

# It's not just size that matters: Austria at Expos

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visitors using a non-verbal universal language. The Austrian pavilion conveyed an image of Austria that went beyond the usual tourist attractions. It presented a country that, in addition to its undisputed world-famous touristic and cultural features, also holds many surprises in store. But ultimately, the Austrian exhibition made a statement: even cutting-edge technology cannot exist without the human collective and its many different social competences.

The innovative concept attracted a lot of attention: Every sixth Expo visitor and a total of 615,000 people visited the pavilion. Media coverage reached 720 articles in print, radio, TV and online in Austria. Moreover, the pavilion won two design awards: the internationally acclaimed iF Design Award and the Red Dot Award.

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### **World Expo 2020 Dubai - "Austria Makes sense"**

With its motto "Austria Makes Sense", Austria's participation in Expo 2020 Dubai presented the country in yet another unconventional setting. Designed by the Viennese firm querkraft Architekten, the exceptionally shaped Austrian pavilion consisted of 38 geometrically arranged white cone towers inspired by traditional Arabian wind towers and made of precast elements in varying heights.

The cones not only provided a striking contrast to the standard steel and glass architecture so common at World Expos, but also created a sensual experience of light and shadows, a pleasant atmosphere, and spectacular room sequences.

At Expo 2020 Dubai, Austrian innovations were showcased in the iLab space within its pavilion



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Featuring natural building materials and a smart, low-tech approach, the whole structure combined creative use of Arabic traditional building techniques and Austrian expertise in integral building design. The cones were arranged in the main wind direction. Well-positioned and highly effective openings for light provided for moderate air movement. In addition, targeted ventilation at night – in accordance with the ventilative cooling principle – capitalised on the aerodynamic lift in the towers. The traditional clay plaster used in the pavilion's interior provided a pollutant-free, balanced indoor climate. It stored cool night air and released it during the day. The intelligent climate concept saved up to 70 per cent energy compared to conventionally air-conditioned buildings of the same size in the Arab region.

In line with the Expo theme “Connecting Minds, Creating the Future”, the spectacular pavilion's holistic concept connected people, technology and the environment in a perfect example of sustainability. Its structure illustrated the magnificent results that can be achieved when different cultures and minds come together.

### **A journey for all senses**

The scenography, developed by Ars Electronica Solutions and Büro Wien, invited visitors to embark on an inspiring journey of experience and to discover Austria in an unexpected way through features encompassing the senses of sight, hearing, smell and touch – linked with interactive technology components.

For the first time at an Expo, Austria's pavilion featured an “iLab”- a knowledge platform and a space for innovation, inspiration, information and interaction showcasing the inventive spirit of Austrian companies, start-ups, and research institutions to a global audience. More than 50 Austrian projects that contribute to making the world more sustainable, safer and better were exhibited in various thematic clusters: Smart City, Circular Economy, Mobility, Digital Opportunities, Water & Agriculture, New Materials, Health & Life Science and Digital Security.

With 1.2 million visitors and a recommendation rate of 96.5 per cent, Austria's pavilion ranked among the most popular medium-sized pavilions at Expo 2020 Dubai. With 16 awards, including the Silver Award for Architecture & Landscape in the BIE Official Participant Awards, and the Global Design & Architecture Design Awards 2021 (Category: Sustainable Architecture), it was Austria's most awarded Expo participation so far. Some 130 events took place in the pavilion and its VIP Lounge, and a total of 450 delegations were received at the pavilion. More than 100 Austrian companies contributed with their products and technologies, not only to Austria's pavilion, but also to 15 other country and thematic pavilions, or the infrastructure of the Expo site.

### ***A preview: World Expo 2025 Osaka Kansai - “Composing the Future”***

Music has been a part of Austro-Japanese relations since the very beginning, when Emperor Franz Joseph I gifted Japanese Emperor Mutsuhito (Meiji) a grand piano in 1869, thus fuelling the Japanese interest in European classical music.

In Japan, Austria is widely considered as the land of music. Few things have as much power as sound. It envelops, awakens feelings and carries messages. “Composing