

The Cluster Project

The Cluster Project aims to give the opportunity to have much more visibility for the Third World Countries in Expo 2015.

The Countries unwilling or unable to participate in the Expositions building their own pavilion was grouped in a Thematic Cluster. It's a big public space with a thematic common exhibition area surrounded by small pavilions.

In this space different population had the opportunity to interchange their own cultures. Each of this open spaces had a market area, a food area and an event area and was inhabited by millions of visitors during expo time.

It was totally paid by Expo and designed involving 18 universities from worldwide in an international workshop in 2012.

Cereals & Tubers is one of the nine Clusters of 2015 International Expo. Clusters are designated to remain on the exhibition website, after the demolition of Expo 2015, as public spaces to serve the new urban settlement planned for the area.



CEREALS EXHIBITION

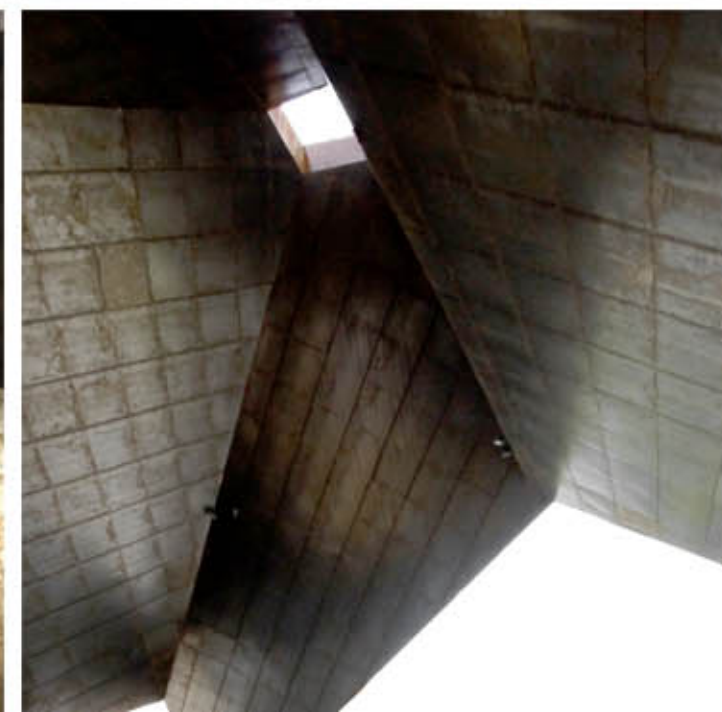
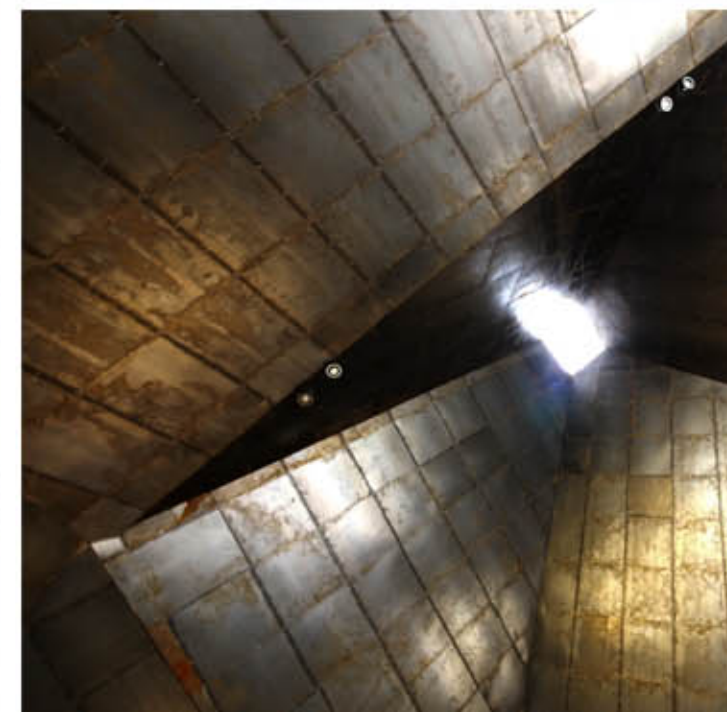
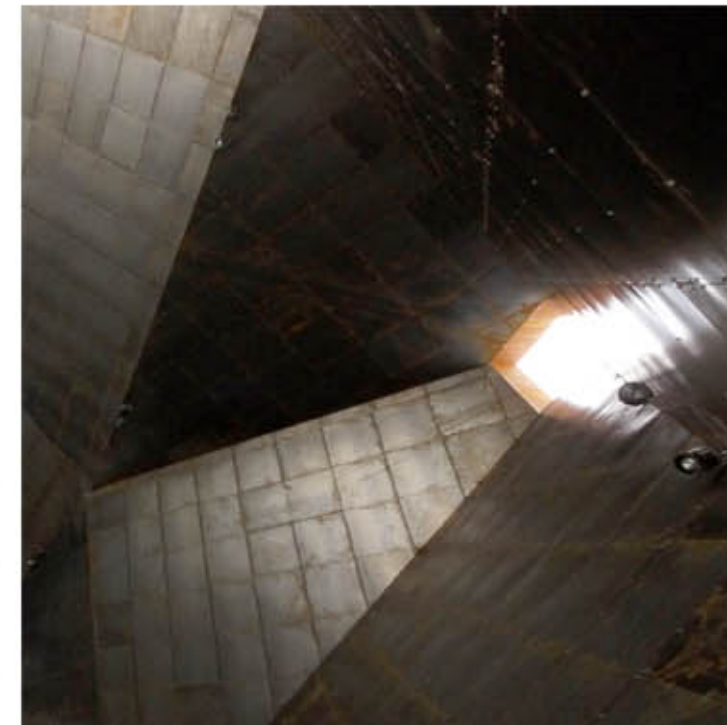
TUBERS EXHIBITION



FOOD EXPERIENCE

Previous State

The 100 hectares of Expo 2015 are completely bordered by a series of antiurban amenities such as two Milanese highways, a railways line, a state prison, the enclosed precinct of Fiera Milano. In this peculiar situation, we were called to lead a two weeks workshop, in September 2012, with 13 students coming from three universities, Politecnico di Milano, Markhi (Moscow), Parsons School of Design (New York), and elaborate three concepts for a quarter dedicated to cereals and tubers. Following guidelines provided by Politecnico di Milano and Expo, we had to imagine a preview for the construction of a cluster, a quarter of small buildings of 125 square meters, to be located inside an elongated rectangle in a prefixed position inside the Expo master plan. Then, the background of our project coincide with the three concepts produced by the workshop: the first one, the VALLEY, engenders the idea of a continuous cultivated field, a segment of agricultural landscape running the entire length of the lot. A central spine organizes a sequence of exhibition spaces, and allows access to the pavilions, and culminates in the main open space which hosts the primary facilities: shopping area, food court and event stage. The second project, the FIELD, recreates the experience of being in the middle of a field, with thousands of vertical rods. The third proposal, the PLAINS, reproduces the openness and the horizons of the cultivated countryside using mirrored surfaces. After a public presentation, the representative of the hosted countries selected the concept named as The Valley.



**cereals and tubers cluster expo 2015, milan
franco tagliabue volontà alessandro rocca
politecnico di milano, markhi (moscow),
parsons school of design (new york)**