

# **Kazakhstan Pavilion – Gateway to tomorrow**

## **PAVILION SUMMARY**

The Kazakhstan Pavilion's design combined the principles of ancient Kazakh architecture with ingenious elements of the yurt – a mobile dwelling used by nomads – both of which contribute to its unique look. The curved façade was inspired by the traditional Kazakh hat, the 'kalpak' and due to the climatic conditions in Dubai the pavilion design was very sustainability focused.

Inside the building the innovative and interactive exhibits in four different areas provided pavilion visitors with an immersive and tangible experience of Kazakhstan. The three-storey Kazakhstan pavilion showcased the country's thousands-of-years-old, rich nomad culture, its breathtaking natural landscapes, as well as its innovative concepts and dynamic developments. In their journey from past to future, visitors encountered a DNA show, knowledge labs, installations with tactile and digital effects, the city of Nur-Sultan, a mixed media presentation and an interactive table. The pavilion tour concluded with the highlight of an audio-visual main show, featuring a human and a robot partnered in a dance performance.

## **ARCHITECTURE – DRAMATIC SWEEPING CURVES**

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.

## **EXPOSITION – A BREATHTAKING JOURNEY**

Kazakhstan's innovative, immersive and interactive pavilion gave guests the opportunity to experience the country's past, present and future. Pre-historic rock engravings and Scythian animal motifs in the entrance area documented a thousands-of-years-old nomad culture. The pre-show decrypted the heritage of humankind in

impressive video, image and sound installations that demonstrated how we are all linked by our DNA. The lower main area featured an atmospheric and multi-sensory installation showcasing the country's rich natural environments, biodiversity, natural resources and cultural heritage. Visitors swayed in the wind with the grass on the 'Great Steppe', explored sacred sites and artefacts with the help of authentic exhibits and tactile surface installations, examined the land's rich natural assets in the lab and enjoyed an interactive experience of the country's flora and fauna. After the excursion into the past it was time to take the staircase to the upper level, past a fascinating lenticular image bridging the ancient and modern worlds. The next exhibition area provided an exciting and innovative mixed media presentation of present-day Nur-Sultan city that brought the essence of Eurasia to life in a day-long cycle, and provided a vision of the city's future. In the next 'Future Now' area, with its spaceship-like design, visitors got to see a kinetic art installation, captivating on-screen content and an impressive interactive table informing them about the country's future projects, initiatives and challenges. The highlight and endpoint of the journey was the final Main Show, which introduced visitors to an impressive vision of living in the future. Against the backdrop of an animated flight through space and time as a 270° projection, an acrobat interacted with a robotic arm in a multimedia show that engagingly documented the future of humankind and AI.

## **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.
- 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.
- I liked the idea that people could watch petroglyphs and geoglyphs from the bronze age while they were waiting in line being introduced to Kazakhstan before even entering the pavilion.
- 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. It also won third place in the 'Best Large Pavilion' category.

**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.

**Kazakhstan 3<sup>rd</sup> 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.

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