

FIERA MILANO SPAZIO CULTURA

UNO
SPAZIO EVENTI

UNO
SPAZIO EVENTI



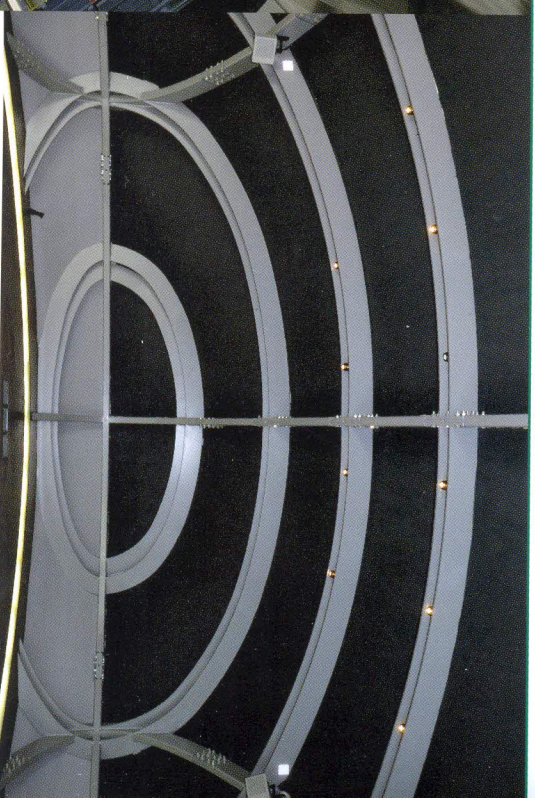
A new exhibition area dedicated to Culture

Fiera Milano creates a special space for culture. The Rho exhibition centre is to dedicate a permanent area to cultural exhibitions, shows and events. This dedicated area is in the first of the suggestive ovoid structures that the visitor encounters when entering the exhibition site from the East entrance.

Called Lem 1 - Cultura, the building has the advantage of being strategically located in a part of the exhibition complex where visitor traffic is high - and this is an exhibition

centre which attracts five million people a year, most of them business people. Lem 1 - Cultura is detached from the exhibition pavilions both in terms of space and technical arrangements.

At last this long-cherished idea has been brought to fruition by Fiera Milano, an enterprise which has long exhibited and promoted to the world the Italian economy as represented by its small and medium enterprises with their extraordinary creativity, dynamism, entrepreneurship and



history: a history of production excellence and business culture.

Now, Fiera Milano's dedicated cultural area is rising on this fertile terrain. It is an ambitious idea which, to contribute to the spread of the cultural heritage of Italian business, is focusing on two existential aspects of mankind, the Man who creates things and the Man who improves with his unique capacity to know, explore and design.

Fiera Milano has chosen as its partner in this new challenge **museimpresa**, the Italian Association of Museums and the business archives sponsored by Assolombarda and Confindustria. Some of the most important national museums and archives have cooperated on **museimpresa** projects through the conservation and enhancement of documents, pictorial material, objects, products and machines that tell of the history of business enterprise and its main protagonists.

Fiera Milano is qualified to take on the role it has chosen also because it possesses a significant historical archive of over 135,000 photographs, about 2,000 catalogues and tens of thousands of other documents that are an important record of Italian business from the 1920s to the 1990s.





The magic of Lem Cultura

The **Spazio Cultura** of Fiera Milano is located on the promenade designed by the ingenious architect of the exhibition centre, Massimiliano Fuksas, as the axis of the whole complex: it is also an architectural walkway covered by an immense glass roof that has become the symbol of the new Fiera Milano.

The Spazio Cultura resembles a suspended spaceship and hence is named after the US lunar excursion module (LEM). It has more than 300 sq.m of exhibition space endowed with state-of-the-art technology. It is a new area suitable for all

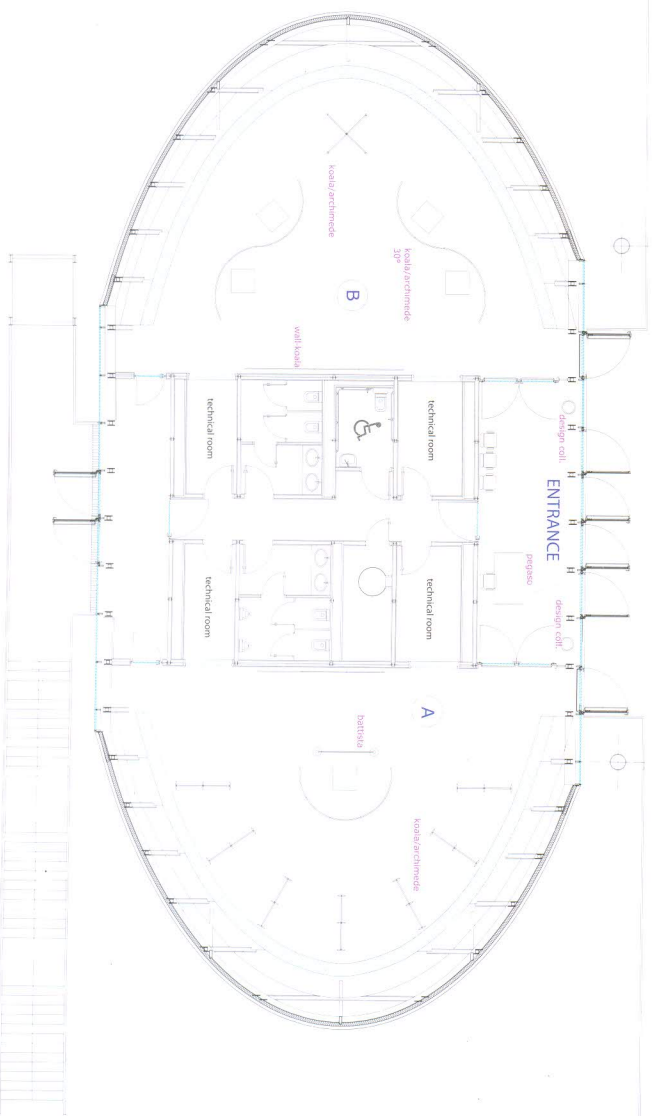
occasions: from a book launch to a conference, from a meeting to an exhibition, from a corporate dinner to any other event.

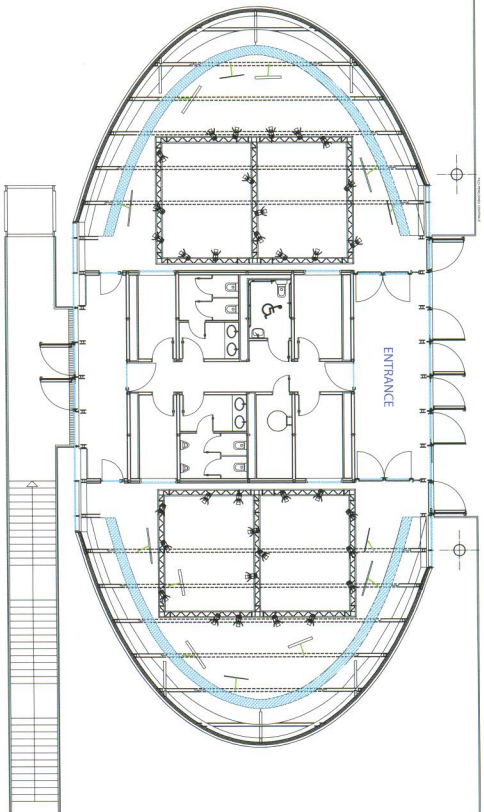
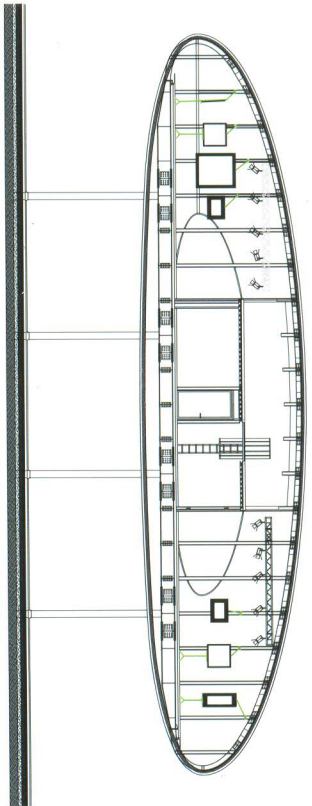
Lem is reflected in a pool of water situated below it.

Its exterior surface is a double translucent metal skin.

The interior is articulated into elliptical geometric shapes and is subdivided into two exhibition halls separated by the installation and service areas.

The building is around 32 metres x 15 metres and 5 metres high. It is raised by six and a half metres.





TECHNICAL FEATURES

- FLOORING:** parquet, ribands of vitrified walnut
- LOAD BEARING:** 400 kg/sq.m
- HEIGHT/MAX:** variable / 3.2 m
- RECEPTION AREA:** reception desks and seating
- CATERING AREA:** possibility of refreshment corners
- AMBIENT TEMPERATURE CONTROL:** hot/cold heating/air conditioning
- ELECTRICAL SYSTEM:** 1.5 kw EEC compliant floor sockets
- SPECIAL SYSTEMS:** ultrasound security system and smoke detector system linked to the exhibition centre security force, sound system and CCTV, fire prevention system
- EXHIBITION AREA:** two halls of 120 sq.m, each with one 5.50x8.50 m Ring with a central electrified trellised/American cross piece attached to the ceiling, 40 black spotlights with directional barn doors are attached to each of these structures
- AUDIO AND VIDEO CONTROL:** console with available mixer and system control unit audio: 4-channel amplifier with recording facility
Video: 42" plasma screen attached to the ceiling, DVD player



How to get to Lem Cultura

By underground

fieramilano is linked to Milan city centre by the Red line of the underground from the Rho-Fiera Milano stop (for further information: www.atn-mi.it).

By train

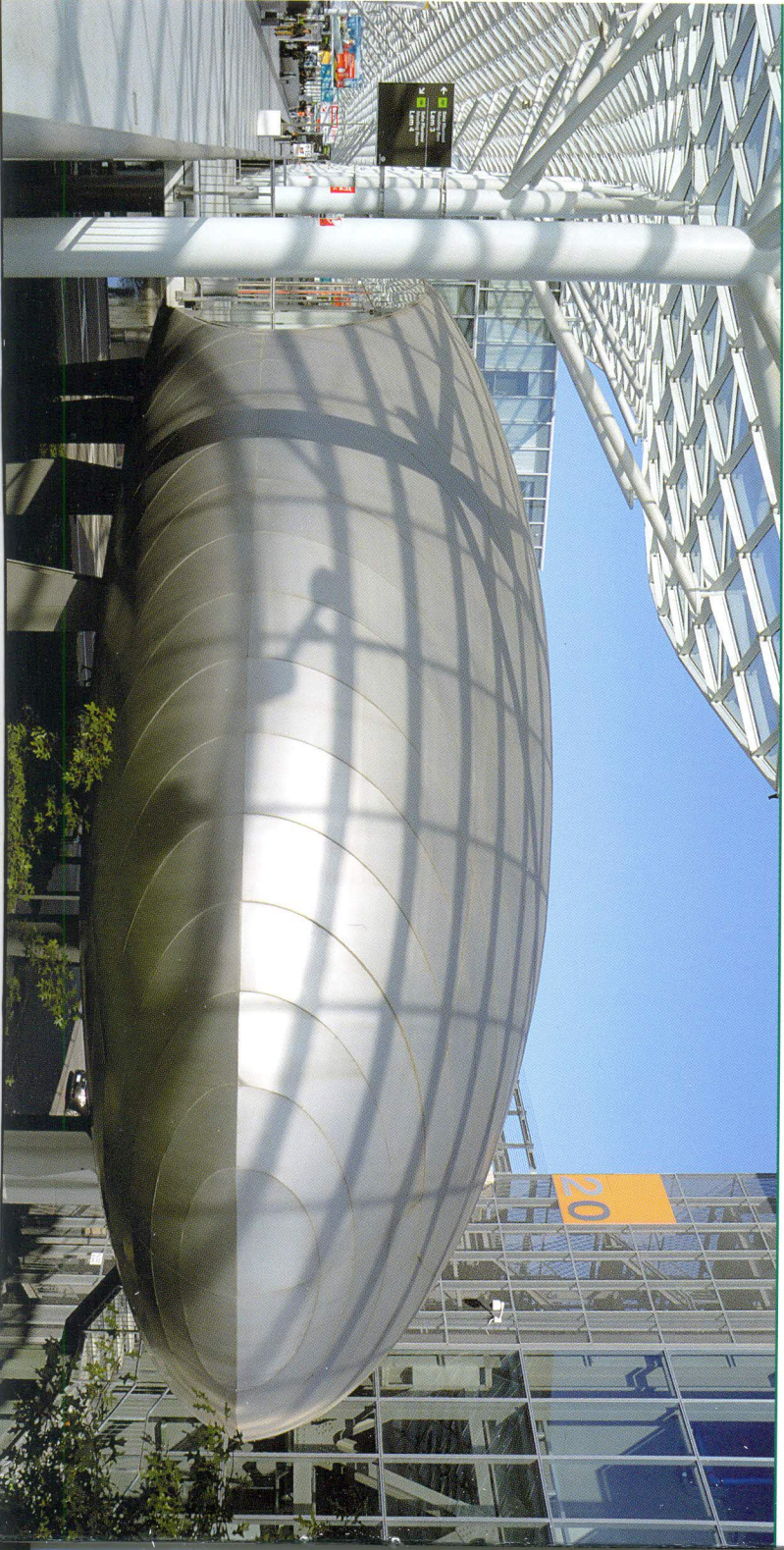
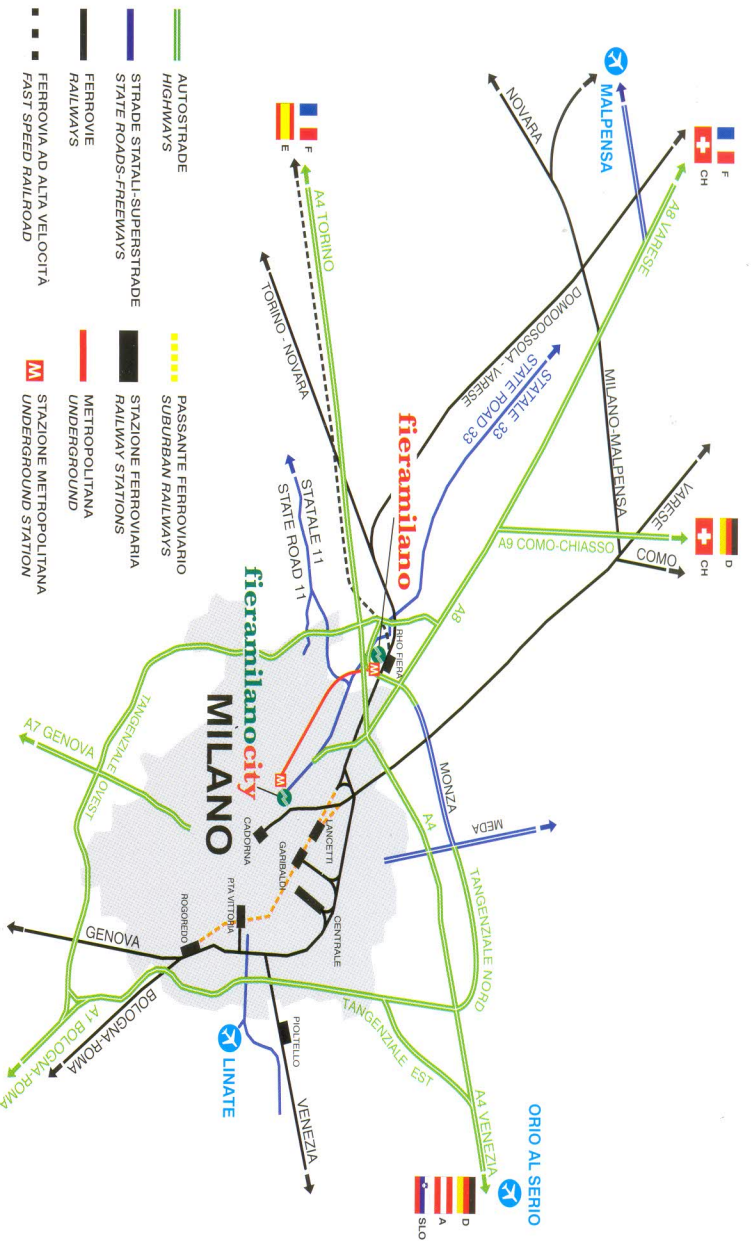
fieramilano has a dedicated railway station which is connected to the underground and to the exhibition pavilions by a pedestrian tunnel.

The Milan trains stop at the station (lines S5 and S6 from Milan to Varese and Novara and in the opposite direction). The regular Turin-Milan trains also transits here, as will the high-speed rail, which is in the process of completion.

The underground links the exhibition centre to the three Milan stations: the Central Station, Garibaldi Station and Cadorna Station.

By air

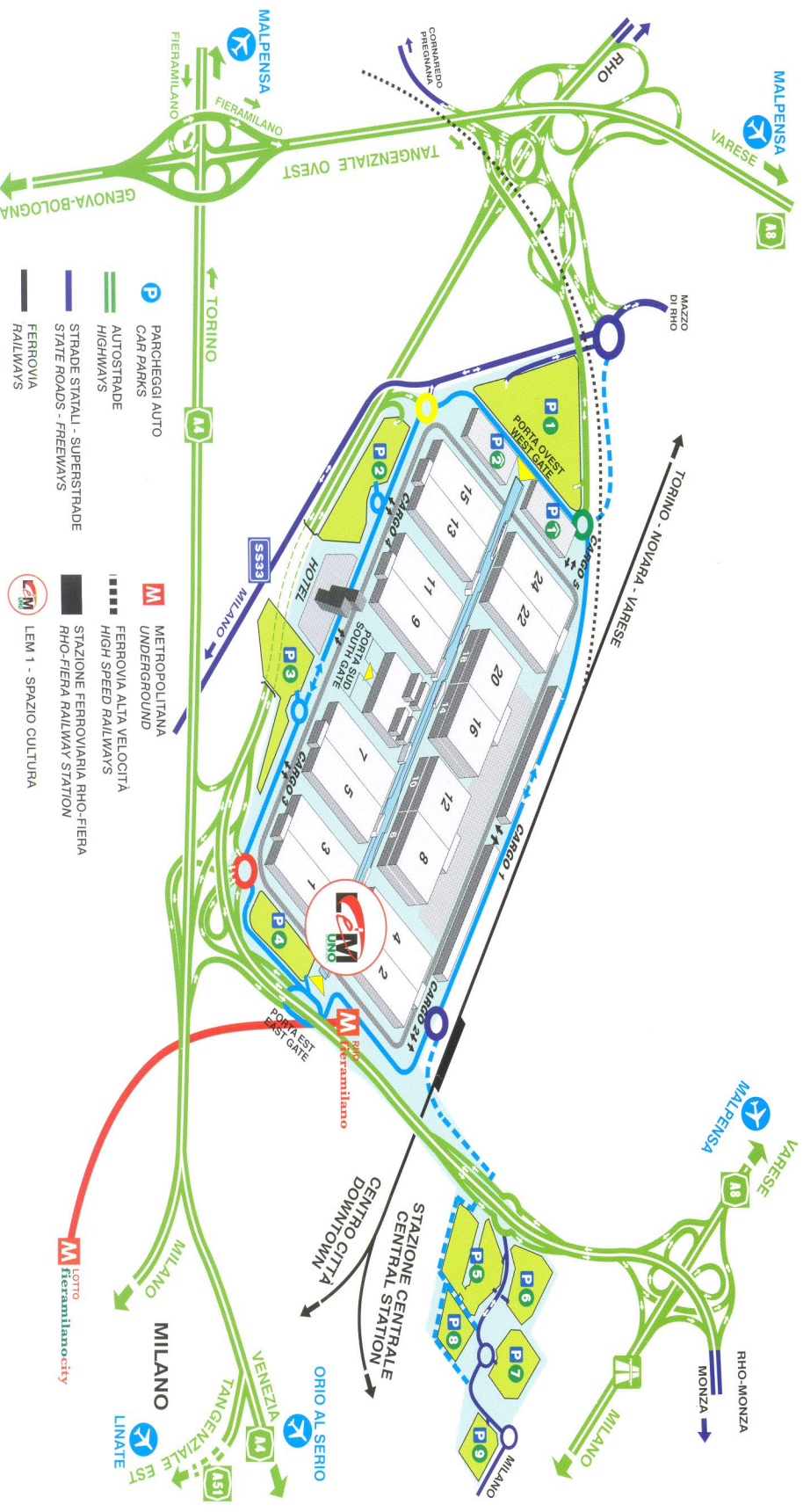
There are shuttle buses from the Milan airports of Malpensa, Linate and Orio al Serio to the exhibition pavilions of fieramilano. The Malpensa Express train links Malpensa



airport to the Cadorna railway station in Milan (for further information: www.malpenseexpress.it)

By car

The exhibition pavilions may easily be reached from the motorways and ring road by following the signs for fieramilano.





FIERA MILANO

feramilano

Strada Statale del Sempione, 28
20017 Rho (Milano) - Italy
Tel.: +39 02 4997.1 - Fax: +39 02 4997.7379

Lem Cultura

mob. 338 8516054
email: carlazucchi@tiscali.it

Fotografie di: © Romano Fotografie

www.feramilano.it