

The Universal Exhibitor's Choice -
99,600 sqm German Quality by Mehler



Case Study

Expo Milano 2015



Valmex® (FR) 700 SHADOW

Valmex® (FR) 900 SHADOW

Valmex® Mehatop® F Type I

Valmex® Mehatop® F Type II

Valmex® Mehatop® F Type III



While tensile construction is the favoured design feature at Expo 2015 in Milan, Mehler benefits of its excellent reputation of high quality german coated textiles.



The first coup of Mehler was to provide material for the huge sun shading systems of the Expo 2015 paths. The idea of the two axes derives from the Roman concept of a town's grid with decumano and the perpendicular cardo. These are the typical features of roman town planning which can not only be seen in the grids of old roman towns in Italy but as well in Jerusalem for example or Damascus.



Mehler Material covers the area of more than 13 Football Pitches at Expo 2015

Project Name:	Sun Shading Cardo&Decumano	Quantity:	85,000 sqm
Project Name:	Iranian Pavillion	Quantity:	2,500 sqm
Project Name:	Ferreo Pavillion	Quantity:	1,600 sqm
Project Name:	Institution Bologna Pavillion	Quantity:	4,500 sqm
Project Name:	Tent at the entrance	Quantity:	6,000 sqm



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As Milan gets quite hot during summer the designers of the Expo area decided to cover the two axes in a way that the old Romans would certainly have appreciated as well: it seems that the fabrics are only loosely fitted to the rectangular frames. Of course there is engineering to do nowadays but it's really good to see textile structures in a way that seems natural – indeed a straightforward approach to this ephemeral structure. Here it is easy to imagine that there will be a second life for these fabrics after the Expo closes its gates. Mehler is already speaking with NGO's organizing shelters for refugees. As the huge structures at the Expo follow a rather simple cutting pattern, it is easy to recycle the material for tents.

As „Feeding the Planet - Energy for Life“ is the theme for this year's Expo, Ferrero will be present as well. Their pavilion which is dedicated to the company's social initiatives the fabrics of Mehler will add to the playful outlay of the structure. Here as well, recycling plays a crucial role in the concept. As Mehler fabrics are a particularly light material it is easy to imagine how they can quickly be dismantled after the show. Ferrero plans to reuse all of the material in one of the educational centres of their Social Enterprise.



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The Iranian pavilion comes along with the theme „Global Sofreh, Iranian Culture“. The concept aims at conveying God's blessing to the people all around the world. Old wisdom plays another important role as this is seen as the clue to solving the planet's feeding and energy challenges.

Tradition, sustainability and openness to diversity serve as the three main themes of the Iranian pavilion designed for Expo Milano 2015. The concept was prepared by the team led by local architect Kamran Safamanesh. The three themes are summarized by an object that conveys them all: the Sofreh, a square of fabric that identifies the set table, one of the most important objects for the culinary culture of Iran. The Pavilion's architecture is derived from this image in the form of an open structure, similar to a tent. Clear enough that Mehler fabrics are the optimal means to build these features. They playfully join in the pavilion's structure – here again the visitors will appreciate the shading functions of the fabrics.



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