

EXPO 2020 DUBAI, UAE

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Austria at Expo 2020 Dubai: An Edgy Pavilion of Countless Inspirations

In the heart of Europe, Austria once again manages to build bridges and turn diversity into an asset, which often help the country find the best solutions. This principle also makes use of the contribution of this Alpine country in Expo 2020 Dubai. In the spirit of the Expo 2020 Dubai theme “Connecting Minds, Creating the Future”, the pavilion brings together the best Arab and Austrian practices and innovative construction methods into an intelligent, resource-efficient architecture.

A pavilion of *Connecting Minds*

The groundbreaking ceremony for the Austrian Pavilion took place on October 29, 2019 in the presence of Beatrix Karl, Government Commissioner, and Najeeb Mohammed Al-Ali, Executive Director, Dubai Expo 2020 Bureau. As part of Austria’s participation in Expo 2020’s Opportunity District, extensive activities are planned to further deepen the bilateral relations between Austria and UAE, as well as the whole region. For Austrian Companies, Dubai is a major economic hub in the GCC. Najeeb Mohammed Al-Ali, said: “It is a pleasure to welcome Commissioner General Beatrix Karl and her team to the Expo 2020 site for the Austrian Pavilion ground breaking ceremony. We look forward to seeing Austria’s innovative and exciting construction efforts come to life as we continue our journey together towards a once-in-a-lifetime celebration in less than a year’s time at Expo 2020.”

Two countries of similar size and population are strengthening their relations

“The two countries share almost the same size in terms of population and area, and the UAE is Austria’s most important economic partner in the Near and Middle East,” emphasizes Beatrix Karl. The economic ties between the two countries are becoming increasingly tighter. In the UAE, for example, there is interest in Austrian high-tech solutions and, among other things, innovations in the construction and environmental sectors are in demand. Additionally, due to increasing health awareness Austrian organic food represents an exciting niche. The products are manufactured to meet the highest ecological standards.

Opportunities for the buildings of tomorrow

In Dubai, as it was the case of the award-winning contributions in the Milan and Astana Expos, Austria will introduce an unusual concept: 38 interlocking cones blending on a 2,400 m² pavilion to form a harmonious structure. The cones are between 6 and 15 meters high, cut off at the top and plastered with clay. Using the world's oldest building material and an intelligent ventilation concept with wind towers, the Austrian Pavilion will naturally provide a comfortable atmosphere.

iLab: Advanced solutions from Austria

Like no other type of events, World Expos provide a forum where key future issues are addressed, and where the best ideas enter into creative competition. Expo 2020 Dubai will also present trend-setting developments and act as a catalyst for change. In its pavilion, Austria will display resourceful initiatives and inspiring solutions from Austria in a dedicated exhibition-area. As a best-of-selection, this iLab will present a wide variety of topics.

Varied event program on current topical issues

The framework program of the Austrian participation around the core themes of economy, youth and tourism will address present and future global issues. In addition, an extensive cultural program with exhibitions and music events is currently being prepared. Different event formats, such as talks and showcases, in cooperation with other pavilions, aim to initiate discussions that go beyond disciplines and national borders, highlighting concrete future scenarios and presenting cutting-edge innovations. The highlight of Austria's Expo 2020 participation will be Austria Day on November 12, 2020. On this day, Austria will present itself to the international Expo audience with actively cultivated customs as well as interdisciplinary art and cultural accents.

Sensory staging between analog and digital

The exhibition inside the Austria Pavilion takes visitors on an inspiring journey of discovery through spectacular spatial sequences, bringing together sensory and digital experiences into a coherent structure. The Austrian art and research platform *Ars Electronica* is an internationally acclaimed benchmark for digital productions. In collaboration with *büro wien*, the exhibition is curated and realized by one of the leading agencies for staged communication.

Austria at the World Expo www.expoaustria.at

With its unusual pavilion, Austria joins the successful participations of the last World Expos, which were real crowd magnets. The Austrian contribution at Expo 2020 Dubai is located in the Opportunity District and showcases ideas and visions on socially relevant topics of our time.



OFFICIAL PARTICIPANT – AUSTRIA

Querkraft, the architectural office, is setting up the pavilion with 38 clay plastered cones, combining the advantages of traditional architecture with innovative construction methods. The exhibition is curated and realized by *Ars Electronica Solutions* and *büro wien*. A total of 100 Austrian companies will be present at Expo 2020 Dubai for the design and construction of the Austrian pavilion and in its dedicated exhibition, the iLab. The contribution is funded by the Federal Ministry for Digital and Economic Affairs (BMDW) and the Austrian Federal Economic Chamber.

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For Media queries, please don't hesitate to get in touch with:

Mohga Hassib | Account Manager | Neo Social & PR

M: +971 55 8200 204 | expoaustria@neosocialandpr.com | www.neosocialandpr.com

Expo Office Austria

Helmut Döllner | Director Expo Office Austria

E press@expoaustria.at | W expoaustria.at