Published on *USC Center on Public Diplomacy* (https://uscpublicdiplomacy.org)

Thumbnail Image:

Oct 23, 2017 by CPD Blog Manager

Sights From Milan Expo 2015: USA [1]

UNITED STATES OF AM
AMERIC

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 STA
WELCOME
TO
NEW YORK
The Empire State
Welcome to
Indian
Crossroads of Am
WELCOME TO
ILLINOI
THE LAND OF LINCOL
From the People of Illinoi
E IN AMERICA
EGIONAL CUIS
e deliziose, variegate cucine d'America.
contraddistiguono e che articolano le nostre
bbiniamo influenze indigene e d'immigrazione con
creare il nostro caratteristico cibo contemporaneo.
razie ad una spiccata mobilità all'interno della
radizioni 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.

TRU CK NATIO

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)