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Expo 2020 Dubai: The UAE Pavilion Celebrates The Spirit Of The Nation

A multi-sensory, immersive experience connects the UAE's past, present and future with its inclusive vision

BY PRATYUSH SARUP



For an experience that would offer Expo 2020 visitors a rich and nuanced glimpse of the nation, the UAE Pavilion team invited two Amsterdam-based studios – [Tellart](#) and [Kossmanndejong](#) – to author an immersive concept that is both grand and intimate.

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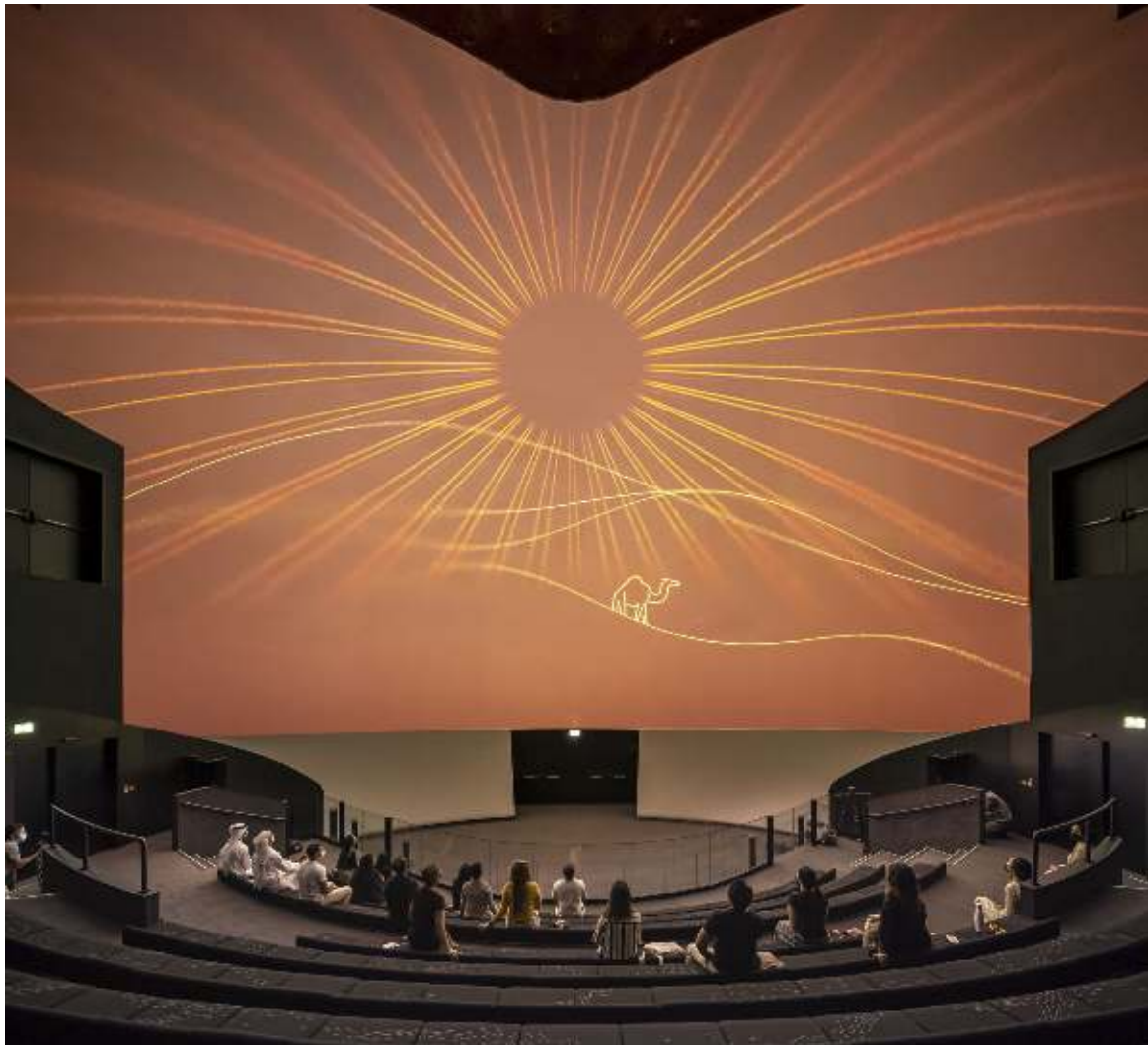
The result is a multi-layered, interactive journey in and around the Santiago Calatrava designed building that not only embodies the history of the nation, but in integrating it with the multi-cultural values of the UAE and its soaring vision for a better future makes it relatable to the rest of the world.



“From the very beginning this has been a deeply personal journey, and a close and honest collaboration with local and global talent to develop the installations,” says Tellart Founder & Chief Design Officer Matt Cottam. “Our work was guided by deep research into cultural heritage and intangible heritage guidance from UAE storytelling experts. We were truly inspired by intergenerational relationships and the sense of shared cultural identity and values. Our use of emerging technologies enabled us to translate this feeling of unity, and the truth of their nation’s collective progress in a sensorial, affecting way.”



Titled 'Land of Dreamers Who Do', the experience unfolds as a meandering path, inviting visitors to take a walk through six interactive and immersive sections: each one telling a different chapter of the nation's story, inviting a domestic and global audience to form an emotional connection with the UAE and those who live there.



From rippling sand dunes and interactive floors, to projection mapped surfaces that tell the story of historic trade routes using 700 artefacts and ultimately an inspiring glimpse of the future – envisioned as a dreamy, rippling mirage – the experience in many ways underscores the core values of the UAE. Tellart and Kossmanndejong worked in tandem with the UAE Ministry of Youth, administrator of the UAE Pavilion, and cultural experts to ensure each section of the UAE's Pavilion was carefully conceived and crafted to complement the spatial properties of the falcon-inspired building.



Inviting visitors to imagine what lies ahead, the Near Future installation reveals new dimensions of the UAE's ambition. From the future of farming and marine biodiversity, to medical research and education, and finally a glimpse of what traditional celebratory gatherings could look like in the times to come, this section connects the dots between heritage and potential to offer a hopeful view of the world.



To deliver the experience, a raft of multi-cultural, multi-disciplinary artists put their best foot forward. From the British composer Matthew Herbert who brought a dynamic presence to the auditorium, to local artists such as Mohammed Somji, Ammar Al Hattar and Mahra Almehairi offering up fresh insight into Emirati identity, the impressive, 2500-sqmt visitor journey is just as uniquely diverse and welcoming as the country it celebrates.

Find out more about the Expo 2020 Dubai [here](#). Purchase tickets [here](#).

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