



MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE

The Cocoa Cluster Design



www.expo2015.org



Design Credits:

Proff. Archh.

FABRIZIO LEONI

MAURICIO CARDENAS

CESARE VENTURA

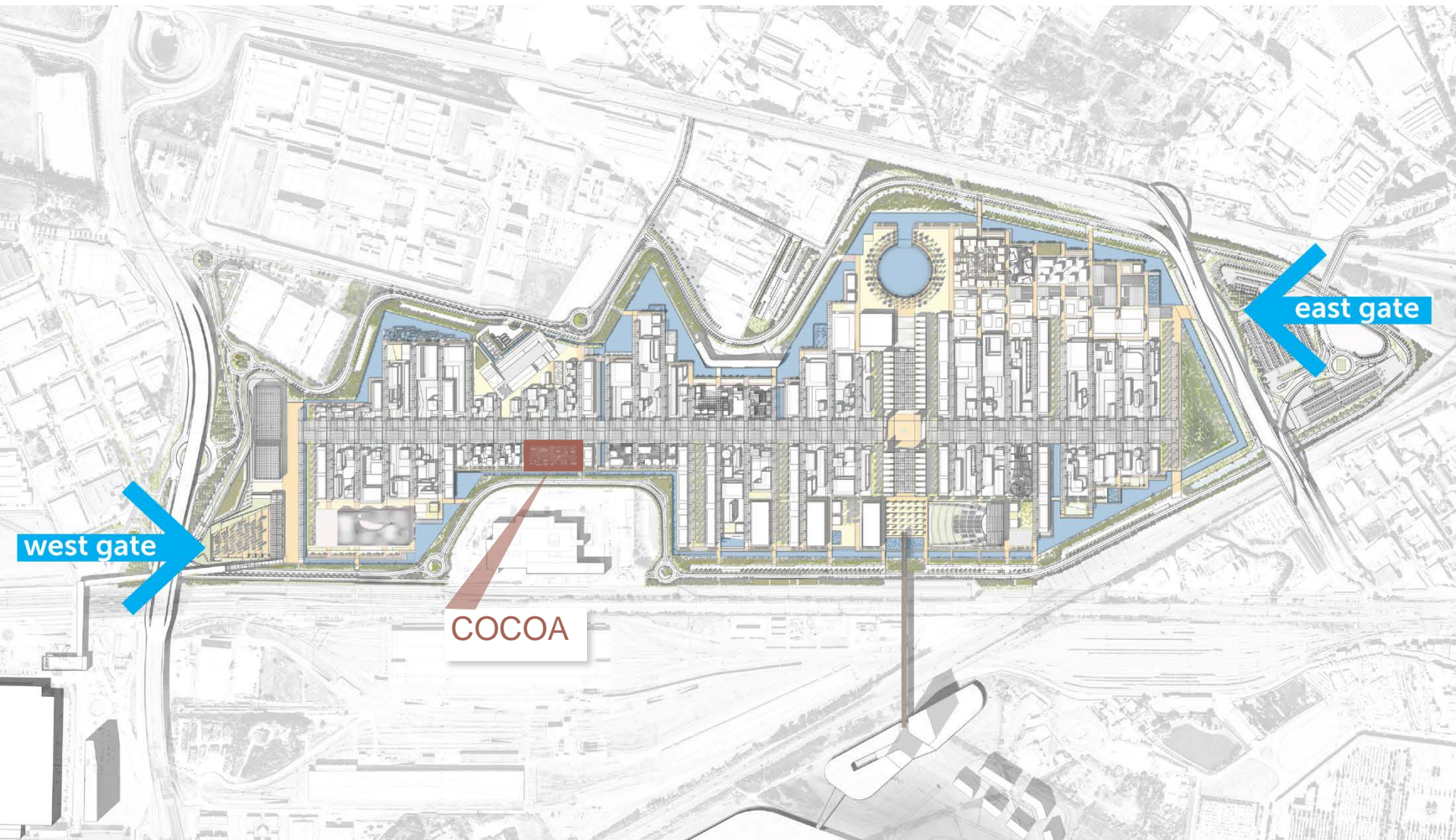




THE COCOA CLUSTER IN THE EXPO SITE

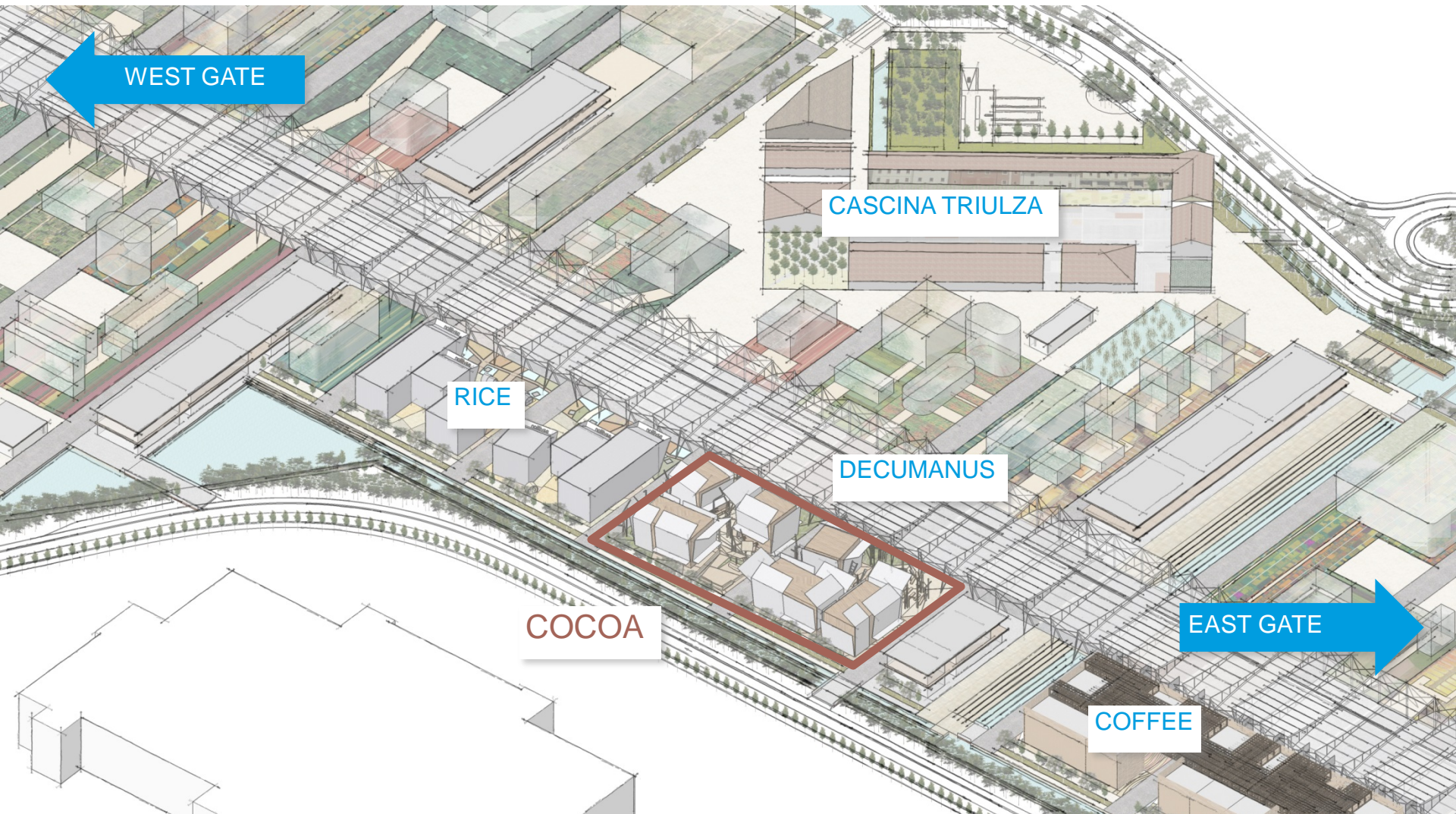


MILANO 2015





THE COCOA CLUSTER IN THE EXPO SITE





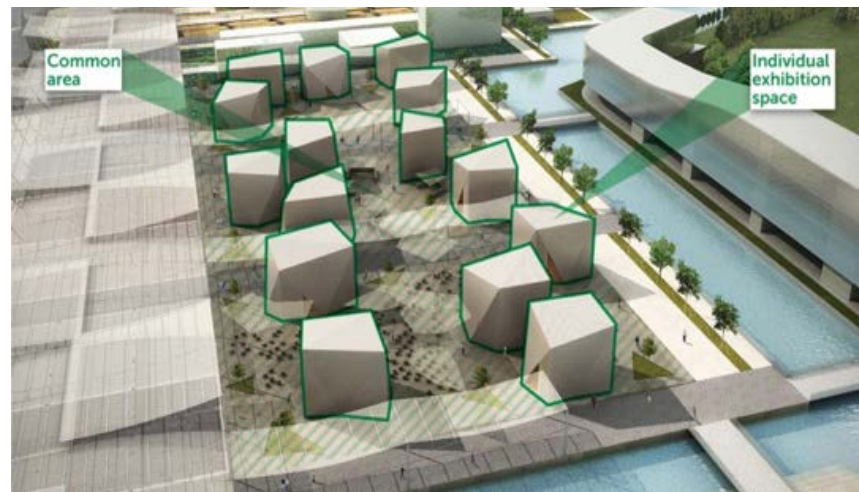
THE EXPO CLUSTER ARCHITECTURAL MODEL



MILANO 2015

The architectural model of the Clusters provides **each Country with its own individual exhibition space** around a common area, where the **personal identity** of each Participant could be represented at its best.

The **multi-purpose common area** will be integrated into this to fulfil a wide range of functions: **refreshments, sales, events and exhibitions**, while the common area will represent the heart of the Cluster. This common area will make up the most innovative element of this particular project in that it will promote the Theme as a narrative thread running right through Expo, exemplify the participation of the various Countries and encourage them to work together.





THE COCOA CLUSTER UNFOLDING FLAVOR

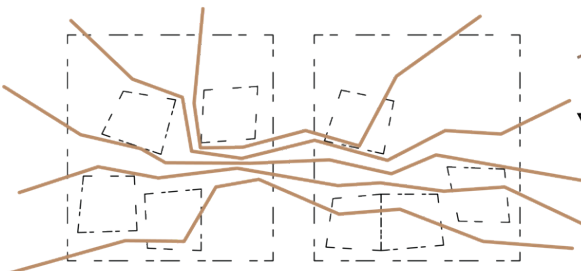
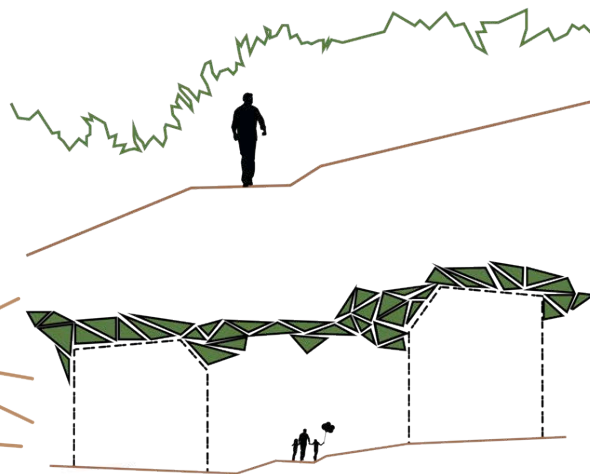




THE COCOA CLUSTER CONCEPT



MILANO 2015



The project explores the Cocoa from the places where it is grown, the plantations in tropical and sub-tropical areas found within the countries hosted in the Cluster. The Landscapes of the jungle and the forest of the exporting countries, the self-organized and informal community's production space, are the operative background of the many stories told by the concept. Cocoa in its different aspects as an agricultural produce, as well as the describing words and images of its transformation from a fruit to a commodity to a design product, suggests a sequence of analyses and mappings alluding to its physical, botanical, landscape and spatial components, ranging from the scale of a single seed to that of the environment and geographies that support it. The physical space of the concept of this cluster is not merely organized as a neutral museum background to be entrusted with the story of the characters of Cocoa, but as a subjective and selective interpretation of some of its features, transfigured and emphasized through the construction of landscapes and narratives.





THE COCOA CLUSTER CONCEPT

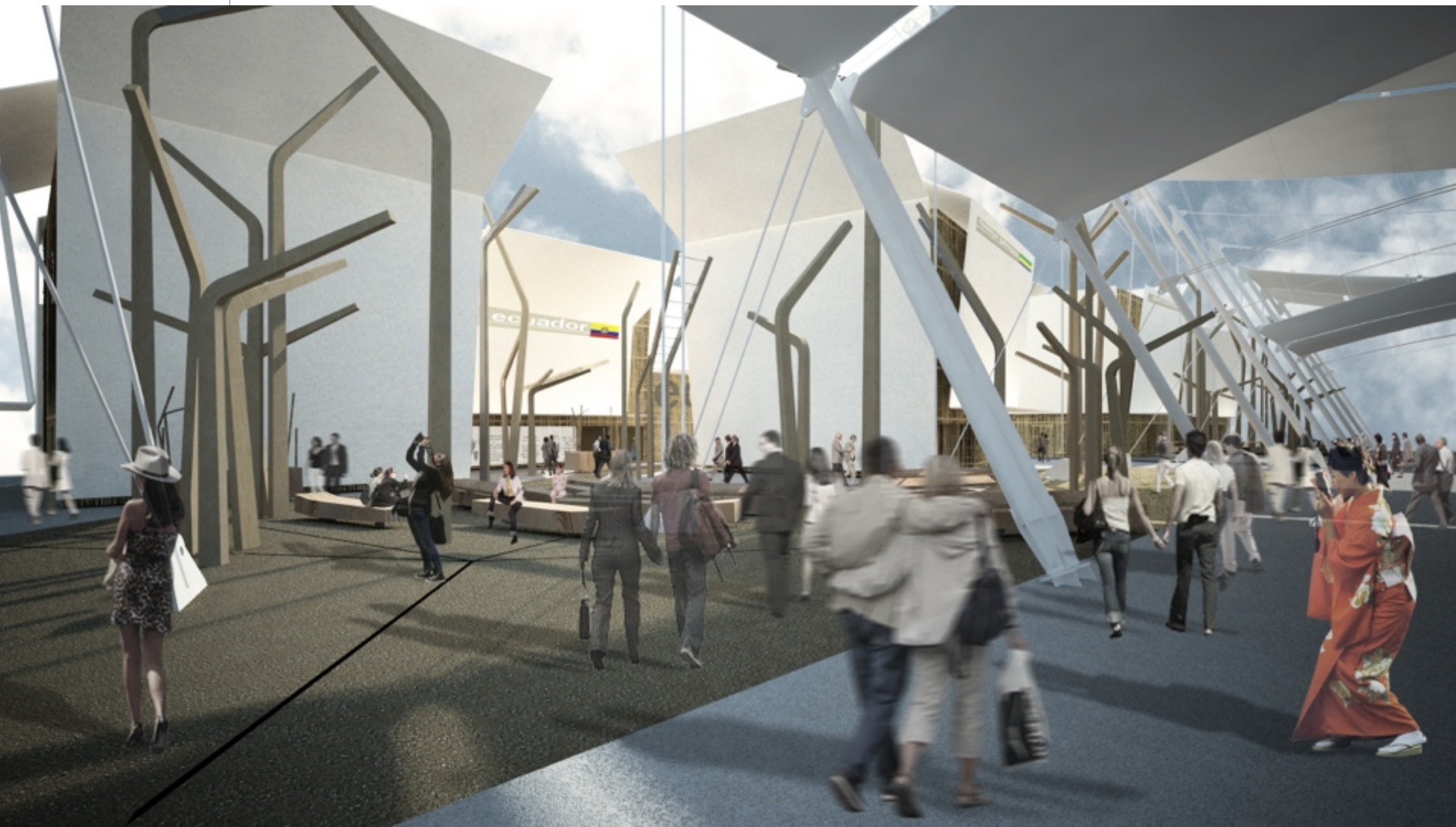


The ecosystem of Cocoa farming involves a system of vegetation layers, trees and shrubs of different heights and shapes growing out an often topographically complex ground; the project embodies its representation organizing it by a creek / arroyo, a backbone path longitudinally crossing the corrugated terrain of the jungle, while the pavilions are chance encounters in the forest, erratic stones, accommodations of farmers, containers and deposits for the initial processing of the cocoa crop. The invasive and infesting vegetation vehemently emerges from the soil of the tropical environment of the Cocoa, strongly colonizing the space between the buildings, balancing and acting on them, compromising their static equilibrium and their geometry. The skin of the pavilions, a lightweight fabric that metaphorically protects the precious contents of Cocoa products, opens and unfolds, letting at sight the internal structures. The trees, individually, in pairs or groups, as simple as poles or as complex as urban furniture systems, define functional areas, act as landmarks, support the different levels of lighting or speakers and orient visitors into the jungle-plateau.





THE COCOA CLUSTER ENTRANCE FROM DECUMANO



Approaching the Cocoa Cluster from the Decumano (Expo Central Avenue) and the Service Buildings





THE COCOA CLUSTER TOP VIEW OF THE CLUSTER



MILANO 2015





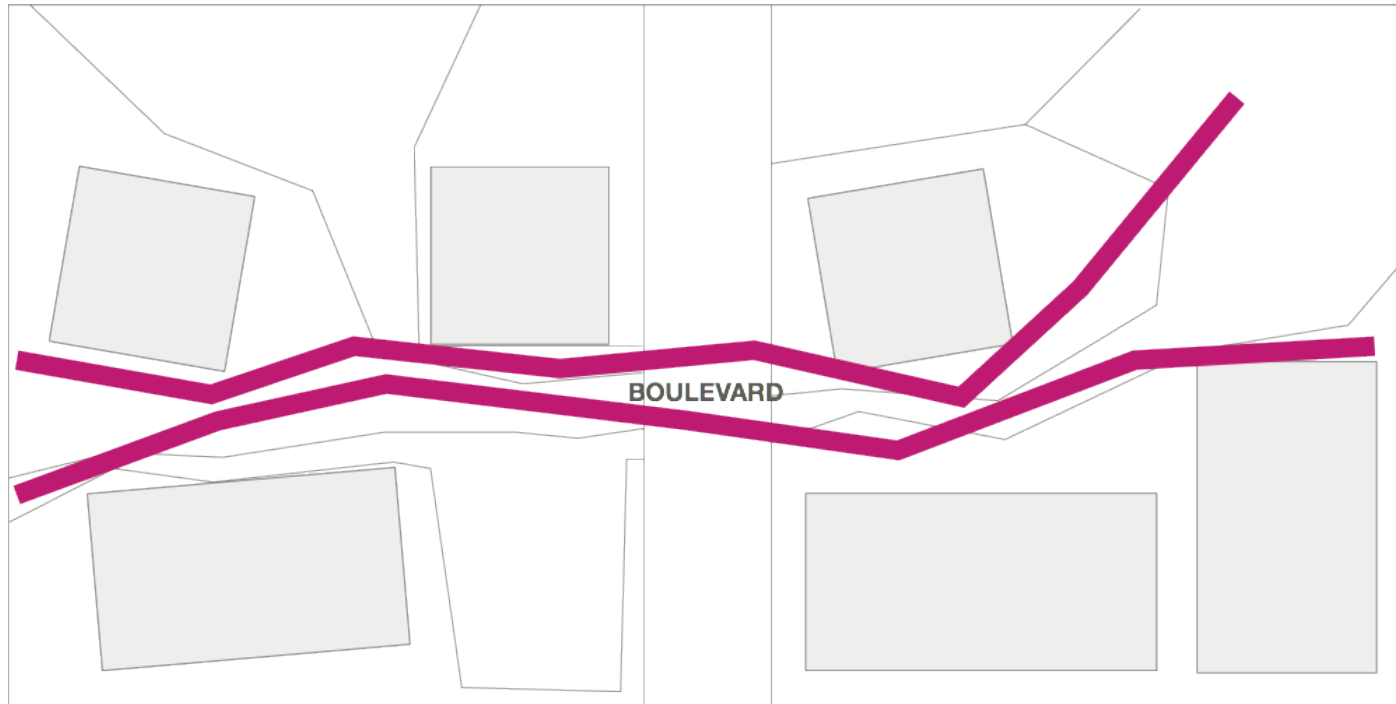
THE COCOA CLUSTER GENERAL PLAN OF THE CLUSTER



MILANO 2015

the ground, smoothly moving up and down on a variety of gently triangulated slopes, reproduces the topographically complex terrain of a tropical or sub-tropical Cocoa plantation, while diversifying into a central boulevard (arroyo/creek), a taste and relax area, an event/theater area, a specialized performance area. Also serving as a platform for the pavilions, carefully placed according to the flow of visitors guided by its formal organization.





the central boulevard, memory of a creek, of an arroyo we can encounter in a jungle environment, acts as a central public space, an axis of distribution and access to all pavilions and specialized spaces, where all products can be displayed, advertised, consumed in a dense, vibrant and protected environment.





THE COCOA CLUSTER BOULEVARD

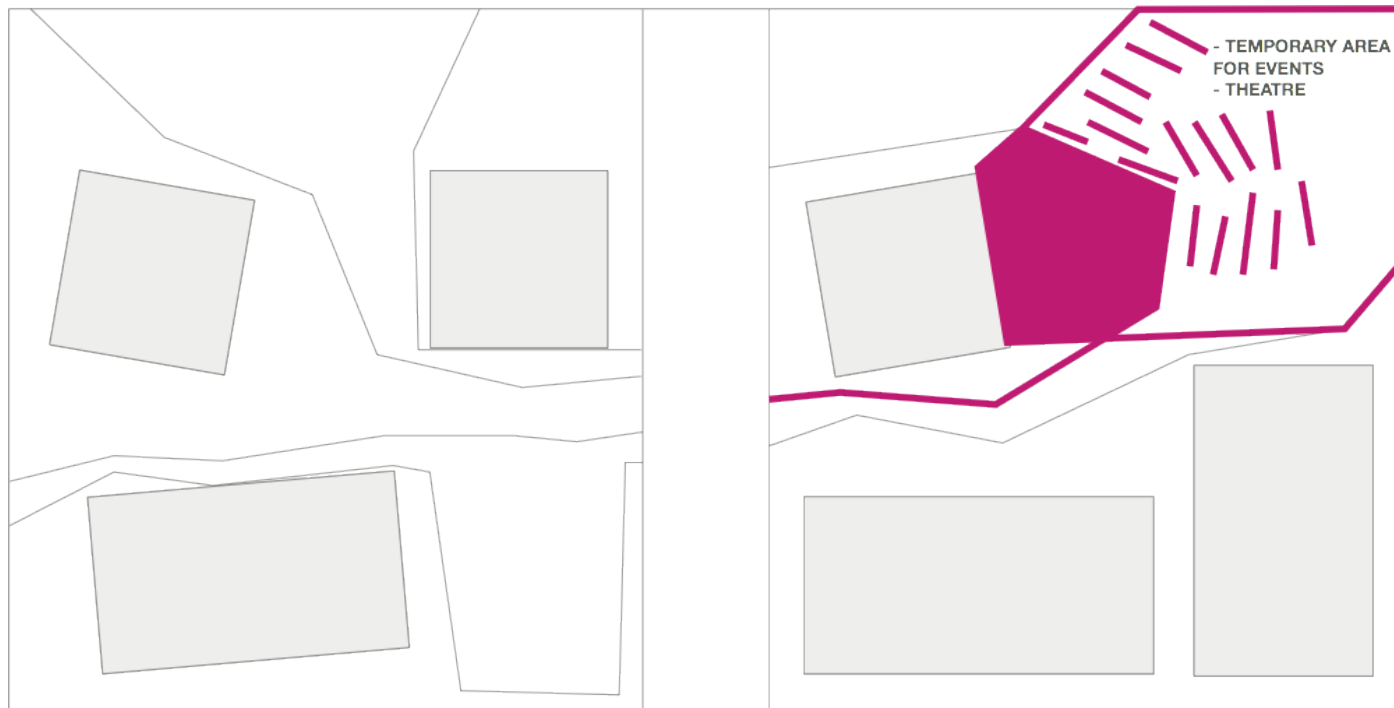


MILANO 2015





THE COCOA CLUSTER TEMPORARY AREA FOR EVENTS - THEATRE



The main event area, a partially elevated theater designated by a fan-like geometry of long benches whose custom made design is both meant to the convenience of the audience during the shows and to foster an informal and communal use the rest of the day.





THE COCOA CLUSTER TEMPORARY AREA FOR EVENTS - THEATRE





THE COCOA CLUSTER TEMPORARY AREA FOR EVENTS - THEATRE

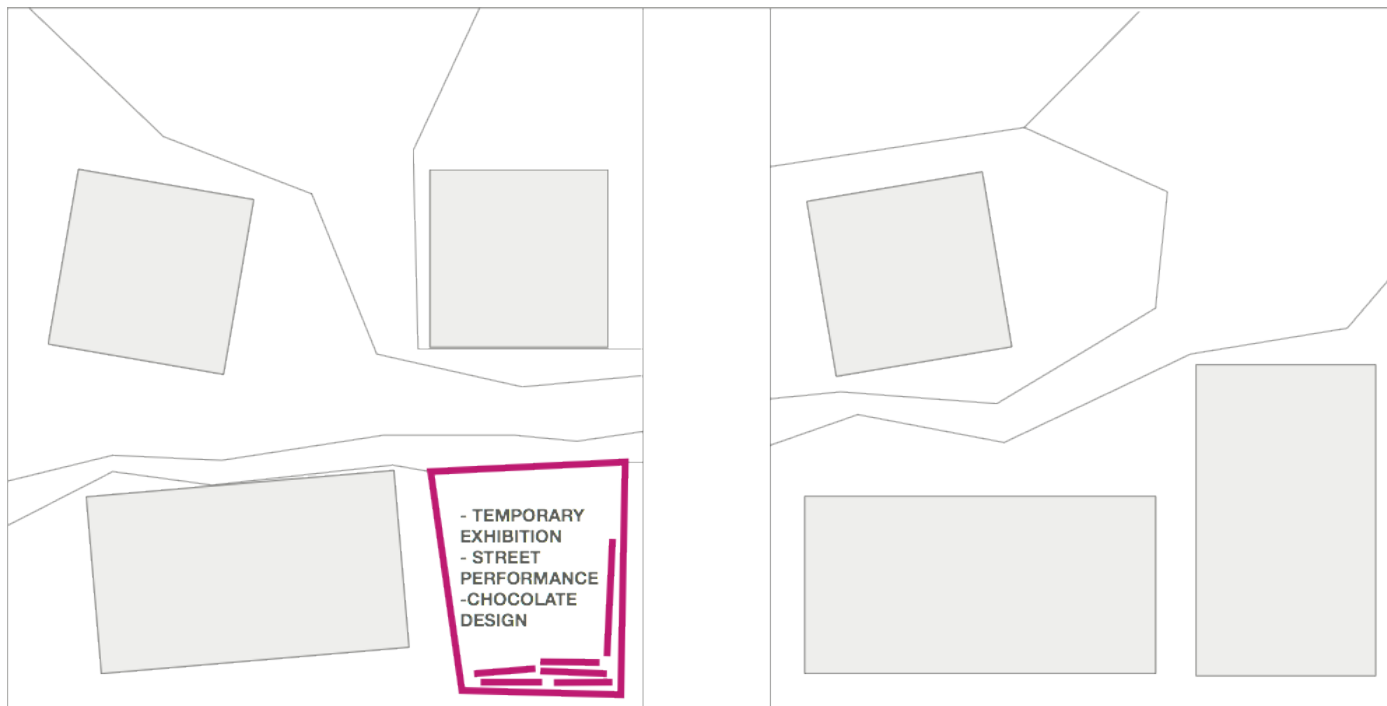


The main event area (theater) hosting an evening show





THE COCOA CLUSTER TEMPORARY EXHIBITION - STREET PERFORMANCE - CHOCOLATE DESIGN



the specialized performing area, a space devoted to high end culinary shows and presentations of cutting edge Cocoa products. Also a cozy gathering point while no performance is on.





THE COCOA CLUSTER TEMPORARY EXHIBITION - STREET PERFORMANCE - CHOCOLATE DESIGN



MILANO 2015





THE COCOA CLUSTER COVER AND SHELTER



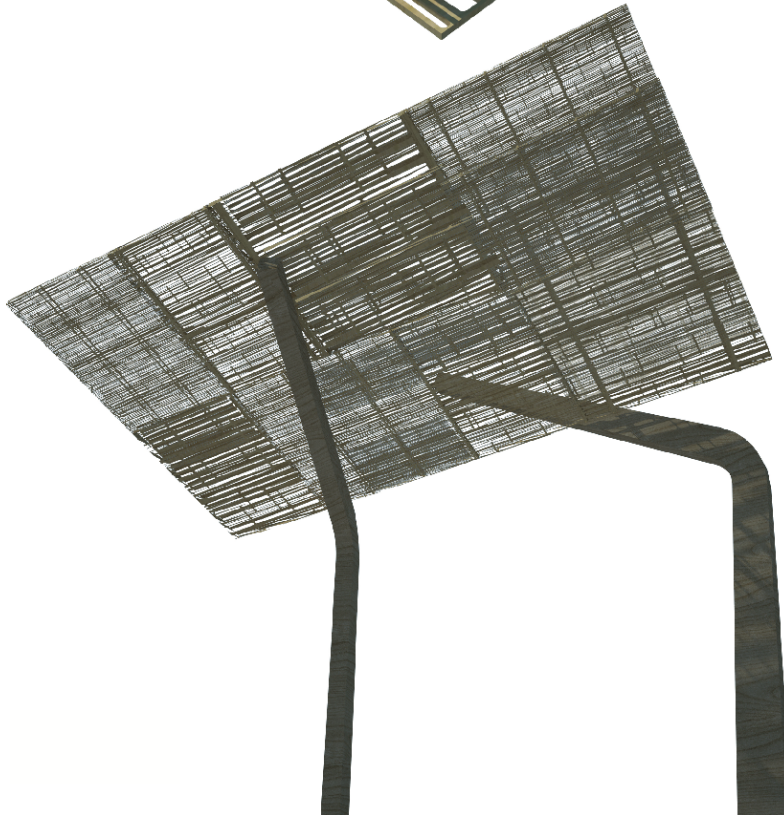
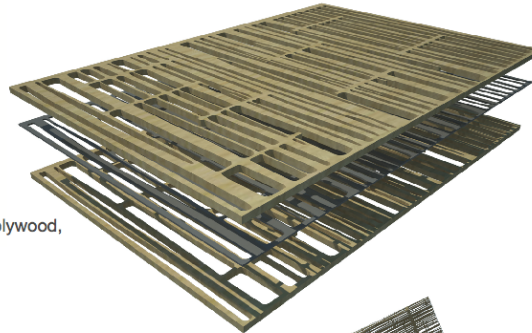
MILANO 2015

LAYERS

laser cut panel in
birch plywood,
25mm thick

laser cut steel panel,
5mm thick

laser cut panel in birch plywood,
25mm thick

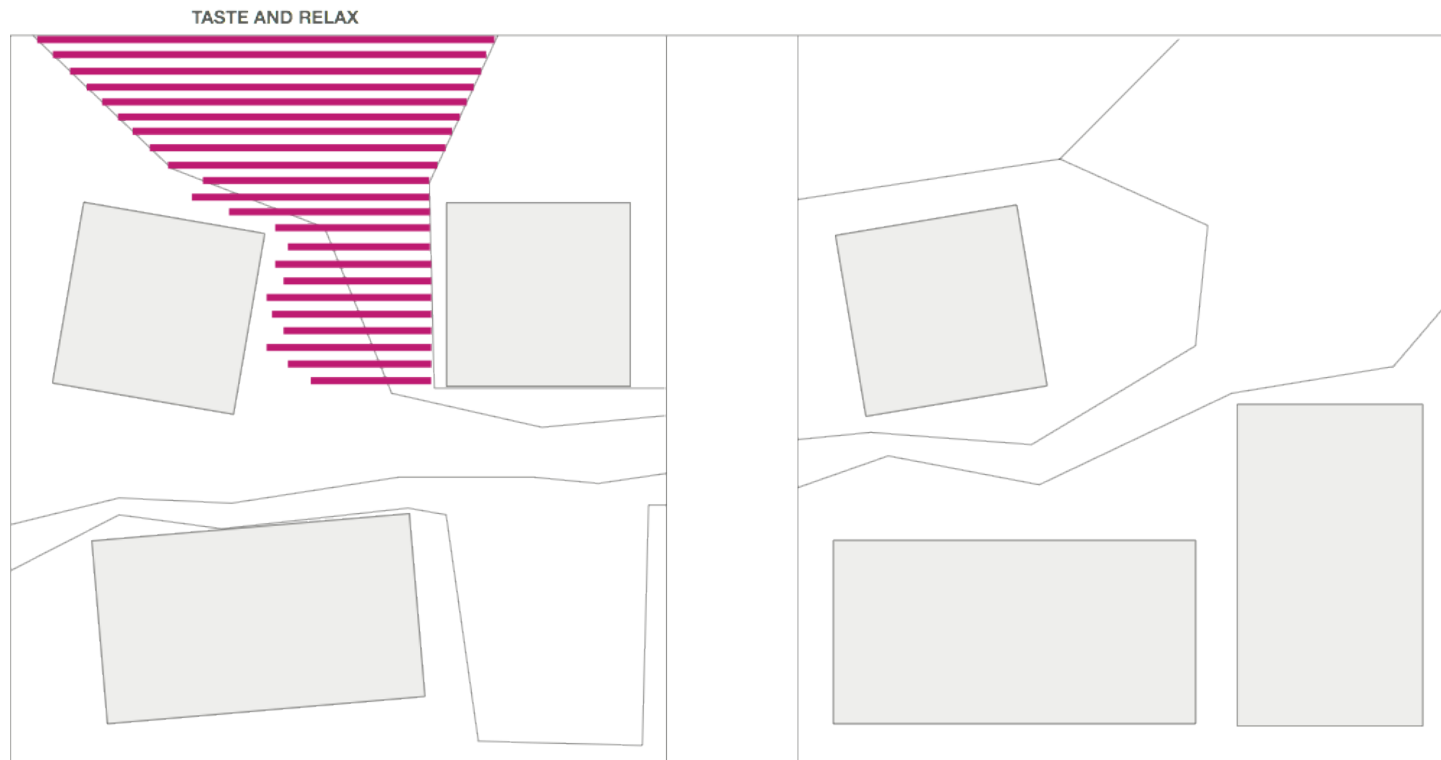


The Giant Pergola for the specialized performance theater, acting as a roof for the performer (maitre chocolatier, artist, chef etc) Its shape and texture allude to the informal shelters that can be found in the Jungle and it is obtained by the peeling off of the pavilions structural wooden skin.





THE COCOA CLUSTER TASTE AND RELAX



A grove of "trees", poles and light posts define another relevant thematic area. Placed as well on a smooth and soft ground, a family of single or paired table+bench pieces of urban furniture invite people exiting the pavilions or passers by from the adjacent Decumano to stop in order to rest after a long walk or to taste the offered food.





THE COCOA CLUSTER TASTE AND RELAX



MILANO 2015

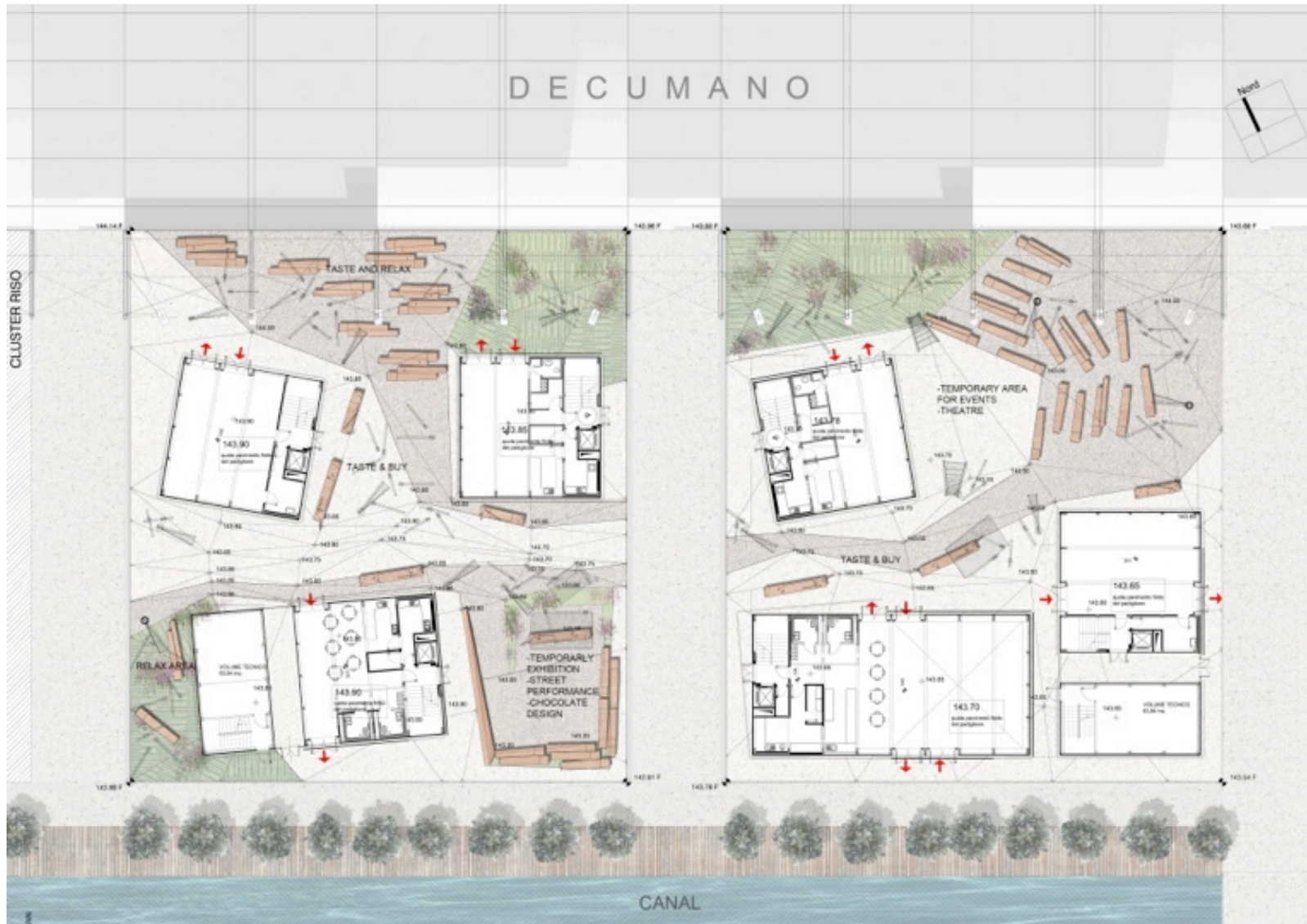




THE COCOA CLUSTER PLAN



MILANO 2015



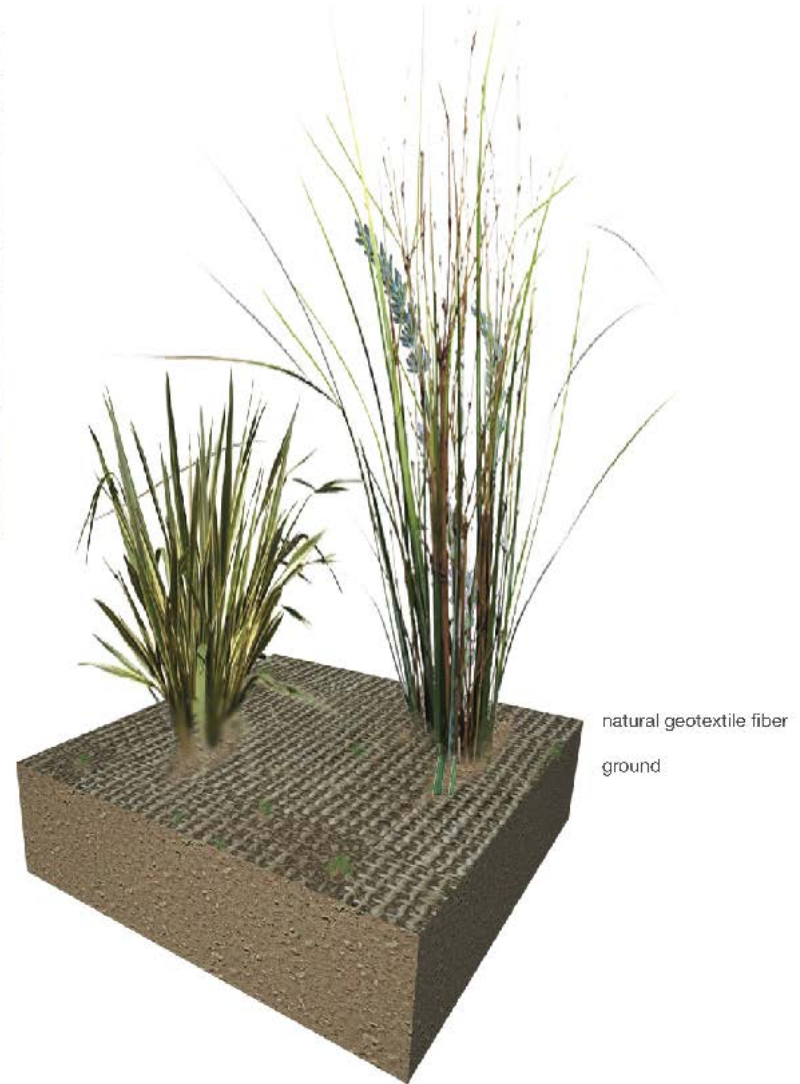


THE COCOA CLUSTER PAVEMENTS





THE COCOA CLUSTER GREEN AREAS

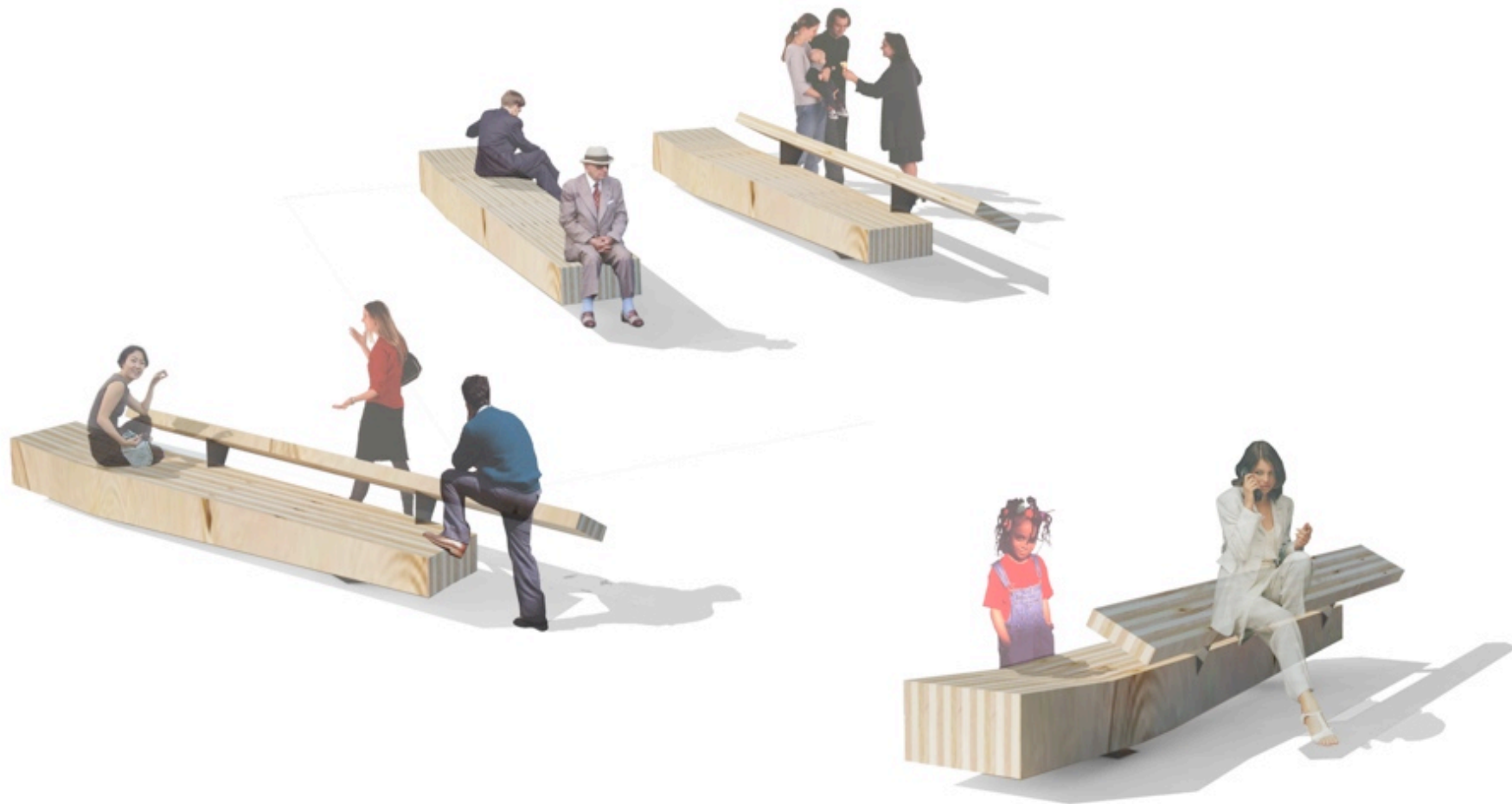




THE COCOA CLUSTER BENCHES



MILANO 2015

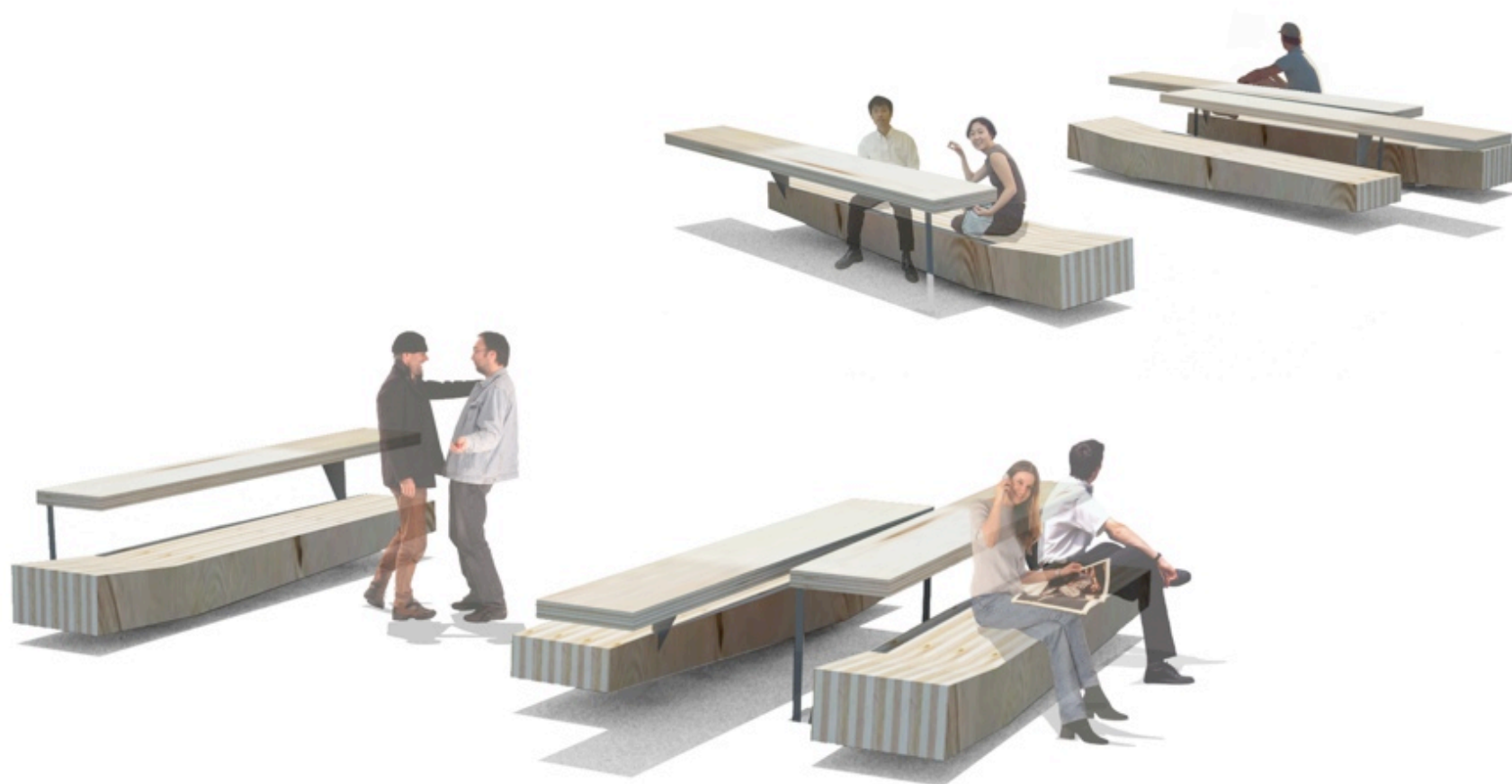




THE COCOA CLUSTER TABLES

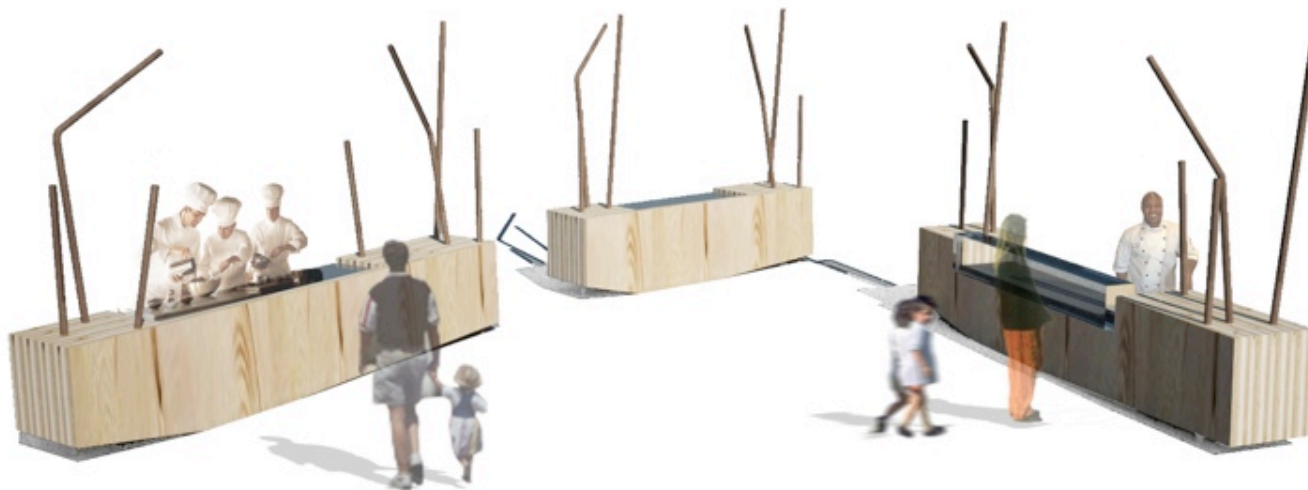
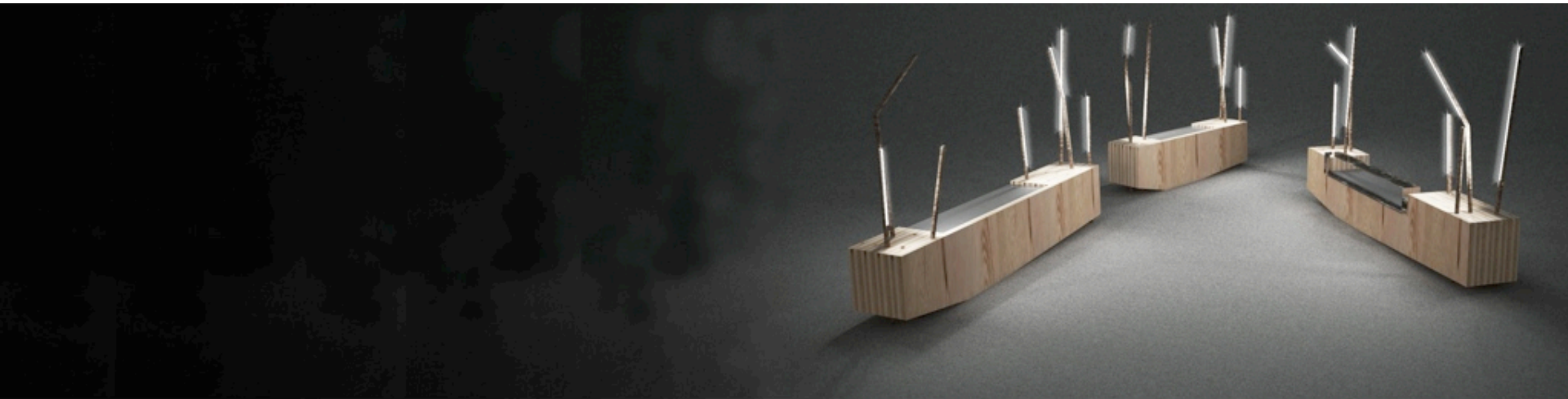


MILANO 2015





THE COCOA CLUSTER COUNTER



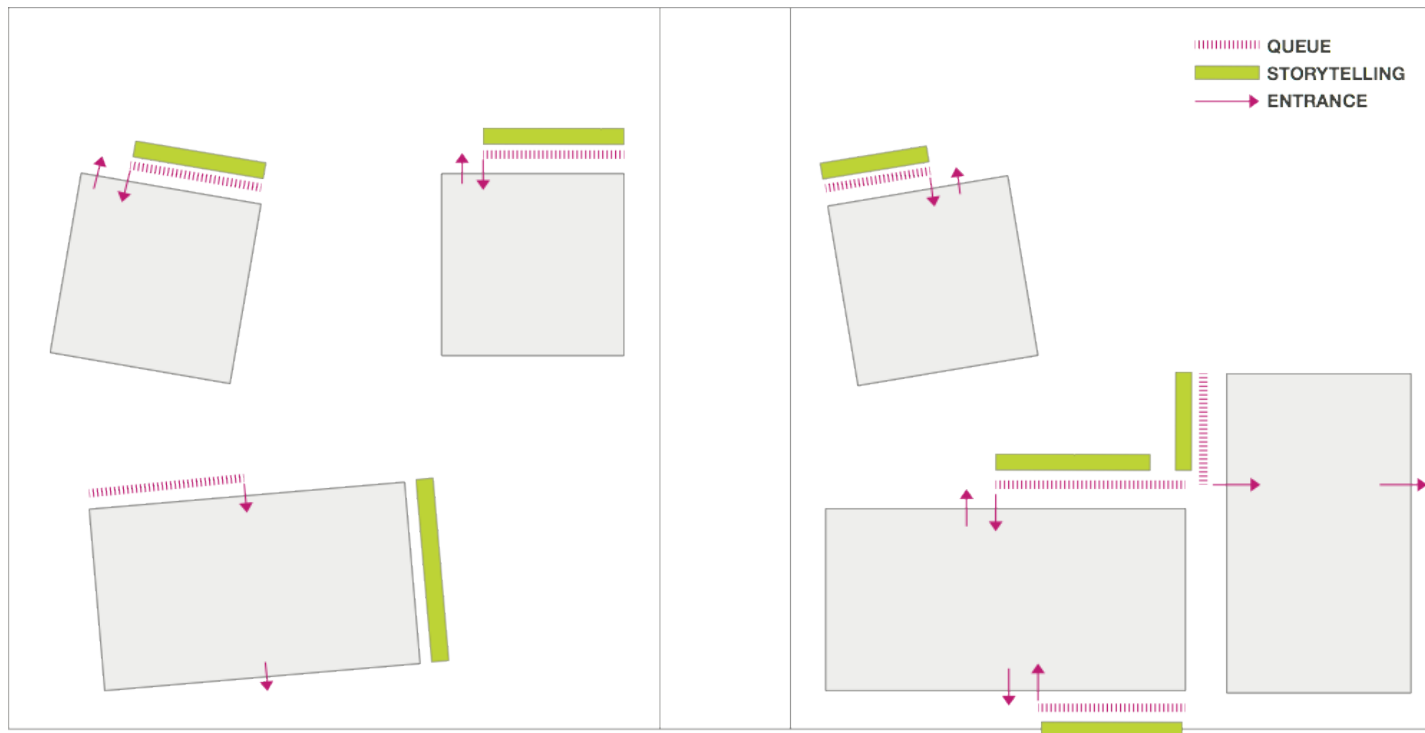


THE COCOA CLUSTER COUNTER 2





THE COCOA CLUSTER QUEUES AND COCOA STORYTELLING





THE COCOA CLUSTER QUEUES AND COCOA STORYTELLING



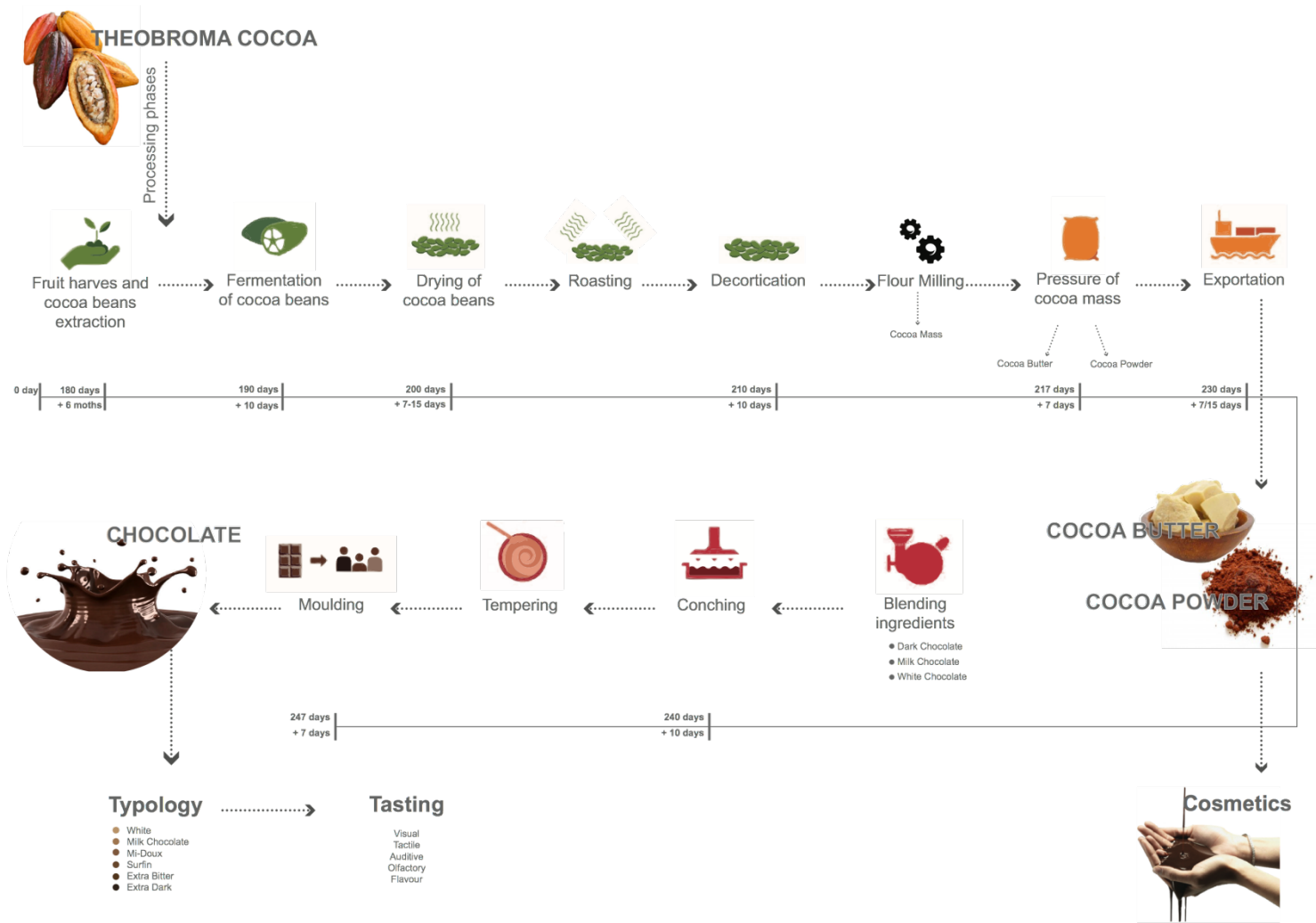


THE COCOA CLUSTER

THE COCOA STORYTELLING_ proposal for the illustration of cocoa process



MILANO 2015



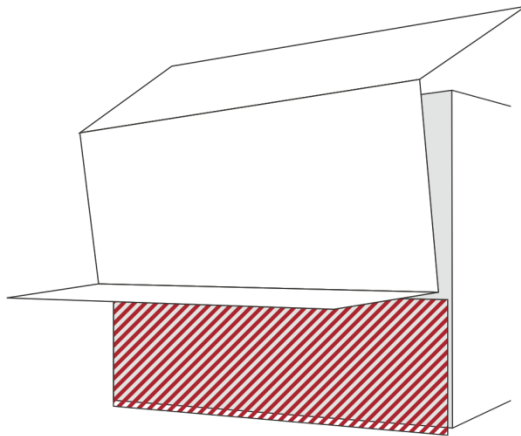
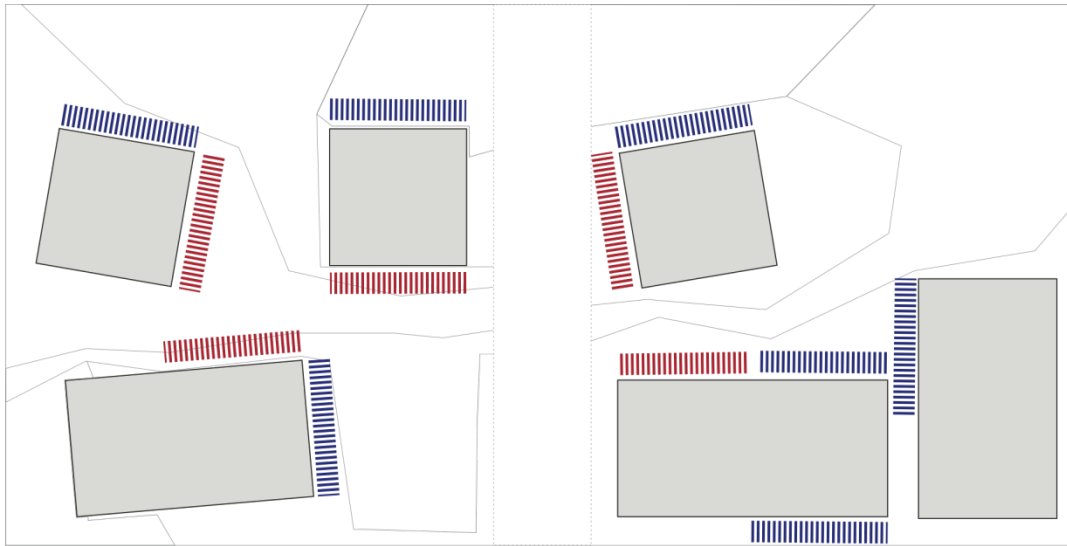
Scheme of the process and timeline for obtaining the final product



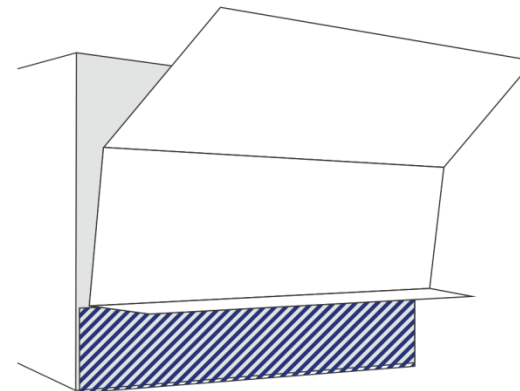


THE COCOA CLUSTER

TWO TYPES OF STORYTELLING_ the language and the image



Board A = h. 5.5 mt
space for the graphic story telling



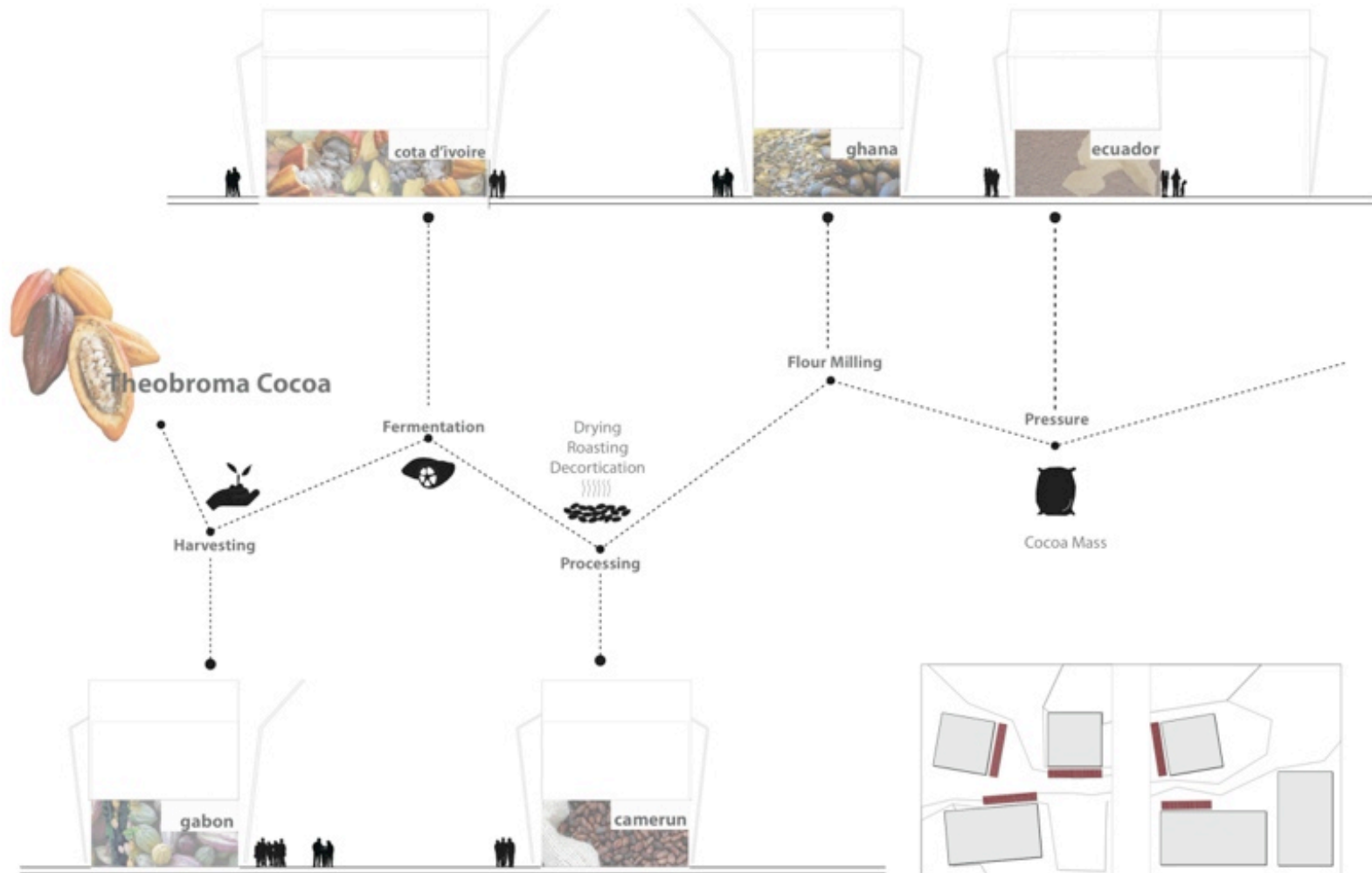
Board B = h. 2.9 mt
space for the written story telling





THE COCOA CLUSTER STORYTELLING A = h. 5.5 mt

Example 1 of the development of the graphic storytelling
(from the fruit to the paste/butter to cacao powder)



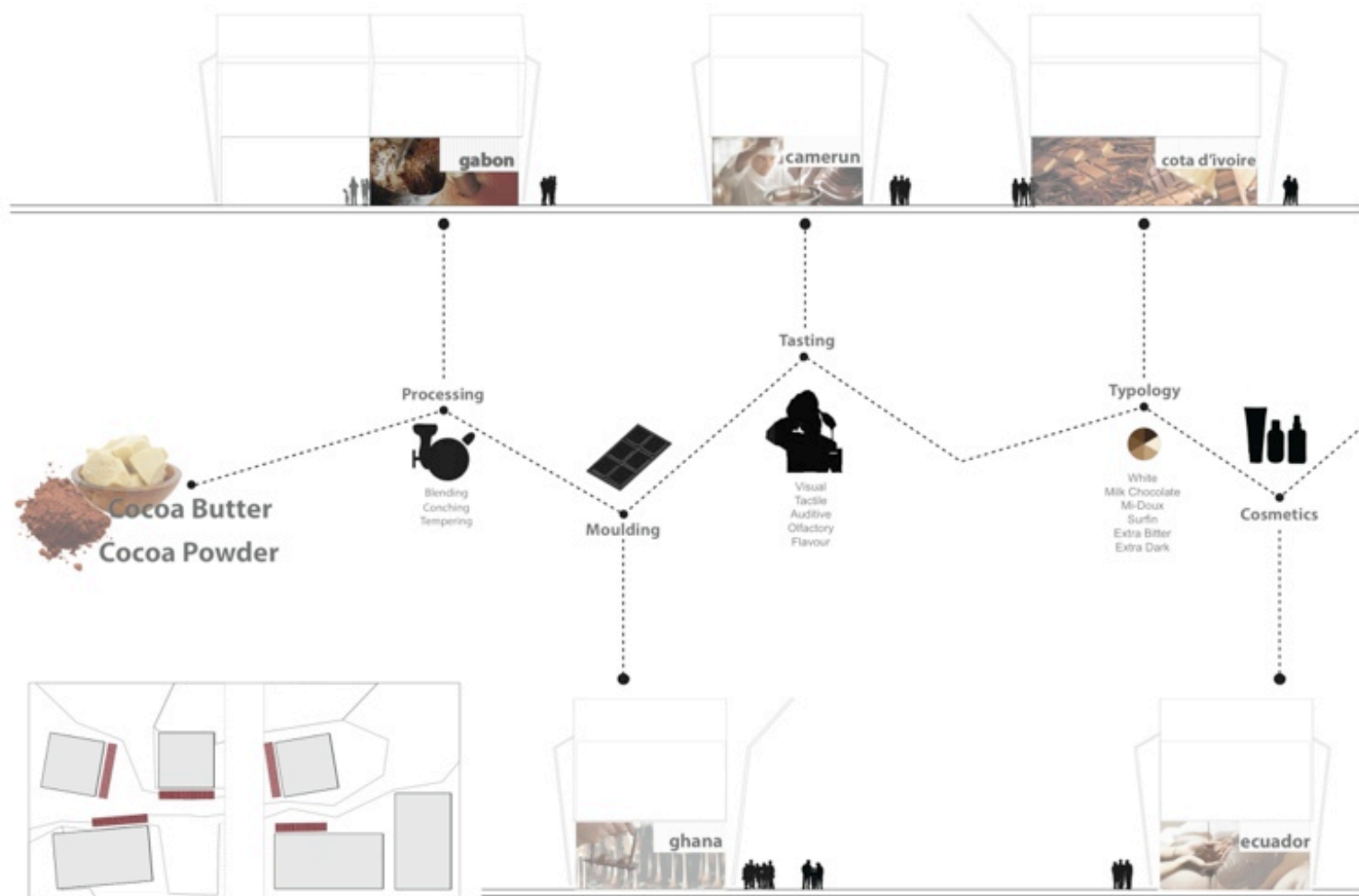


THE COCOA CLUSTER STORYTELLING A = h. 5.5 mt



MILANO 2015

example 2 of the development of the graphic storytelling
(from the ingredients to the final product)



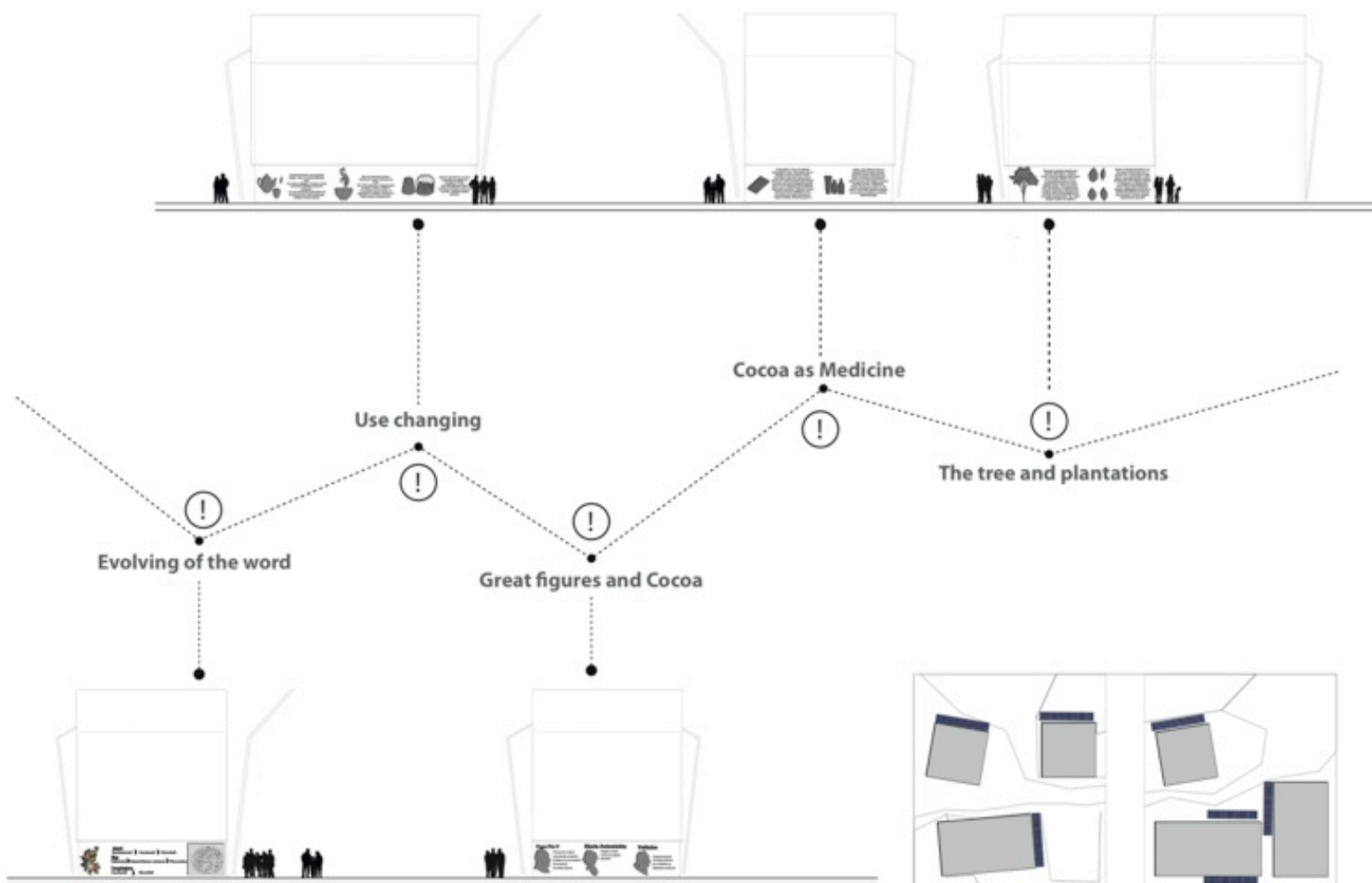


THE COCOA CLUSTER STORYTELLING B = h. 2.9 mt



MILANO 2015

example of the development of the written story telling
(etymology, traditions and uses)





MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE

The Cocoa Cluster Design



www.expo2015.org

