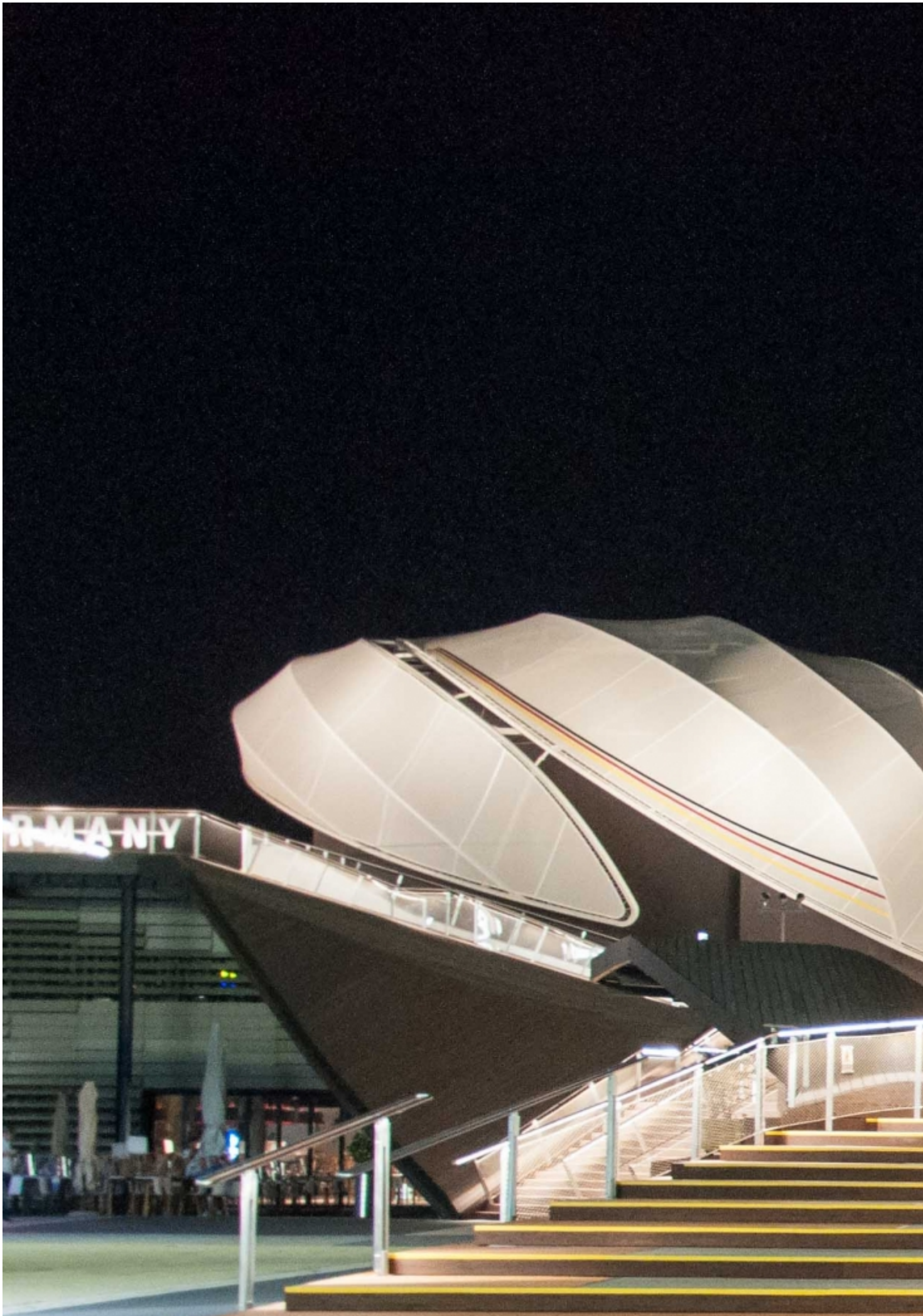


**Thumbnail Image:**



Oct 23, 2017 by [CPD Blog Manager](#)

## **Sights From Milan Expo 2015: Germany** <sup>[1]</sup>

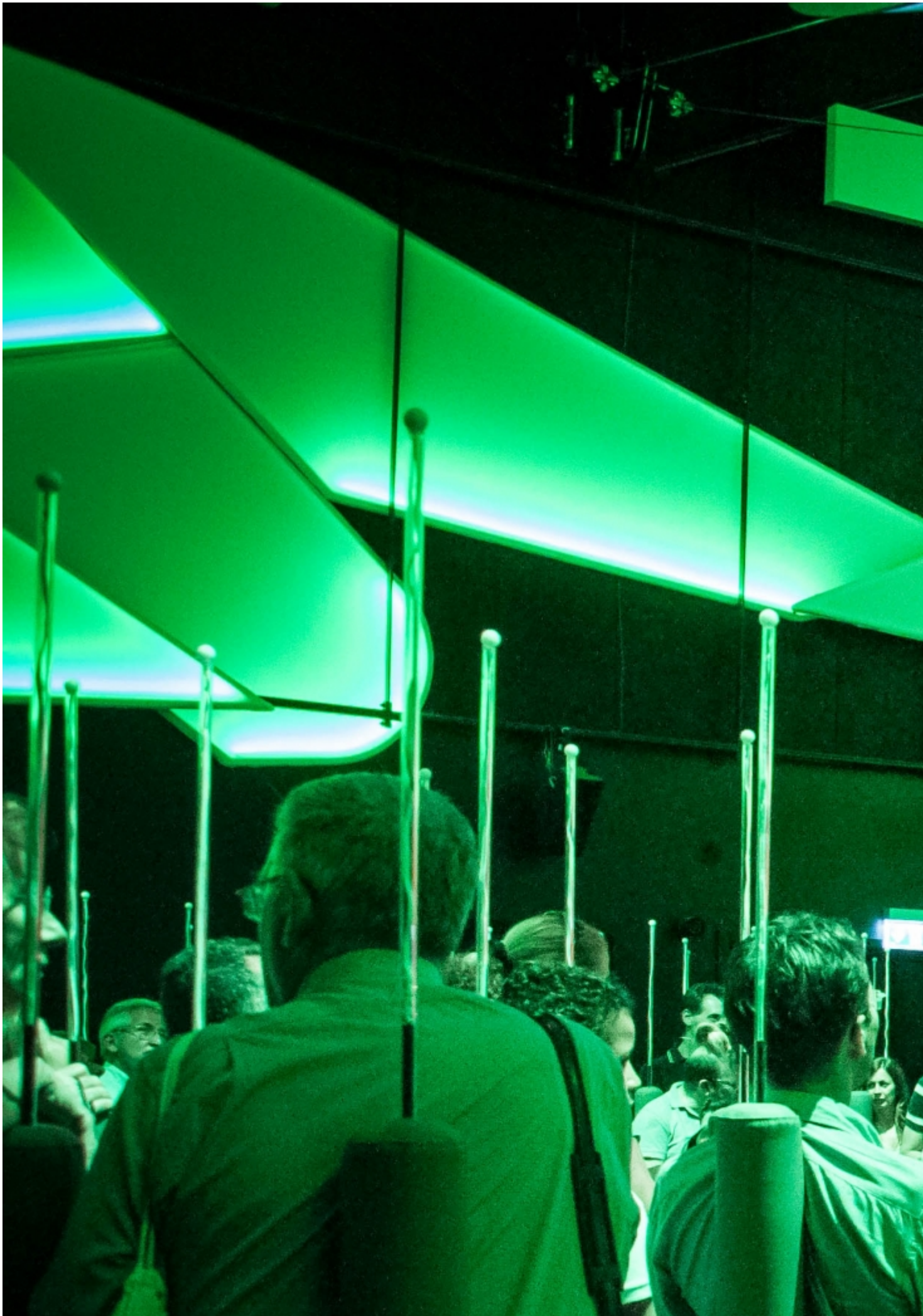


Germany is participating in Expo Milan 2015 with the theme "Field of Ideas." The German Pavilion is 29,000 square feet, which includes indoor and outdoor exhibition areas, two restaurants, and a gift shop.



The SeedBoard is an innovative cardboard device given to visitors at the pavilion entrance. It accompanies the exhibit with an interactive screen in three different languages, and also functions as a musical instrument at the final show. Visitors are encouraged to keep it as a souvenir.





"Be(e) Active" is the final show at the German Pavilion. It features two performers who play live music and interact with the public, and two hanging screens that resemble the eyes of two bees.

***This photo essay is a part of CPD's eight-week special series, "Branding Nations at the Milan Expo." For related coverage, see:***

- [Branding Nations at the Milan Expo](#) (CPD Project)
  - [The German Pavilion: Ideas in Action](#) (CPD Video)
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