Kazakhstan Pavilion – Gateway to tomorrow

ARCHITECTURE – SHORT SUMMARY

Aesthetic, radiant and with large, curved openings, the Kazakh pavilion welcomes its guests. At the EXPO, Kazakhstan presents itself rich in tradition, yet modern & future-oriented. This contrast is put into an exciting relationship. The design is inspired by traditional architecture, but represents a mixture of modern solutions at the same time – specifically, a combination of the future and Kazakhstan's cultural heritage, as is evident in the entrance arch with its gold-ornamented, Scythian animal motifs. The 3-level pavilion consists of a free-standing square shell with an archway providing a glimpse into the building core – the 'Treasure Box'. The shape of the pavilion resembles Kazakhstan's traditional 'kalpak' hat. Its external façade was inspired by the latticework of Kazakh yurts with their round crowns, perforated with algorithmically arranged holes to provide both ventilation and fascinating light effects. Built in the lightweight construction tradition, many of the pavilion's structural elements are made of 100% recyclable steel so that they can be re-used as planned. The design is also sustainability focused, with the perforated façade providing natural shade in a hot climate, as well as ensuring optimum ventilation of the inside area. On the whole, the architecture makes a clear statement: the pavilion stands for the country's unique culture and natural diversity, while emphasizing Kazakhstan's dynamic development and future viability.

CREATION & REALIZATION

Kazakhstan communicates a clear message with its pavilion that visitors have various opportunities to experience: this is a country with major opportunities that is motivated to become one of the most competitive economies in the world. Inside the pavilion, whose design was inspired by traditional architecture, are exhibits comprising a modern mix of digital solutions and Kazakh traditions that link the country's past and present.

The Kazakhstan Pavilion at Expo 2020 in Dubai boasts a resplendent sun on its facade expressing the country's pride and confidence, as well as its many traditions, and it is the most important symbol of Kazakh cultural heritage. Passers-by are captivated by the Kazakhstan Pavilion's impressive architecture. It consists of two different elements: a spectacular free-standing facade and a solid core – the 'Treasure Box'.

Focus on sustainability

The pavilion is built in the lightweight construction tradition and the use of composite building materials and reinforced concrete has been reduced to the minimum. During the implementation phase the architects focused on the optimum material and making effective use of its properties. For example, large sections of the pavilion structure and facade are made of steel that can be reused and is almost 100% recyclable.

Facade design

When the sun shines on the Kazakhstan Pavilion's facade a light play occurs that causes the algorithmically arranged pores to sparkle. Not only does the perforated facade look stunning, it also provides natural shade and ventilation. In addition to that, the exterior wall functions as an enclosure for a pleasant open-plan inner courtyard where pavilion guests can rest in the shade. And while they are waiting in the shade in this outdoor area of the pavilion, they are entertained by the inspiring performances on the neighbouring stage. Individual elements of different heights with elliptical fabric roofs are installed at various positions. They provide a pleasantly shady waiting zone and make an inviting statement. The entrance area is adorned with impressive Scythian animal motifs representing Kazakhstan's rich cultural heritage.

SUCCESS & FEEDBACK

More than 1.6 million visitors and overwhelmingly positive feedback – as well as the enthusiasm and pride with which the client Kazakhstan, QazExpoCongress, showed interested visitors the pavilion and the Main Show – indicate just how successful this project has been.

Selected visitor feedback:

- I really enjoyed the Kazakhstan pavilion. I love that it's very balanced, between the past and cultural elements of Kazakhstan and the move into the future – showcased in an amazing performance.
- If I have to rate the Pavilion from 1 to 10, it would definitely be a 10. Because it's so innovative, and so new, it's something that you never saw before! And it's also interactive.
- One of the greatest pavilions so far. The architecture is beautiful, the performance was immaculate, so great and nice fusion of the traditional and the conceptional.
- We found it very enlightening and humble, energetic and really beautiful. It really touched me, thank you so much for showing this!
- It's one of the best! It was very nice, especially the technology and the impact it had.
- The journey took us to a very different concept, and we enjoyed it so much, thank you!

The Kazakhstan Pavilion has won the BIE Expo's Silver Award for excellent Theme Interpretation in the L/XL Pavilions category.

The Kazakhstan Pavilion was also an Exhibitor Magazine World Expo Award winner in the 'Best Large Pavilion' category.

Here are selected voices of EXHIBITOR Magazine's World Expo Awards judges:

Kazakhstan 3rd place Best Large Pavilion:

- Beautiful and intriguing. Very futuristic design.
- This one stands out as something you'd remember.
- I imagine just seeing the exterior made people want to go inside to check it out.