FORMA MENTIS

#INNOVACTIONAWARD 2019

TEAM 5 – The Fifth Season

Ilaria Zanoletti	Liceo Artistico Piazza – Lodi
Matteo Ceresa	Istituto Volta – Lodi
Andrea Tavanti	Istituto Cesaris – Casalpusterlengo (LO)
Matteo Zazzi	Istituto Tosi – Codogno (LO)
Andrea Tonali	Istituto Pandini – Sant'Angelo Lodigiano (LO)
Federico Ronchi	Istituto Nizzola – Trezzo sull'Adda (MI)
Fabio Pugno	Istituto Cesaris – Casalpusterlengo (LO)

SMART PARK 4.0

LET'S REINVENT THE FUTURE

THE FIFTH SEASON

TAKE OFF

“The wind is innovation”

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2019

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TAKE OFF

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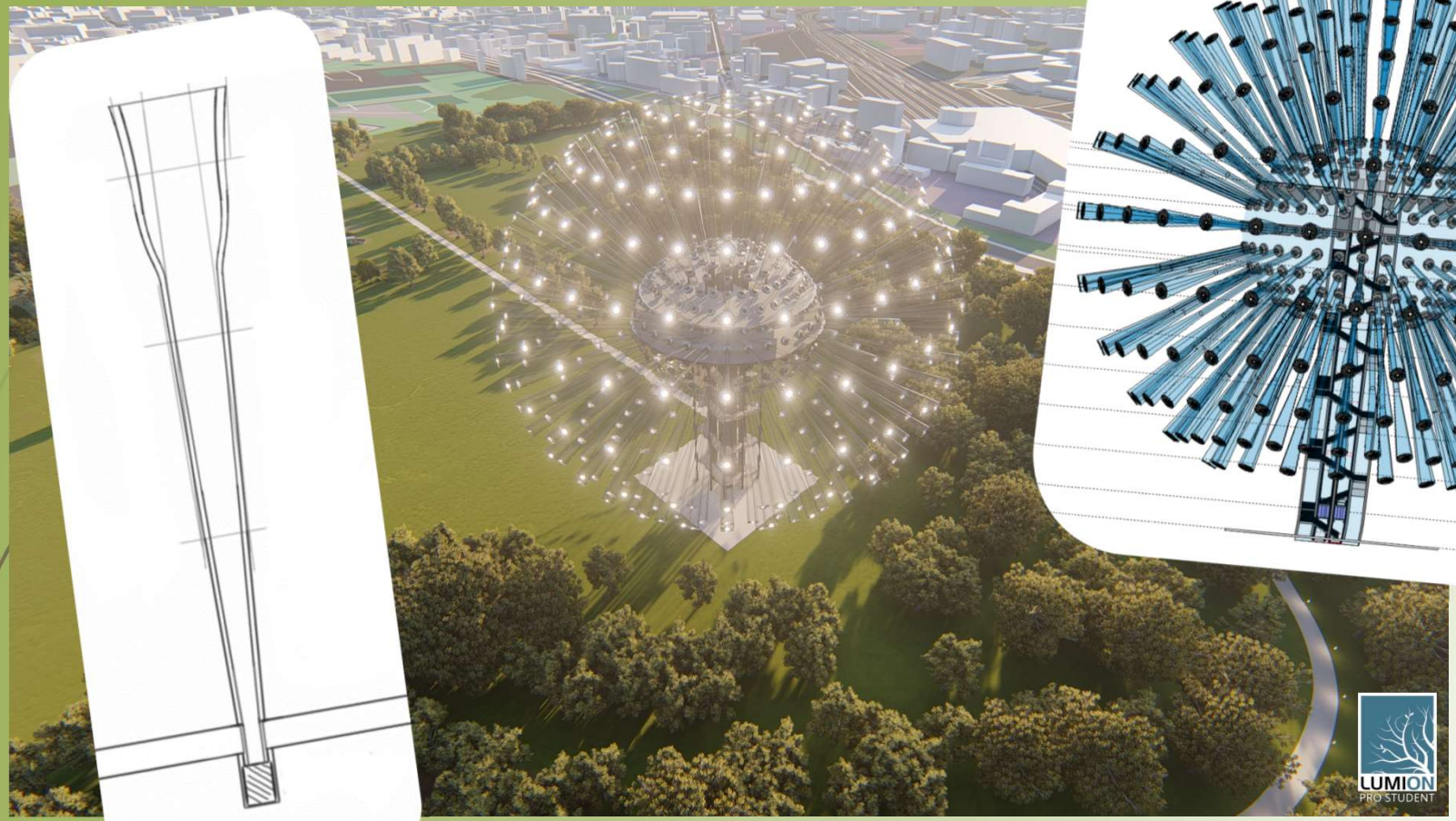
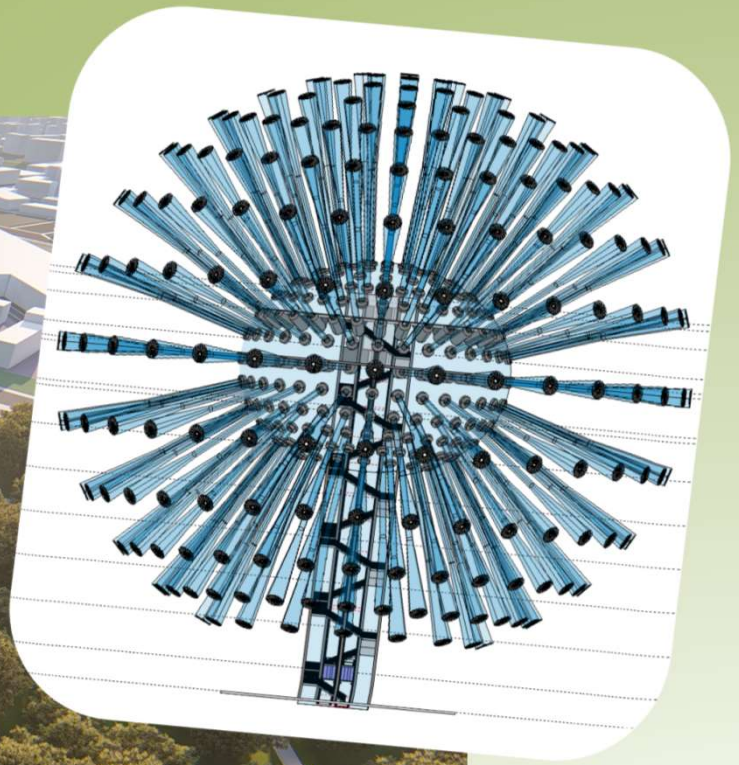
Fermati un attimo . . .





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. . . e guardati intorno

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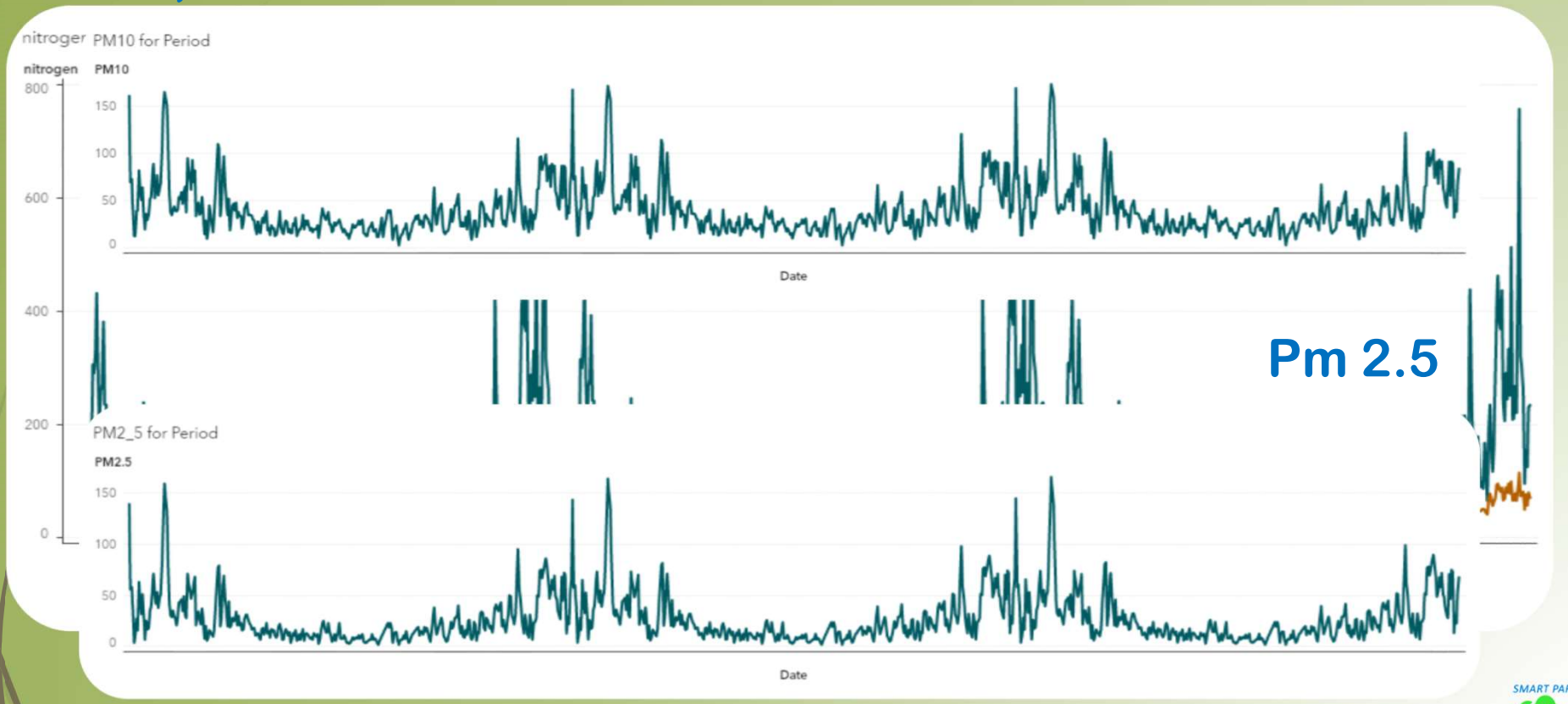
Cosa respiriamo

NO, NO2

Pm 10



Pm 2.5

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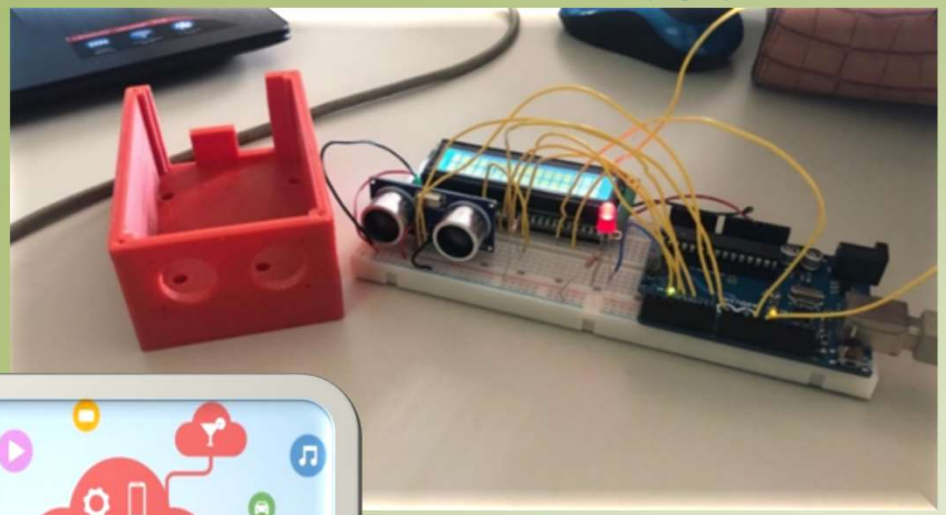
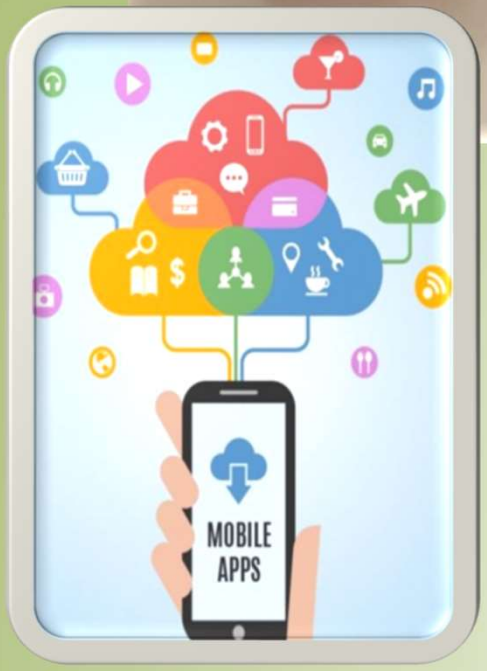
Connettiamoci

IOT



Touch panels



Mobile App

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Generative design

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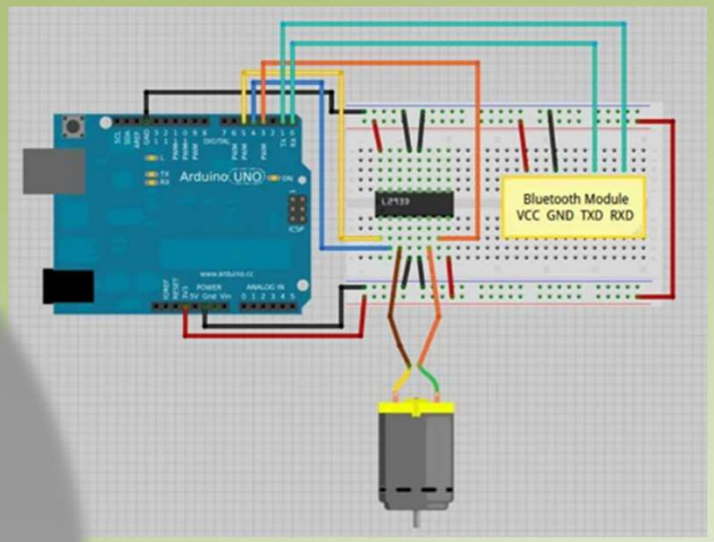
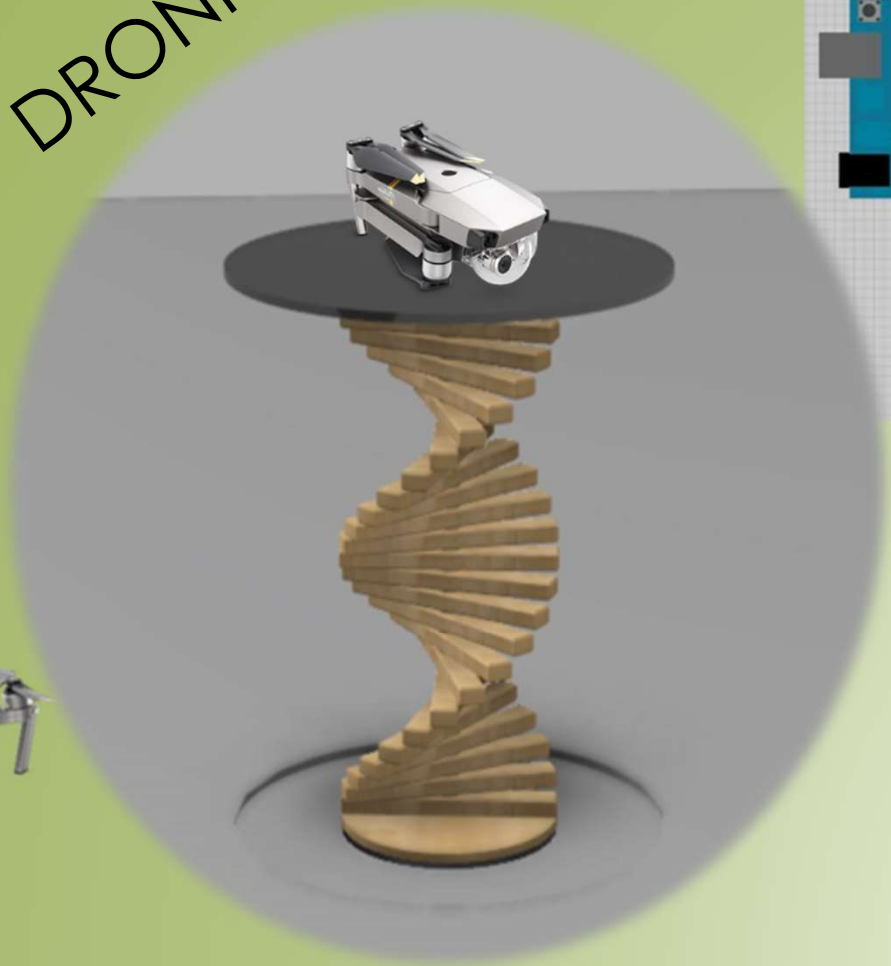
DRONI





La quinta stagione

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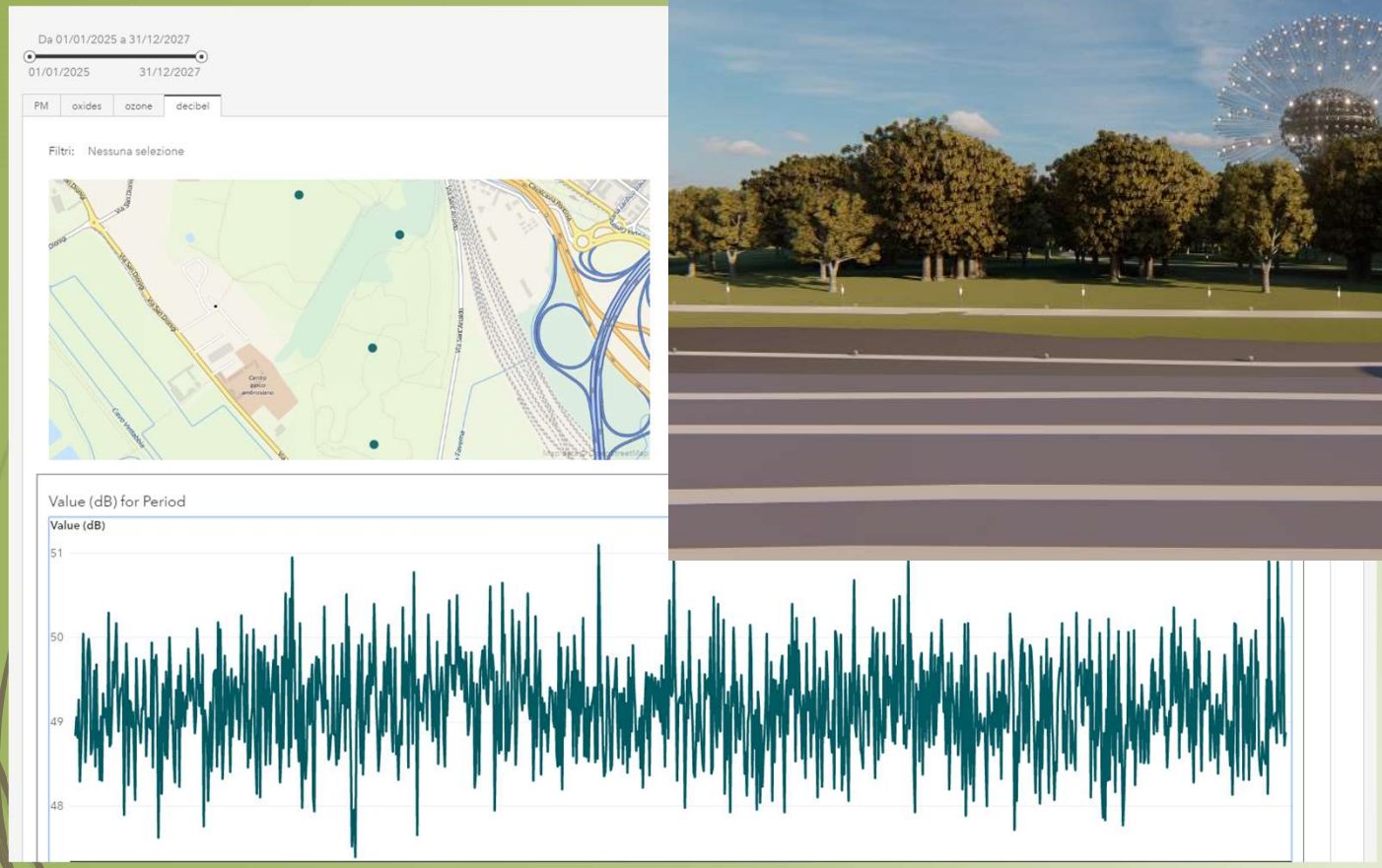
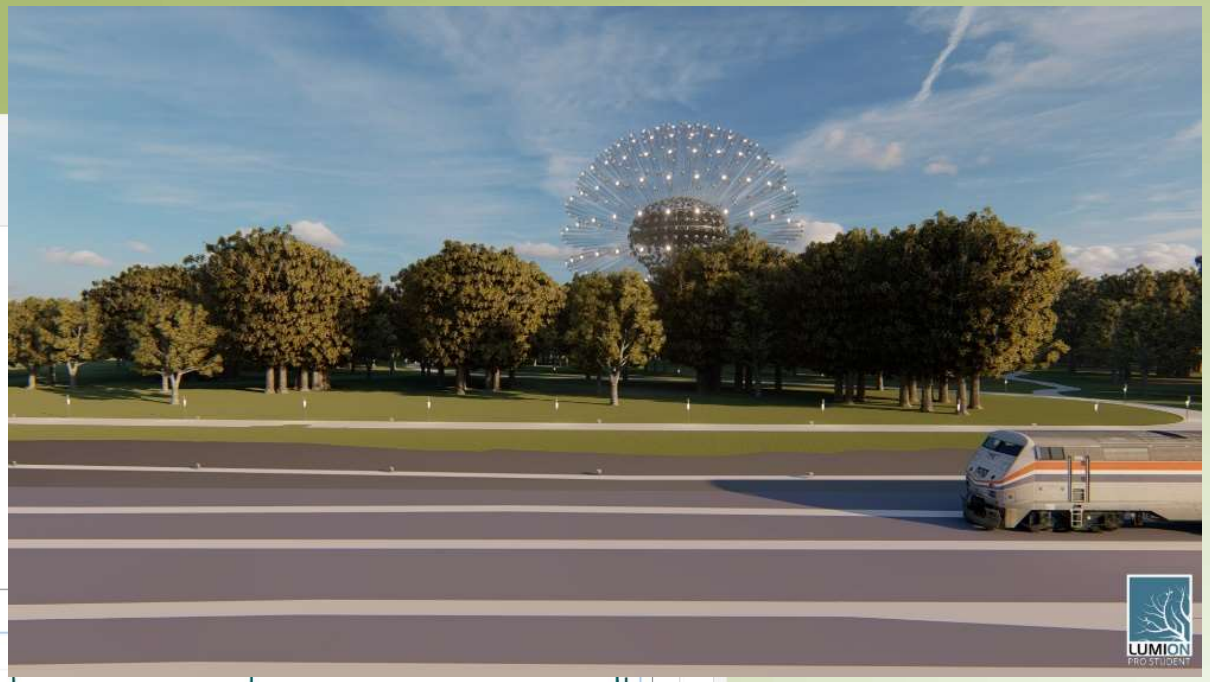
Più silenzio



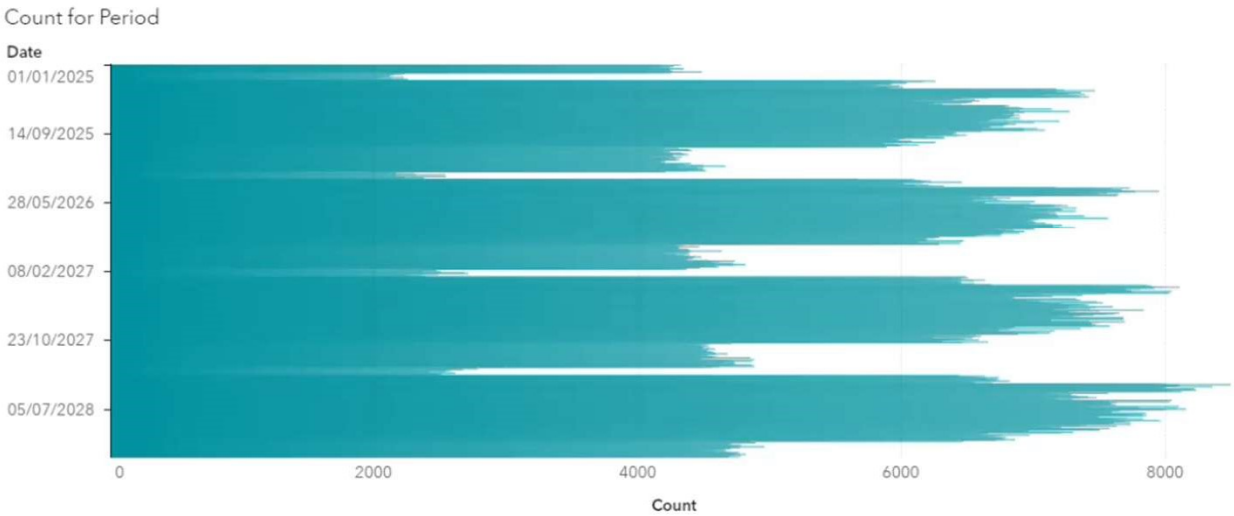


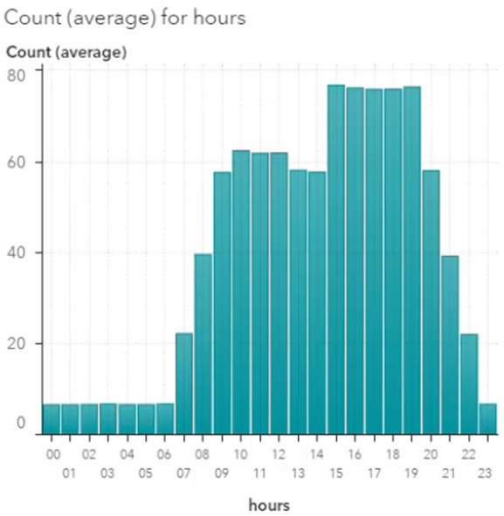
più natura

Page 1

MILANO
SANTA
GIULIA
ROGOREI
Cavo Vettabia
Cavo Taverna
Chiaravalle
Map data © OpenStreetMap

Turnout over the years
Count
250000
200000
150000
100000
50000
Date month/year

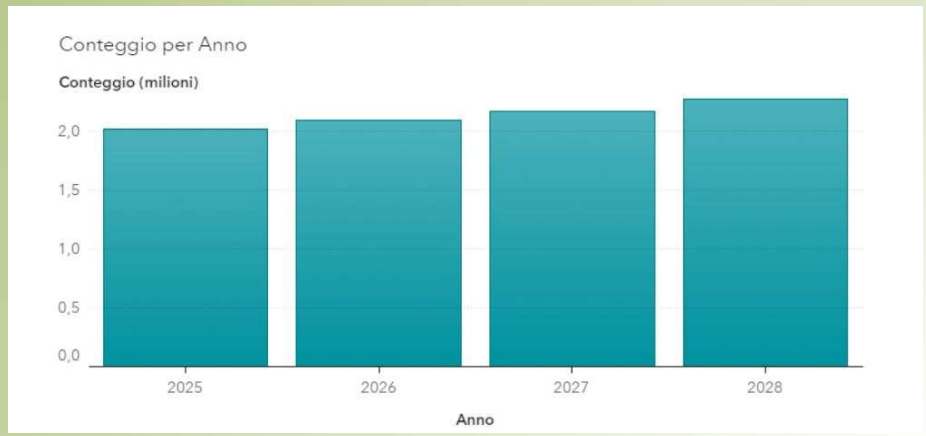

Count for Period
Date
01/01/2025
14/09/2025
28/05/2026
08/02/2027
23/10/2027
05/07/2028
0
2000
4000
6000
8000
Count


Count (average) for hours
Count (average)
80
60
40
20
0
hours

Marketing

Come attirare i visitatori

- spot televisivi e radiofonici
- cartelloni pubblicitari in Milano
- inserzioni web
- forte presenza sui social



Come attirare gli sponsor

- possibilità di organizzare eventi nel parco
- garantire spazi pubblicitari sui pannelli touch presenti nel parco

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FOOD FOREST

UNO SPAZIO PER TUTTI

La quinta stagione
Expo 2019

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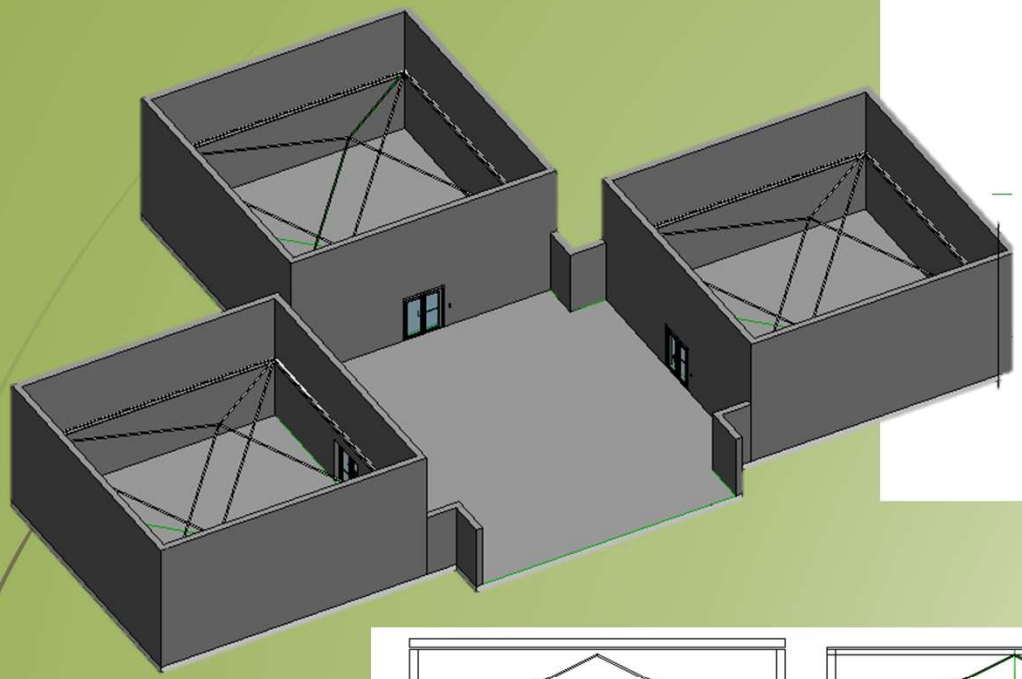
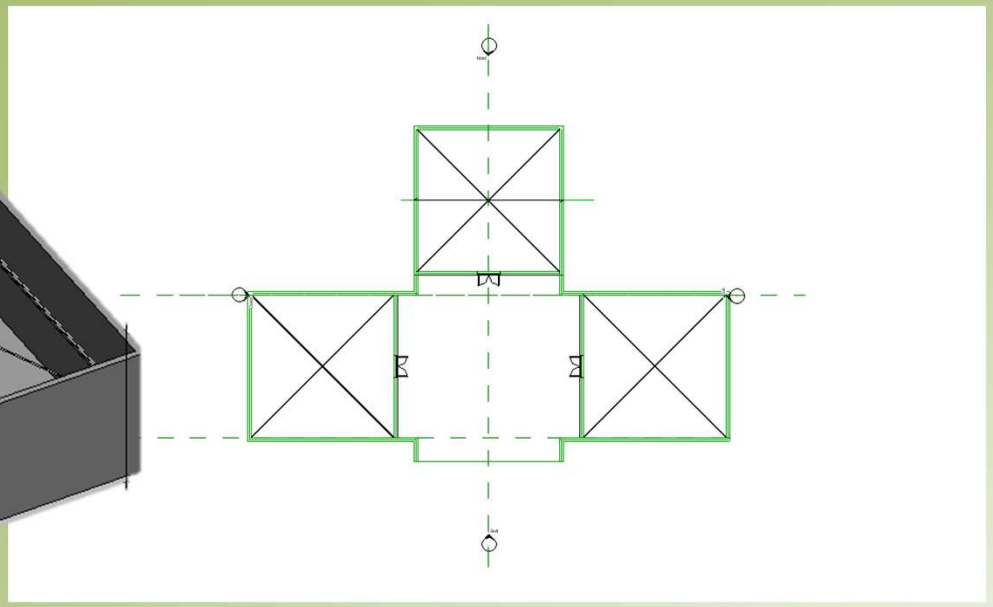
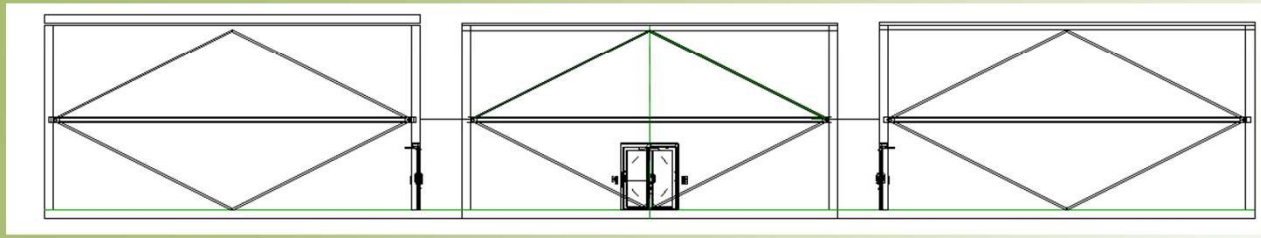
GREENHOUSE







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GRAZIE

VI ASPETTIAMO

La quinta stagione Expo 2019

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