



MILANO 2015

Feeding the Planet.
Energy for Life.



WOMEN FOR EXPO

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*f*eeding the Planet, Energy for Life.

From this programmatic manifesto, Expo Milano 2015 sets out to generate and circulate a nourishment of the world. The evocation of the earth and its fruits, of food, of an act that is as natural and necessary as it is ancestral and eternal (feeding oneself and others) brings a fundamentally important group of players in the global economy to the centre of planning and strategic thinking: women.

The woman as the principal nurturer of the family and of society in general: custodian of the rules, techniques, practices and arts related to food and its preparation, endowed with the important role of “ambassador of nourishment” towards other cultures and other generations. Her role of ambassador becomes, in this sense, a featured element in a far-reaching project: all of the world’s women are called upon, on a daily basis, by virtue of their role as nurturers of society, to feed the future and thus help it grow.

The **WE – Women for Expo** project underscores and gives new impetus to women’s fundamental role for the future, to her identity as the material creator of the future, “preparer of her ingredients”.

The *WE* project summons women from the participating countries to work together on a common enterprise. They will be called upon to act as bridges between cultures and generations, uniting the great pillars of progress and reaffirming them for the future:

sustainability (of the planet and its people)

diversity (natural and cultural, of gender and race)

respect (among our institutions and in our daily lives)

care (for mind and body).





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Starting on 1 May 2014, all countries participating in the 2015 Universal Exposition will be asked to be an active part of the *WE* event ***The world at the Table***, which will take place on 1 May 2015, the day of the inauguration of Expo Milano 2015. It will be a veritable “planetary table”, planned by designers from all over the world.

The call to action will involve ***WE* ambassadors** from Italy and the rest of the world: female writers, artists, actors, singers, and scientists, leaders of NGOs and associations working on the international level to make progress on issues of food and diet.

These ambassadors will be the promoters and the protagonists of the event, preparing — wherever they are — the “dish” of their lives, combining history and memory, inviting common folk and celebrities to their tables.

The delegations from each country will be invited to the event and simultaneously sit down at the table. Meanwhile, tables will be prepared in all these countries featuring the recipes brought forth during *WE for Expo*. Milan and the rest of the world will be connected via TV, Web and a jumbo screen that will allow them to experience together, convivially, the inauguration of Expo Milano 2015. The world at the table, a representation — both symbolic and real — of the heart of Expo Milano 2015: ***Feeding the Planet***.



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the *Women for Expo* project seeks to reach the greatest possible number of women, inviting them to express themselves freely and creatively on the theme of nutrition. To women, who have always held the power to plan gatherings and bring friends and relatives to the table, Expo Milano 2015 offers the opportunity to express themselves through food with all their creativity, not just by cultivating and preparing it, but also deciding what sort of future they want to build for the upcoming generations in terms of food sustainability and equilibrium for all.

The women of the world, of every culture and country, profession and trade, family or social condition, in the same way and with the same emotional intensity, are invited to participate actively in the project, each proposing her own ***Ingredients for Life***. It will be the recipe for a food, a dish, drawing on personal and collective memory, from the community of which they are part. The recipe may be prepared along the road toward Expo Milano 2015, sharing it with the women who will participate in the project via national or international events.

All the recipes will be submitted to *WE*, which will become the recipe box for the collective memory of women, keeping for the future the vital elements that every recipe suggests in terms of:

- ingredients** (from nature)
- memory** (personal or of the local community and culture)
- creativity** (between rules and imagination, rigor and re-elaborations)
- relations** (people, affections)
- occasions** (rites, daily rituals).

The theme of food sustainability will propose **a new alliance between food and culture**, between nourishing the body and nurturing the mind, and be the guiding thread for our project.

*Looking for
a new balance
between
Nourishment
and
Nutrition*

INGREDIENTS FOR LIFE



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*t*he project *WE – Women for Expo*, will promote a laboratory of knowledge on the more important issues regarding nutrition.

Leading international women, a network of experts from around the world who occupy positions of leadership in the scientific community, the business world, institutions and culture, coordinated by **the committee, Women in Diplomacy (WID)**, in collaboration with the Ministry of Foreign Affairs, will create a series of conferences on the issue of food responsibility, involving women from different continents.



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Browse
the Future

THE GLOBAL NOVEL

the world of female art and culture will be called upon to write with many pens *The Global Novel*. It will be a series of short stories by selected authors and artists who best represent the countries participating. A mosaic of authoritative, excellent voices telling stories of nurture and nourishment in a literal or metaphorical sense (cultural, affective...).

It will be a bona fide journey around the world, with narratives emerging from history and tradition. An immersion in the culture of every participating country through the first and most important cultural product of any society: food. Personal and collective recollections, chronicles, fantasy tales: total freedom of form and content, to tell about the flavours of the world and sample the specificities of different countries.



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a group of creatives from all over the world will be called upon to create **the first multimedia, multi-sensory installation inspired by the theme of nourishment.**

The *Global Creative Thinking* will translate into an artistic quest where one can admire the works of female artists, listen to the voices of female singers and actors, get swept away by the scents and flavours of the world. An extraordinary experience of culture and entertainment for visitors to Expo Milano 2015 that will then be bequeathed as a legacy to the city of Milan.





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the value potential of women's thoughts and practices, highlighted along the entire path of *WE for Expo*, will define the content of ***The Women's Charter***, a manifesto with the ambition of setting forth new guidelines for the future, especially regarding the universal right to food.

Women for Expo, with the support and collaboration of the Italian Ministry of Foreign Affairs, will promote ***The Women's Charter***, a legacy produced by the network of all women who have taken part in the ***WE project*** (the ambassadors, writers, artists and the entire network of women who have contributed their *Recipe for Life* from all over the world) and brought on stage in *The World at the Table*, the artistic and cultural initiatives (*The World Novel*, *Global Creative Thinking*) to help create a better future for the planet.

The relationship with food and the table — understood not only as necessary elements in nutrition and sustenance, but also as fundamental occasions for discussion, exchange and discovery — will nurture new freedoms.

