opportunity to provide you with some official information and photos about that part of the exhibition. Other photographs I took show the outside of the Swiss Pavilion and other great buildings at the world fair.

The four Gotthard cantons of Graubünden, Uri, Ticino and Valais joined forces to present the exhibition "Acqua per l'Europa" in the Swiss Pavilion at the Expo Milano 2015 as ambassadors of sustainable water use. The theme of the world exhibition was "Nutrire il pianeta, energia per vita" (Feeding the Planet, Energy for Life). It ran from 1st May to the end of October 2015 and was expected to attract 20 million visitors from around the world.

With the exhibition and joint event days, the Gotthard cantons were leveraging the potential of the world exhibition and presented themselves as attractive regions with compelling tourist, culinary and cultural activities as well as a business environment that is innovative and open to the world. The four Gotthard cantons, as ambassadors for the sustainable use of water, put on a joint exhibition representing the sustainable use of this vital element. A granite block measuring six metres long and three metres wide represented the Gotthard Massif. A water feature recreating the traditional Swiss wooden

canal system – so-called bisses – and information panels for water in all its forms represented the important role of the Gotthard cantons in managing "Europe's Water Reservoir".

The four cantons act as both a water divide and a reservoir for large areas of the European continent. As the headwater region of the four rivers Reuss, Rhine, Rhône and Ticino, together with the huge volumes of snow

in the mountains and the water stored frozen in glaciers, the Gotthard cantons are of primary importance with regard to European water and food security.

Each canton presented its own particular aspects of the overall water theme. The canton of Grisons, for example, featured snow landscapes, nature parks and bridges as masterpieces of architecture. Uri focused on pioneering technology, ice and waterfalls, and natural water experiences. Ticino displayed Alpine and Mediterranean landscapes, architecture and hydropower, while Valais devoted itself to the glaciers, the bisses irrigation channels and hydroelectric power. The joint exhibition "Acqua per l'Europa" was designed by Netwerch AG, a Brugg-based architectural consultancy which also created the Swiss Pavilion.

Sourced from: <http://www.st-gotthard.com/>

Swiss Pavilion

The unique Swiss Pavilion at the Milan Expo 2015 comprised two key structures: a cluster of four transparent towers built from glass and metal, and a white building called the "House of Switzerland". A long timber ramp connected the various parts of the Pavilion which extended over 4,433 square meters and was made of 75% recyclable materials.

The Swiss Pavilion was named "Confoederatio Helvetica", meant as a pun on Switzerland's proper Latin name Confoederatio Helvetica. It was the third largest Pavilion after Italy and Germany. The four so-called "resource" towers



Swiss Pavilion

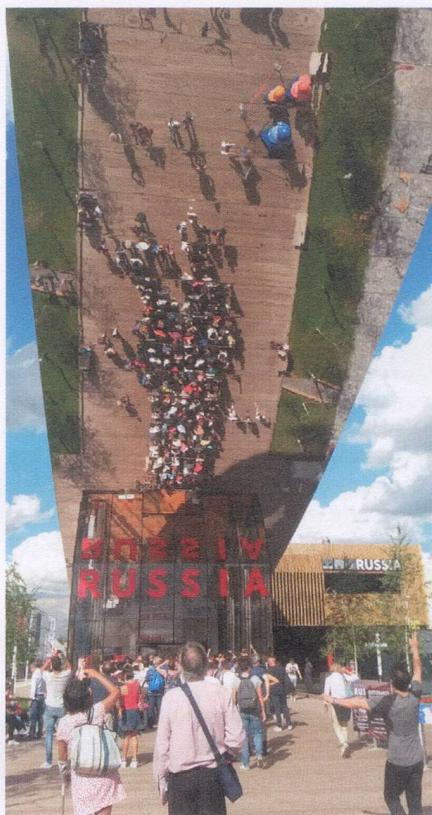
World Expo Milan 2015

formed the core of the Pavilion. Each tower contained a pre-defined quantity of four resources: instant coffee, alpine salt, dried apple rings and water. Visitors were allowed to take away and consume these resources. However, in doing so, the floor in each tower sank progressively to show that food and water resources are finite and that consumption requires awareness. Inside the "House of Switzerland" was (of course) a restaurant serving Swiss specialties, an auditorium, an educational exhibition curated by Nestlè, and importantly, the exhibition about the water cycle of the Gotthard Massif created by the four Gotthard cantons. There was also information on the status of Swiss agriculture.

At the end of the EXPO, the towers were dismantled and planned to be erected again as greenhouses in different Swiss cities. As such, the Swiss Pavilion served many different functions and made its point with information, and was therefore truly inspiring. SW



Oman Pavilion (Photo by Adrian Blaser)



Russian Pavilion (Photo by Adrian Blaser)



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*We wish you all
a healthy and happy 2016*

Swiss Pavilion Milano Vital statistics (1 May - 30 October 2015):

- Total number of visitors to the Swiss Pavilion: 2.1 million
- Daily average number of visitors: 11,400
- Number of articles published in Italy, Switzerland and other countries: 1,650; equivalent commercial value: CHF 5.5 million
- Number of journalists welcomed to the Swiss Pavilion: 1,800 (Italy 67%, Switzerland 17%, rest of the world 16%)
- Number of digital interactions: 181 million; more than 39,000 fans
- The Swiss Pavilion community on social media was one of the largest associated with Expo 2015.
- The three most popular dishes in the restaurant: (1) Pizzoccheri (buckwheat pasta) from the Val Poschiavo 7.090; (2) fondue moitié-moitié (Swiss cheese fondue) 6,850; (3) Zurich veal hash with roesti potatoes 4,600
- The most popular takeaway dish: Valais cheese raclette, 50,000 portions or 5 tonnes served
- Chocolate workshop: 365 sessions; 9,125 participants; 225,000 cocoa pods
- Number of events organised at the Swiss Pavilion: 921, with 103,000 participants
- Number of guided tours: over 1,000, with more than 20,000 participants