



**UK PAVILION** MILAN 2015

@ukpavilion2015



Withdrawn 15 May 2019

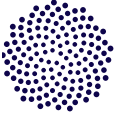
**GREAT**

BRITAIN & NORTHERN IRELAND





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**Expo Milano 2015 is a non-commercial Universal Exposition with an overarching theme of Feeding the Planet, Energy for Life. Open from May 1 to October 31, 2015, the UK will join countries from all over the world to address the problems of nutrition and the resources of our planet.**

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MILANO 2015

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FEEDING THE PLANET  
ENERGY FOR LIFE

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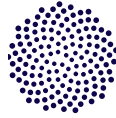




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# The UK Pavilion Visitor Experience



The UK Pavilion will mark the point where creativity, science and technology combine to tackle the challenge of feeding the planet.

It will shine a light on the cutting-edge British research working to alleviate these pressing challenges and highlights UK expertise and innovation.

Visitors will engage with the theme as they meander through a beautiful fruit orchard and enter a natural wildflower meadow. As they near the centre of the meadow, the focal point of the UK Pavilion will come into view: a delicate and ethereal golden orb structure made of fine steel lattice based on an abstracted-analogue of honeycomb. The Hive will pulsate and buzz with the noise of a real bee colony. It plays on the parallels between bee and human societies.

It will be designed by Wolfgang Buttress and developed and built with internationally-recognized UK construction expertise from Stage One, Rise, BDP and Wiston Simmonds.



Pan view of 'Hive'

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# Grown in Britain

## UK Opportunities at Milan Expo 2015

The Milan Expo 2015 invites countries to take part in a global conversation on the urgent issue of how to feed the planet, as the global population increases to 9 billion in 2020.

We want to tell a story at Milan of what Britain is doing to meet this global challenge - how we are leaders in creativity, science, innovation and international development, as well as a major global trading partner and dynamic business and financial centre.

As one of the most entrepreneurial countries in the world, and currently benefiting from a strongly-growing economy, Britain's global contribution flows from our uniquely open, innovative and diverse approach, and our flair for global partnership.

Through the UK Pavilion, we will reach millions of visitors and build on the perception of the UK established by the UK Pavilion at Shanghai Expo 2010 and the London 2012 Olympic Games.

We will seize the opportunity to boost trade and inward investment by engaging our international partners and demonstrating the impressive breakthroughs being made in the creative, life science, agri-tech, technology, food and drink industries and how these are helping meet the challenge of world food supply.

The UK theme supporting the overarching Expo theme is 'Grown In Britain'. The Pavilion and theme will provide the centre piece and the underlying narrative to an accompanying global international trade and investment series of events that will run throughout 2015 in target markets. It reflects our desire to showcase UK creativity and innovation, and our leading role in international development.

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# UK Innovation in Food and Drink

The UK is innovating across the food supply chain – from farm to fork, grain to glass, meadow to mouth, seed to spoon.

## Agri-Tech

This industry contributed £96.1 billion to the economy in 2013 and is one of the world's fastest growing sectors, driven by the rise in global population and the impact of climate change. The UK is recognised globally as being at the forefront of many aspects of agricultural research and biosciences. To make the most of these opportunities, the UK's farming and food industries, the science base and government have come together to ensure that breakthroughs in areas such as plant and animal breeding, remote sensing, meteorological prediction and the exploitation of data make farming more productive and environmentally sustainable.

## Food and Drink Products

Food and drink is the largest manufacturing sector in the UK, accounting for 15 per cent of domestic manufacturing output. It invests over £1 billion a year in research and development, driving a strong culture of innovation by turning consumer demands into actual products that are safe, high quality and renowned around the globe. Drinks are the UK's largest export category by far, with the value of exports of whiskey representing the highest valued individual food, feed and drink item. The UK pioneered frozen food, ready meals and instant coffee, and every year the UK food and drink industry introduces around 6,000 new products.

We are particularly competitive in added-value, branded and skill-intensive products, and in areas like high-tech packaging, health and convenience foods. The UK food and drink industry is well placed to meet the demand of the growing population.



## **Food Security**

Being at the forefront of advances in biological, environmental and chemical sciences creates the technology to produce better yields of crops and livestock, improve nutritional value, quality and safety, develop new products and raw materials and more efficient and environmentally friendly farming techniques to ensure a safe, secure, sustainable and resilient food chain.

## **Functional Food**

The UK has become a world leader in the production of functional foods and reformulations to appeal to health-conscious consumers. The functional food market has grown steadily over the last five years with a strong demand for products such as probiotic yoghurts and cholesterol-reducing spreads and milks.

## **Food and Drink Supply and Logistics**

UK food and drink is a high-tech industry using innovative technologies in IT, engineering and life sciences to meet consumer needs and increase productivity while impacting less on the environment. This applies across the supply chain from farm, processing, retail and in the home. The UK's high density of retail outlets and network of manufacturers, packagers and distributors make up one of the most sophisticated supply chains in the world - distributing over 6.3 billion cases of products each year according to IGD estimates. This gives us a strong basis on which to transfer knowledge and technology to developing, emerging and high growth markets.

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# UK Openness and Flair for International Partnership

UK consumers are some of the most sophisticated and cosmopolitan in Europe. Alongside a focus on re-inventing, developing and innovating our national cuisine and traditions, Britain has the largest ethnic food market in Europe, reflecting consumers' adventurous tastes and our increasingly multicultural society. Much of the innovation in ethnic foods originates in the UK.

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# UK's Leading Role in Promoting International Development

The UK government is leading a sustainable approach to aid, based on trade, growth and jobs, to ensure countries are lifted out of poverty for good.

In 2015/16 Britain will more than double its investment in growing emerging frontier economies to end their dependency on aid. This work includes developing a series of new partnerships with leading British and international companies to improve business conditions in Africa and South Asia, kick-start embryonic capital markets and drive more investment into frontier economies.

Food and retail actors will be major partners in this effort. For example, this will include working with Sainsbury's to help workers gain qualifications; Marks and Spencer to develop leadership and management skills for farm workers; Debenhams, Primark, Asda, River Island, John Lewis Partnership, C&A, M&Co, Next and Morrisons to improve management in Bangladeshi garment factories; and Tesco and Asda to invest in young fruit farm workers from disadvantaged backgrounds in South Africa.

The UK continues to be one of the few countries delivering its commitment to spend 0.7 per cent of GDP on battling hunger and ending poverty.

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# Profiles

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## Wolfgang Buttress

Wolfgang Buttress is an award-winning artist working with public space. He creates simple, elegant and contextual artworks which seek to define and celebrate a sense of place.

Buttress has won seven national and international awards for his sculptures. This includes the International Structural Steel Award for projects under £2million for Rise in Belfast, the largest piece of sculpture in Northern Ireland.

He has exhibited and created artworks in UK and internationally - Japan, Australia and the USA and in the two most recent Chicago Sculpture Biennales. Over the last 15 years he has worked and collaborated with many eminent architects and landscape architects- Lyons, LDA, GROSS Max Gillespies, BDP, and Conran and Partners.

For more information please visit  
[www.wolfgangbuttress.com](http://www.wolfgangbuttress.com)

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## Stage One

Winner of a 2013 Queen's Award for Continuous Innovation, Stage One works within the architecture, theatre and event industries. Stage One are makers: the company's unique strength is their ingenuity - finding ways to realise the creative visions of their clients, no matter how extreme.

Established for over 25 years, Stage One combines design, engineering and technology to deliver astonishing impact on a global platform. From launches to installations, from architecture to ceremonies, the company creates things that people remember forever. Their clients and partners are the world's most creative minds and the best technical producers in construction, architecture, engineering, entertainment, corporate events and art.

For more information please visit:  
[www.stageone.co.uk](http://www.stageone.co.uk)

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## Rise

Rise is an independent management company specialising in construction and project management, working across all sectors of the built environment. Established in 2011 by Directors Gareth Stapleton, Bob White and Ian Eggers, Rise has challenged the concept of professional project management in the field of construction.

With a combination of over 30 years' experience and a world-class track record, Rise can clearly demonstrate significant added value and client engagement. Rather than being a construction business that uses core management principles to deliver projects, Rise has built a business around professional managers offering strong leadership in delivering construction projects.

For more information please visit:  
[www.rise.eu.com](http://www.rise.eu.com)

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## Simmonds Studio

Simmonds Studio is a specialist design practice that designs, engineers and realises innovative sculptural and architectural structures.

With a track record of designing and engineering some of the worlds largest lightweight structures and structurally ambitious sculptures with artists such as Anish Kapoor and Antony Gormley, Tristan Simmonds established Simmonds Studio in 2009 to expand on collaborative work with artists and architects and to carry out design commissions of its own.

The practice adopts a rigorous analytical approach to design involving the development of its own innovative digital methods and tools specific for each project. This approach allows the practice to carry out design from conceptual 'digital sculpting', engineering design, structural optimisation, through to the production of fabrication data in a entirely holistic manner. The result of this approach ensures that through accurate costing, communication and practical construction techniques complex and un-conventional designs can be realistically and affordably built.

For more information please visit  
[www.simmondsstudio.com](http://www.simmondsstudio.com)



UK Trade and Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

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Official Participant