

THE ALTAGAMMA ICOSAHEDRON AT EXPO 2025 OSAKA CONCEPT **Curator Rampello & Partners**

The icosahedron is a geometric manifestation of the “divine proportion”.

It represents a search for balance between order, symmetry, and natural growth. Also known as the golden ratio, the divine proportion is a universal harmonic principle that draws from nature, art, and architecture; a code of beauty that links the microcosm and the macrocosm. The perfectly symmetrical faces of the Icosahedron constitute a three-dimensional representation and rediscovery of this harmonic principle, of this order that blends science, art, and spirituality into a unified vision of the cosmos.

This is why we have chosen the Icosahedron as the narrative form of Altagamma's excellence at Expo 2025 Osaka: it is the Platonic solid that best embodies the human desire for knowledge, truth, and beauty. Inspired by the famous polyhedron designed by Leonardo da Vinci and drawn by Luca Pacioli, this geometric structure made of walnut wood will offer the visitor an impressive, memorable experience in the discovery of Italian high-end craftsmanship.

The shape of the Icosahedron gives its walls a triangular appearance: twenty triangles delimit the space of the installation, and six of these reveal to the public the extraordinary variety of Italian manufacturing

through the images of the 120 Altagamma Brands that represent the knowledge, skills, and expertise spread across the territory. These have taken the form of an industrial district, elevating craftsmanship and the arts of hospitality to an entrepreneurial and industrial model. Michelangelo Buonarroti summarized and defined the quality and strength of craftsmanship in a poetic synthesis: “La man che obbedisce all’intelletto” (“The hand following the intellect”), placing the condition of “creation” linked to “knowledge”, the source of all inspiration.

Leonardo da Vinci placed knowledge in the constant attitude of experience: “Non avvi conoscenza senza esperienza” (“There is no knowledge without experience”).

These sensibilities, in fact, generate the so-called “Italian way of life”. They bring tradition back to a constant reinterpretation of knowledge and feelings, giving “beauty” not only an aesthetic value but also the harmonic substance of “heritage”. Altagamma Members are the real and concrete testimony of a way of doing that is a model, a style, and a life project. The beauty they express does not have the concept of “ugliness” as its opposite, but the concept of the negation of “knowing how to live”.

The Icosahedron was realized by Eurostands by Mitograff