Milan is the host of the 2015 World EXPO. The purpose of a world's fair has changed considerably since its beginnings in 1851 with the famous Crystal Palace in London's Hyde Park. While a nation's advancements in technology, science and manufacturing were put on display in the early exhibitions, cultural, social and environmental themes of global importance have gained prominence in recent expositions. Since the end of the 20th century, much attention has been given to the architectural design of the pavilions as a representation of national pride.

In this studio we will explore various architectural concepts articulated throughout the history of world fairs. We will consider the impact of contemporary demands upon future expositions. Questions about new materials and new construction technologies will be given equal importance to questions of aesthetics and of the messages conveyed by the form of the pavilion and of the spatial scenography of the exhibition.

In addition, issues of temporary use and reuse shall be central to our design considerations. Should the pavilion be dismantled and rebuilt elsewhere or, with modifications, left on the original site?

The pavilion should be a place for the visitors' to experience the exhibitions, and communicate through its form and space the theme of the EXPO: „Feeding the Planet - Energy for Life“. And, of course, the pavilion's architecture should imprint upon visitors an image of the country it represents.

The studio will follow a stepwise schedule, in which we will start with an intensive workshop on exhibiting, then begin with initial ideas on a formal concept followed only then by a functional concept. A synthesis of the two approaches will lead to the formulation of a new concept that will be detailed in terms of spatial structure, form and geometry, followed by a construction and material phase that will lead to an in-depth consideration of issues of atmosphere, surfaces, light and color. We will also design some principal formative details. In the final part of the studio, the focus will be on the presentation of the design in a small booklet.