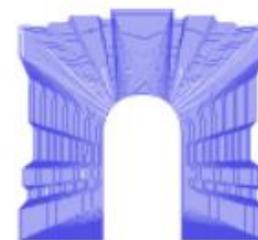


EXPO 2030 ROMA

TOWARDS A NEW ERA



RomaItalia
EXPO 2030



World Expo 2030
Candidate

R O M E E X P O 2 0 3 0

OVERVIEW

Why? Rome is the best city to host Expo 2030

What? The theme is: “People and Territories”

How? The NFT Logo

Where? In Torvergata

Who? The inspiring mind Carlo Ratti

When? From Autumn 2021 to Autumn 2023



Bureau International des Expositions: is the intergovernmental organisation responsible for supervising and regulating the world Expo's since 1931. **Headquarters:** Paris



At present there are **170 MEMBER COUNTRIES**

Secretary General Dimitri S. Kerkentzes



WHY?

ROME IS THE BEST CITY TO HOST
EXPO 2030



R O M E E X P O 2 0 3 0

THE PERFECT HOST

Rome aspires to become the centre of this new urban model.

The 'Eternal City' has always been a capital of art, culture, dialogue and creativity.

In a constant process of regeneration, the city's numerous stratifications bear witness to the ceaseless human activity transforming its urban fabric, reinforcing the image of a city that is never static, always evolving and adapting to meet change.

Moreover, given its location in the heart of the Mediterranean, connecting Europe, Africa and the Middle East, Rome is also perfectly placed to guarantee the success of Expo 2030 in terms of participation, visitors and visibility.



THE REASONS FOR ROME'S EXPO 2030 CANDIDACY

Synergy with the 2025 Jubilee

Rome has a unique opportunity to combine Expo 2030 with another global event: the 2025 Jubilee, which it is already preparing to host.

This is an important opportunity to set up synergies to promote new projects and functional infrastructure, as we prepare to welcome millions of guests, thereby optimizing both costs and resources.

Value for Central-Southern Italy

Expo 2030 can help restore a leading role to Central and Southern Italian areas and communities, attracting both new capital and national and international investments.

The two most recent Italian editions of the event were held in the north of the peninsula: Genoa in 1992 and Milan in 2015.

A date long in the making

The capital of Italy has yet to host a World Expo. It was set to do so in 1942 and the EUR district was on purpose built for the occasion.

However, with the outbreak of the Second World War, the event was cancelled.





WHAT?

THE THEME IS: “PEOPLE AND
TERRITORIES”





PEOPLE AND TERRITORIES:

URBAN REGENERATION, INCLUSION AND INNOVATION

A future that is inclusive and polycentric, offering the same opportunities and access to services to everyone, through improved infrastructure but also cultural, social and human development.

Expo 2030 is the ideal opportunity to turn Rome, one of the cradles of civilization, recognised the world over as a model city per excellence, into a smart city, where its extensive cultural heritage is pitched alongside an energetic drive towards the future and the challenges it holds.

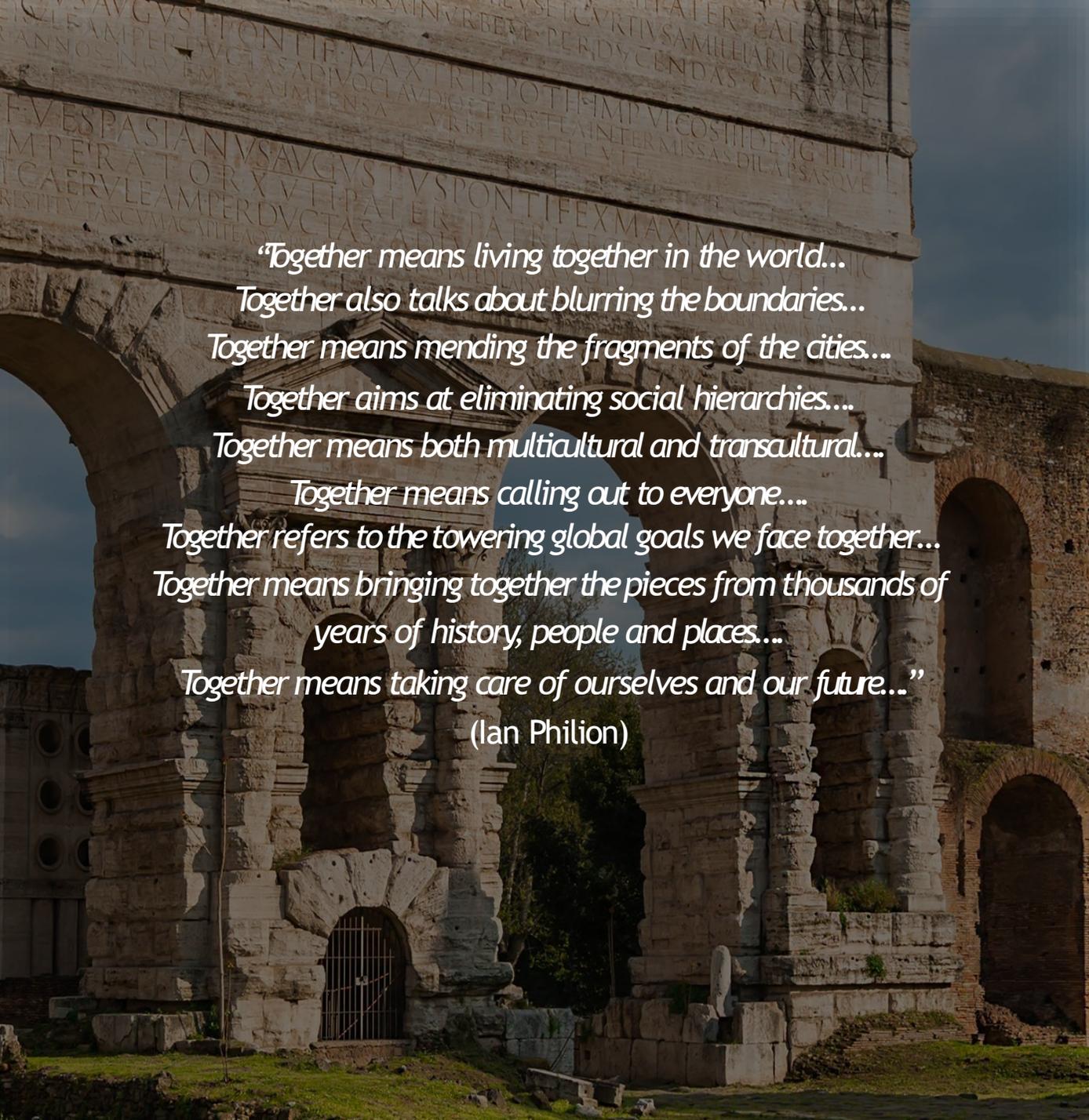
There are four ways to do this:

Reinventing models of human settlement

Redesigning its transport systems

Reinforcing the bond between people and their environment

Reinforcing cultural production networks



“Together means living together in the world...

Together also talks about blurring the boundaries...

Together means mending the fragments of the cities...

Together aims at eliminating social hierarchies...

Together means both multicultural and transcultural...

Together means calling out to everyone...

Together refers to the towering global goals we face together...

Together means bringing together the pieces from thousands of years of history, people and places...

Together means taking care of ourselves and our future...”

(Ian Phillion)

It is about
Place, People
and Time
encompassed in
the concept of
TOGETHERNESS.
The Sixth Sense



THE FIVE PILLARS EXPO 2030 ROMA

Evolution & Regeneration



The ability to innovate and transform, rise up once again and look to the future, starting from one's past.

Rome, the eternal city, Italy, a nation with a rich tradition: where the past has always forged the future.

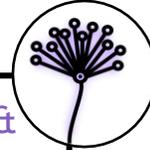
Diversity & Inclusion



Interculturality and diversity are increasingly synonymous with the creativity, enrichment and solidarity necessary for growth.

Rome and Italy are a melting pot of different cultures: a unique mix engendered from the sum of its parts.

Sustainability & Circularity



Reflecting on the impact of our actions is no longer an option: the future is about sustainable choices, and a responsible use of resources.

The natural and cultural heritage of Rome and Italy represent value that must not be squandered.

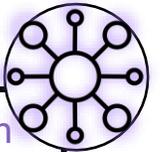
Digital First & Zero Emission Digital



Digitalization is already here. However, new approaches are needed to make our future truly bright, flexible and eco-sustainable.

Italy and Rome have historically been the cradle of culture and scientific research: always leading the way.

Decentralization & Connection



The principle of Web 3.0 as a reflection of a reality where there is no longer one, single control centre, but a network of independent nodes interconnected to each other.

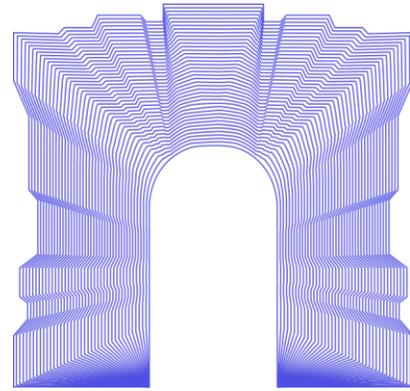
History's first global centre becomes the venue for an event connecting all the centres of the world.



HOW?

THE NFT LOGO





Roma

Italia

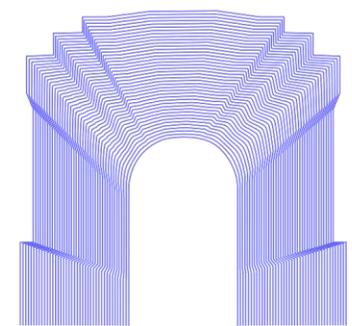
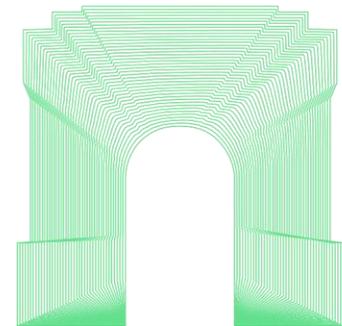
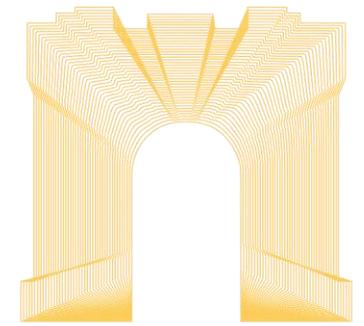
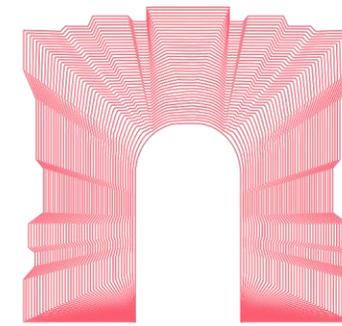
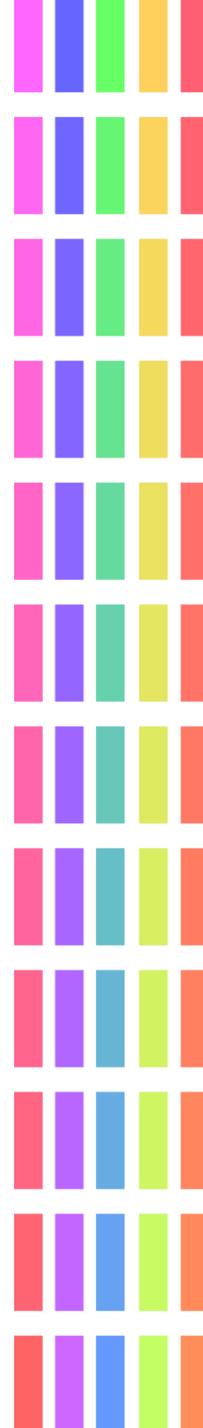
EXPO 2030

The LOGO of Roma EXPO 2030 : THE GATEWAY TO THE FUTURE

The symbol of accessibility and openness to the outside world. The Expo 2030 Roma logo builds upon this concept, taking it to a new level: on the one hand, an invitation to enter and participate in the collective vision; on the other, an invitation to look beyond, to the future and its infinite possibilities.

The Expo 2030 Roma logo is dynamic: combinations of unique lines, shapes and nuances give rise to infinite versions, which maintain its original concept and communicative power.

A logo that is never the same and always unique. Each logo, given its uniqueness, is an NFT (or Non-Fungible Token), a non-reproducible digital artwork.





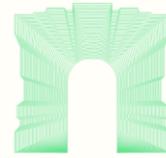
Roma
Italia
EXPO 2030



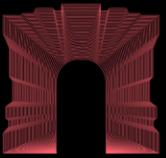
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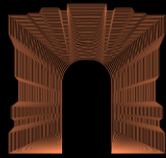
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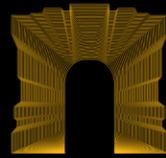
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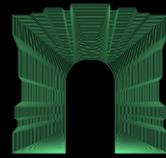
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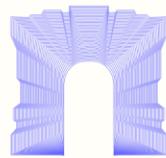
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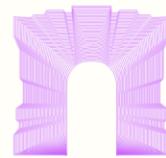
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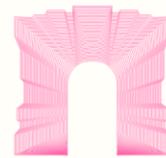
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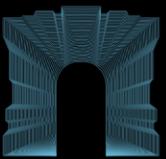
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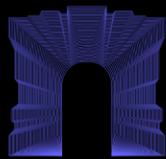
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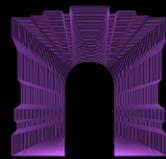
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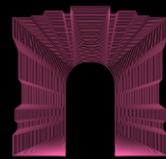
Roma
Italia
EXPO 2030



Roma
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Roma
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Roma
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The image features a white background with decorative orange line patterns. These patterns consist of multiple parallel lines that form a series of overlapping, stepped, zig-zag shapes. One such pattern is located in the top-left corner, another in the top-right corner, and a larger, more complex one at the bottom center. The central text is positioned between the top and bottom patterns.

WHERE?

IN TORVERGATA

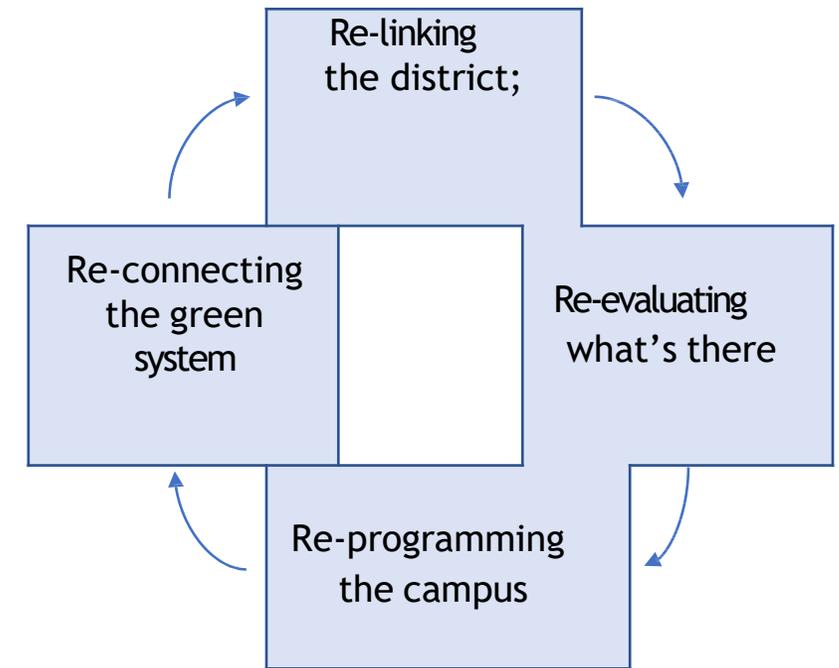


TORVERGATA

The ideal district for showcasing urban regeneration, inclusion and innovation



THE IDEA BEHIND THE CHOICE



Designing a World Expo means defining two different projects in parallel:

- 1) delivering a unique, immersive and exciting Expo, in which all participating countries have equal opportunities to showcase their best achievements and cultural identities;
- 2) shaping the future of the district, the city and the region that hosts the Expo, by leveraging infrastructural accelerations as catalysts for the development of strategic visions for the location



WHO?

THE INSPIRING MIND: CARLO RATTI



Carlo Ratti

and his vision as
the Head of
Masterplan and
Sustainability

(He is a Professor at MIT and director of the Senseable City Lab. He is a leading figure exploring the relations between architecture and technology, innovation and sustainability)

His idea:

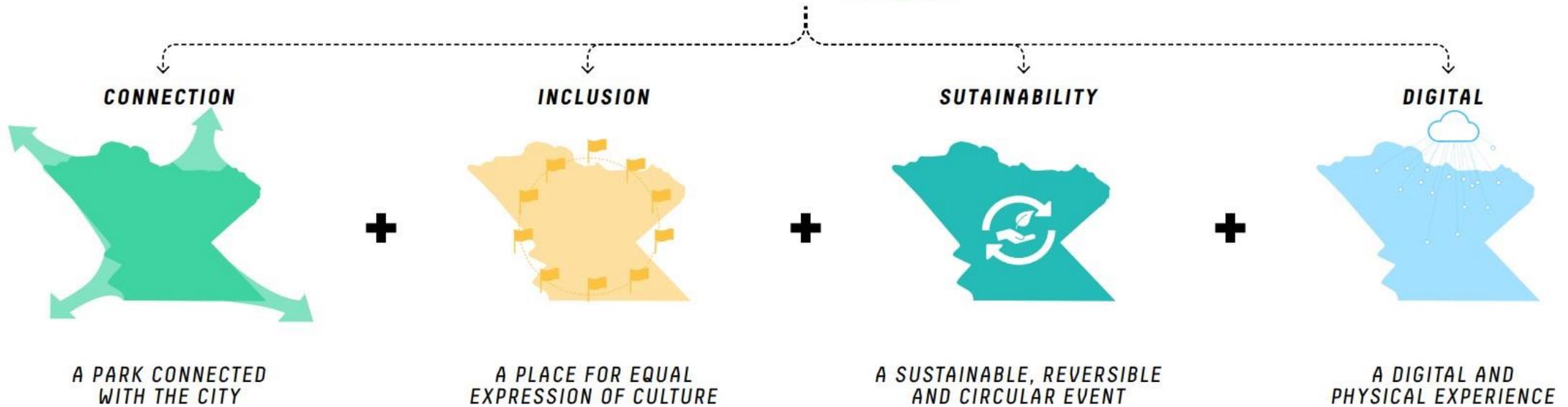
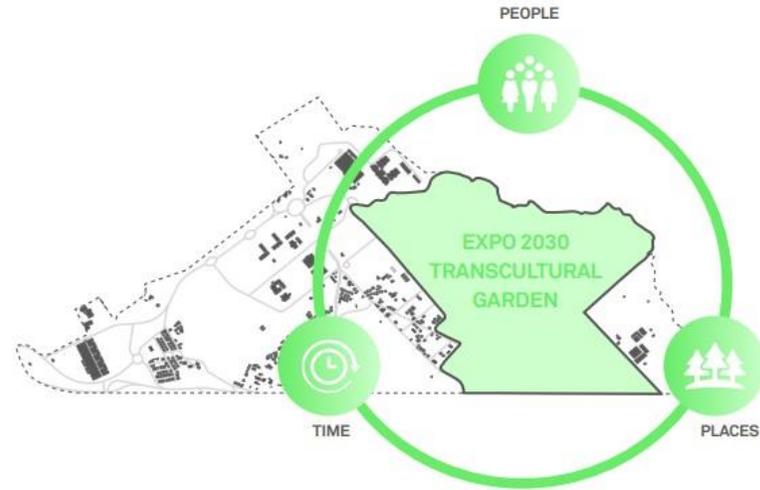
“A TRANSCULTURAL GARDEN WHERE ALL CULTURES BLOOM TOGETHER”

The goal of the masterplan is shaping a transcultural garden for expo 2030 and at the same time laying the foundation for the future district of the city



HOW TO SHAPE A UNIQUE AND INNOVATIVE EXPO?

MASTERPLAN GOALS





WHAT WE ARE PROPOSING

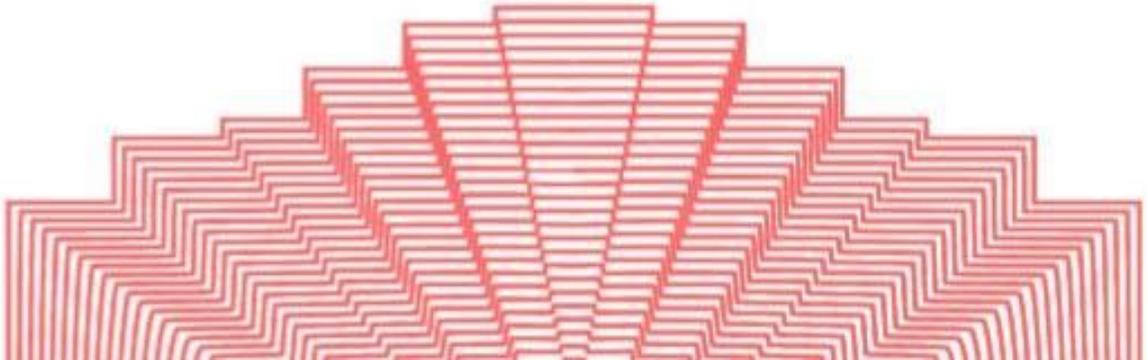
SHARED PROJECTS/PARTNERSHIPS

- A participated and shared project development, in the run up to the event and of the Legacy
- New participatory models that match the countries requirements
- Joint urban/green/sustainable regeneration projects
- Involvement of companies, universities and third sector



WHEN?

FROM AUTUMN 2021 TO AUTUMN 2023



- **September 2021**

Prime Minister Mario Draghi formalized Rome's candidacy to Expo 2030 with a letter to the Secretary General of the Bureau International des Expositions (BIE), Dimitri, S. Kerkentzes.

- **January 2022**

Establishment of the EXPO 2030 Candidacy Committee with Ambassador Giampiero Massolo in the role of President and Plenipotentiary Minister Giuseppe Scognamiglio as Director General. The promotional campaign for Rome EXPO 2030 will be launched.

- **October 2023**

Candidates are elected by representatives of Member States at the General Assembly of the BIE in Paris. The Expo 2030 host country will be announced.

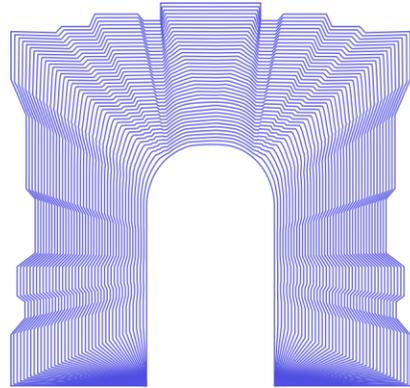
- **2023 / 2030**

If chosen as host country, Rome will begin implementation of the Expo 2030 project.

In the coming months our journey to the candidacy of Rome for Expo 2030 will come to life; its theme is **"People & Territories: Urban Regeneration, Inclusion and Innovation"**.

Scan the **QR Code** with your cell phone to stay updated and download information and materials on the project that we'll produce in the following weeks.





Roma

Italia

EXPO 2030

THANK YOU!

INFO:

<https://www.romeexpo2030.com/>
info@expo2030roma.org