

**Thumbnail Image:**



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

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



UNITED STATES OF AMERICA  
UNITED STATES OF AMERICA

AMERICA

The U.S. participates in Expo Milan 2015 with the theme American Food 2.0. The 42,000-sq ft pavilion features a vertical farm with 42 different varieties of vegetables, grains, and herbs.

VERMONT

THE GREEN MOUNTAIN STATE

WELCOME  
TO



NEW YORK

The Empire State

Welcome to

Indiana

Crossroads of America



WELCOME TO

ILLINOIS



THE LAND OF LINCOLN

From the People of Illinois

From special meals to comfort food, food is a way to understand, share the history, traditions, and techniques of a particular region. Food is family, friends, and strangers. It is a way to be an integral part of a culture that brings people into the world and brings regional food to the table.

Transportation of the food from regional to our contemporary food experience. When Joseph Marie Ward in the Bronx, New York, a Proving Grounds to make the food. It is a way to be an integral part of a culture that brings people into the world and brings regional food to the table.

It is the official food of the U.S. President.

# E IN AMERICA REGIONAL CUIS

deliziose, variegatae cucine d'America.  
contraddistinguono e che articolano le nostre  
combiniamo influenze indigene e d'immigrazione con  
creare il nostro caratteristico cibo contemporaneo.  
grazie ad una spiccata mobilità all'interno della  
tradizioni culinarie locali resta forte. Buon appetito!

The pavilion highlights the connections between the U.S and Europe and aims to create awareness about the global challenge of feeding 9 billion people by 2050.





The pavilion highlights diversity and entrepreneurship at Food Truck Nation.

***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 USA Pavilion: Innovation and Diversity](#) (CPD Video)
  - [The USA Pavilion at Expo 2010 Shanghai: "Brand Ambassadors"](#) (CPD Video)
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