WTC
WORLD TECH CONFERENCE

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World Tech Conference 2027

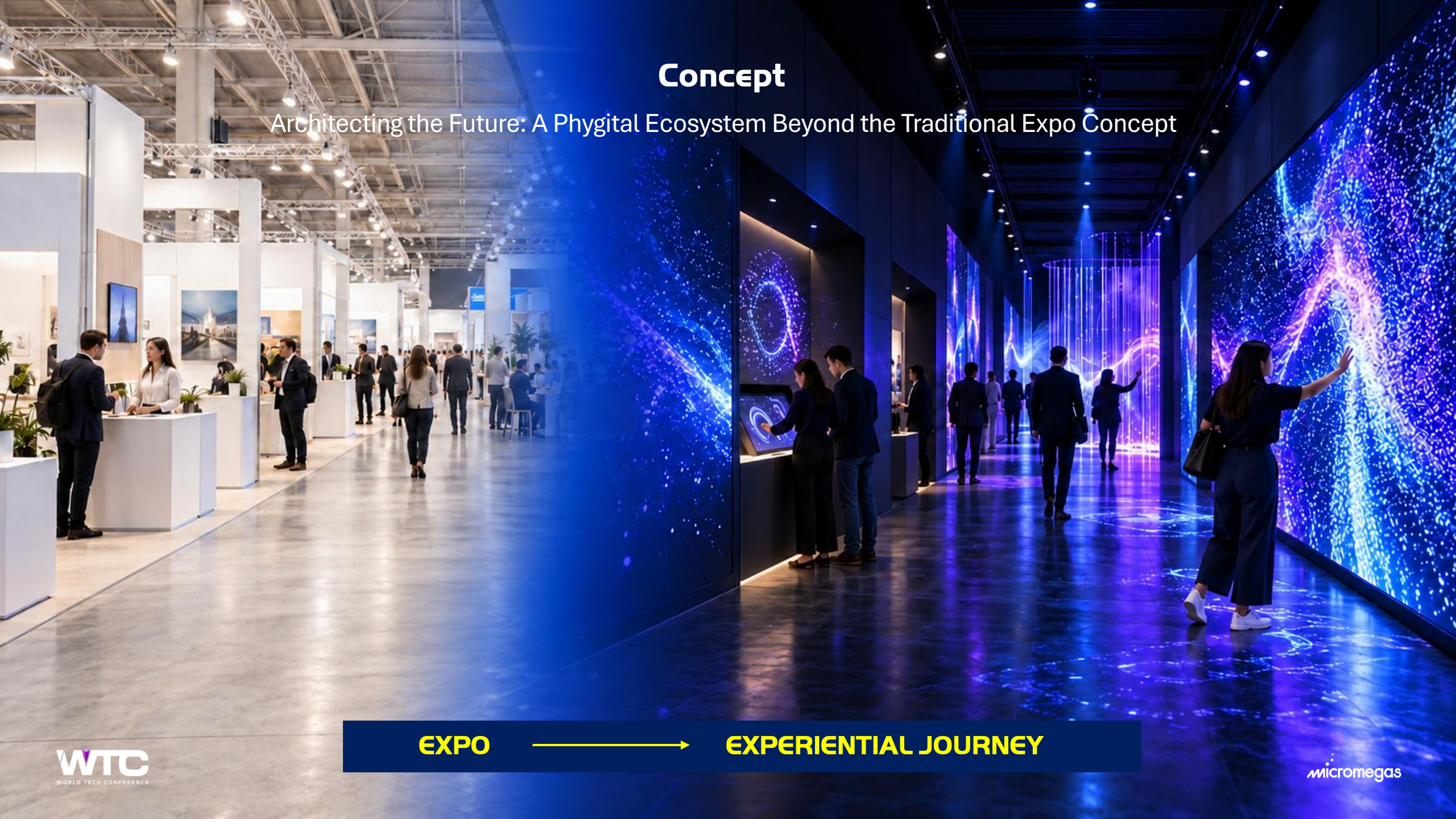
June, 7–10 , 2027

Allianz MiCo – Milan (MI)

Experiential Journey

Concept

Architecting the Future: A Phygital Ecosystem Beyond the Traditional Expo Concept



EXPO → **EXPERIENTIAL JOURNEY**

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Objectives

- Create a Multifunctional Space Natively Integrated with the Conference Scientific Program: the experience must be Accessible and Create Added Value for Different Audiences (from Scientists to Managers, from University Students to Policy-makers)
- Move Beyond the Traditional Trade Show Booth Model
- Develop a Common Narrative Thread Linking the Different Contents and Bringing a “Materialized” Communication Journey to Life
- Create Engagement and Edutainment
- Foster Networking
- Co-design with Partners, Enhancing Their Role: from Sponsors to Mentors/Thought Leaders

Location

The Blue Area is located on Level 2 of Allianz MiCo's North Wing and serves as a true connecting hub between the area's main halls.

With over 3,000 m^2 of floor space, it offers generous circulation areas and represents a central hub of the Conference:

3,000 m^2_x000B_Central and flexible area

10 Main Halls
Ocean 1–4 · Aqua 1–4 · Sky 1–2

Strategic Location
Adjacent to Ocean 1–4, Aqua 1–4 and Sky 1–2, as well as the North Wing Meeting Rooms and Suites.

High Flexibility
The surrounding halls are modular and can be combined; the Ocean halls, for example, can be used individually or joined in configurations of two or four halls.

Simple and Intuitive Flows
Two perimeter corridors connect Ocean, Aqua and Sky directly to the Blue Area, making it easy to move between the different moments of the event.



Location



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Mood

Interactive Exhibition & Ecosystem



The Technology Scale: from the Infinitely Small (atoms, bits, tokens...) to the Infinitely Large (universe, space...)

Content

AI, Quantum, Supercomputing, Cybersecurity, Networks, Energy, Life Sciences, Sustainability, Applications and Services, Sovereignty

MY DIGITAL TWIN

The idea is to create a continuous relationship between person, avatar and space: visitors enter the physical world of the event while simultaneously activating their own digital presence, which evolves throughout their journey.

AI MATCHMAKING

Connections between People and Companies.
A platform that suggests connections based on interests, skills, industry, and professional goals. It can facilitate meetings between startups, investors, companies, and researchers.

GENERATIVE AI EXPERIENCE

Real-Time Content Creation.
An interactive station where visitors can generate images, videos, graphics, or visual identities using prompts. The results can be displayed on a large shared screen or turned into personalized content to share.







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Content

AI DEMO LAB

Hands-On Technology Experiences.
Tools designed for live demonstrations, including voice assistants, computer vision, robotics, real-time translation, digital humans, and business process automation.



QUANTUM PLAYGROUND

An Introduction to Quantum Computing.
An interactive lab where visitors can explore qubits, quantum circuits, and phenomena such as superposition and entanglement, while comparing classical and quantum simulations.



LIVE INTELLIGENCE WALL

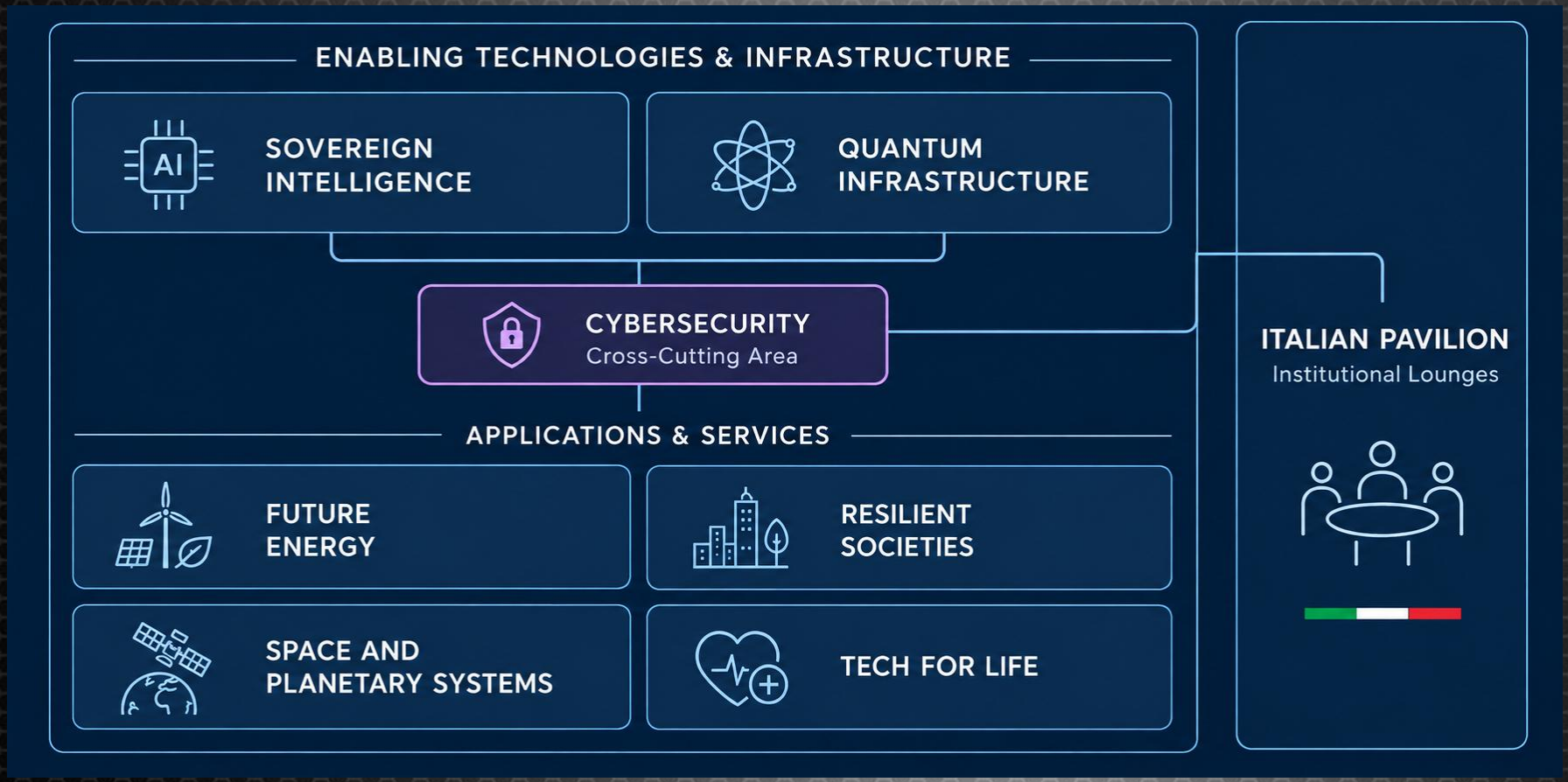
An Environment That Responds to the Event.
A large screen displaying real-time polls, emerging topics, audience questions, session results, and generative content. It can become a central visual feature of the HUB.



Concept Map

Aligned with the Conference's Vision, built around **6 Key Strategic Technology Systems**:

Sovereign Intelligence, Quantum Infrastructure, Future Energy, Resilient Societies, Space and Planetary Systems, Tech for Life.



Journey

Area 1:

The Building Blocks of the Digital Future: AI, Quantum and Supercomputing



- *Interactive Installations*
- *Quantum Computer Types and Mock-ups*
- *Frontier LLMs on Display*
- *Partner-led Branding*

Area 2:

Enabling Infrastructure: Networks, Connectivity, Data Centers, Gigafactories, Energy, Nuclear



- *Data Networks: Fiber, 5G and 6G, etc.*
- *Smart Power Grid*
- *Data Centers, Edge Data Centers, Gigafactories (Italian Consortium on Display)*
- *Installations, Interactive Floors, Area Guides, Holographic Showcases*

Area 3:

Security



Area 4:

Applications and Services



- *Digital Government*
- *Healthcare*
- *Mobility and Transport*
- *Security*
- *Financial and Insurance Services, Payment Systems*
- *…*

Area 5:

Italy Pavilion and Institutional Lounges



- *Italy Pavilion in Collaboration with MIMIT and ICE/ITA: Focus on SMEs*
- *Institutional Lounges (Asstel, Asseprim, Public Departments, etc.)*

Area 6:

Agora/Pitch Arena



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Tool 1/3

EXPERIENTIAL TOOLS INTEGRATED INTO THE ARCHITECTURE

AI Responsive Architecture

Smart Floor

Transparent Digital Windows

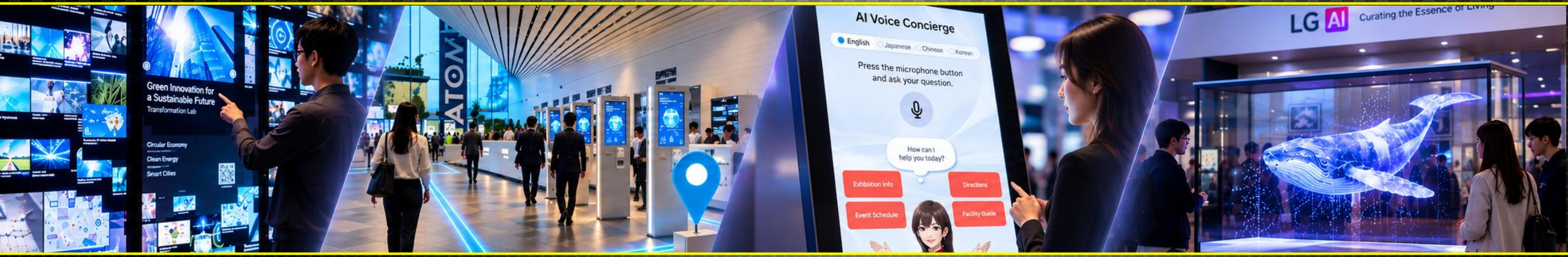
Generative AI Sculpture



Tool 2/3

TOOLS TO TURN THE SPACE INTO AN INTERFACE

AI Touchwall | Living Map | Voice Interface | Holographic Product Explorer



Tool 3/3

TOOLS TO ACTIVELY ENGAGE THE AUDIENCE

Collective Intelligence | AI Identity Generator | Human AI Co-Creation Wall | Quantum Visualizer



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Render 1/2

Digital Twin



Main Stage



Render 2/2

Hall



Italian Pavilion



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