Shanghai Italian Center
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The development of the Expo Area

The 5.3 km² site laying on the 2 banks of the Huangpu River, that hosted the Shanghai World Expo 2010, is now the new pole of urban development of the city.
Zone B – Conventions and exhibitions facilities

- Mercedes Benz Arena
  - Music performances, big events
- Shanghai Expo Center
  - Convention center
- Shanghai World Expo Exhibition & Convention Center
- The River Mall
  - Commercial area
- Offices
  - (exp. 2014-2015)
  - 30 Chinese State-Owned enterprises
- Hotels
  - (2015)
  - 5* luxury
- Expo Park
  - Green area
- Expo Stage
  - Concerts
- Spanish Pav.
- Moon Boat
  - (former Saudi Arabia Pav.)
- China Art Museum
- Facilities under construction
- Operating facilities
- Subway stations
- Hotel Fall 2015
Zone C – Entertaining and Culture

- **Shanghai Expo-Mart**
- **Chocolate Happy Land**
- **Shanghai Italian Center**
- **Former French Pav.: contemporary art center (2014 - tbc)**
- **Former Spanish Pav.: performances and cultural activities (2014 - tbc)**
- **Aviation Park**
- **Energy Park**
- **Olympic Sports Park (tbc)**
- **Facilities under construction**
- **Operating facilities**
- **/offices (exp. 2014-2015)**
- **30 Chinese State-Owned enterprises**
- **Subway stations**
Shanghai Italian Center - Overview

Netherlands Pavilion new buildings:
- Commercial spaces (to be started)
- Offices

Former Luxemburg Pavilion:
- Event location
- Commercial spaces (to be started)

Italian Pavilion:
- Exhibitions
- Auditorium
- Event venues
- Corporate showrooms
- Ticket Office

Square
Parking lot
It’S Gift Shop
The Shanghai Italian Center

The **Italian Pavilion**, visited by more than **7.3 million visitors** during the Shanghai World Expo 2010, was donated by the Italian Government to the Municipality of Shanghai. **Expo Shanghai Group**, together with the Embassy of Italy in China and the Consulate General of Italy in Shanghai, decided to convert it into **Shanghai Italian Center**, the permanent platform for the promotion of the cultural and economic relations between China and Italy.

THE LOGO “It’S”

The logo, inspired by the shape of the former Italian Pavilion during Expo 2010, is evocative of the Chinese and Italian flags and it is a symbol of the connection between Italy and China on a cultural, historical and economic level.
Shanghai Italian Center is:

- A high-profile venue for **exhibitions and cultural activities**

- A unique location for **public relations and corporate events**. Since its opening, the *Shanghai Italian Center* has hosted **more than 70 events** with **more than 35,000 selected guests**

- A **outstanding showcase** for the *Made in Italy* and for the Italian Lifestyle

- A commercial platform for Italian SMEs in their approach to **China market**
The exhibition on the first floor

The exhibition “Italy: The Truth of Materials” (2013-2015) on the first floor of the Italian Pavilion is curated by Triennale di Milano. It is an excellent showcase of the Made in Italy displaying Italian best practices and Italian best industries.

The exhibition “Italy: The Truth of Materials” lets its visitors enter the core of Italian creativity and better understand the link between materials, technique and beauty that lies in Italian products in all industries, from art to technology, from design to daily accessories. The exhibition is built around 3 main materials, wood, syntetic materials and stones, as raw materials and, through technology and culture, as artistic objects of our daily life.
The exhibitions on the first floor

- The Library
- The Quarry (stone)
- The Workshop (wood)
- The Laboratory (synthetic materials)
- The Ferrari Myth
- Italy of Icons
The **Workshop** is dedicated to **wood** and **woodwork**. Just like in a class room, this hall lets the visitor learn how a tree log can be turned into planks that can be used for drawing and making all kinds of objects, just like the Pinocchio produced by **Tabu**. Each tree, each essence has its own character. The core of wood is visible in the planks offered by **Riva1920** that show how, by simply cutting and treating them, the craftsman gives material its own character. At this point the designer, together with the know-how of the company, can create new, more and more advanced objects.
The Laboratory

The hall dedicated to systetic materials presents those materials that we usually call plastic. For this reason, this hall looks like a laboratory, with reference to the scientific discovery of plastic by the Italian scientist Giulio Natta, professor of the Engeneering School of Milan and Nobel prize winner for chemistry in 1963. Designers and companies have later developed this concept through the creation of a new world made of modern, beautiful, resistant, and relatively cheap objects. The room is enriched by products from important Italian brands famous worldwide like Kartell and Roncato and by works of art such as the light installation “The two dancers” from the artist Marco Lodola.
The Quarry

The hall of stones is devoted to the most important material used throughout the centuries in Italian arts and architecture. The space is presented like a quarry where big boards of marble and other stones, provided by Henraux S.p.a., show their nature and their colors, building an fantastic scene.

The works of art of Master Pinuccio Sciola are the so-called sound stones and let the visitor understand that stones are at the soul of sculpture art, while other marble objects, from the Triennale Design Museum, represent how furniture can also interprete this art and its qualities.
The Library offers a new experience to visitors: Everything that is not protected can be touched. A large table made of wooden berthing dolphins (系船柱，系船浮标) from Venice can be used for giving a look at the samples of materials available and reading books about them in an environment wisely arranged with all the materials presented in the other halls. A videowall shows the extraordinary documentaries shot by Folco Quilici, granted by Esso Italia, that show Italy and its beautiful landscape from above.

The Library is equipped with a stage meant to host live performances. The stage, included in the exhibition tour, is suitable to host artistic performances by artists and craftsmen.

For further information:
Flavia Cusaro, f.cusaro@expogroup.sh.cn
The Ferrari Myth

The Ferrari Museum, the one and only museum of this kind outside of Italy, aims at showing the soul and the tradition of Ferrari in a travel through past, present and future. The museum is composed of 4 corners: history, technology and design, F1 drivers and the origins of the Ferrari brand.
The Virtual Tour of the Shanghai Italian Center

The Shanghai Italian Center, together with its partner Virtualiter, offers its visitors an online Virtual Tour of the Shanghai Italian Center. Virtualiter is a leading company in Italy with a long experience providing high quality Virtual Reality technology and rich media products in the luxury hospitality, museums and exhibitions markets.

The Virtual Tour, available in English, Italian and Chinese, can be experienced at the following address:

http://www.virtualiter.net/its/vt/
The visitors

The *Shanghai Italian Center* is, first of all, a showcase of the Made in Italy, thanks to a **continuous flow of visitors**.

Thanks to important cooperation agreements signed with **more than 30 tourist agencies** in Shanghai, Zhejiang, Jiangsu Provinces, and Beijing, the *Shanghai Italian Center* benefits of a constant flow of tourist groups from all over China.

A regular flow of visitors also comes from former Saudi Arabia Pavilion (now *Moon Boat*), the new Chinese Pavilion (now *China Art Museum*) and other projects in the surroundings.

The *Shanghai Italian Center* also benefits from a **qualified visitors flow** attracted by the great number of events organized also in cooperation with Chinese and Italian institutions and by enterprises.

**Single entry ticket:** 60 RM

*(discounts available)*
Analysis of the visitors flow

THE VISITORS FLOW
May 2012 – March 2014
Total number of visitors: **550,000**
Daily visitors (average): **1,000**

VISITORS PROFILE
- Individuals 55%, groups 45%
- Age:
  - <18 yrs: 9%
  - 19-30 yrs: 59%
  - 30-40 yrs: 26%
  - 41-60 yrs: 5%
  - >60 yrs: 1%
- Area of origin:
  - Shanghai: 40%
  - Surroundings: 30%
  - Other Chinese provinces: 28%
  - Elsewhere: 2%
  - High school: 30%
  - Higher education: 14%
- Education level:
  - Middle school or lower: 8%
  - University: 48%

If we consider the Shanghai Italian Center among Italian indoor museums, in 2012 the Pavilion would be listed as 7th for its yearly number of visitors*, a number higher than those accessing important sites such as Leonardo Da Vinci’s Last Supper in Milan, the Academy Gallery in Venice and the Medici’s Chapels in Florence.

* Source: Ministry of Tourism, on yearly basis. For the Shanghai Italian Center, the range is from May 2012 to April 2013.

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<table>
<thead>
<tr>
<th>Museum</th>
<th>City</th>
<th>Visitors/Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Uffizi Gallery</td>
<td>Florence</td>
<td>1,766,692</td>
</tr>
<tr>
<td>2 Accademy Gallery</td>
<td>Florence</td>
<td>1,252,506</td>
</tr>
<tr>
<td>3 Sant’Angelo Castle</td>
<td>Rome</td>
<td>981,821</td>
</tr>
<tr>
<td>4 Egyptian Museum</td>
<td>Turin</td>
<td>577,042</td>
</tr>
<tr>
<td>5 Borghese Gallery and Museum</td>
<td>Rome</td>
<td>506,368</td>
</tr>
<tr>
<td>6 Strozzi Palace</td>
<td>Florence</td>
<td>406,579</td>
</tr>
<tr>
<td>7 Shanghai Italian Center</td>
<td>Shanghai</td>
<td><strong>400,000</strong></td>
</tr>
<tr>
<td>8 Leonardo Da Vinci’s Last Supper</td>
<td>Milan</td>
<td>388,796</td>
</tr>
<tr>
<td>9 Accademy Galleries</td>
<td>Venice</td>
<td>329,822</td>
</tr>
<tr>
<td>10 Medici’s Chapels</td>
<td>Florence</td>
<td>323,579</td>
</tr>
</tbody>
</table>
Event Venues

Because of its characteristics, the *Shanghai Italian Center*, with its *Italian Pavilion*, represents the perfect and unique location for all sorts of events and, in cooperation with specialized partners, it can provide **very flexible** event venues suitable for hosting **different kinds of events**.
Outdoor Square

- Around **5,000 sqm**.
- Available for large scale **outdoor events**, such as **launching events**, **festivals**, **sports events**, **fashion shows**, **movie screening**, etc.
- Suitable for night events (**lightning available**)}
- It can be also be **partially used**

**Slope** suitable for the audience (around 3,000 seats)
1st Floor: Central Court

- Unique environment with **stunning architectural elements**
- Available for **cocktails, gala dinners, fashion shows, artistic and music performances**, etc.
- Available for **evening events** (after 6PM)

**Technical data:**
- **Area:** around 800 m²
- **Height:** 20 m
Auditorium

• Available for seminars, workshops, press conferences, corporate conventions, *lectio magistralis*, talk shows, movie screenings, etc.

• Outside space available for **catering** and reception

Technical data:
• **127 seats**
  (Poltrona Frau red leather seats)
• **Fully equipped** with audio, video and simultaneous translation systems
Events at the Shanghai Italian Center in 2012

The *Shanghai Italian Center* has hosted, since its opening, *events*, both during daytime and nighttime, in those areas that are available *inside and outside the Italian Pavilion*.

Since its opening in May 2012, the *Shanghai Italian Center* has hosted *more than 60 events* with *more than 35.000 selected guests*.

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**April 29th, 2013 – The Opening Ceremony of “The Truth of Materials”**

The new exhibition “The Truth of Materials” was opened with a press conference in the Auditorium of the Shanghai Italian Center, attended by Expo Group leaders, Italian institutions in Shanghai and medias.
May 18th, 2012 – The opening of the Shanghai Italian Center

The Shanghai Italian Center was opened with a big opening event attended by the Vice Mayor of Shanghai Yang Xiong and the Ministry of Environmental Protection Corrado Clini. The event was enriched by a fashion show offered by Istituto Marangoni and a music performance of Kun Opera and Sicilian puppets show.

May 15th, 2012 - FERRARI Car Launch

Ferrari chose the Italian Pavilion as the venue for launching their new F12.

June 2nd, 2012 – Italian National Day

June 4th, 2012 - ENOTECA ITALIANA Piedmont Wine Party
June 13\textsuperscript{th}, 2012 – Signing Ceremony
SACE – CHINA MERCHANTS BANK

The agency SACE signed in the Auditorium of the Italian Pavilion an important agreement with China Merchants Bank.

September 11\textsuperscript{th}, 2012 - ENI – Versalis

September 28\textsuperscript{th}, 2012 – VALVITALIA Group Gala dinner

September 13\textsuperscript{th}, 2012 – FIAT Viaggio Launch Event

Fiat and Gac presented, on the outside square of the Shanghai Italian Center, the new Viaggio, expressly designed for the Chinese market.
October 23rd, 2012 - MILANO UNICA “On Stage” Fashion Show

MILANO UNICA, on the side of Intertextile Shanghai, organized an important fashion show on the outside square of the Shanghai Italian Center, in cooperation with Vogue Men.

November 12th, 2012 – ENIT B2B Meetings

ENIT, in cooperation with Tuscany Region, organized a workshop followed by B2B meetings that involved Italian and local travel agencies.

November 27th, 2012 - Gala Dinner for the MINISTER OF ECONOMIC DEVELOPMENT and Signing Ceremony of MOU with the Italian Trade Commission
December 5th, 2012 – ITALUXE Promotional Event

The furniture group Italuxe, including 10 brands of the furniture industry *Made in Italy* led by MATTEO GRASSI, launched their new names with an exhibition and evening events in the Shanghai Italian Center.

February 24th-28th, 2013 – SAFILO B2B Meetings

March 4th, 2013– ROBERTO BOLLE’s media conference

June 2nd, 2013 – Italian National Day

June 17th, 2013 – The Italian Ambassador meets the Italian Community
June 23\textsuperscript{rd}, 2013 – Play “The Betrothed” 
reinterpreted by Massimiliano Finazzer Flory

June 25\textsuperscript{th}, 2013 – EU CENTER Workshop

October 31\textsuperscript{st}, 2013 – FERRARI Car Launch

Ferrari unveiled the brand new 458 Speciale Ferrari in the Central Court of the Shanghai Italian Center.

November 22\textsuperscript{nd}, 2013 – From Shanghai 
to Milan, EXPO MILAN 2015

The Consulate General of Italy, together with Expo Milan and ENIT, launched the Expo Milan 2015 project in the Shanghai Italian Center, on the occasion of the visit of the Mayor of Milan, Mr. Pisapia.
December 12th, 2013 – FERRERO CSR Meeting
Ferrero chose the Shanghai Italian Center for the presentation of their annual Corporate Social Responsibility Report.

February 17th-20th, 2014 – SAFILO B2B Meetings
2nd Edition
Safilo organized, for the second time in the Pavilion, a wide dedicated area for their customers on the occasion of the Shanghai Eyewear Tradeshow.

February 24th, 2014 – Toscana Promozione & ENIT Tourism Promotion B2B Activity

March 3rd, 2014 – Milano Unica Gala Dinner & Fashion Show
March 27th, 2014 – FENDI new fragrance

Fendi launched its new fragrance “L’Acquarossa” to its clients and medias.
OTHER ACTIVITIES
Tourism promotion center

Expo Trade, together with the Consulate General of Italy, will soon activate activities for tourism promotion.

The project will also involve other Italian and Chinese players, both public and private, devoted to tourism promotion.
The venues for the promotion of the Made in Italy

The Shanghai Italian Center, in cooperation with the Consulate General of Italy and with the Italian Trade Commission, will host areas for permanent or mid-term corporate promotion on the 2nd floor of the Italian Pavilion, like the current spaces dedicated to Bulgari and Martini.

These venues are specifically suitable to host:

- **B2B events** (ie. workshop)
- Commercial exhibitions
- Temporary showrooms
- Permanent showrooms
Areas for commercial activities

The *Shanghai Italian Center* welcomes public and private entities to consider the available space in the former Luxembourg Pavilion to develop **commercial promotion** projects and **direct selling points**.

Considering the location and the overall concept and business scope, the space could be the ideal place for the development of:

- **B2B events** (i.e.: workshops)
- **Temporary showrooms** (single brands)
- **Permanent rotating showrooms**
- **Commercial exhibitions** (associations)
The Shanghai Italian Center is also a shopping experience 100% Italian thanks to its **Gift Shop**, where the visitor can find both merchandize of the Shanghai Italian Center and Made in Italy products.

The store covers an area of **170 m²** and its positioning is strictly linked to that of the Shanghai Italian Center, where culture meets products of **quality** and **authenticity**, offering a new concept to customers.
How to reach the Shanghai Italian Center

**Address:**
浦东新区世博大道2095号, 靠近溏子泾路
No. 2095 Expo Avenue, Pudong New Area District, close to Tang Zi Jing Road

**Opening to the public:** Tuesday-Sunday from 9AM to 5PM (last entrance at 4:30PM)

**Public transportation:** Metro Line 8 (China Art Museum, Exit #4)
then Shuttle Bus 1030, Bocheng Road Stop (South Gate)
from 8:30AM to 6PM, runs every 20 minutes
Contacts

Ms. Flavia Cusaro
Tel. +86 21 22064076
f.cusaro@expogroup.sh.cn

Ms. Ruan Shujie
Tel. +86 21 22064121
ruanshujie@expogroup.sh.cn