

ALTAGAMMA AT EXPO 2025 OSAKA

On the National Made in Italy Day, Altagamma, partner of the Italy Pavilion, promotes the Italian industry of excellence with an installation celebrating artisanal manufacturing know-how.

Osaka, April 14, 2025 – Altagamma brings to **Expo 2025 Osaka** a testament to the value of Italy's "Beautiful, Good, and Well-Made" across high-end craftsmanship, design, and creativity, through a **permanent installation** inside the **Italy Pavilion** – the *Altagamma Icosahedron* – and a **conference** to be held tomorrow, April 15, in celebration of the second **National Made in Italy Day**.

*"On the occasion of the National Made in Italy Day, Altagamma celebrates Italian manufacturing excellence at Expo 2025 Osaka, symbolically represented by a large Leonardo icosahedron that welcomes visitors to the Italy Pavilion," said **Matteo Lunelli, Chairman of Altagamma**. "An iconic installation that tells the story of our know-how through videos, born in local districts and gradually transformed into a unique ecosystem where creativity and innovation, art and science merge, giving life to the beauty of our creations and the success of our enterprises. Italy and Japan share a deep appreciation for aesthetics and craftsmanship, and they are key players in what we define as the beauty economy, which represents 7.4% of Italy's GDP and finds its main outlet in international markets. Japan is a strategic market for high-end Made in Italy products. We hope that Expo Osaka 2025 will further strengthen the strong bond that unites our cultures and our countries."*

THE ALTAGAMMA ICOSAHEDRON

With the *Icosahedron*, curated by Rampello & Partners and realized by Eurostands by Mitograff, Altagamma offers visitors to the Italy Pavilion a representation of one of the pillars of high-end Made in Italy: the tradition of Italian artisanal manufacturing.

The *Altagamma Icosahedron* is a geometric structure built from walnut wood, offering a striking, memorable experience into the world of Italian high-end craftsmanship. Inspired by the famous polyhedron designed by Leonardo da Vinci and drawn by Luca Pacioli, the *Icosahedron* consists of twenty triangles forming the installation's space, six of which reveal to the public the extraordinary variety of Italian manufacturing through visuals from the 120 Altagamma Brands, showcasing the widespread expertise and knowledge that, shaped into industrial districts, have elevated craftsmanship and hospitality arts into successful entrepreneurial and industrial models.

Altagamma Brands – leaders in fashion, design, jewelry, food&beverage, hospitality, automotive, and yachting – serve as global ambassadors of elegance, beauty, and the Italian lifestyle.

[HERE IS THE CONCEPT](#) and [IMAGES](#) of the *Altagamma Icosahedron*, curated by Rampello & Partners and produced by Eurostands by Mitograff.

THE CONFERENCE

CREATIVITY AND DESIGN, CRAFTSMANSHIP AND INNOVATION: A DIALOGUE BETWEEN ITALY AND JAPAN.

On Tuesday, April 15, during the National Made in Italy Day, Altagamma and the Italy Pavilion, in collaboration with Confartigianato, bring together leading voices from Italy and Japan in creativity and

design. This dialogue aims to explore similarities, differences, and mutual influences between the two countries.

The conference “*Creativity and Design, Craftsmanship and Innovation: a Dialogue between Italy and Japan*” will include institutional greetings from **Matteo Lunelli**, President of Altagamma; **Mario Vattani**, Commissioner General for Italy at Expo 2025 Osaka; **Gianluigi Benedetti**, Italian Ambassador to Japan; **Federico Mollicone**, President of the Culture Commission of the Chamber of Deputies; **Marco Granelli**, President of Confartigianato; **Maria Porro**, President of Salone del Mobile.Milano. **Davide Rampello**, curator of the *Altagamma Icosahedron*, will present the installation. The subsequent panel will feature a dialogue among: designers **Fabrizio Giugiaro**, **Kenya Hara** and **Ken Hokuyama**, chefs **Luca Fantin** and **Shin Takagi**, **Sabina Belli**, CEO of Pomellato and Vice President of Altagamma, and **Kentaro Shishido**, Group Merchandising Division Manager of Isetan Mitsukoshi.

[You can find the conference program here.](#)

Altagamma brings together 120 of Italy’s top Cultural and Creative Industry companies that promote Italian excellence, uniqueness, and lifestyle across seven sectors: fashion, design, jewelry, food, hospitality, automotive, and yachting. Italian high-end products, the pinnacle of Made in Italy and a driver of supply chains that are deeply rooted in the territory, represent a €144 billion industry, contributing 7.4% to the national GDP and generating over 70% of revenue from exports. It is also crucial for employment, accounting for 1,922,000 direct and indirect jobs, equal to 8.2% of total employment in Italy.

ALTAGAMMA MEMBERS

FASHION: Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Canali, Corneliani, Dolce&Gabbana, Etro, Fedeli, Fendi, Ferragamo, Gucci, Herno, Isaia, Jil Sander, Kiton, Loro Piana, Marni, Max Mara, Missoni, Moncler, Piacenza 1733, Prada, Pucci, René Caovilla, Santoni, Sergio Rossi, Stone Island, Tod’s, Valentino, Versace, Zegna. **DESIGN:** Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Davide Groppi, De Padova, Triade, Fantini, Florim, FontanaArte, Frette, Gessi, Ginori 1735, Giorgetti, Kartell, Living Divani, Molteni, Moroso, Mutina, Poltrona Frau, Porro, Valcucine, Zanotta. **HOSPITALITY:** L’Albereta, L’Andana, Auberge de La Maison, Bellevue Syrene, Capri Palace Jumeirah, Helvetia & Bristol Firenze – Starhotels Collezione, Hotel de Russie – A Rocco Forte Hotel, Hotel Eden, Hotel Il Pellicano, Hotel Principe di Savoia – Dorchester Collection, Lefay Resort & SPA Lago di Garda, Lungarno Collection, Masseria San Domenico, San Maurizio 1619, Splendido - A Belmond Hotel Portofino, The Gritti Palace – A Luxury Collection Hotel Venice, Verdura Resort, Villa d’Este. **FOOD&BEVERAGE:** Acquerello, Allegrini, Baratti&Milano, Bellavista, Bertani, Biondi Santi, Ca’ del Bosco, Calvisius Caviar, Campari, Ferrari Trento, Feudi di San Gregorio, Frescobaldi, illycaffè, Livio Felluga, Masciarelli, Masi, Nonino, Ornellaia, Pio Cesare, S.Pellegrino, Segnana, Tenuta Luce. **AUTOMOTIVE:** Alfa Romeo, Dainese, Ducati, Ferrari, Lamborghini, Maserati, Pagani. **YACHTING:** Amico&Co, Benetti, Cantieri Navali del Mediterraneo, Riva. **JEWELLERY:** Buccellati, Bulgari, Chantecler, Pomellato, Vhernier. **OTHER:** Acqua di Parma, Aurora, Davines, Fazioli, Manifatture Sigaro Toscano, Skira, Technogym.

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