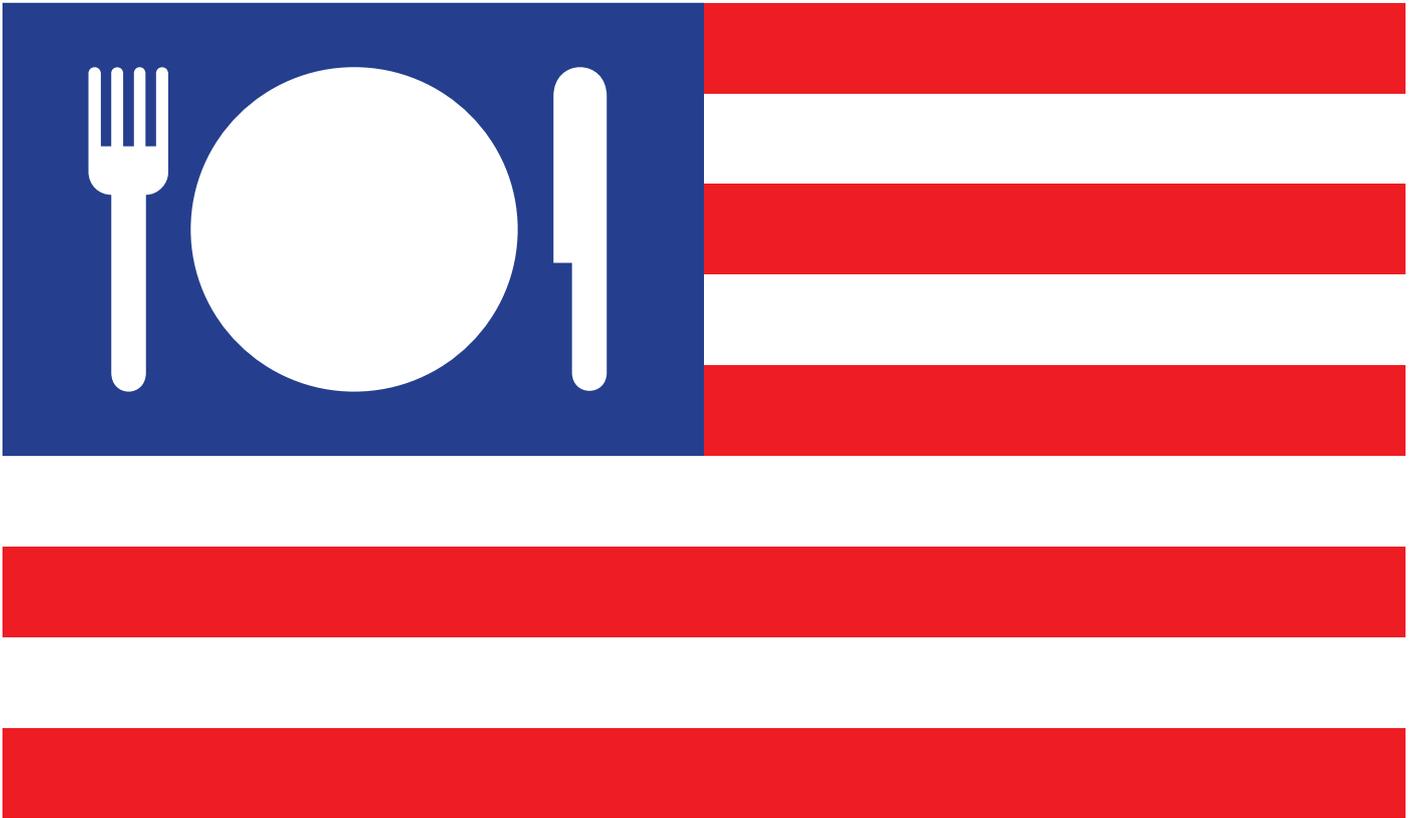


# AMERICAN FOOD 2.0



## THE USA PAVILION AT EXPO MILANO 2015

UNITED TO FEED THE PLANET

SHOWCASING AMERICAN INNOVATION  
AT THE NEXT WORLD'S FAIR

Visit us at [usapavilion2015.net](http://usapavilion2015.net)  
Contact us at [info@usapavilion2015.net](mailto:info@usapavilion2015.net)



INTERNATIONAL  
CULINARY CENTER



**JAMES  
BEARD  
FOUNDATION**

# USA PAVILION AT EXPO MILANO 2015



All attention is turning to Europe in 2015 for the most exciting World's Fair in decades, Expo Milano 2015: Feeding the Planet, Energy for Life. A European center of business, culture, and media, Milan will welcome 25 to 30 million visitors for this once-in-a-lifetime event. As one of the 146 participating countries, the United States is presenting a dynamic pavilion whose theme **American Food 2.0: United to Feed the Planet** will enlighten and surprise all who attend.

Our programming will welcome wide-ranging perspectives and sow common ground across the food, nutrition and policy spectrum.

Embracing the fact that we need to feed a planet of more than 9 billion people by 2050, we'll convene around the big issues that affect us all, like food security, safety, and sustainability. We'll use the power of conversation and collaboration to strengthen bilateral ties between the United States and Europe and the rest of the global community to tackle together the enormous challenges ahead. We'll proudly introduce people from around the world to the delicious mosaic of our culinary tradition, diverse and far-reaching.

## KEY OBJECTIVES

Showcase U.S. leadership in the global food arena as responsible and diverse

Celebrate our nation's rich agricultural history and regional food cultures

Underscore America's role in advancing food security and sustainability through science, technology, innovation and free trade

Foster awareness of and enthusiasm for American cuisine, chefs, products and purveyors

Highlight American talent, products, ingenuity and entrepreneurship and the U.S. as a premier business and travel destination;

Connect people and businesses in the U.S., Italy, and throughout Europe, building on strong historical ties

Provide a fun, engaging, informative, and delicious experience to all

# AMERICAN FOOD 2.0: UNITED TO FEED THE PLANET

The United States was built upon the will of the individual and our collective determination to solve problems. The American spirit is one of optimism, energy and innovation, constantly striving to tackle the biggest challenges and make things better.

We bring this appetite for life and innovation to Expo Milano 2015. American food is as diverse, prolific and complex as our great nation itself, and represents both our dynamic present and vibrant future. The country's table has long been set with an abundance of conversation and debate, dialogue and resolution — a tradition we'll bring to life at the USA Pavilion at Expo Milano.

Food unites us. The global food source is something we all share and it's in our common interest to respect, protect and nurture its potential. Food is joy, celebration, nourishment and life.

Join us as we come together at the USA Pavilion, United to Feed the Planet.

“I'm proud to announce today that the United States will participate in the Expo. And together with our partners, we're going to put together an outstanding USA Pavilion that showcases American innovation to improve agriculture and nutrition and the health of people around the globe.”

President Barack Obama  
March 27, 2014, Rome

## UNITED TO FEED THE PLANET

### RESPONSIBLY

The United States is rising to meet the global challenge of feeding more than 9 billion people nutritiously by 2050 through food security and sustainability.

- Feeding the Planet
- Food Security
- Water Security
- Climate-Smart Agriculture
- Sustainability

### GLOBALLY

The United States values—and is committed to strengthening—our partnership with the global community to promote growth and progress for everyone.

- Global Connectivity
- Commitment to European Partners
- U.S./Europe Impact
- U.S./Europe Commerce
- Italian-Americans
- Robust Bilateral Relations

### INNOVATIVELY

The United States is harnessing the power of science, technology, and collaborative innovation to address food-system challenges that impact the world.

- Research
- Address the Big Challenges
- Sustainable Productivity
- The Future of Agriculture
- Food Safety
- Packaging
- Data
- Ingenuity

### NUTRITIOUSLY

The United States is focused on nutrition, innovating to promote more wholesome choices and healthier lifestyle habits for all.

- Commitment to Healthy Change
- A Better Food Supply
- Global Hunger & Malnutrition
- Local-Level Efforts
- Nutrition Education
- Health Promotion & Disease Prevention

### DELICIOUSLY

The United States is a culinary innovator, bringing delicious food to the world through our diversity, ingenuity and entrepreneurship.

- American Food Diversity
- Culinary Innovation
- Market Leadership
- Culturally Delicious



## EXPO MILANO 2015 FACTS

Feeding the Planet: Energy for Life  
May 1–October 31, 2015

**35** minute Metro ride  
from the Duomo

**146** participating countries

**1,000,000,000** virtual visitors

**7,000** events

**€25,000,000,000**  
to Europe's economy

Source: Expo Milano



## PROGRAMS AND EVENTS

### MAIN PAVILION

Designed by award-winning architect James Biber, the USA Pavilion pays homage to our rich agricultural history with an open design delimited by a large vertical farm that will be harvested daily. The fully sustainable building features a boardwalk made from wood repurposed from the Coney Island boardwalk, a large video installation, dynamic exhibition areas, a rooftop terrace, VIP meeting spaces, and retail. The building is as much a part of the story as the exhibits themselves.

### ONE IN 9 BILLION: FOOD SECURITY AND FOOD CULTURE

Designed by Tom Hennes of Thinc Design, the exhibits will explore the elements that contribute to food security and different aspects of American food culture. Interviews, infographics and interactive exhibits will underscore the role we all play in shaping the past, present and future of food.

### CULTURAL PROGRAMMING

Informational, educational and delicious programs, including outdoor evening entertainment, celebrations of regional culture, celebrity events, musical performances, art happenings, tastings, and wellness activities curated by renowned experts will complement the visitor experience.

### FOOD TRUCK NATION

The food truck trend taking hold across the U.S. will find its way to Expo Milano, where “trucks” will serve a rotating menu of iconic and innovative regional American foods and beverages that emphasizes healthfulness and sustainability.

### SOCIAL AND DIGITAL MEDIA

A robust website, an interactive app and cutting-edge communications technology will be leveraged before, during and after the Expo to educate, engage and share with visitors, sponsors and key stakeholders.

### JAMES BEARD AMERICAN RESTAURANT

Located in central Milan for the duration of the Expo, the James Beard American restaurant will showcase American cuisine

with a rotating roster of American culinary talent under the supervision of culinary director Chef Grant MacPherson. Menus will highlight American ingredients, beverages and traditions. Uniquely American meals, such as Thanksgiving Dinner and Gospel Brunch, will be part of the regular schedule of events.

### STUDENT AMBASSADOR PROGRAM

The University of Southern California is organizing this program for which 120 American college students conversant in Italian and other languages will be selected to act as escorts and docents for the pavilion, greeting visitors and leading them through programs and experiences.

### INNOVATE AND INSPIRE

Before, during and after Expo Milano, we'll convene a series of Beard Talks, salons, panels, workshops, conferences, and other gatherings to facilitate a global, solutions-oriented conversation about issues confronting the future of food. During the Expo we will conduct an accelerator for start-ups attempting to apply technology and science to solve the most pressing issues facing the future of our food system.

# WORLD EXPO: 163 YEARS OF GLOBAL INNOVATION

Since the first Expo in London in 1851, World Expos have been regarded as the Olympic Games of economics, science, technology and cross-culture dialogue, providing a global stage for individual countries to publicize and display their crowning achievements and innovations and to share ideas. For the countries and organizations that participate, Expos play an important role in public diplomacy and government relations. We have Expos to thank for the Crystal Palace, the Eiffel Tower and the Ferris wheel.



## WORLD EXPO FACTS

Known colloquially as the World's Fair, the World Expo is today governed by the Bureau International des Expositions (BIE) in Paris

Held every five years and attracts millions of visitors:  
Aichi (Japan), 2005 (22 million)  
Shanghai, 2010 (73 million)

Powerful driver of local and national economies

The most important European government and business initiative in decades

Source: BIE

“As you look at what’s happening in the world today, with about six-plus billion heading to nine billion over the course of the next 35 years, there is going to be unbelievable demand on resources. And when you couple that with climate change and the already real impacts on farming and fishing and all the other things that are part of sustaining life on this planet, we have a challenge.”

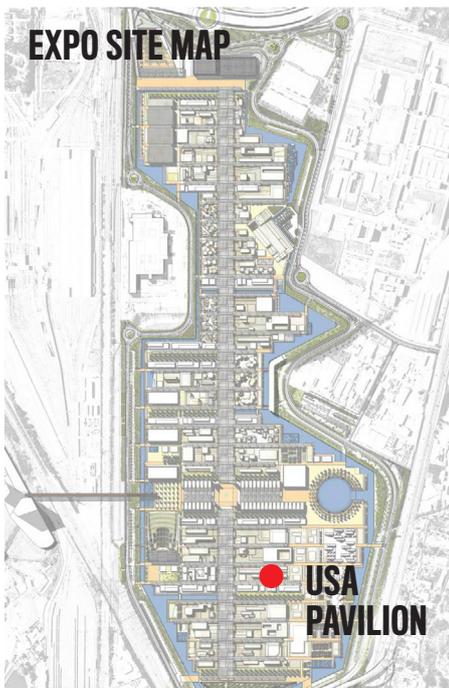
Secretary of State John Kerry  
March 27, 2014, Rome

## A NOTABLE LIST OF “FIRSTS” INTRODUCED AT EXPOS

Elevator (Dublin, 1853)  
Telephone (Philadelphia, 1876)  
Light bulb (Chicago, 1893)  
Diesel engine (Paris, 1899)  
Commercial broadcast television (New York, 1939)  
Touch screens (Knoxville, 1982)  
Advances in robotics (Tsukuba, 1985)  
Energy-efficient transit (Aichi, 2005 and Shanghai, 2010)  
Green building techniques (Aichi, 2005 and Shanghai, 2010)

## FIRST TASTES AT EXPOS

Ice cream cones (St. Louis, 1904)  
French cuisine (New York, 1939)  
Cherry Coke (Knoxville, 1982)  
Belgian waffles (New York, 1964)



## THE USA PAVILION AT EXPO MILANO TEAM

Email: [info@usapavilion2015.net](mailto:info@usapavilion2015.net)

Web: [usapavilion2015.net](http://usapavilion2015.net)

Twitter: @USAexpo2015

Instagram: @USApavilion2015

Google+: USA Pavilion at Expo Milano 2015

### U.S. DEPARTMENT OF STATE

Secretary of State John Kerry  
 Assistant Secretary for European and Eurasian Affairs Victoria Nuland  
 Ambassador David Thorne, Senior Advisor to the Secretary of State  
 Ambassador John R. Phillips, U.S. Ambassador to Italy  
 Ambassador David Lane, U.S. Ambassador to the United Nations Agencies in Rome, Italy  
 Kathleen Doherty, Deputy Chief of Mission, U.S. Embassy in Rome  
 Ambassador Philip Reeker, U.S. Consul General to Milan  
 Christopher Wurst, U.S. Cultural Attaché to Milan  
 Elia Tello, U.S. Deputy Commission General to Expo Milano 2015  
 Beatrice Camp, Expo Coordinator (Washington, D.C.)

### FRIENDS OF THE USA PAVILION (FUSAP)

Dorothy Cann Hamilton, President, FUSAP; Founder & CEO, International Culinary Center  
 Charlie Faas, CEO, FUSAP  
 Mitchell Davis, Chief Creative Officer, FUSAP; EVP, James Beard Foundation  
 Jerry Giaquinta, Senior Advisor; Professor, USC Marshall School of Business

### STRATEGIC PARTNERSHIPS

Julie Wadler, Director of Strategic Partnerships  
 Jeanne Esti, Director of Strategic Partnerships  
 Simone Crolla, Director of Italian

Relationships, FUSAP; Managing Director, American Chamber of Commerce in Italy  
 Oscar Pasquali, Italian Relationships, FUSAP; Policy Officer, American Chamber of Commerce in Italy

### ARCHITECTURE, DESIGN & CONSTRUCTION

James Biber, Lead Architect, Biber Architects  
 Andrea Grassi, Local Architect, Genius Loci Architettura  
 Dan Marino, Project Architect, Biber Architects  
 Steven Grootaert, Project Architect, Biber Architects  
 Suzanne Holt, Project Manager, Biber Architects  
 Jimi Yui, Kitchen Designer, Yui Design  
 Nussli, Construction  
 Jessica Healy, Project Director

### EXHIBITIONS

Tom Hennes, Exhibition Designer, FUSAP; Founder, Thine Design  
 Amanda White, Interpretive Planner  
 Molly McBride, Media Producer  
 Oronde Wright, Designer  
 Bill Camp, Project Manager

### LANDSCAPE DESIGN

Susannah Drake, Landscape Architect, Founder; dlandstudio  
 Brett Seamans, Designer, dlandstudio  
 Nate Storey, Vertical Farm Technology, Founder, Bright Agrotech

### CULINARY PROGRAMS

Elizabeth Thacker Jones, Culinary Producer  
 Carlo Zarri, Director of Italian Foodservice Logistics  
 Lanie Bayless, Assistant Program Director

### GRAPHIC DESIGN

Michael Bierut, Partner, Pentagram  
 Britt Cobb, Designer, Pentagram

### WEBSITE DEVELOPMENT

Reflexions Data

### MEDIA, COMMUNICATIONS AND PUBLIC RELATIONS

Sarah Vellozzi, Agency Lead, FUSAP; Partner; FleishmanHillard (FH) New York  
 Kris Balderston, Senior Advisor, FUSAP; FH Washington D.C.  
 Robert Haynie, FH Washington D.C.  
 Massimo Moriconi, FH Milan  
 Emmy Wardrop, FH New York  
 Jeff Maldonado, FH NY Digital/Social  
 Lucy Arnold, FH NY Digital/Social

### STUDENT AMBASSADORS

University of Southern California, Host Institution

### ADVISORY BOARD

Cesare Casella, Board, FUSAP; Dean, International Culinary Center  
 Harpreet Chadha, Board, FUSAP  
 Jeff Dunn, Chief Carrot Officer; Bolthouse Farms  
 Jennifer Kuzma, Co-Director; Genetic Engineering and Society Program, NC State University

Mark Oshima, Aerofarms  
 Fabio Parasecoli, Professor and Coordinator, Food Studies Program, The New School  
 Glenn Roberts, Founder, Anson Mills  
 David Souza, Board, FUSAP

### CHEFS ADVISORY BOARD

José Andrés, Jaleo, Dean, International Culinary Center  
 Dan Barber, Blue Hill  
 Lidia Bastianich, Felidia  
 Mario Batali, Babbo  
 Rick Bayless, Topolobampo  
 David Chang, Momofuku  
 Jaques Pépin, Dean, International Culinary Center  
 Mary Sue Milliken, Border Grill

### PARTNER ORGANIZATIONS

Atelier Slice  
 Genetic Engineering and Society Program, NC State University  
 Global Alliance for Climate-Smart Agriculture  
 Great Chefs of America  
 Harvard Graduate School of Design  
 Heritage Radio Network  
 Monterey Bay Aquarium  
 National Geographic Society  
 SOS Ventures and Food-X  
 UC Davis

### FRIENDS OF THE USA PAVILION

Friends of the USA Pavilion Milano 2015 is incorporated in Delaware as a 501(c)(3) charitable organization established to design, construct, manage and raise the funds for the USA Pavilion at Expo Milano. The organization is a collaborative effort of the James Beard Foundation, the International Culinary Center and the American Chamber of Commerce in Italy. After a competitive bid process conducted by the U.S. Department of State on October 17, 2013, President Obama announced Friends of the USA Pavilion Milano 2015 was awarded the opportunity to lead the country's participation in this global event.

### CONTACT

For more information on how you and your organization can support this historic effort as a strategic partner, please contact:

Julie Wadler  
 President, Epiphany Productions  
[jwadler@epiphanyproductions.com](mailto:jwadler@epiphanyproductions.com)  
 +1 703 683 7500

Charlie Faas  
 CEO, FUSAP Milano 2015  
[cfaas@usapavilion2015.net](mailto:cfaas@usapavilion2015.net)  
 +1 408 313 8924

## JOIN OUR GROWING LIST OF PARTNERS



McKinsey & Company