



## @ Grand Central - PANORAMA - An Immersion Into Italian Beauty

(June 26, 2016)



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.

An extraordinary 360° panoramic video installation – [PANORAMA](#) [2] – that takes guests on a journey through Italy’s culture, landscapes, and craftsmanship.

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°

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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.

Panorama is from the Greek pan- ‘everything’ and orama ‘sight’, from oràò ‘I see’

A vivid optical machine, in which the viewer can see a broad picture that, produces a perfect illusion; a representation of the most beautiful monuments in a city, a lithography or etching; a magnificent view that embraces a great vista.

Panorama is an extraordinary story of beauty and Italian excellence, born thanks to the co-operation of several partners, who share the goal of enhancing the meaning behind “Made in Italy”, which debuted for the first time at Expo.

Panorama is about the strong link between nature, culture and craftsmanship, it shows how Italian excellence – including fashion, design and food – is well established in the savoir-faire and cultural heritage that Italy has created over 3000 years of history.

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).

The Panorama team travelled across the entire country in order to shoot images in more than 200 locations and 100 companies, creating the most emotional and innovative movie on Italian beauty.

The best cultural and creative Italian industries showed the cameras the secrets of their creations and drones used for the 360° shoots for the first time flew over the most beautiful landscapes and artistic sites.

**Source URL:** <http://www.iitaly.org/magazine/events/reports/article/grand-central-panorama-immersion-italian-beauty>

#### **Links**

[1] <http://www.iitaly.org/files/panorama-immersion-italian-beauty>

[2] <http://www.panoramaitaly.org/>