



**An immersion into Italian Beauty.  
“Made in Italy” PANORAMA Installation Comes to NYC’s Grand Central  
Terminal**

Beginning Saturday, June 25, New Yorkers and tourists alike will have the opportunity to experience Italy and immerse themselves in Italian beauty without ever leaving the U.S.

**The Ministry of Economic Development, the Italian Trade Agency, and the Altagamma Foundation** are bringing Italy to New York City’s iconic Grand Central Terminal with an extraordinary 360° panoramic video installation - PANORAMA - that takes guests on a journey through Italy’s culture, landscapes, and craftsmanship. *Panorama* was brought to life by a pool of public institutions and private associations including also **SIMEST, the National Chamber for Italian Fashion, Salone del Mobile.Milano, the Chamber of Commerce of Milan and the Municipality of Milan.**

The installation will be open to the public every day from 9 a.m. to 6 p.m. beginning Saturday, June 25 through Wednesday, July 20, 2016 in Vanderbilt Hall East at Grand Central Terminal (entrance at 89 E 42nd St).

*“Panorama is a great example of a collective project for the Italian cultural and creative Industries”* says Mr. Ivan Scalfarotto, Vice Minister of Economic Development. *“Italy is the most renowned country of origin for high-end products. In this segment, Italian brands have a worldwide market share of 22% in personal goods, 40% in designer furniture, 24% in food and beverage and 10% in yachts. The cultural and creative industries in Italy contribute to 4% of the National GDP and employs more than 500,000 people.”*

*“Panorama, with its ability to combine beauty and style, technology and innovation, represents the best of Made in Italy and of those products that the Italian Trade Agency is promoting on the US market, a priority for Italy, with a total investment of 74 million dollars”,* adds Michele Scannavini, President of Italian Trade Agency.

*“Panorama was created by Altagamma as the perfect representation of the High-End Cultural and Creative Industries. As a matter of fact, Italian fashion, design and food are all strongly rooted in our cultural heritage and Italian beauty”* says Andrea Illy, chairman of Altagamma and project leader of Panorama. *“A beauty that can be found in our high craftsmanship, and that therefore explains the success of Italian creative industries, worth nearly \$1,200 billion globally with \$113 billion of Italian quota.”*

Panorama Trailer available here: <https://youtu.be/MIPLpxoDNVo>

Below are additional details for reference.

**WHO:**

- The Ministry of Economic Development, the Italian Trade Agency, the Altagamma Foundation, SIMEST, the National Chamber for Italian Fashion, Salone del Mobile.Milano, Chamber of Commerce of Milan, and Municipality of Milan

# panorama

## WHERE:

- Vanderbilt Hall East at Grand Central Terminal (entrance at 89 E 42nd St).

## WHEN:

- Saturday, June 25 to Wednesday, July 20, 9 a.m. to 6 p.m. daily.

## WHAT:

- PANORAMA, which first debuted at Expo 2015 in Milan, is an extraordinary story of beauty and Italian excellence. A 15 minute panoramic video that enhances and provides exceptional insight into enhancing three words: Made in Italy.
- PANORAMA is about the strong link between nature, culture and craftsmanship; it shows how Italian excellence – including fashion, design, food and beverage, hospitality, automotive, etc. – is well-established in the savoir-faire and cultural heritage that Italy has created in over 3,000 years of history.
- As visitors enter the architectural structure in Grand Central Terminal, they will be enveloped by a 360° panoramic screen and immediately immersed into a multi-sensory experience that will allow them to explore Italy.
- Imagery of more than 200 locations throughout the country – flying over the Coliseum, observing Rome from above, revelling in the splendour of the greatest artworks held in Italy's museums, by artists such as Raphael, Leonardo Da Vinci, Giotto and Botticelli. The digital imagery completely displays the most sophisticated details of Italian craftsmanship. Viewers will wander through centuries-old vineyards and enjoy a front-row seat at some of the world's top fashion shows. There will be thrills of luxury Italian car racing and the splendour of the most exquisite foods, all accompanied by the music of the finest composers in Italy's history.
- For more info: <http://www.panoramaitaly.org/>

**Partners:** [Ministry of Economic Development](#) | [Italian Trade Agency](#) | [SIMEST](#) | [Milan Chamber of Commerce](#) | [Municipality of Milan](#) | [Altagamma Foundation](#) | [National Chamber for Italian Fashion](#) | [Salone del Mobile.Milano](#). **In collaboration with:** [Ministry of Cultural Heritage and Activities](#). **Sponsor:** [UniCredit](#)  
**Concept and Direction:** Davide Rampello | **Production:** [Drawlight](#) | **Architectural project:** Alessandro Colombo, Studio Cerri & Associati.

**Website :** [www.panoramaitaly.org](http://www.panoramaitaly.org) | **Twitter:** @PanoramaNewYork | **Hashtag:** #PanoramaGC

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