

A photograph of the Expo 2015 Pavilion, a large, modern building with a distinctive, angular, and somewhat organic shape. The building's facade is a mix of light-colored wood or stone panels and large, dark, triangular sections. The sky is overcast with grey clouds. In the foreground, a paved plaza shows the silhouettes of several people walking. The overall tone is professional and architectural.

**#EXPOGRAM**

**EXPO 2015  
SOCIAL GUIDE**

**#2 - MAY 2015**

# **#EXPOGRAM**

**Here is the second issue of #Expogram. A Social guide to Expo galaxy. Or if you rather, a “Galactic guide to Hitchhikers inside the World’s Fair” year 2015.**

**How does it work?**

**Everyday we monitor social media channels by using the hashtag #expogram. Once a week we release an updated pdf with places and activities not to be missed.**

It's a "10+10+10" list of things for those "Hitchhikers of the Galaxy" to study ahead of their visit to Expo 2015, Milan, and Italy as a whole: ten stops at the site, ten stops in the city, and ten stops in Bel Paese.

Obviously, if you read these notes, as soon as you see something unmissable, take your phone and post you're a picture and/or a description + #expogram.

#expogram on Instagram, Facebook, Twitter



**THIS IS EXPO 2015.  
IN A TYPICAL DAY, YOU  
CAN VISIT 7% OF THE  
AREA.**

**WHAT ARE THE SPOTS  
YOU CAN'T MISS?**

**#EXPOGRAM**

**INSIDE EXPO**

**MILAN**

**ITALY**

There are the favourite places on social media, inside Expo.

1. Rice Cluster
2. Algida's icecream
3. France Pavilion
4. Mirrors at Italy Pavilion
5. Words in Korea Pavilion
6. A beer in Belgium
7. Uk by night
8. Lunch break
9. Till the closure
10. Kuwait Pavilion

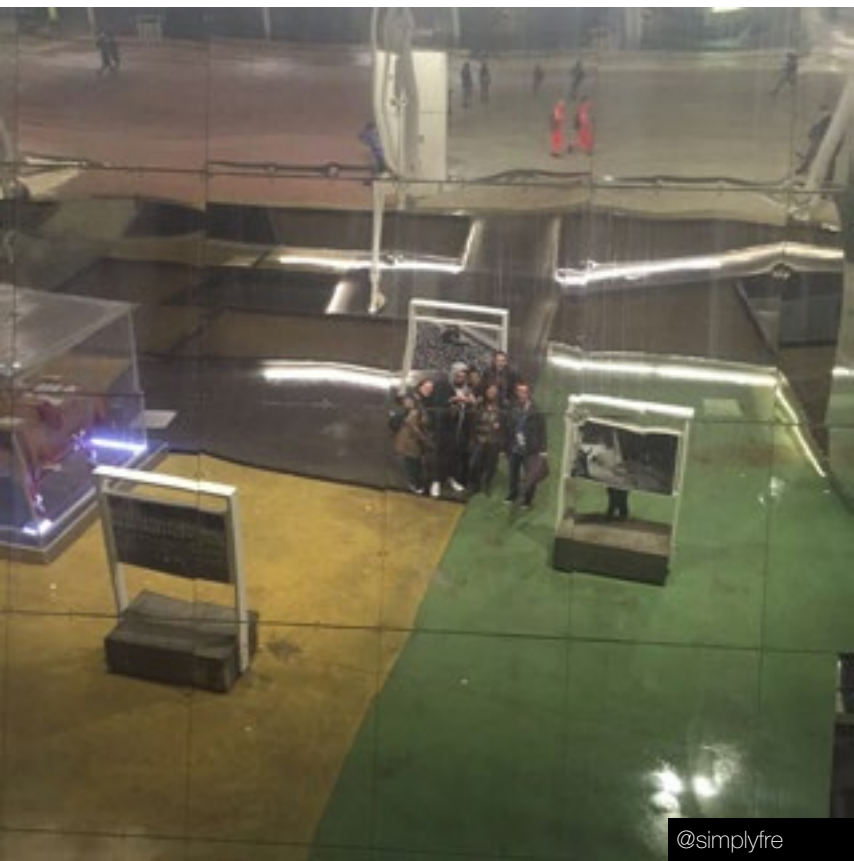
EXPO

MILANO

ITALIA



1. Visit Rice Cluster, watch yourself in the mirror and smile. Charlie Chaplin reminds us that “A day without a smile is a day wasted”.







2. Do you want to rediscover an ice cream extinct long ago? Try a Winner Taco. The white bear will be happy too!



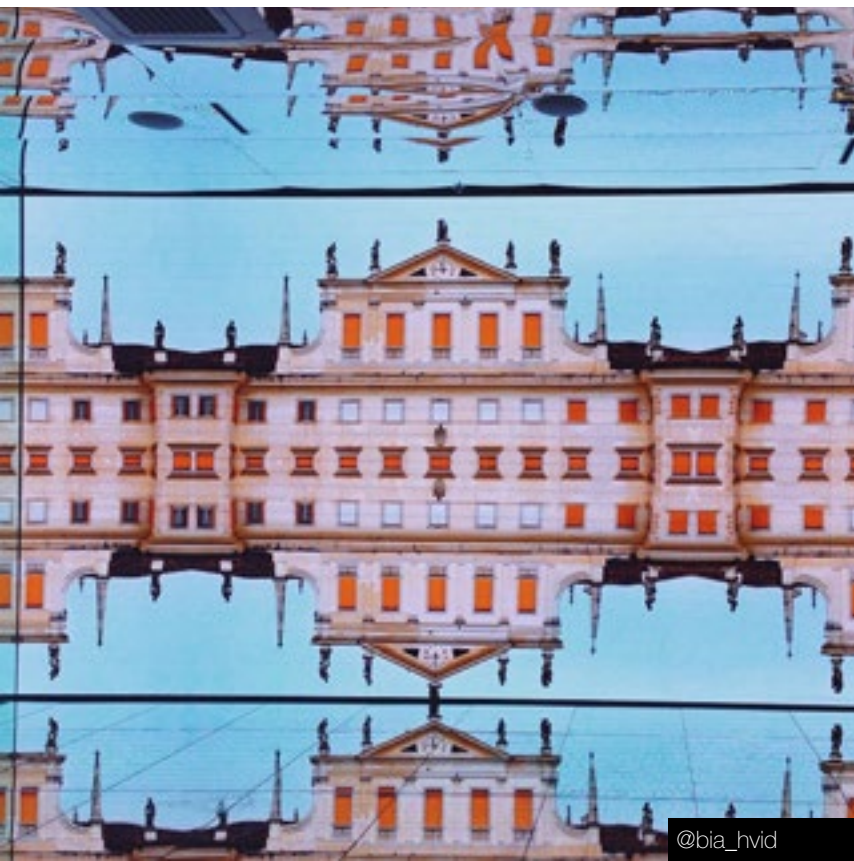


3. Think of France. How would you describe it with a sound?  
The answer is in the semi-spheres of the image below.





4. Will you figure out the labyrinth of mirrors of Italy Pavilion? If you are around with kids, you'll like it a lot.





5. “Storytelling is the conveying of events in words, and images.”

@gianniromano

## Korea Pavilion.



@gianniromano





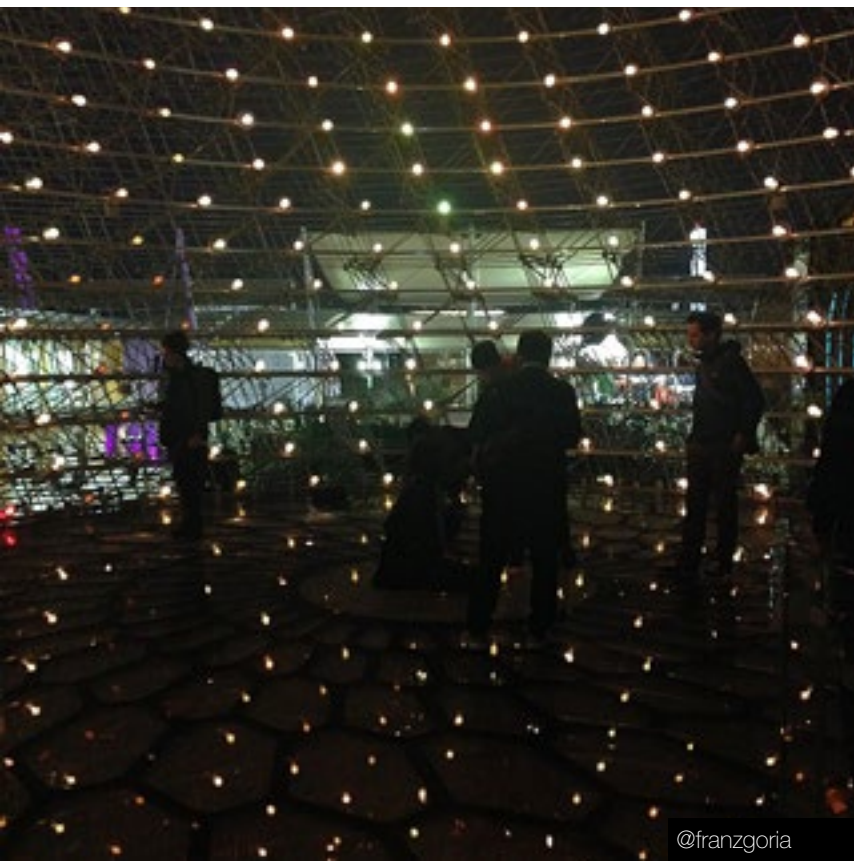
6. “A stop at Belgium Pavilion,  
and you’ll start with new  
energy” @betone



@chiaracari



7. UK Pavilion by night totally changes its face. You should see it twice: first time during the day and then at night.



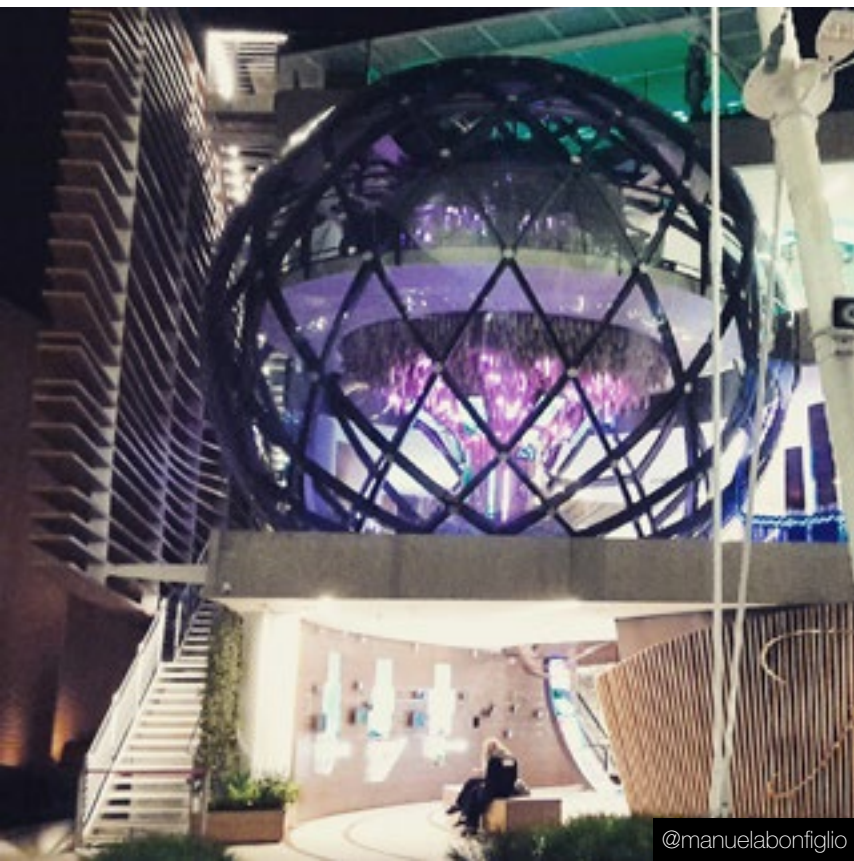


8. Do you need a break? Take a side road and you'll arrive on the banks of the canal. If you like pic-nic, Future Food District is the place to stock up.





9. Stay until Expo's closing time and enjoy the last show of the Tree of Life. Exactly at 10.00 p.m.







10. Do you like geometry?  
Kuwait's sails will leave you  
speechless.



There are the favourite places on social media, inside Expo.

1. Walk to Cairoli
2. Breakfast at Biancolatte
3. Run along Martesana
4. From Park to the Arch
5. Visit the new Darsena
6. Picnic at Parco Nord
7. San Sebastiano
8. Porta Garibaldi's Station
9. Hidden courtyards
10. Creepy tour

EXPO

MILAN

ITALY



1. Take a walk at night from  
Duomo to Sforzesco Castle.  
We recommend to stop at  
Expo Gate and at VanBol &  
Feste.



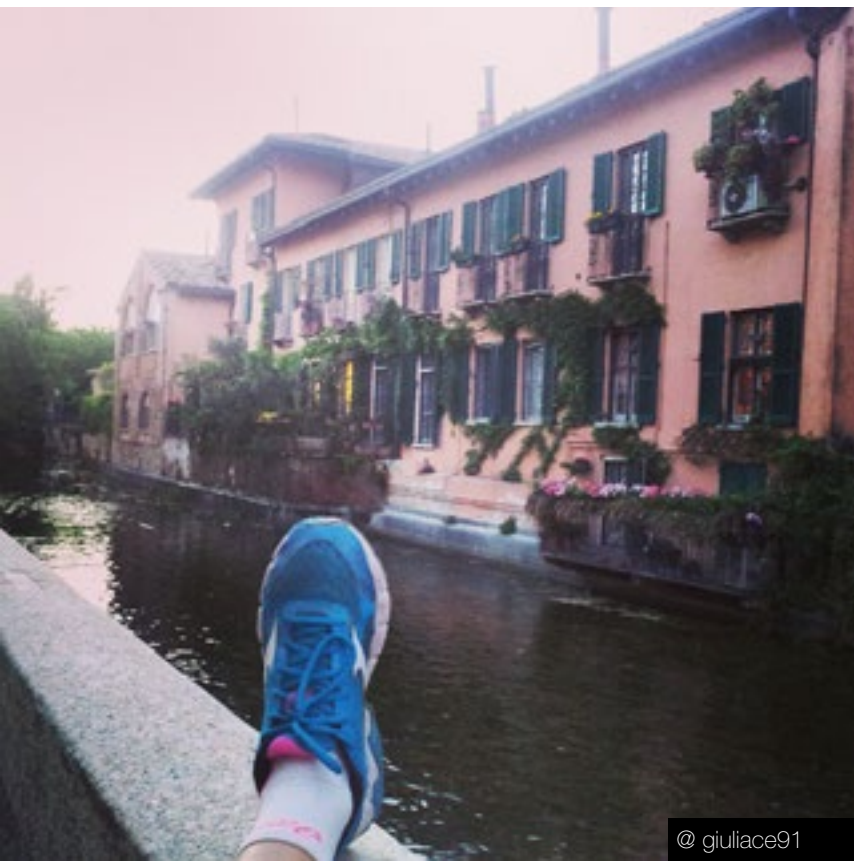


2. Sunday breakfast with special guests?  
Try Biancolatte in Turati street.





3. Live like a Milanese: take a run along Martesana canal.  
“It doesn’t even look like we are in Milan”. That’s like living as a Milanese would do.





4. Boouum Boouum  
Boouumm. If playing  
the bongos has always been  
your dream, Sempione Park  
will be your Shangri-La.





5. The Darsena is worth the visit: it was just inaugurated. A place not to miss is the Trottoir under the Arch.







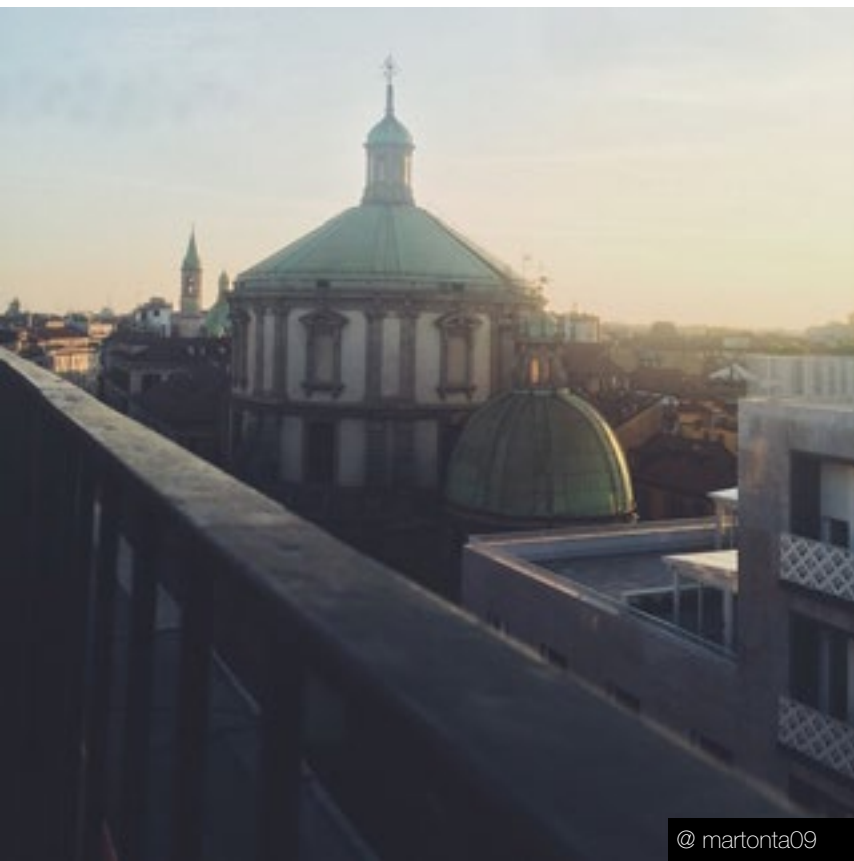
6. Do you want to pic-nic?  
Parco Nord is the ideal place  
to lay down your blanket.







7. Take a “walk” in the temple of San Sebastiano.



8. In Milan, Porta Garibaldi is a state of the spirit. The long tunnel that connects Isola neighborhood to the rest of the city is one step beyond.



9. Walk into one of the courtyards of Milanese buildings. You'll find unexpected surprises for example Pietro Custodi street courtyard.





10. Do you like osso buco?  
The tour of skeletons inside  
San Bernardino alle Ossa  
Church is there waiting for  
you.



There are the favourite places on social media, inside Expo.

1. Genoese of Sicily
2. Iced truffle
3. Blindfolded in Naples
4. Montisola
5. Civita di Bagnoregio
6. Noise of waterfall
7. Street art in Dozza
8. Burano
9. Birdwatching in Comacchio
10. Conero's Park



1. Le Genovesi (delicious biscuits filled with cream) have a peculiar feature: despite their names they're not from Genoa, but from Sicily.





2. It's called tartufo (truffle) but is an ice cream: the typical dessert from Pizzo is worth alone the visit to the Calabrese village.





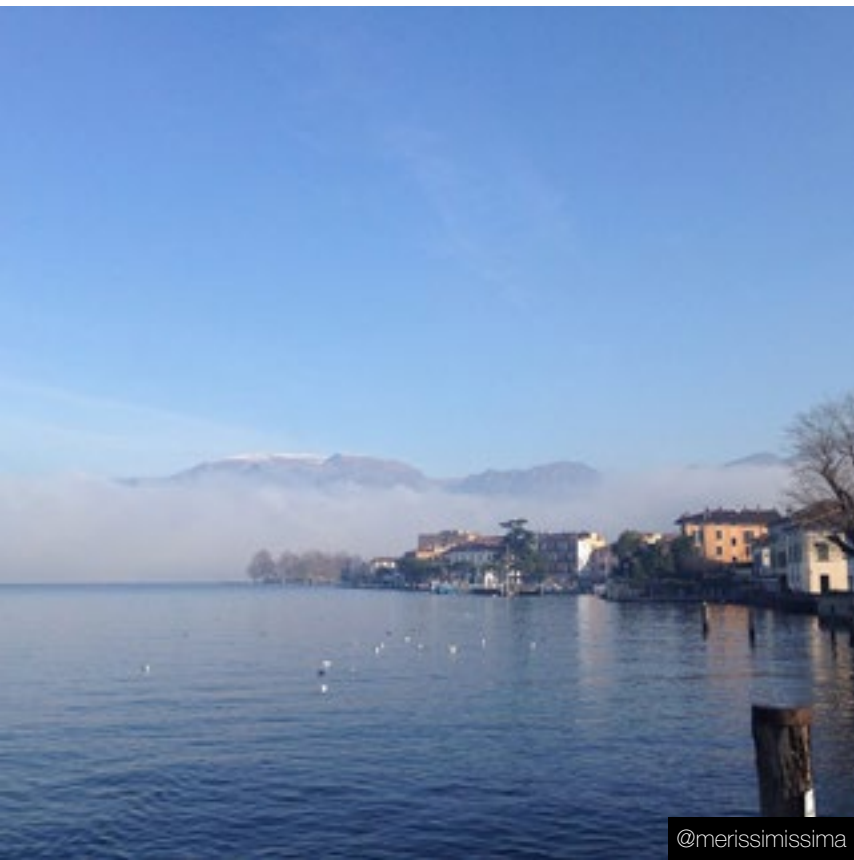
3. In Plebiscito Square, Naples, you can play. Try to cross blindfolded between two equestrian statues. Why and how? Find out on Google.







4. Do you know what is the biggest lake-island of Europe? Montisola, on Iseo Lake, near Brescia. #verybello



5. Civita di Bagnoregio. It's one of the most obvious postcards from Italy. Yet, if you like walking, it's a place not to miss.



6. *“The fall of waters! Rapid  
as the light | the flashing mass  
foams shaking the abyss.”*  
Marmore waterfalls touched  
also Lord Byron.





7. Street artists didn't invent anything: visit murals in Dozza, near Bologna. In Italy many places have this feature. Do you know any others?



8. Murano is famous for its glass, but also Burano deserves a visit. And then Mazzorbo too. When the *minors* become *majors*.





9. If you're a mosquito, eel or bird lover (or of all these three activities together) don't you miss a trip to Valli di Comacchio.





10. Conero's Park, incredible cliffs on the sea. Ferry, Zara, other cliffs on the sea amazing also from the other side. Adriatic Sea, we love you!



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**@EXPO2015MILANO**



