WE A·RE \ Reggio Emilia per EXPO 2015
REGGIO EMILIA FOR EXPO MILANO 2015

Reggio Emilia, at the heart of Italy’s Food Valley, is a city that has a natural bent for international relations and dialogue.

Reggio Emilia is the ideal region to find new opportunities to learn more, build and strengthen synergistic international partnerships with all the stakeholders who are aware of the cultural challenge that is the Expo Milano 2015, “Feeding the planet, Energy for life” – from May 1 to October 31, 2015. To celebrate the Expo, Reggio Emilia has come up with a complimentary range of events, places, companies, products, socialisation opportunities and tours for a first-hand experience of the region, and to form major international partnerships.

Moreover Reggio Emilia’s institutions along with all economic players – Chamber of Commerce, trade associations, research centres and universities – have developed a number of ideas for tours and meetings with trade associations, businesses, innovation and research centres, to learn more about partnership and business opportunities and to boost the creation of strategic business relations.
A HIGH-SPEED CITY
Reggio Emilia is a special place for the people who will be taking part in or visiting the Expo Milano 2015 to stop and see, not least because of its high-speed “Reggio Emilia AV Mediopadana” train station, one of the main high-speed stations in northern Italy and one of the most important junctions in the midst of the Po valley. Connected to Italy’s main cities – 1 hour from Florence, 2 hours from Rome and Turin, just over 3 hours from Venice and Naples – it goes to Milan in just 40 minutes no stop, and from there straight on to the Expo 2015 on 16 trains a day.

Reggio Emilia > Milan:  40’
Reggio Emilia > Turin:  1 h 40’
Reggio Emilia > Bologna:  20’
Reggio Emilia > Florence:  50’
Reggio Emilia > Rome:  2 h 20’
Reggio Emilia > Naples:  3 h 30’
Easily accessible from the old city centre (4 km) as well as from the motorway (2 km), the high-speed “Reggio Emilia AV Mediopadana” train station is an architectural masterpiece designed by Santiago Calatrava, who also designed the three bridges that connect it to the motorway and to the city’s main thoroughfares.
A PLACE OF INNOVATION
The productive fabric took up the challenge of casting the city into a “knowledge economy”, a new model of development for smart, inclusive and sustainable growth. The local skills, both public and private, thus turn into “talents” that drive the innovation of the entire system, based on research, cooperation and the transfer of technology.

Most importantly, Reggio Emilia’s knowledge economy can rely on three local distinctive talents:

- education
- mechatronics
- green economy, farming and food, and sustainable development
There is a distinctive factor in Reggio Emilia’s social and economic fabric: a powerful focus on innovation, driven by continuous research into several areas. It’s here that “Reggio’s economic model”, the only one of its kind, was born.

Personal services, healthcare, assistance and universities are the cornerstones of a system that revolves around research and innovation, giving Reggio Emilia a cutting edge in such areas as mechatronics, electronics, farming and child education.

One of the most recent leading experiences is the Fab Lab (digital fabrication – fabbing laboratory), part of the international Fablab network, a small-scale laboratory that uses a number of computer-controlled machines managed by easily-accessible Open Source software, oriented to new forms of creativity to be shared online, with remarkable potentials for crafts and industry, so much so that it has been dubbed as the “third industrial revolution”.

Fab Lab Reggio Emilia provides businesses, schools, creative people and all residents with all the machines and equipment they need to turn their ideas into reality, enabling every user to develop a culture of ‘making’ and gain the skills they need to transform their ideas into prototypes and products.
REGGIO EMILIA AAA

Agricoltura Alimentazione Ambiente:

AGRICULTURE, FOOD AND ENVIRONMENT
The triple A of Agricoltura Alimentazione Ambiente (Agriculture, Food and Environment) is the key to understanding Reggio Emilia, what it offers for the Expo 2015, showcasing the best local talents in the area of research, manufacture, sustainability.

AGRICULTURE: Reggio Emilia, at the heart of Italy’s Food Valley, is the birthplace of traditional products that are celebrated all over the world: Parmigiano Reggiano cheese, Lambrusco wine, balsamic vinegar, charcuterie and meats. Importantly, it is also known for its farming and food industry, for manufacturing, processing, packaging, farming machinery, as well as for sustainable farming processes and techniques.

FOOD: Reggio Emilia offers a multitude of experiences that revolve around the food culture, between tradition and innovation. Here, visitors may appreciate not just the traditional shops and foods, but a wide range of restaurants, wineries, tasting sessions.

ENVIRONMENT: Reggio Emilia is a hub of research into renewable energy for farming, with business experiences in the production of bio-methane, biogas, as well as bio-building, waste management and environmental accountability techniques.
REGGIO EMILIA’S VENUES FOR EXPO 2015
MEET REGGIO: THE CITY MUSEUMS

The exhibition **NOI Storie di comunità, futuri, idee, prodotti e terre reggiane** is the special gateway to “Reggio Emilia for Expo 2015”, a perfect complement to a first-hand experience in the places that produce the very best products, foods and environmental solutions.

Curated by architect Luca Molinari, is a “time machine”, a workshop-cum-event that tells about the story of a land and its communities, that showcases its skills and talents, a workshop that churns out ideas, visions, pictures, flavours, and that also acts as a gateway to the region.

It is housed in the recently-refurbished **Palazzo dei Musei**, a place in which history marries the future, which uses its own outstanding historical-artistic heritage to address the matters of our time. The exhibition will touch all the building into a crescendo of discoveries and little stories scattered among the collections on the first and second floors and will eventually burst into a choral tale on the top floor of the Museum.

Each section will exhibit fragments and stories of the past, present and future, to tell a tale that will touch upon all areas and will leave visitors with a lot to think about.

The exhibition will be an experience that will make visitors “see”, “hear”, “smell”, “feel” and “taste”, that will grip them and excite them, and will inspire them to learn more.
REGGIO TELLS YOU: THE INFO POINTS

Two info points will welcome and direct people from Reggio Emilia to the Expo 2015:

- within the high-speed **Reggio Emilia AV Mediopadana train station**, they will find information, materials and services about the area of Reggio and its connections with the city and with Expo Milano 2015;

- in **Palazzo Casotti**, in the heart of the old city, they will find information and details about what Reggio Emilia will be offering for ‘Reggio per Expo 2015’, with areas and events about local players.
THE PLACES OF RESEARCH
THE REGGIO EMILIA APPROACH AND THE LORIS MALAGUZZI INTERNATIONAL CENTRE

The city of Reggio Emilia is an international landmark for educational policies, with the city’s nurseries and kindergartens being at the heart of the so-called Reggio Emilia Approach. This important educational experience has a symbolic place in the Loris Malaguzzi International Centre, where all those who want to innovate culture and education, all over the world, can meet and share their experiences.

An international place that embrace the future, that is open to all ages, all cultures, to ideas, hopes and creativity. A large space that churns out research, innovation and experimentation, with educational contents and processes across all areas of knowledge. Every year, Reggio Emilia’s educational experience sees meetings, educational events and research taking place with institutions and educators from over 120 countries across the world, which so far has created a formal international network of 34 countries.

The Loris Malaguzzi International Centre hosts a documentation and educational research centre, some city workshops or ateliers – places where children, teenagers and adults can engage in creative activities and research – with exhibition halls, auditoriums, conference and meeting rooms, and Pause–Atelier dei Sapori, the flavour workshop, an innovative food culture project with a restaurant, a café and a bookshop-cum-food shop.

The Loris Malaguzzi International Centre – run by Reggio Children – is closely related to Expo 2015: Reggio Children actually designed the Children Park, a theme area for children and families in the exhibition venue, a trail with 8 interactive installations about playing, exploring and learning about the themes of Expo. The concept is built around is “Ring around the planet, ring around the future”, the metaphor of a ring-a-ring-o-roses that embraces the whole Planet.

LORIS MALAGUZZI INTERNATIONAL CENTRE
“HOME-MADE” RESEARCH AND INNOVATION: THE TECNOPOLO

Reggio Emilia’s Tecnopolo is an experimental research and innovation centre, designed to form partnerships between public and private research laboratories and businesses, to transfer expertise, spread local technical information, create a network of relations to boost the creation and spreading of knowledge. It is a place for a synergic contamination between research, business and the local community, where scientific innovation can take shape.

The Tecnopolo is home to five advanced-research centres specialising in the transfer of technology to businesses:

- Intermech-Mectron for applied research and advanced mechanical, mechatronic and motor services;
- En & Tech, for industrial research and the transfer of technology in integrated sustainable building, energy efficiency, smart lighting and home automation technology;
- Biogest Siteia, for research, improvement and promotion of farming and food bio-resources;
- CRPA Lab, for industrial research into farming and food, energy and the environment;
- Officina 3D Lab, a service incubator for the development of 3D printing and 3D scan technology.

Reggio Emilia’s Tecnopolo – the first in the regional high-tech network to open its permanent headquarters – is located in shed 19 of the historical Officine Reggiane, just next to the Loris Malaguzzi International Centre, with which it forms the basis of the innovation, knowledge and creativity park known as Parco Innovazione Conoscenza e Creatività.

www.reinnova.it/il-tecnopolo-di-reggio-emilia
www.youtube.com/watch?v=2aKlQt1O-KM&list=PL77C9217A9FAAF2A2&index=34
REGGIO EMILIA IN FIGURES
Reggio Emilia with a total of 57,000 local businesses, 1 per 10 residents, has always been the epitome of a powerful work ethics, of which the entrepreneurial fabric is a deeply-rooted embodiment, embracing the high value of the region’s human and social capital.

In 2011, Reggio Emilia’s exports rose to 8.3 million euros, despite the crisis, because Reggio’s industry is known not only for its high-quality products but also for the efficiency of its districts’ organisation and the companies’ highly competitive edge.

This is a fabric created by the SMEs as well as by the major corporations, which are important global players and accredited international quality systems (Landi, Argo Tractors, Brevini, CIR, Unipeg, to mention just a few).

Reggio is also famous for the fashion industry. The most representative brand worldwide is Max Mara.

There are 42 innovative Start-ups in and around Reggio. 16 companies registered in 2013, 25 were incorporated in 2014, and the first update of 2015 found one new start-up registered in the first ten days of the year. The companies located within the province of Reggio Emilia specialising in technological innovation are mainly based in the main city, according to a Chamber of Commerce survey (24 companies, i.e. 57.1% of the total), while the other 18 are based all over the province.

21 of the 42 innovative start-ups located in the province specialise in industrial areas, such as the manufacture of machines and mechanics (8 companies), and most of such companies deal with the manufacture of electric and electronic equipment (8 companies) although there are quite a few dealing with food, leather and paper (5 companies overall); 19 companies are engaged in professional, scientific and technical businesses, such as the production of software and IT consulting (10 companies), research and development (2 companies), business consulting (3 companies) and “other services” (4 companies). 2 companies are registered instead as traders: online and ICT trade.
THE COMMUNITY DOES BUSINESS:
THE ECONOMY OF COOPs
Reggio Emilia is known all over the world as one of three capitals of the cooperative movement, alongside Mondragon and Rochdale (Manchester).

Reggio Emilia is home to 509 local cooperatives, employing about 50,080 people, with a total turnover of about 9 billion euros in 2014.

Working in any strategic industry – farming, farming and food processing, retail, cleaning, construction of buildings and infrastructure, finance, farms, restaurants, winemaking, insurance – some of these cooperatives are headquartered abroad and are market leaders both in Italy and in the rest of the world.

Within such system, a key role is played by social cooperatives, which provide services for kindergartens and nurseries, for the care of elderly people, for social work, as well as for the inclusion of disabled or underprivileged people into work. A global leadership, based on policies and organisational approaches developed to be cutting-edge social and economic players and to help strengthen the local public services.
Over the last few years, another excellent worldwide experience has been the community cooperatives, created by small-town residents to manage the local services and reclaim dismissed areas through farming, food and wine, tourism.

With years of experience and by working hard, Reggio Emilia’s cooperatives are proactively involved in the development and smooth operation of Expo Milano 2015:

✔ The food industry will be there with CIR Food, a catering cooperative that has been feeding Italy for over 40 years, serving 76 million meals a year in schools, hospitals, firms and shops, and that will be running the catering service at Expo 2015: 20 bars, restaurants and fast food places, with which the company will try to meet the needs of the over 20 million visitors who are expected to come to the event.

✔ Two of Reggio’s building cooperatives play a key role in the creation of the Expo: Unieco and Coopsette are actually in the pool of builders who will be helping improve the connections to Expo Milano 2015 by building a new thoroughfare in Milan’s beltway.

✔ Reggio Emilia’s Interpreters and translators cooperative is the official supplier to the Expo, accredited to work all through the event.

✔ Last but not least, ArcheoSistemi, a cooperative founded 30 years ago by young students and graduates in archaeology, has conducted underground surveys to preserve any archaeological finds that could be unearthed in the Expo area, to make sure they would not be damaged and would be preserved in optimal conditions once unearthed.

www.cityofcooperation.it
A GLOBAL CITY
Reggio Emilia has always believed in international partnerships as a driver to boost the development of a common future: it has worked at quite a few international and European cooperation projects in support of human rights, for peoples’ self-determination, to fight inequality and to support local development and the sharing of experiences and good practices, as a method for the development of innovative policies for the local community.

**European Union**
Reggio Emilia chairs Eurotowns, the network of small and medium-sized cities engaged in an exchange of good practices and mobility, sustainability, research and innovation projects. In addition, Reggio Emilia is twinned with a lot of European cities: Schwerin, Dijon, Bydgoszcz, Zadar, Girona.

**Reggio Africa**
Since the early 1960s, Reggio Emilia has played a key role in solidarity and cooperation with Austral African populations, mainly in support of independence wars and against apartheid, and as a partner to the first decentralised cooperation projects promoted by European local boards. The city of Reggio Emilia has historical Archives which document and provide evidence of its relations with several Austral African countries – mainly Angola, Mozambique, Namibia, South-Africa, Tanzania and – which is one of the most interesting in Europe.
International relations
Reggio Emilia has a multitude of twin cities and friendship agreements all over the world, in every continent, including Brazil, Mozambique, the USA, China, South-Africa, Palestine, Moldova. Institutional relations have always gone hand in hand with this city in the protection of human rights (member of the World Coalition against the Death Penalty), for the promotion of democracy and participation (Alda – Associazione delle Agenzie della Democrazia Locale).

Intercultural dialogue
A major contribution to such relational system is made by the foreign communities who live in Reggio Emilia: they account for 17% of the local population, enriching its social fabric, and come from over 100 different countries.

Reggio Emilia has been selected by the Council of Europe to represent Italy within the Intercultural Cities network.
SERVICES
Being not far from Milan, in the middle of Northern Italy and having the Mediopadana high-speed train, Reggio Emilia is also an excellent venue for conferences, congresses, big events, as its services can cater to all needs. There are public and private venues, fitted out to host any sort of event or show – auditoriums, theatres, workshop and conference venues, exhibition venues – and outdoor events may be held in the squares and in the cloisters that are one of Italy’s most distinctive cultural traits.
Reggio Emilia is an area that has always offered a wide range of cultural events and shows. To celebrate the Expo Milano 2015 – from May 1st to October 31st, 2015 –, it has come up with a complementary calendar of events related to the themes of the Expo.

Over 300 events, such as the international festival of photography Fotografia Europea, the International Social Cohesion Days, the International Games of Tricolore – which will bring in athletes from all over the world, with a grand dinner that will sit over 1,000 guests and international dishes made by famous starred chefs – Reggionarra, the final event of the Educa project, with the participation of Belo Horizonte (Brazil) and Pemba (Mozambique).

In addition, to coincide with the Expo 2015, it will present the Food Innovation Program, a master’s degree on innovation in the food industry by Unimore.

Other extremely interesting attractions include the art exhibition Piero della Francesca, promoted by Palazzo Magnani, the theatrical performances of Fondazione I Teatri di Reggio Emilia, the dance shows of Aterballetto, the contemporary art exhibition of Collezione Maramotti.

Agricultural fairs and country shows, such as the 53rd International Pig-Breeding Show and Lost Plants and Animals, are worth seeing too.
WHERE TO STAY
Reggio Emilia has a wide range of accommodation facilities that can cater to any need or preference: upmarket hotels, family hotels, famous restaurants.

- 29 Hotels - categories:
  - 8 ****
  - 13 ***
  - 5 **
  - 3 *

- 1 Residence
- 1 Youth Hostel
- 5 Holiday Farm
- 33 B&Bs
- 5 Room Rentals
- 16 Holiday Flats

In Reggio Emilia, those who want a full experience of life and culture in a typical town in the Po valley will find an honest, homely welcome, which will inspire them to discover and taste the unique features that are at the heart of the Italian food valley.

WHAT TO EAT: wine and food
Reggio Emilia boasts a tradition of excellent wines and foods that are known all over the world. The Michelin guide gives Reggio Emilia three starred restaurants and mentions thirty-two as noteworthy.

So many accolades are also due to the traditional foods that skilful care and a love for tradition have lavished on our land:

**Parmigiano Reggiano** is a Protected Designation-cheese that boasts the highest exports in the world, also known as the "King of Cheeses" for its unique features, which make its birthplaces veritable “gourmet temples” too.

**Traditional Balsamic Vinegar of Reggio Emilia**, made by aging strictly-local boiled must for at least twelve years, is a syrupy, dark brown liquid with a biting flavour and an inimitable sweet-and-sour taste.

**Lambrusco**, a medium-strength sparkling red wine, has a very long history that harks back to ancient Romans, now protected by the DOC seal.

**Prosciutto Crudo, Prosciutto Cotto, Mortadella, Coppa, Salame, Cotechino** are the traditional charcuteries of Reggio and its province.

**Erbazzone Reggiano** is a unique traditional dish that can only be found in Reggio Emilia. It is a savoury pie with a puff pastry crust and a very rich filling: spinach, onions, garlic, breadcrumbs and lots of Parmigiano Reggiano cheese. Pieces of lard and bacon fat are sprinkled on top of the crust.
NEW AND HERITAGE TOURS
It is the history of the people and places too that makes Reggio Emilia such an extremely interesting and remarkable area.

It is in Reggio Emilia that the **Tricolore**, the Italian national flag, was born, on 7th January 1797, its story told by the Sala del Tricolore in the town hall –now home to municipal council meetings, where the flag was displayed for the very first time, and by Museo del Tricolore. Along with the proactive role played in the national unity, Reggio Emilia proved to be valiant during the two World Wars, too, especially in the Resistenza, the resistance movement which opposed to Nazi-Fascism. It is precisely for the great determination shown by the resistance fighters and by the population that on 1st April 1950 the city was given the **Gold Medal for Military Valour** for its feats and its key role in the country’s liberation war.

The stories of the places and people who have made the Resistenza so great live on in the Partigiani trails, in the tours of the places of the Resistenza, and the Museo Nazionale della Resistenza dedicated to the Cervi Brothers.
There’s no shortage of events to learn more about ancient local characters. Reggio Emilia is the birthplace of world-known artists, such as Ludovico Ariosto, Antonio Allegri known as Il Correggio, Antonio Ligabue, Luigi Ghirri. In his *Divina Commedia*, Dante Alighieri mentions the Pietra di Bismantova, a bizarrely-shaped mountain that was the theatre of lots of legends in the heart of Reggio’s Apennine mountains, where the Vicereine of Italy, Matilde of Canossa, bequeathed to Reggio a wealth of castles, walled villages, parish churches and convents that can still be visited.

Reggio’s area offers a wide range of options for **tours** and **excursions**. From tours about the Partigiani and the Resistenza movement to treks in the Po Valley – the Po being the longest and most important river in Italy, regaling unique views – through to sightseeing tours to enjoy the local scenery, history and art – not least the Roman finds that have been unearthed along and underneath the Via Aemilia – as well as fine wines and foods.
COME VISIT US

www.reggioexpo2015.it

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