



Milan, 10th March 2014

PRESS RELEASE

Expo Synergy presents

ON THE ROAD TO EXPO Milan, home for architecture

On 6th-7th March, the Spanish architect Israel Alba Ramis, greeted by Elena Sacco and Paolo Danelli DAP Studio, officially opened the initiative On the Road to Expo.

Nicola Sardano, the founder of Expo Synergy, has proposed a full program of events: meetings reserved to introduce new products and materials, visits to showrooms and building site. Noteworthy in addition are the showroom of Laminam, Villeroy&Boch and Hansgrohe, Vodafone offices in Via Bensi, built by Ricci Spa, and the social housing in Via Cenni, built by Carron Spa. The closing event of the first twinning of "On the Road to Expo" was hosted by the Triennale of Milan. The architects Israel Alba Ramis, Elena Sacco and Paolo Danelli spoke in a joint conference about the similarities and shared objectives. Israel Alba Ramis opened the meeting with these words; architecture can change, leave, teach, free, make, improve, fix. This concept occurs in every project, from large to small scale, where the characteristics of the infrastructure works, essential for managing the needs of the community, become architecture. The transformation projects of landfills and waste treatment plants were given as an example of special skill. Following a similar argument, Elena Sacco and Paolo Danelli presented some urban life catalyst interventions, stressing that "the social landscape is a living space characterized by elements such as a sense of belonging and identity of places. Their latest project, which is about to start in Cassano d'Adda is another successful example. Dr. Guido Polito, CEO of Baglioni Hotels, he highlighted the hotel industry as an example of Italian excellence in hospitality, which is maintained by renovation of its hotel and with the continuous improvement its services. Eng. Bruno Finzi, Chairman of the Board of Engineers and Architects of Milan, testified this historic institution's, full support for the project. Francesco Pagliari, journalist of the magazine "The Plan", closed the meeting and announced the date of the next lecture, to be given by the Portuguese Pedro Campos Costa, and Barreca & La Varra on 25th-26th March.

Expo Synergy
Organizing Committee

For any questions or concerns please send an email to:
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Blend Tower



Laminam Showroom



Villeroy & Boch Showroom



Axor Hansgrohe showroom



Social housing, Carron S.p.A.



Triennale di Milano