The Swiss Pavilion

Switzerland was the first country to confirm its participation in the Expo 2020 Dubai. The first world exhibition to be hosted by an Arab and Muslim country will now take place from to 1 October 2021 – 31 March 2022. During this international event, 192 countries will be participating in the next World Expo, which theme is “Connecting Minds, Creating the Future”.

Located in the Opportunity district of the Expo 2020, the Swiss Pavilion offers a unique encounter with Switzerland and inspires visitors to act for a better world. It showcases Switzerland as a country of scenic beauty and a leading hub of technology and innovation by presenting the excellence of Swiss universities, start-ups and companies as well as creating joint events with local partners.

Reflections

The selected project, Reflections, makes a bold architectural statement from the outside. From the inside, it offers a one-of-a-kind experience.

The pavilion evolves around reflecting key aspects of Switzerland’s culture, nature and innovations, delivered through a series of interactive elements and images: the country’s stunning landscapes as well as Swiss solutions for a sustainable future by showcasing its technologies, innovations and scientific achievements.

Based on the concept of a journey, visitors are invited to experience Switzerland by walking through the pavilion, subdivided into three individual acts.

In the first act, the audience is invited, while waiting in line on a red carpet and holding sun umbrellas, to interact with their own image reflected in the mirror of the pavilion's façade and shape the facets of Switzerland by means of reflection in the mirror.

The journey continues inside the pavilion for the second act. Here a unique experience of nature is staged. The audience strives towards the dramaturgical climax: they walk uphill through a real sea of fog. Destination unknown. When emerging from the fog comes the surprising view of an artistic interpretation of a mountain panorama. Visitors will enjoy a beautiful Swiss landscape and learn about the touristic offer of our country and the opportunities created by a well preserved environment. This authentic Swiss experience shakes all the senses and leaves a biographical note for the visitors.

The third act covers the facet of an urban, sustainable and creative environment, reflecting Switzerland’s position as one of the most innovative and competitive countries in the world. The exhibition will surprise visitors with one last sensory experience. They are invited to discover Swiss innovations and achievements by catching drops of water - from the sea of fog - and

drawing knowledge from the fountains of innovation. True to the Expo theme 'Connecting Minds – Creating the Future', the three acts each communicate Switzerland's strengths and opportunities in the fields of education, research, innovation and business.

The journey ends outdoor with an interpretation of Arab landscapes in the Wadi. A special feature of this landscape are the seating elements made of recycled concrete. Inspired by the Majlis seating culture, they create a place to stay and cultivate hospitality.

Coffee shop and rooftop bar

The Swiss pavilion does not fail to live up to Switzerland's reputation for world class hospitality. Visitors will have the opportunity to experience Switzerland from its sweet side and taste a variety of Swiss chocolate at the Sprüngli Boutique and Café, located on the ground floor. On the rooftop terrace, visitor can enjoy one of the best views of Expo 2020 Dubai with a refreshing drink or tasty snacks at the rooftop bar.

Swissnex

The Swiss Pavilion will present our country as a world-leading innovation hotspot at Expo 2020. To do so, it is partnering up with Swissnex, the global network connecting Switzerland and the world in education, research, and innovation.

Swissnex at the Swiss Pavilion will present content based on the Expo theme weeks, which are linked to the UN Sustainable Development Goals. Swiss universities, start-ups and innovative companies will showcase their research and inventions through temporary exhibits and presentations for the general public. In addition to this, panels, workshops, pitch contests and networking events will take place at the event space and the rooftop terrace.

Swissnex at the Swiss Pavilion also aims to connect our Swiss partners with equivalents from the UAE, the Middle East and other national pavilions. By inviting local and international researchers and students to events and workshops, the Swiss Pavilion will be used as a framework to facilitate the creation of new collaborative partnerships.

Pavilion highlights

- Go on a hike through a sea of fog to feel the thrill as Switzerland's breathtaking panorama comes into view.
- Immerse yourself in Switzerland's reflections for a sustainable future and engage in discussions to tackle global issues.
- Experience Switzerland's hospitality and enjoy the pavilion's rooftop terrace or relax at the ground floor café.

Organisation

Presence Switzerland is in charge of the Swiss Pavilion. It is the unit of the Federal Department of Foreign Affairs, which is responsible for Switzerland's image abroad and Switzerland's official presence in international events, such as World Expos.

Creative team

The selected project 'Reflection' was designed by the Swiss project team OOS AG (architecture), Bellprat Partner AG (scenography) and Lorenz Eugster Landscaping GmbH (landscaping) and built by general contractor Expomobilia.

Partners

The Swiss Pavilion relies on a public-private partnership model. It promotes Switzerland's economic capacity and attractiveness to the UAE – the most important trading partner in the Middle East.

It turns the spotlight on its high quality products and services together with its partners Schindler, Rolex SA, Switzerland Tourism, Clariant, KGS Diamond Group Ltd, Novartis, Nestlé Middle East and North Africa, Roche and and suppliers.

Useful links

- Website: www.swisspavilion.org
- Twitter: https://twitter.com/swiss_pavilion
- Facebook: https://www.facebook.com/swisspavilion
- Instagram: https://www.instagram.com/swisspavilion

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