

Kazakhstan Pavilion – Main Show “Unlimited Space”

MAIN SHOW – SHORT SUMMARY

The final Main Show was the dramaturgical highlight of the exposition. With universal language and an immersive setting it showcased a ‘vision of living in the future’ to the international public. In a high-tech show with a 270-degree panorama cinema, an acrobat presented a choreographed interaction with a robot. The impressive show provided the vision of a future in which humans and machines coexist in harmony. The interface between the acrobat and robot is an example of technological perfection. It consists of a custom-designed, intricately programmed hand that symbolises the transition to a common future.

CREATION & REALISATION

The Kazakhstan Pavilion at EXPO showcases the country’s traditional values, modern aesthetics and strong future orientation in a captivating setting. These elements are evident in the pavilion architecture and the overall dramatic composition of the exhibition. Visitors to the pavilion are taken on a journey through the country’s geological and cultural characteristics, culminating in a vision of life in the future.

Reflecting the EXPO’s slogan “Connecting Minds, Creating the Future”, we orchestrated a very special kind of connection in the Main Show. The narrative: a latest-generation quantum computer with a suggestive voice takes the audience into a fictional world where the previously unimaginable interaction between a human and a machine is possible.

“The human appears. A robotic hand approaches her. The first encounter!” Natural and artificial intelligence begin to interact: first tentatively, then sensitively, sometimes curious, sometimes insistent. The playful interaction between them marks the start of a journey together: a journey into an unknown and new future that we can only vaguely imagine. An immersive setting and our 270-degree simulation allows the audience to be part of this imaginary science fiction world.

Putting on the show was a technological challenge! We had to make an automotive robot interact with a human counterpart in real time, and guarantee that their interactions were both gentle and precise. We also had to create a seamless connection to the media and ensuring ‘to-the-second’ synchronisation along one single timeline! The custom-designed, intricately programmed hand is the interface. It symbolises the transition to a common future. This perfection and precision makes the audience realise that the coexistence of humans and machines could well be the key to a successful future.

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:

- The main show was just awesome, I didn't expect that. One of the best things I saw at Expo, good combination of robotics and human beings, really nice!
- The main show was absolutely immersive. The entire pavilion has been one of the best I've seen so far, thank you for that, guys.
- 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 conceptual.
- 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!

AWARDS

The Kazakhstan Pavilion was an Exhibitor Magazine World Expo Award winner, especially for the captivating Main Show interactive performance with the acrobat and robot.

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

Kazakhstan 'Best Presentation' category winner:

- This is the presentation of the future. I imagine we will see many, many clones of this in the coming years.
- The graphics, the choreography, the tech integration. All very well done.

- At an event like Expo, it's all about what you remember a few days after you've left. I remember this fondly.
- Man and machine. Brilliant and beautiful.
- Of all the presentations I saw in Dubai, this one held the audience's attention the most. Everyone's eyes were glued to the stage.

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