



29 January 2015

## Fact Sheet

### “Spirito di Basilea”: Basel at Expo Milano 2015

**At this year’s Expo Milano from 1 May to 12 June 2015, under the motto of “Spirito di Basilea”, the Canton of Basel-Stadt will be presenting world-changing events and innovations that were developed in Basel. Aside from a central exhibition, the Swiss Expo pavilion will host numerous subsidiary events and cultural happenings in close cooperation with various Basel-based partners.**

Together with the cities of Geneva and Zurich, Basel will represent urban Switzerland at the Swiss Expo pavilion. “Under the title of “Spirito di Basilea”, Basel’s Expo appearance will present developments of global significance that started in Basel and had a direct or indirect impact on world affairs,” explains Sabine Horvath, Head of External Affairs and Marketing of the Canton of Basel-Stadt.

Installed in the plinths of the four silo towers in the Swiss pavilion, the exhibition will form the centre piece of Basel’s Expo appearance. Selected events and innovations in the following subject areas will focus not only on global food supply, the Expo theme, but also on “food for thought”:

*1. Science:*

The examples of Gustav von Bunge, pioneering food analyst, and Tadeus Reichstein, analytical chemist and discoverer of synthetic vitamin C and cortisone, will illustrate Basel’s significance as a research centre.

*2. Intellectual life and art:*

This section will focus on the work of the philosopher Friedrich Nietzsche in Basel who not only revolutionised international philosophy but also had a world-changing impact on the fields of literature, art, conduct of life and religion.

*3. Architecture and design:*

Vitra’s Panton chair as well as selected architects of world renown will serve as examples to portray Basel’s role as a centre of architecture and design.

*4. Economy:*

Syngenta will present a specific example to highlight the global agricultural challenges involved in providing increasing amounts of food for an ever-growing world population while protecting our natural resources.

From 21 May to 4 June 2015, the Swiss Expo pavilion will also host various theme days and cultural events which will be presented by the Canton of Basel-Stadt in close cooperation with numerous Basel-based partners active in the fields of science, research, education, culture, tourism and logistics.



01.05.—12.06. BASILEA  
17.06.—02.08. ZURIGO  
07.08.—12.09. INSIEME  
17.09.—31.10. GINEVRA

### **Cooperation with numerous Basel-based partners**

Basel's appearance at Expo Milano 2015 under the aegis of the Division of External Affairs and Marketing of the Department of Presidential Affairs of the Canton of Basel-Stadt involves close cooperation with numerous Basel-based partners:

Syngenta and Vitra AG are the main partners in Basel's Expo appearance. Bregy & Buschle and the designer Dieter Thiel are responsible for the conceptualisation and implementation of the contents. Further partners include IWB and Christoph Merian Stiftung (CMS).

The supporting programme involves, among others, Basel Tourism, Global Footprint Network, the Academy of Art and Design of the University of Applied Sciences and Arts Northwestern Switzerland (HGK), the Italian Consulate General in Basel, the University of Basel and the Division of Culture.

Basel's cultural programme at Expo Milano 2015 will be provided by Haus der elektronischen Künste (H3K), Jazzcampus Basel, the Basel Chamber Orchestra, Rockförderverein Basel, the Basel Symphonic Orchestra and Theater Basel.

### **Supplementary exhibition on "Urban Food Innovation"**

From 7 August to 12 September 2015, Basel, Geneva and Zurich will also present an exhibition on "Urban Food Innovation" in Switzerland's Expo pavilion. Basel's contribution will focus on the development and design of a food production system for urban centres, such as Basel. The exhibition is being prepared in cooperation with the Forschungsinstitut für biologischen Landbau (FiBL), the University of Applied Sciences and Arts Northwestern Switzerland (FHNW) and further organisations active in the fields of sustainability and bio-diversity.

### **Further information**

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### **Links**

- [www.basel.ch/milano2015](http://www.basel.ch/milano2015)
- [www.basilea-zurigo-ginevra.ch](http://www.basilea-zurigo-ginevra.ch)
- [#spiritobasilea](https://twitter.com/spiritobasilea)



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