

# STUDIO ARTHUR CASAS

## ARCHITECTURE AND DESIGN

USA - New York

547 W 27th Street, St #309

10001, EUA

+ 1 646 839 5063

ny@arthurcasas.com

Brasil - São Paulo

Rua Itápolis, 818 - 01245 000

55 11 2182 7500

55 11 3663 6540

sp@arthurcasas.com

ARTHURCASAS.COM

## FACTSHEET

Project	Expo Milão
Author	Arthur Casas
Co-Authors	Alexandra Kayat, Gabriel Ranieri, Alessandra Mattar, Eduardo Mikowski, Nara Telles, Pedro Ribeiro and Raul Cano.
Project	
Coordination	Alexandra Kayat
Co-author and interior design coordination	Renata Adoni
Studio director	Marília Pellegrini
Architects	
Collaborators	Arnault Weber, Fernanda Müller, Rodrigo Tamburus, Daniel Vianna and Juliana Matalon
Exhibition and Scenography	Atelier Marko Brajovic
Creative direction	Marko Brajovic and Carmela Rocha
Project	
Coordination	Carmela Rocha
Logo and graphic design	Estudia Design (Carol Melo, Renata Figueiredo and Renata Fagundes)
Collaborators	Martina Brusius, Milica Djordjevic and André Romitelli
Curators	Rony Rodrigues and Eduardo Biz
Local Architecture, Equipments and Engineering	Mosae (Stefano Pierfrancesco Pellin, Luisa Basiricò, Michele Maddalo, Dario Pellizzari, Andrea Savoldelli and Klaus Scalet.
Project	
Coordination	Dario Pellizzari
Responsible designer civil works	Stefano Pierfrancesco Pellin
Responsible designer structural works and equipments	Michele Maddalo
Design safety Officer	Michele Maddalo
Artistic supervisor during construction	Dario Pellizzari
Collaborators	Alice Brugnerotto and Patrizia Virelli
Contractor	Ing. E. Mantovani
Consultants	Structural assistance (SP Project) and Lighting design (Maneco Quindere)
Project	2014
Construction	2015

Plot area 4.133m<sup>2</sup>  
Built area 3.674m<sup>2</sup>  
Location: Milan, Italy  
Photos: Fernando Guerra  
Architecture  
suppliers: Nuova Defim Orsogrill (Metallic grid); Ravaoli Legnami (wooden floor deck); Ceramiche Caesar (Porcellanato flooring gres); Erreci (Woodwork); Amorim/Tecnosugheri (Cork); Kompan + Officium + Corocord (Net)

## ABOUT

From the start, the jumping-off point for Brazil's pavilion at Expo Milano 2015 was the fusion of architecture and expography, with the aim of creating a space that would not only be interesting from an architectural point of view, but would also provide its visitors with a unique, unforgettable experience. Developed in partnership with the Atelier Marko Brajovic, this integration sought a playful and highly informative way to communicate Brazil's conquests and possibilities within that year's theme: feeding the planet with solutions.

With 145 pavilions spread across the Expo, the other key issue was how to pique visitors' curiosity and draw them in. With this in mind, we decided to leave the first part of the terrain open, functioning as a kind of plaza. The enormous flexible web crisscrossing the space recalls a fragile relief, inviting people to take a walk across a new sort of topography. A metaphor for the 21st-century production chain – interweaving small, medium, and large producers – the concept was born from a reflection on countrywide distribution, seeking to foment exchanges between specific bodies of knowledge. At the same time, the network also emerges as a space of permanence, shading the plaza so that it might become a hub for encounters between all the countries of the world.

Underneath, laid out in an undulating design inspired by the wandering Amazon River, wooden boxes present species related to Brazilian agribusiness; meanwhile, interactive tables provide information on topics such as nutrition and family agriculture.

To one side, naturally lit by a large atrium, are the pavilion's display and functional areas, where Brazilian designers and artists exhibit their pieces in an array that emphasizes the diversity of Brazil's production.

The assembly system uses prefab modular elements, and was thought out in terms of maximum efficiency and sustainability across the pavilion, alongside water recycling mechanisms and the use of certified, recyclable materials.