

FICO

Eataly World

DIGITAL CITIES CHALLENGE

29-30th January 2019

Algeciras, Spain



IL PARCO
DEL CIBO
PIÙ GRANDE
DEL MONDO

FICO: the World's largest food park



We are a real place

- **The World's largest food park:** 1.000 square meters devoted to Italian food culture
- **fields and stables:** 2 hectares with 2.000 cultivars and over 200 animals
- **40 producing factories**
- **restaurants:** 45 among street food kiosks and gourmet cuisine
- **5 guided tours e 20 courses per day, almost 2.000 guided visits** in a year
- **700 events**

We represent Italy

- **100 cities** together at FICO with their recipes and traditions
- FICO and UNESCO are **ambassador of the Italian beauty**
- over **100 events per month celebrating the different crafts and expertises** of food producing and Italian food culture

We speak to the World

- **2.500 media releases on Italian and foreign press**
- **2,8 million visitors:** 70% coming from outside Bologna area, of which 20% coming from abroad

FICO: the World's largest food park

Opened in November 15th, 2017 FICO has been chosen by almost **3 million visitors**, **three quarters coming from outside Bologna** of which **20% from abroad**, especially from China, France, United Kingdom, Germany, USA, Switzerland, and Spain.

40,000 of school children and teenagers have visited the park during organized school trips and educational activities.

300,000 people spent at least one hour of their time to discover and deepen the culture of food.

FICO is a free entry park, so that everybody is invited to come and enjoy the experience.



FICO: where people learn by doing and having fun

Education with FICO is fun.

FICO offers a real and complete consumer experience by recovering the direct and physical contact with what we eat and with the natural environment in which we live:

- **FICO TOUR, INSIDE THE FACTORY and AT THE FARM** – 3 different **journeys** following our Biodiversity Ambassadors through the real soul of FICO
- **HANDS-ON, BEHIND THE SCENES and TASTE** – 3 **interactive courses** to learn how to make Italian specialties and taste them
- **30 EVENTS per day** to discover how Italian iconic food products come to life
- **6 EDUCATIONAL MULTIMEDIA CAROUSELS** - an educational journey describing the relationship between humankind and the different elements of Nature and main natural discoveries.

FICO: multimedia carousels

Multimedia Carousels guide visitors through an educational journey describing the relationship between humankind and the different elements of Nature.

The rediscovery of traditions happens through the involvement and use of innovative technologies. The multimedia apparatus it is not a mere technological-scenographic equipment in FICO, but it embodies the opportunity **to conduct the narrative with powerful, involving and suggestive languages** conveying contents in a funny and exciting way.

Through 4 main tools:

- **Experiential installations**
- **Interactive exploration**
- **Recreational interaction (gamification)**
- **Second level experiences (Internet of Things)**

FICO: multimedia carousels

MULTIMEDIA CAROUSELS: experiential installations

The first approach to the various sections of the exhibition pass for installation interventions of great and immediate impact, where the scenography and spectacularism aim to amaze and fascinate visitors, communicating immediately the theme of each cluster.



FICO: multimedia carousels

MULTIMEDIA CAROUSELS: interactive exploration

In this phase of the path we have a series of solutions able to convey interactively the specific contents of each cluster, with mainly three types of intervention:

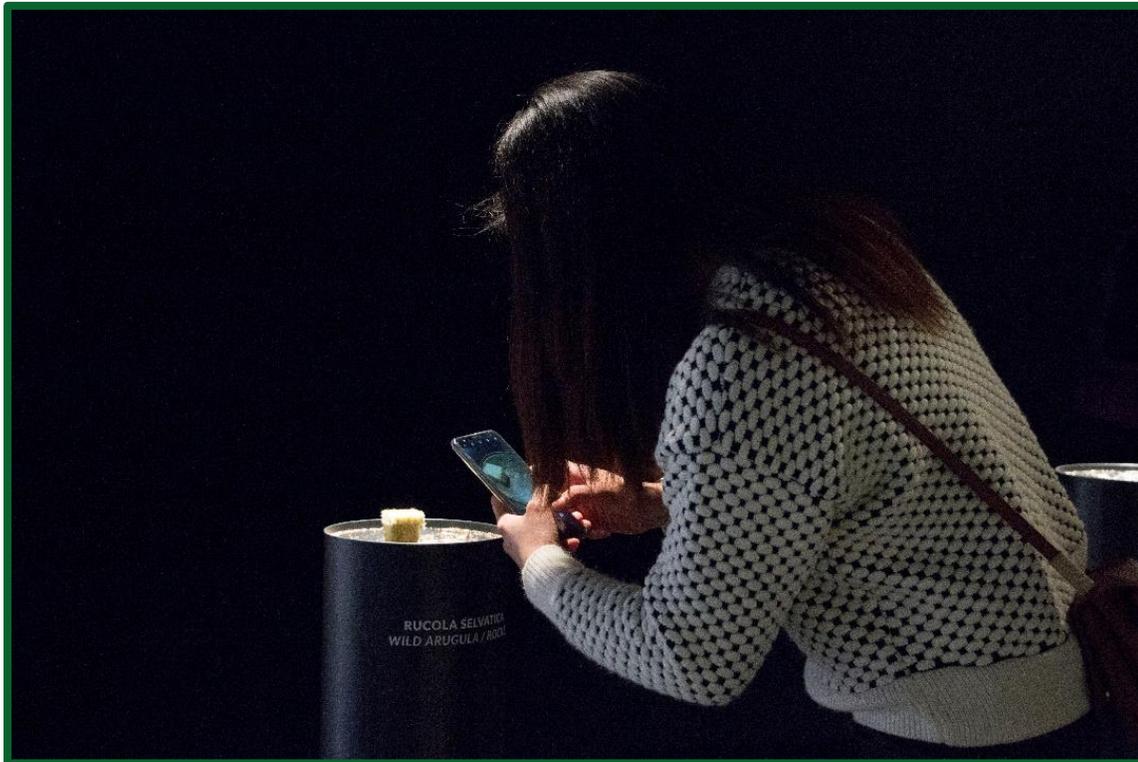


- Interactive tables
- Multimedia totems
- Hands-on tables

FICO: multimedia carousels

MULTIMEDIA CAROUSELS: recreational interaction and second level experience

A mechanism of gamification is modulated within the exhibition itinerary where contents are acquired through individual or group interactions, managed with proximity technologies and through interactive quiz.



A further path is realized through personal devices (smartphone, tablet, etc.) that will allow access to specialized or complementary content specifically studied for groups and school visits.

FICO: multimedia carousels

MULTIMEDIA CAROUSELS: contents

Each pavilion offers a declination of contents based on a precise articulation of the exhibition system

- **Emotional** - Installation / immersive environment: one or more subjects derived from the main theme of the clusters are expressed with multiple spectacular and emotional languages
- **Main narration** - Interactive exploration: through multimedia devices that allow a practical navigation of the contents we make basic features easily accessible
- **Focus Italy** - Interactive exploration + recreational interaction: each cluster has a particular focus on how the chosen theme find evidence in Italian history, culture and society, paying particular attention to the involvement of the younger audience
- **Curiosity** - Playful interaction: as a last step we have the final quiz that becomes a tool to communicate curiosities and anecdotes

FICO: multimedia carousels

1 – MAN AND FIRE

A truly wonderful story that began one and a half million years ago.

Why fire makes us human? Fire control changed the course of human evolution.

At first, fire was just to be found close to volcanos. Little by little, our ancestor started to understand how to tame it. Slowly, hearths became fireplaces, that became firewood stoves.

Fire helped us stay warm in the cold, enhanced the nutritional value of food and kept predators at bay, among other uses.



FICO: multimedia carousels

2 – MAN AND EARTH

The 14,000-year-old tale of agriculture.

A unique experience through different ages, countries, and cultures. Learn all the evolutionary steps of agriculture, from the Fertile Crescent, the Ancient Egyptians, and the Romans, who set the basis for today's agriculture more than 2000 years ago.

Discover the unique values of Italian biodiversity and its strong identity to be respected, interpreted, and protected.



FICO: multimedia carousels

3 – MAN, FROM SOIL TO BOTTLE

What came first, wine, beer, or olive oil? Those who dedicate their life to the production of wine, beer, and olive oil are special folks. But which one of these centuries-old products was born first? There is evidence showing us that people used to eat fermented grapes already in the Stone Age. 6,500 years ago, beer production was already up and running and entrusted to the attentive care of... women! And what about olive oil? Some traces were found in the city of Haifa (Israel) 9,000 years ago. Discover the secrets of wine, beer, and olive oil production, and be a part of history.

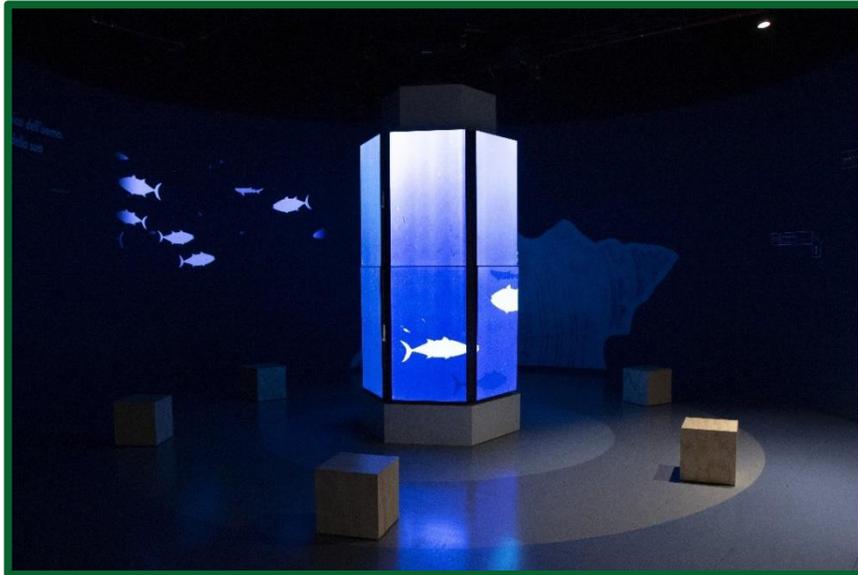


FICO: multimedia carousels

4 – MAN AND THE SEA

Dive 20,000 leagues under the sea.

“The marks of the sea are still on us”, writes Jack London. Life as we know it was born in the Sea and started to make its way outside “only” 500 million years ago, first as serpents, then primates, then men. Today, we dominate the world, and we eat the fish of the seas where we came from, in an eternal circle based on natural balance.

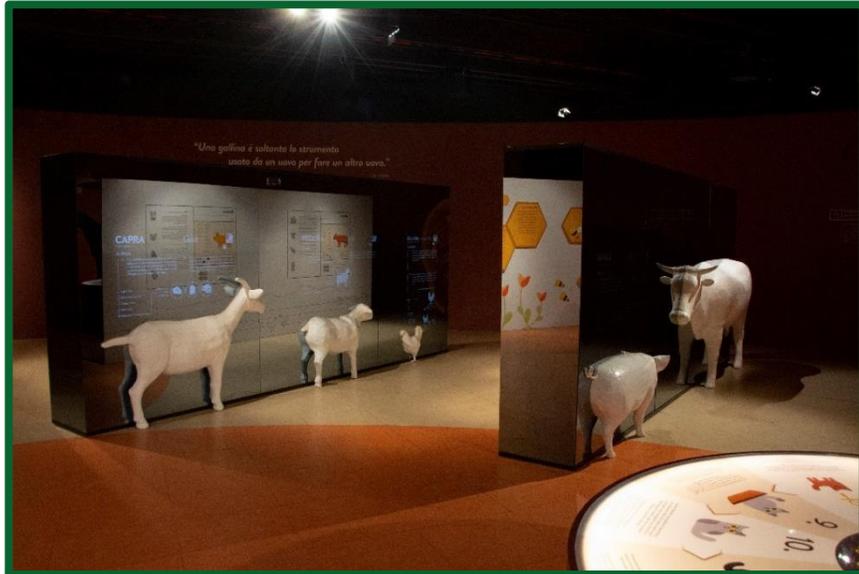


FICO: multimedia carousels

5 – MAN AND THE ANIMALS

The birth of long lasting friendship.

At the beginning, animals hunted men and not the way around. Then, little by little, we started to understand that animals could help us overcome our daily struggles. Wolves were the first animals to be domesticated back 15,000 years ago in the Middle-East. Then came goats and sheep, for their milk, meat and wool... and the art of breeding animals for food and clothing was finally born.



FICO: multimedia carousels

6 – MAN AND THE FUTURE

Travel into the future of the farming world. The key to our future is in a single word: respect. If we don't start respecting the earth, the air, the water, and the animals more than we do, we shall have no future because we shall have a planet no more. The more we walk into the future, the more we cannot think of agriculture without a systematic collaboration among all the actors of the production chain: farmers, producers, retailers, consumers. Discover the future of agriculture, plant your seeds and monitor your plant growing in time thanks to our hydroponic patch... the future awaits you.





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