

Expo 2010 Project

The Consorzio Liutai Antonio Stradivari CREMONA will be taking part in Expo Shanghai 2010, in the Italian pavilion, from 16 to 31 October 2010. Together with the Region of Lombardy, the Consorzio will present instruments bearing the CREMONA LIUTERIA hallmark.

The Ministry of Foreign Affairs has chosen the Consortium's violin makers as a symbol of excellence in Italian know-how, inviting them to demonstrate their skills in person at the Shanghai World Expo.

This is a wonderful opportunity to show off our stringed-instrument making tradition, with its unique cultural and economic heritage, while at the same time using our craftsmanship to promote the entire economic system of Lombardy.

It will also be a unique occasion for the whole city of Cremona, whose best-recognised visiting card is violin-making, to forge bonds with the main cultural centres in Italy and the world.

A key factor could be its privileged relationship with La Triennale di Milano (an important design museum and arts venue in Milan) which has centres in New York and Seoul. The Triennale has said it is willing to cooperate with the Consorzio in organising on-site promotional activities.

Italian pavilion project

The Consorzio has been asked to help in enlivening the atmosphere of the quality handicrafts hall, which forms part of the exhibition "Vivere all'italiana" (*Living Italian-style*), in the Italian pavilion at Expo Shanghai.

The forecast is that about 100 million people will visit Expo as a whole, between 1 May and 31 October 2010, with an estimate of around 5 million for the Italian pavilion alone.

The Triennale of Milan is handling the setting up of the exhibition, under orders from the Commissariato Generale (General Commissariat) for Expo Shanghai 2010, an agency of the Ministry of Foreign Affairs. The exhibition design has been entrusted to Giancarlo Basili, a theatrical and film-set designer who has also created various exhibitions held at the Triennale in recent years.

The exhibition is major trail within the areas set aside for outstanding Italian companies and industries.

Designed to fascinate and excite the visitor, the 2000 sq.metre trail shows how our country interprets the theme of Expo Shanghai, "Better City, Better Life".

The various exhibition rooms are set out in this order:

- 1) Italy on the move, with a sort of chamber of the wonders of transport (from cars to ships);
- 2) artistic handicrafts of high quality, presented in a 32 sq.metre glass aquarium, within which two or three craftsmen will be working, changing shifts every two or three weeks.
- 3) outstanding Italian companies in terms of innovation and research and development;
- 4) the Italian culinary tradition, focusing on the Mediterranean culture of olives, pasta and wine.

At the centre of this trail there is a huge covered square measuring about 600 sq.metres and 18 metres high, in which the following elements stand out:

- a theatrical reproduction of the cupola of the Basilica of Santa Maria del Fiore (Florence Cathedral);
- a life-size wall-mounted reproduction of a complete symphonic orchestra;
- an enormous mosaic inspired by a work by Giorgio De Chirico (the Italian Surrealist painter);
- a large installation devoted to Italian fashion.

The violin-making area

The handicrafts room is dominated by a "living installation" designed to show thousands of visitors the manual work involved in various kinds of handicrafts that are of special importance in Italy because of their quality and widespread recognition. The visitor will be able to see a "workshop scene", presenting a live snapshot of artisans at work. Cremonese violin makers will work in four-person shifts, covering the opening hours completely. During their two weeks at EXPO three EXPO instruments will be made - two violins and a cello - which will then be exhibited throughout the world.

Cooperation with the Region of Lombardy

The Consorzio has made available to the Region the DVD "La liuteria eccellenza di Cremona" (*The outstanding violin-making of Cremona*) in Italian and English, as well as exhibition panels that highlight Cremona's role as the capital of violin making, the importance of the Cremona Liuteria hallmark, the role of the Consorzio Liutai, the violin-making itineraries of Cremona, and how a violin is made, again both in Italian and in English.

The Consorzio is ready to assist the Region of Lombardy in joint organisation of specific events during the period when they will both be at EXPO.