

## **Panorama: 15 minutes immersed in the beauty of Italy. Out of Expo.**

'Panorama' is an extraordinary story of beauty and Italian excellence, born thanks to the co-operation of several partners, who share the goal of enhancing Made in Italy, starting from the unmissable occasion of Expo.

Panorama is about the strong link between nature, culture and craftsmanship, it shows how Italian excellence - including fashion, design, food, the art of hospitality, speed – is well established in the savoir-faire and cultural heritage that Italy has created over 3000 years of history.

The auteur short film, which visitors will be able to watch for free for the entire duration of Expo Milano 2015 (from 10.00 a.m. to 10.00 p.m. until 31 October 2015), is the result of the collaboration between public institutions and private associations: **the Ministry for Economic Development, the ICE Agency, SIMEST, Municipality of Milan, Chamber of Commerce of Milan, Fondazione Altagamma, Italian Chamber of Fashion and Salone del Mobile Milano**, with the support of **Expo Milano 2015** and in collaboration with the **Ministry of Cultural Heritage and Activities and Tourism**.

As they enter the 350-square-metre wooden architectural structure, created by Studio Cerri & Associati, visitors will be enveloped by a 5-metre-high maxi-screen, ready to offer them a multi-sensory experience that will allow them to explore Italy from a completely new perspective, made possible by the use of drones and of Immersive Media technology.

Thanks to the images, visitors will be able to fly over the Colosseum, observing Rome from above as never before, as well as revelling in the splendour of 250 of the greatest artworks held in Italy's museums, by artists such as Raphael, Leonardo Da Vinci, Giotto and Botticelli. The high definition will make it possible to capture the most sophisticated details of Italian craftsmanship and jewellery, wander through centuries-old vineyards and enjoy a front-row seat at some of the world's top fashion shows. These experiences will be joined by the thrill of car racing tracks and the splendour of the most exquisite foods, all accompanied by the music of the finest composers in Italy's history.

To create 'Panorama', an exclusive Grand Tour has been organised, illustrating over 200 locations throughout Italy: museums, theatres, squares, businesses, buildings, natural landscapes and much more, all ready to paint a picture of Italian excellence.

**Davide Rampello, who devised and directed the project**, said: "With

Panorama, my aim was to offer a new approach to illustrating the beauty of Italy, in accordance with the Kalos Kai Agathos principle, in which Beauty and Goodness are essential and indivisible, in which Goodness is understood as the inner dimension and ethics of Man, acknowledging the value of creativity and a project approach. In a period in which the accent is placed on a separate, distinct vision of the various aspects of life, Panorama offers a single vision of beauty, insofar as it is the result of a single design, a single sense of creativity, a single culture: Italian Culture”.

Panorama, an integral part of the Expoincittà programme, recorded to date more than 111.000 visitors from the opening; about 25 % of them are foreigners.

The auteur short film, is the finest example of an operation of the Italian creative and cultural industry, an authentic, practical demonstration of the vision of entrepreneurs and institutional figures prepared to invest in Italy.

Today, Italy is best known worldwide as the home of prime-quality products: at the top end of the market, Italian brands boast a 22% share of the world market for personal luxury goods, 30% for designer furnishings, 24% for gourmet food and wine and 10% for the nautical industry. Italy’s cultural and creative industry is acknowledged by the European Union as being the driving force of the country’s economy, as well as of its European identity, accounting for 4% of GDP and directly or indirectly providing employment for over per 500,000 people.

The video will remain at the disposal of partners and institutions, and its aim is to become an excellent storytelling tool to promote Italy worldwide.

**Panorama website:** [www.panoramaitaly2015.com](http://www.panoramaitaly2015.com)  
**Link for press material:** <http://bit.ly/1EhqDRt>

<b>Location:</b>	Piazza Gae Aulenti
<b>Open to the public:</b>	from 21 May to 31 October 2015
<b>Entry:</b>	free
<b>Opening hours:</b>	10.00 a.m. – 10.00 p.m. every day
<b>External structure:</b>	350 m2 25 metres in diameter 5 metres high
<b>Capacity:</b>	250 people per viewing

**Duration of video:** 15 minutes

**Partners:** Ministry for Economic Development, ICE Agency, SIMEST, Chamber of Commerce of Milan, Municipality of Milan, Fondazione Altagamma, Italian Chamber of Fashion, Salone del Mobile Milano.

**With the support of:** EXPO2015

**In collaboration with:** Ministry of Cultural Heritage and Activities and Tourism

**Sponsored by:** Terra Moretti / Moretti Costruzioni | Building on human values

**With the cooperation of:** FAI, Archivio Fotografico Scala, Touring Club Italia

**Technical Sponsor:** Brightly

**Devised and directed by:** Davide Rampello

**Architectural project:** Alessandro Colombo, Studio Cerri & Associati

**Direction of 360° filming and editing:**

Andre Guidot

**Executive producer:**

Alberto Gentilin

Mick Odelli

**360° filming,**

**Data manager**

Lorenzo Beccaro

**Filming direction:**

Giuseppe Carrieri

**Operators:**

Giancarlo Migliore

Nicola Baraglia

**Drone pilot:**

Luca Gasparella

**Art Direction and**

**Post Production:**

Luigi Dalla Riva

**Motion Graphics:**

Rudy Bertazzo

Francesco Colosio

**3D Artists:**

Nello Fontani

**Music:**

Alessandro Linzitto

**Production Coordinators:** Caterina Massuras

Gianluca Zonta

**Production:**

Drawlight

**Press contact:**

Barabino & Partners | +39 02 72023535

panorama@barabino.it

panorama

Danila Sabella | [d.sabella@barabino.it](mailto:d.sabella@barabino.it)

+39 329 2171590

Alice Brambilla | [a.brambilla@barabino.it](mailto:a.brambilla@barabino.it)

+39 328 2668196