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EXPO

SAILING FROM MILAN TO DUBAI

Focus: three pavilions
at EXPO Milano 2015
Kuwait, Brazil and Spain

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Cook on a Hot Tin Roof: Priceless Milano, a travelling temporary restaurant

Priceless Milano is a temporary installation, a living unit designed to be moved around and placed on existing buildings in highly visible locations. The event, which MasterCard has included in its 'Priceless Cities' project - an extensive tourist promotion programme on a vast scale in major international metropolises - was managed by the company 4Ward Events. Designed to be used as a restaurant and much more, the pavilion was installed on top of Palazzo Beltrami in Piazza della Scala, Milan.

This travelling restaurant concept has been developed by MasterCard for EXPO 2015 and for the 'EXPO in città' project with the chosen location being on the roof of Palazzo Beltrami, home of the Gallerie d'Italia and Intesa Sanpaolo Museum Centre in Piazza della Scala. 4Ward was commissioned to devise and organise the project, which enabled Priceless Milano to offer a unique vantage point overlooking Piazza della Scala

and right across the city of Milan from the rooftop of Palazzo Beltrami. This illustrious location already holds the collections of modern and contemporary art that used to belong to the Banca Commerciale Italiana and which, together with works on display in the adjacent buildings Palazzo Anguissola and Palazzo Brentani, devoted to 19th-century art, constitute a highly prestigious collection that is a real international tourist attraction.

The restaurant is designed like a sort of travelling gastronomic theatre, a 'Carro di Tespi' (travelling theatrical company) at which leading chefs from all over the world were invited to show off their skills on a rotational basis during cooking shows held in front of guests. The architectural design of the pavilion, bearing the signature of the architecture and design firm Park Associati, is a highly distinctive but not over-imposing form that confronts rather than collides with surrounding premises.

One single table accommodates 24 diners engaged in a unique experience; for the occasion sliding walls can be used to separate the kitchen area from the dining area.

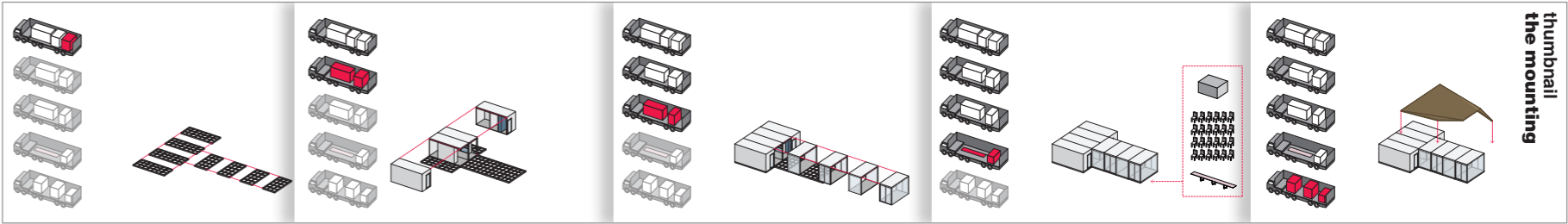
The table lifts up to the ceiling and the space can be completely opened up. Window-doors providing access to the outside terrace have been placed along the longest sides of the dining area.

Priceless Milano not only hosted a restaurant. Each week throughout the whole of EXPO 2015 there were different themes and trends focusing around a passion for good tastes and flavours. Interviews and testimonies provided a unique kind of storytelling about the event that was broadcasted on various media channels.

Its spin-off in terms of image for both the city of Milan and EXPO was further echoed by MasterCard's communication channels, which has promoted the event internationally as part of its Priceless Cities programme.

Priceless Milano was opened every day, including weekends and holidays, from 6th May to the end of October 2015. The restaurant could only be booked online through the website <http://pricelessdining.priceless.com/>, where all the information about the location and events were available.

Lorenzo Merloni



Park Associati

Work
Priceless Milan

Location
Milano, Italy

Project Concept
MasterCard

Partners
Banca Intesa SanPaolo

Event by
FourWard.events - Milano

Architectural project and design
Park Associati - Milano

Contractor
4Projects - Paderno Dugnano

Lighting
Fios Lighting - Milano

Inside seating
Driade – Milano
Mollina chair designed by Park Associati

Outside furnishing
Saporiti Italia

Electrical appliances
Electrolux - Zanussi

Floors
Mirage Granito Ceramico - Pavullo (Modena)

Image credits
Andrea Martiradonna, Milano

