



SUPERMARKET OF THE FUTURE BY COOP, AT EXPO MILAN 2015

Coop invests 15 million in the supermarket of the future within Expo. "Coop expects a flow of 30 thousand visitors a day in the Pavilion. "We will bring to Expo - said Migliavacca, vice president of ANCC Coop - 350 classes for 8 thousand students." The schools will be able to go to Expo with a special ticket from 16 euro, which also includes a lunch, and attend free educational workshops in Hall Coop.

Future food district offers a real supermarket of 2,500 square meters, where you will buy products of 5 chains, milk and dairy products to fruit and vegetables and wine. With a wave of his hand you will have the information about the product: origin, processing, properties, route and environmental impact. At Expo, Coop will offer about 1,500 products "intelligent", with the involvement of 90 companies.

The Pavilion of the Future of Food is that and much more to experience truly immersive visit: special project of Expo, 6,500 square meters in the heart of the exhibition site between Cardo and Decumano, space collaboration between Coop, MIT Senseable City Lab of Boston and Carlo Ratti Associati study that includes the Supermarket of the Future and the Exhibition Area. Here Coop will offer about 1,500 products "intelligent", with the participation of 90 companies and one of the visitors can browse, experiment and even make purchases as if the future had already arrived (thanks to Accenture who was responsible for the

implementation of the technological component the concept of Future Food District). Products arranged on tables that follow an order that goes from raw materials, fruit, grain, milk, processed and processed products, valuing the Italian agro-industrial heritage. Five sectors: milk and dairy products, tea, coffee and cocoa, cereals and beer, meat and fish, fruit and vegetables and wine. An example? It starts from the flour through the dough cookies until the beer.

"The Supermarket is an idea for the future, but that already works and the visitor can make this shopping experience that prefigures what we would do," continued Pedroni, explaining that Coop has invested in the Future Food District about 15 million euro for implementation and management. "We were interested in going in the opposite direction: useful technology, at the service of man. For example, if in the Exhibition Area vision prototypes of sea farms will reflect on a planet where the land is very scarce today, Supermarket chains in the ways of communicate at a glance information on the manufacturing process of products: from the fresh produce and fresh, gradually towards products with a higher rate of transformation.

"Remember Mr. Palomar by Italo Calvino that, immersed in a Parisian fromagerie, has the impression of being in a museum or in an encyclopedia? Behind every cheese there is a pasture of a different green under a different sky (...) This shop is a museum: Mr. Palomar, visiting it feels like the





Louvre, behind every object displayed the presence of the civilization which gave it shape and that it takes shape. Here, the future of the market could start just by the stories of products - said Carlo Ratti, director of MIT Senseable City Laboratory -. Each product has in fact behind a story accurately but this information comes to the consumer so fragmented and partial. In the near future, however, the products themselves might tell their stories . We can find out everything about an apple tree from which it was collected or the journey that has made. The carbon dioxide produced or treatments that have suffered, in the sign of a more informed and conscious consumption. Furthermore, the world of information and sharing online could transform supermarkets in exchange places open to all "

The Future Food District is also home to a prefiguring of what they eat. The Exhibition Area, a space in collaboration with the Humane Society of Milan, will show the first edible products derived from more than 1,900 species of insects that are hunted today about two billion people. And in the open space, the square there will be prototypes and installations dedicated to the exploration of innovative technologies in the field of urbanagriculture and food production and energy. This is the case of the Vertical Farm made on the basis of a project Enea, two glass walls 4 meters high and a hydroponics tiered able to produce for the six months of Expo different crops and the Canopy of algae, which It seems a simple cover but in reality is a complex solution of water and microalgae can produce biomass with possible applications in the agri-environment.

The square will host the Aula of the future, where schools will be involved in interactive route. In a

laboratory-ship it will travel in the future of food security and the farms of the sea floats show how to produce food if the land to farm is low. Two examples proposed. The first arises from the Centre for Research on Environmental Sustainability and the protection of coral reef Mahre Center at the University of Milan Bicocca and floating system is based on technology already used for vegetable production. The second is the greenhouse modular floating Jellyfish Barge riproduc that the natural phenomenon of solar desalination generating 150 liters of clean fresh water per day, the project was born at the University of Florence whose working prototype is in Navicelli canal between Pisa and Livorno. And you can also see the work of the robot built by Yumi Abb, with arms, sight and touch are able to interact with people: we will find them, sooner or later, behind the sales counter ...

"The Future Food District - said Giuseppe Sala, CEO of Expo 2015- is a really interesting and innovative project that will screen visitors in the future scenarios of the chain of food production and consumption. The wealth of suggestions and experiences that this' thematic area will offer the public will emphasize, once again, the commitment of Expo Milano 2015 to spread a new awareness of food, avoiding excess and waste. In this way, the supermarket of the future of Coop and the attention to the evolution in key smart cities proposed by Ratti, represent an added value to the visit Expo enriching knowledge and content. The partnership with Coop we aim to sell 700 thousand tickets, thanks to its eight million members, it is an important network for the distribution of tickets. To date within its supermarkets we are already sold 100,000 tickets and as many we expect to sell between now and May 1 "

