

EXPO MILANO 2015



Angola Pavilion Wins Award for Best Pavilion

With 5 awards and a record 2 million visitors, the Angola Pavilion at the World

Exposition of Milan is the big winner in all categories

- **1st Prize: Best Pavilion - Class Expo Pavilion Heritage Awards**
- **Silver Medal: Best Theme Development BIE - Bureau International des Expositions**
- **Gold Medal: Institutional BIE - Bureau International des Expositions - Steering Committee of Pavilion Commissioners General, to Albina Assis Africano, President and Commissioner General for Angola**
- **Special Award: World Association of Agronomists (WAA) - Class Expo Pavilion Heritage Awards**
- **Special Award: Women and Architecture ArcVision - WE Women for Expo for Angolan architect Paula Nascimento**

On 27 October, at 1:47 pm, the two millionth visitor passed through the doors of the Angola Pavilion at Expo Milano 2015, marking a new record for visitors to the Angola Pavilion, one that will be remembered in terms of the country's participation in world exhibitions.

Over a six-month period, an average of more than 13,000 visitors per day visited the Angola Pavilion, which explored the theme **Food and Culture: Educate to Innovate**.

From the moment EXPO Milano opened its doors in May, the Angolan Pavilion was viewed by visitors as one of the most spectacular pavilions. Selected as one of the top 5 pavilions, it was the most recommended and popular on various leading websites and media.

On the website ExpoAdvisor, the Angola Pavilion was consistently voted no. 1 by the public and described as one of the must see pavilions. The grandiosity and architectural beauty of the Angola Pavilion, its imposing and original wood façade inscribed with the title "Angola", immediately drew the attention of visitors as they entered the exhibition.

Aside from the originality and beauty of the pavilion's architectural concept – a baobab that assumed the shape of an exhibition tree – the space also stood out in the way in which the overall theme of the exhibition was interpreted, offering a highly diverse and vibrant visitor's experience.

Awards won by the Angola Pavilion

Expo Milano and its theme of “Feeding the Planet, Energy for Life” has come to an end after 184 days, the Angola Pavilion having waged an admirable campaign, earning widespread recognition and winning five important awards.

These include the **Award for the Best Pavilion of the Universal Exposition of Milan 2015** given by the Class Expo Pavilion Heritage Awards, which honours the pavilion that best communicates and interprets the THEME of the EXPO “Feeding the Planet, Energy for Life” and leaves the most lasting legacy for the future of humanity.

Organised by Class Editori and Laureate International Universities, the competition is judged by students from around the world and by architecture and design experts, and aims to honour projects that most contribute to innovation in architecture and design in terms of functionality and sustainability.

The Angola Pavilion also received the **Special Prize (WAA) from the World Association of Agronomists**, in conjunction with the Italian Order of Agronomy and Forestry Engineers, in the Class Expo Pavilion Heritage Awards. In this category, it beat out the favourites, winning first place ahead of the UN and FAO’s Pavilion Zero and the Israel Pavilion.

Another prize won was the **Silver Medal from Bureau International des Expositions**, considered one of the exhibition’s most important awards. Angola secured second place in the category **Best Theme Development in the Exhibition**, based on dietary and nutritional practices.

The **Institutional Gold Medal was awarded to the Steering Committee of the EXPO by BIE** (Bureau International des Expositions), which was presented to the President of the Committee of Pavilion Commissioners General and the Commissioner General of Angola, Albina Assis Africano. In being recognised for her excellent work in leading the organisational structure of commissioners general from 145 participating countries, the Angolan commissioner became the first African to receive a distinction at this level within the BIE.

The special prize **WE – Women for Expo**, in collaboration with ARC VISION - **Women and Architecture**, a special initiative by EXPO and the Italcementi Group that recognises the contributions of women architects, was awarded to Paula Nascimento, a member of the team responsible for the Angola Pavilion project.

Angola: Food and Culture Educate to Innovate

Angola’s participation in Expo Milano 2015 sought to go further in responding to the challenge posed by the organiser in the theme “Feeding the Plant, Energy for Life”, by demonstrating the principles of culture and the role of education in innovation. Albina Assis Africano, the Commissioner General for Angola at EXPO Milano, underscored the goal of Angola’s presence in Milan: “To show the identity of Angola, a country in the heart of Africa, and to share the wealth and diversity of Angolan art and cuisine.”

With its architectural design inspired by a baobab sculpture, the Angola Pavilion stood out for its original, imposing façade and its excellent location and spatial layout. An interactive, cutting-edge space, melding dietary traditions with education in the service of a sustainable future for the earth and for humanity.



Other strong points were the exhibition space and the temporary programmes. Comprised of display and leisure areas, rest areas and gardens, the space proved to be a unique place that allowed visitors to embark on a journey through the country to discover its culinary and gastronomic heritage and to learn about Angolan culinary traditions, products, rituals and ceremonies.

From the sea to Angola's fields, from seed to production and consumption, and from nutrition to diet, visitors were taken on a voyage that exposed them to food sources, work and culture. The Angolan diet served as the theme for educating visitors about practices and strategies for sustainable growth. Four parallel exhibition routes complemented each other and were developed around Angola's environmental, social, gastronomic and cultural context.

Placed at the heart of the exhibition, the baobab – a sacred tree and food source – was the departure point for this cultural and gastronomic journey through Angola's soul, expression and natural resources. Its trunk and branches, as well as its fruit, represented the strength and role of Angolan women. Homage was paid to women as guardians of tradition and promoters of education, as essential players in food production and preparation, and as influential players in the cultural processes of maternity and family, hygiene, health and security, the domestic economy, education and the passing down of Angolan culture and values.

Architectural concept: the baobab

At nearly 4,000 square metres in size, the Angolan Pavilion was the largest of the African pavilions and the largest that the country has ever presented in international and universal exhibitions.

Described as one of the not-to-be-missed pavilions, the Angola Pavilion stood out for its stunning architectural beauty and grandiosity, especially its original wood façade inscribed with the word "Angola".

At the heart of its architectural concept was the baobab, a tree that symbolises the source of life and food. Placed strategically in the centre of the space, it marked the departure point for a journey through Angola's culture and gastronomy. The Angola Pavilion offered visitors an experience that was at once recreational and educational, combining nature and technology, tradition and future.

The primary goal of the innovative project was to show Angola to the world through its contemporary identity and cultural diversity, as expressed through its gastronomy and its various ways of harnessing natural resources. The design of the exhibition materialised into a highly visual and emotional experience.

As for the thematic interpretation, the content on display and the richness of the multi-sensory experiences regarding diet and culture were well deserving of the praise of visitors, who selected it as one of the top five pavilions and one that was not to be missed.

Based on the original idea of a central exhibition tree, the architectural project was developed around a structure made of laminated wood that favoured a natural, highly expressive form. Nature was integrated into the space in a dynamic way with gardens, trees, creeping plants and shrubs, creating a vision of nature that was very close to what actually exists in Angola.

The pavilion's rectangular structure, highlighted by a façade inspired by the typical geometric pattern found in Angolan handmade textiles, was divided into three levels, a garden and various display areas.

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On any of the routes throughout the pavilion, the visitor encountered smells and textures of the products that form the basis of the Angolan diet, as well as plants, sounds, dances and traditions. A veritable journey through the richness and diversity of Angolan food to understand the country's soul, allowing future generations to absorb the traditions that can sustain innovations in dietary practices.

The exhibition discourse was developed to offer visitors a reflection on Angola's dietary culture and natural resources and to help raise awareness of sustainable development practices.

The pavilion was conceived to complement the exhibition with a highly functional structure, with stages and areas for events, temporary exhibitions, laboratories and workshops, including a traditional restaurant, a laboratory restaurant and educational gardens. There was also an area dedicated to children.

Presenting Angola to the World

The primary aim of this innovative project, led by the Commissioner General for Angola Albina Assis Africano, was to show Angola's contemporary identity and its cultural diversity.

“One of the main objectives of the exhibition is to allow visitors to walk through various spaces and to get to know the spirit of Angola. Whether it be through beautiful, astonishing scenery, educational gardens or a delicious plate of muamba”, explained the commissioner.

By participating in world exhibitions, Angola aims to develop new networks and strengthen Africa’s voice, showing the world the continent’s role in global development. Its presence at EXPO Milano coincided with its participation at the Venice Biennale, strengthening the image of Angola’s modernity and its commitment to sustainability.

The pavilion was visited by numerous nationally and internationally prominent personalities. Angola’s National Day celebrations were presided by the vice president of Angola, Manuel Vicente, and included the participation of various Angolan ministers and government officials. At the international level, notable visits included those of the president of the African Union, Nkosazana Dlamini-Zuma, representatives of the Vatican, European Parliament, Republic of San Marino and many other political and diplomatic representatives from the host country, including Sergio Mattarella, the president of Italy.

The architectural and exhibition project

The project was led by Muse, which operated on a turnkey basis, collaborating on conception, architecture, exhibition design, content and audiovisual production, engineering, construction and theme development, and coordinating a multidisciplinary and multinational team of professionals.

The pavilion’s structure paid special attention to the use of sustainable materials and was dismantlable.

ANGOLA PAVILION | EXPO MILANO 2015

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