Press Release

expomobilia
exhibition excellence

Zurich, April 12th, 2019

Expomobilia AG

Ocean Space: the Norwegian pavilion for the Dubai EXPO 2020 will put the sea and people in the spotlight

With Expomobilia, MCH Live Marketing Solutions AG is already set to build the third country pavilion at the Expo 2020 in Dubai: Together with the design team of "Rintala Eggertsson Architects" from Oslo and the live content specialists "Five Currents" from Los Angeles, Expomobilia will be responsible for all construction activities in its role as general contractor. With the "Ocean Space" project, Norway will convey the relationship between people and the sea.

Three European pavilions in Dubai

Florian Faber, CEO of MCH Live Marketing Solutions AG, is delighted about what is already the third pavilion project at the Expo 2020 in Dubai: "We had already been able to announce our role as general contractor for the construction of the Finnish and Dutch pavilions. For "Innovation Norway", we will also take on responsibility for general project management with respect to the spatial and scenographic representation of Norway at the 2020 World Expo in Dubai. This is a great honor for us and will once again showcase our global expertise in producing sustainable brand staging solutions on the world stage. Norway's pavilion will bring visitors under the spell of the ocean and its underwater world." As a market leader in modular construction, Expomobilia is committed to sustainability. The plans for the pavilion, which is modeled on a ship, do not involve the elaborate fixed anchoring of the pavilion in the foundation, meaning hardly any concrete is required. Following the World Expo, it will be possible to reuse practically all of the construction elements. Norway attaches great importance to ensuring the highest possible sustainability ratio – a credo that Expomobilia has also maintained for a number of years.

Press Release

expomobilia
exhibition excellence

Sea more as you dive into an underwater world

The close relationship between Norwegians and the ocean living environment with its maritime treasures will take visitors to the pavilion on a journey through an underwater world. The pavilion made from aluminum and glass panels is externally reminiscent of a ship and will boast an interior based on an underwater topography. With sophisticated light technology, the pavilion will have sleek furnishings: New technologies and innovations from the field of event technology will capture the atmosphere and allow visitors to immerse themselves in the ocean experience. Digitally guided tours will provide an insight into an often hidden world and allow the topic of sustainability to be explored. Fishing and the rich maritime culture are to be brought to life both physically and with augmented reality. Those interested will have the opportunity to control an underwater robot with their cell phone or take a virtual ship tour.

The Expo 2020 in Dubai will take place between October 20, 2020, and April 10, 2021.
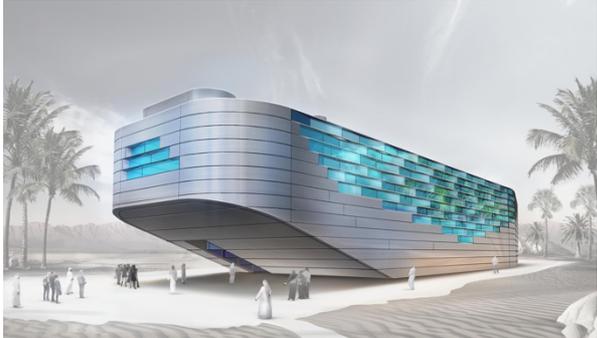
The exterior design of the Norwegian pavilion was modeled into on the shape of a ship by the designers at Rintala Eggertsson Architects and FiveCurrents, and gleams with a shiny mosaic of aluminum and glass.
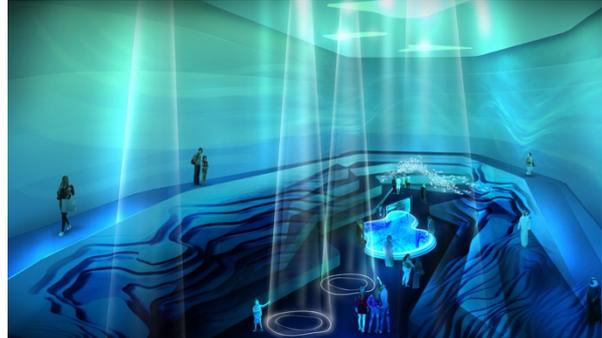
Guests immerse themselves in a spatial underwater world inspired by Norway's maritime culture.

Further information about Expomobilia and our pavilion construction can be found at:
https://www.expomobilia.com/en-US/Pavillonbau.aspx

Media contact
Expomobilia - MCH Live Marketing Solutions AG
Im Langhag 2, CH-8307 Effretikon-Zurich

Marketing
Wassilis Thanasis
wassilis.thanasis@mch-group.com

Expomobilia
As a global general contractor in the field of customized and temporary brand staging, Expomobilia is a globally active partner for pavilion structures, trade fair booths, event constructions and interior fittings. Expomobilia belongs to MCH Live Marketing Solutions AG – a division of MCH Group AG, one of the world's biggest live marketing companies.
https://www.expomobilia.com/