

# DUTCH uniting water energy food DUBAI

## Expo 2020 Dubai Amazing Innovation by Dutch Designers and Artists

**At the Netherlands Pavilion at Expo 2020 in Dubai, designers and artists are shining the spotlight on technological innovation. Not only do they add aesthetic value through the power of their imagination; they also help promote a wider acceptance of new technology, resulting in a more beautiful and better world.**

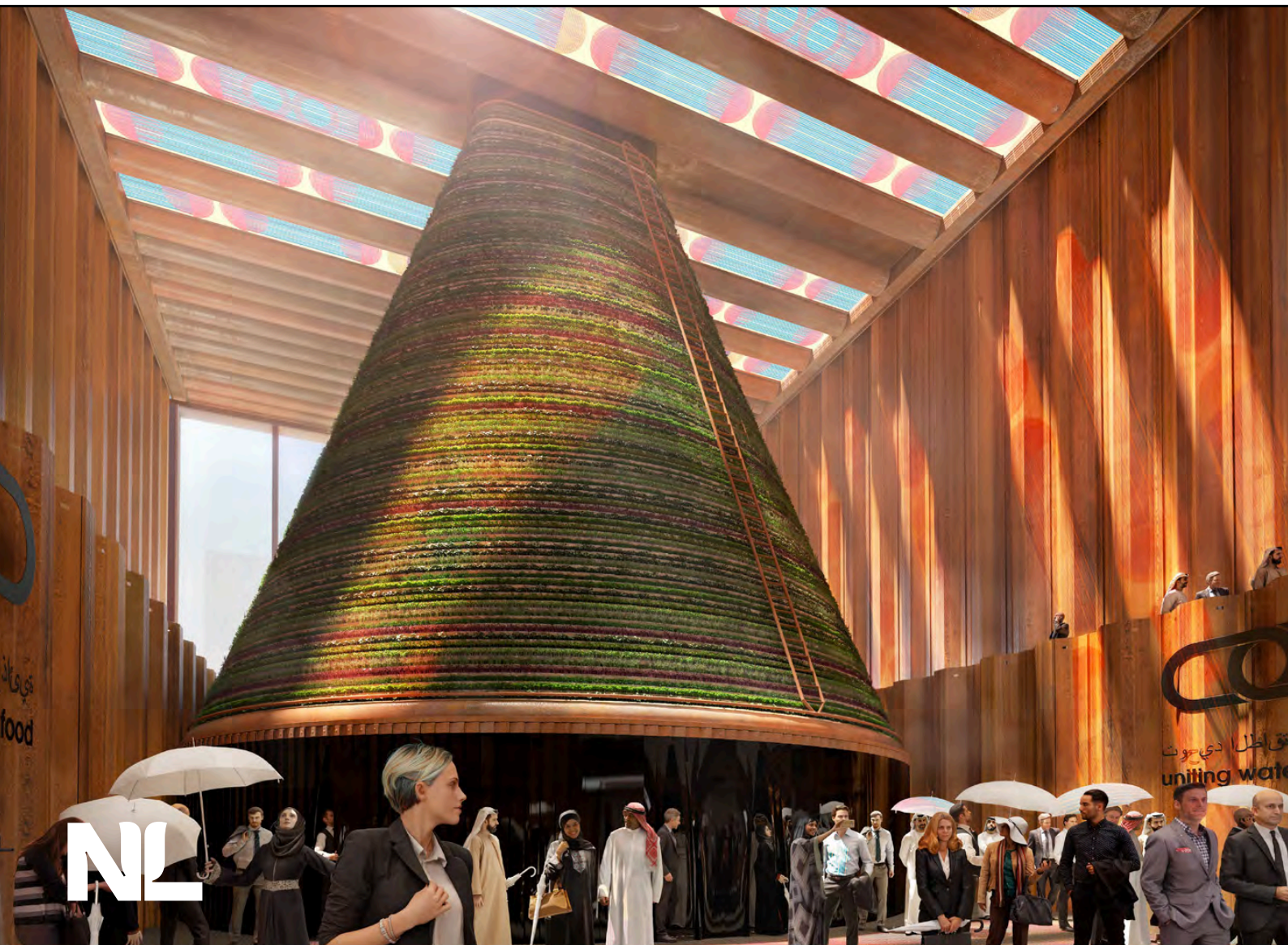
In October, Expo 2020 will open in the desert of Dubai. The Netherlands Pavilion, a biotope, is the embodiment of our chosen theme of 'uniting water, energy and food', demonstrating the connection that the Netherlands has succeeded in making between sustainable energy, water management, agriculture and circularity. Designers and artists are a key part of all this. Their work evokes the vulnerability and fragility of our world. With the growing depletion of natural resources – a highly relevant issue in the Middle

East – they present concepts and innovations that stir the imagination and stimulate the senses.

### **A spectacular interior**

For 150 years now, world fairs have made an important contribution to the history of architecture. A number of structures erected for a world fair are still standing today, such as the Eiffel Tower and the Atomium. This will not be the case for the Netherlands Pavilion in Dubai, which will be completely dismantled after the Expo is over, leaving

a minimal footprint. But its impact will be no less for that. V8 Architects deliberately opted for a neutral exterior and simple construction materials, such as steel that was already available in Dubai. All the attention paid to the approximately 4,000 m<sup>2</sup> structure is directed at the interior, which has a temporary circular climate system created using purely natural resources that are present in the area.



### Harvesting water from the air: a world first

The centrepiece is formed by the SunGlacier. With this installation, artist and inventor Ap Verheggen has achieved a world first. With the help of an ingenious technique, he manages to do what was deemed impossible: create water from the dry desert air. His installation treats visitors to a daily rain shower of hundreds of litres of water. Marjan van Aubel Studio excels in seductive, colourful solar panels. Buro Belén developed biodegrad-

ble curtains inspired by the original vegetation in Dubai.

### Acceptance depends on aesthetics

The artistic programme, which was put together by Monique Ruhe, seeks to stimulate the senses. As soon as they enter the semi-sunken pavilion, visitors are surrounded by the fragrance of Mastenbroek polder, an olfactory installation by Birthe Leemeijer. In his photographs Kadir van Lohuizen captures the effects

### Not for publication

For more information and/or interview requests with the architects, designers or artists concerned: Nicole Uniquole, [info@uniquole.nl](mailto:info@uniquole.nl). Uniquole is the strategic adviser for the artistic programme at the Netherlands Pavilion in the area of design, art, architecture and media, working on behalf of the Ministry of Foreign Affairs.

of climate change and contemporary food production in a probing way. Joep van Lieshout's clocks sound as if they are heralding the end of time. Or is it the dawn of a new age? Berndnaut Smilde creates clouds that float through the air. Outside, Theo Jansen's 'Strandbeests' – constructions of PVC tubes driven by the wind – roam around the grounds. These artists, and others, show that when it comes to innovation, aesthetics may be more important than technology in

encouraging broad acceptance – a prerequisite for solving global challenges.

**EXPO 2020 DUBAI will take place from 1 October 2021 to 31 March 2022.**

**The Netherlands Pavilion will be located in the Sustainability District, sharing expertise in the area of water, energy and food. [www.dutchdubai.com](http://www.dutchdubai.com)**



**Art  
boosts  
innovation**