The Cascina Triulza Pavilion Market

The place where sustainable production and consumer awareness meet
The award to Milan and to Italy of the 2015 Universal Exhibition with the theme “Feeding the planet. Energy for Life” offers a unique opportunity for Italy and for the international community to share ideas, to promote common solutions and to stimulate a public debate on such an important subject as foodstuffs. The Universal Exhibition will be a unique occasion to give some visibility to tradition, but also to creativity and innovation by putting the right to healthy, safe, sufficient and sustainable food for the whole planet at the centre of the new global scene.

If the theme of this reflection is nutrition, human in the first place, the title chosen for the Exhibition draws attention not only to human nutrition, but also that of the planet in which we live, the origin of all the food people eat.

Expo Milano 2015 aims to be the stage where players from the entire world can present the most innovative solutions for “Feeding the Planet. Energy for Life”.
Being at Cascina Triulza (the Triulza Farm) means embracing the project which the Triulza Foundation was awarded in October 2013 – the management of the Civil Society Pavilion – «Energies to change the world» - and in particular with a vision of the ultimate energy source: human beings, with their extraordinary strength for change, generated by the willpower and participation of citizens.

For the organisations which are supporting this project, the Cascina Triulza pavilion will be an important occasion for the development and strengthening of its own corporate identity, of its ethical principles and its visibility to a wide and varied national and international public.
The Triulza Foundation and its founding members (now more than 60) have decided to be present in EXPO MILANO 2015 to publicise and promote the values which distinguish it:

TRANSPARENCY, ETHICS, SOLIDARITY AND SOCIAL RESPONSIBILITY.

For this reason, the Triulza Foundation wants to involve firms and organisation with high profiles in terms of social responsibility and to build a shared project together which emphasises good practice amongst all the players concerned.

To guarantee the values it is promoting, the Triulza Foundation has created an Ethical Commission which supervises all the activities of the Pavilion.
THE VISITORS EXPECTED AT THE CASCINA…

Who?
— All the participants in the many events which national and international organisations responding to the invitation are planning
— All entities belonging to our network of founders
— National and international business operators
— Visitors to the EXPO
— Schools

Why?
— Because the Cascina is different from all the other pavilions
— Because the Cascina is full of CONTENT
— Because the Cascina is both welcoming and accessible
— Because the Cascina is well provided with services
— Because the Cascina has its own SOUL
— Because the Cascina has its own strong IDENTITY
Cascina Triulza is the only building existing within the exhibition site. It is an ancient, traditional structure, typical of the Milan countryside and part of the Lombard historic patrimony. Expo 2015 S.p.A. is restructuring the building which will be part of the legacy of Expo Milano 2015.

With an overall area of 7,900 sq.mts. Cascina Triulza is one of the biggest exhibition spaces in Expo Milano 2015, placed in a privileged position: at about 700 metres from the western access, the main entry point of the exhibition site.
EXPO Milano 2015
Civil Society Pavilion
THE CASCINA MARKET

One of the key centres of the Cascina will be the MARKET, a meeting space for small, medium and big national and international producers in the sustainable economy sector as well as a global public, in which it will therefore be possible not only to purchase products typical of their country of origin, but also to establish a place for the exchange and sharing of experiences.

A commercial opportunity for those who produce and those who wish to buy, but also a space with a profound cultural and social value, vital to encouraging knowledge of local production and to create opportunities for producers and artisans to contribute to the short supply chain and to promote a meeting between the worlds of production and consumption.

The Cascina market wants to promote a basket of products and services targeting quality, the environment and human rights, sustainable companies active in the food and personal care sectors as well as all the products and services coming from firms and organisations characterised by strong ethical values (in this matter the compilation of an ethical self-certification form will be required).
With regard to the positioning of the Cascina in the EXPO, the market represents the main access gate to the Pavilion. The restructuring of the old barn led to the creation of a huge open and airy environment which faces both towards the main walkway and the courtyard, inviting visitors to cross it and to wander between the stalls. The fitting out will emphasise the qualities of inclusion, welcome, accessibility and sustainability. The spaces are in fact conceived to encourage participation and contacts.

Just above the market two workshop rooms have been created, to enable work experience and events to be arranged. From the market it is possible to see the vegetable gardens in the courtyard, the orchard for picnics, the restaurant area and the central body of the Cascina. The flow of visitors between the various areas and the central position of the market will ensure a strong focus on all the contents of the latter.
THE CASCINA MARKET

Arriving from the main walkway (the Decumano), the Cascina Triulza will be one of the main access points of the Civil Society Pavilion, facing it for the all its external length and towards the great internal courtyard.

A MULTI-ENTRY PLAN TO WELCOME THE PUBLIC
The idea is to organise the market in transversal strips which form multiple routes to welcome the public from the outside and to lead people directly inside the pavilion, in the shortest way possible, passing through the market. In this plan all the original openings of the building are usable and as they were originally, while the paths ensure easy access.

A FLEXIBLE AND ARTICULATED MARKET
The organisational plan of the market was conceived in order to respond to the various requirements of the potential exhibitors: the area is sub-divided into “islands” of various sizes (4, 8 and 12 sq.mts); a special design ensures a great variety of options and articulations.
EVERYONE HAS AN ISLAND
The space within the areas can be organised using a range of fittings to produce the effect of a big street market where the products are highly visible and near at hand, benefiting from exhibition spaces at different levels of depth and height. Inside, each exhibitor can “personalise” his stand by choosing how to combine the various fittings in accordance with his own needs.

A THOUGHTFUL AND “INTELLIGENT” MARKET
Following the advice of specialists, every fitting was planned to accommodate the requirement of all visitors (with particular attention to those with physical or sensory disabilities, to children and older people) ranging across heights, obstacles, depths, dimensions and colours of the signage indicating approach space, careful choice of graphics in contrasting colours, also including very advanced technology with audio-specific information about the market areas.
THE CASCINA MARKET
THE CASCINA MARKET
The entry fees for the exhibition space are structured in 2 segments:

\[
\text{COST AREA WITH BASIC EQUIPMENT} + \text{COST BASIC SERVICE}
\]

The market areas can be rented only in weekly modules for logistical and functional reasons.
PARTICIPATION COSTS

COST AREA FOR BASIC EQUIPMENT

<table>
<thead>
<tr>
<th>NUMBERS OF WEEKS</th>
<th>COST SQUARE METER PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 WEEK</td>
<td>€ 95</td>
</tr>
<tr>
<td>FROM 2 TO 4 WEEKS</td>
<td>€ 85</td>
</tr>
<tr>
<td>FROM 2 TO 4 MONTHS</td>
<td>€ 75</td>
</tr>
<tr>
<td>FROM 4 TO 5 MONTHS</td>
<td>€ 70</td>
</tr>
<tr>
<td>6 MONTHS</td>
<td>€ 65</td>
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</tbody>
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THE COST IS NET OF VAT AND INCLUDES THE FOLLOWING SERVICES::

— Exhibitor’s signage on the site and on the application
— Insertion of a press release on the Cascina website
— Basic fitting out (the fitting out is modular, starting with basic modules)
PARTICIPATION COSTS

The market areas are arranged in three sizes:

— Small space       4 square metres, according to availability
— Medium space      8 square metres, according to availability
— Big space         12 square metres, according to availability

The Foundation will only take into account requests for spaces, other than those indicated above, for periods of 6 months, with personalised fitting out.
PARTICIPATION COSTS

THE BASIC SERVICE COST consists of:

— Insurance
— 2 personal passes

Up to now, for technical reasons outside the control of the Triulza Foundation, it is not possible to provide more precise indications of the basic service cost and of any possibly free items on the list.

The costs of any additional services are excluded from the above costs (e.g. extra fittings, refrigerator, etc.).

The option of the week from 4/10 May 2015 (provided space is available) is linked to the use of the same space during the days 1/2/3 May 2015 (the three inaugural days of EXPO 2015).

It will be possible to organise TASTINGS/TRIALS in the Pavilion, in addition to workshops and activities in line with the theme of EXPO MILANO 2015 “Feeding the Planet. Energy for Life” and on the theme of the pavilion “Energies to change the world”.

OBLIGATIONS OF THE EXHIBITORS

- Payment of the Royalties to EXPO (8% on food and beverages – 10% on all other types of product)
- Creation of the SCIA [Segnalazione Certificata di Inizio Attività – Starting a business certificate] for authorisation to sell during EXPO MILANO 2015
- Observance of the regulations will be provided by the Triulza Foundation on the management/maintenance of the market space and on provisioning procedures
- Observance of the regulations set out by the ASL [local health authority] for the sale of food products
- Forbidden to sell meat, fish and frozen products
- Forbidden to sell bottled wines and beers
- Obligation to present a detailed list of what it is intended to sell to submit to the EXPO and to the ASL
- Obligation to sign an ethical certificate relating to the ethical values which distinguish the ethos of the Cascina Triulza
ECONOMIC CONDITIONS AND OPPORTUNITIES

— Specific financial packages will be considered for organisations interested in having a space in the market area for the entire period of the Universal Exhibition.

— If the participation contract is concluded by 30 November 2014, it will be possible to benefit from a discount of 10% of the total fee.

— The proposed discounts are cumulative.
Contacts:

CASCINA TRIULZA
Civil Society Pavilion

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