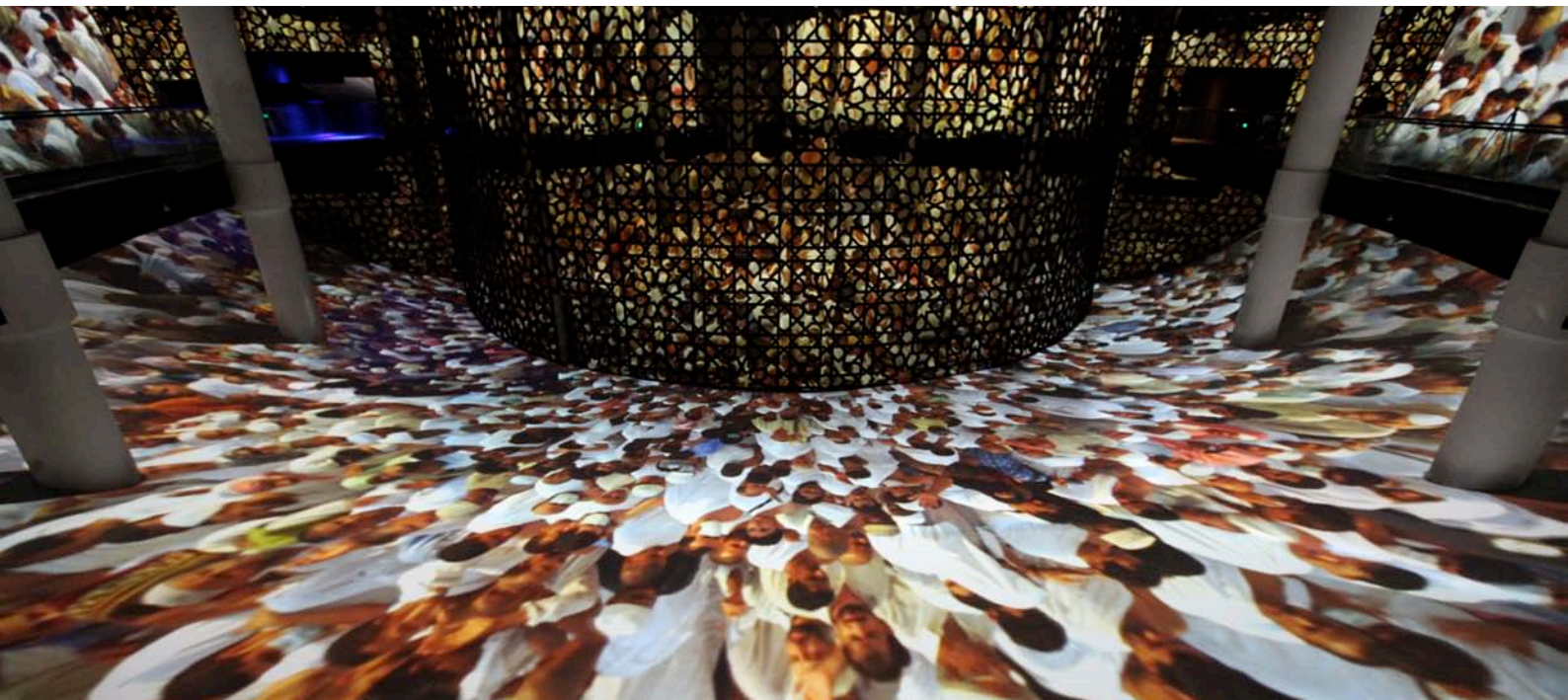


# Saudi Arabia Pavilion

Expo Shanghai 2010, China



This pavilion has been one of the most popular in the Expo. Its design evokes the figure of a ship, symbol of the commercial relationship between Saudi Arabia and China. Its interior carries visitors to the Kingdom of Saudi Arabia in a magical and astonishing way through a spectacular and unprecedented audiovisual.

The element that brings the visit to the pavilion together is a gentle ascending spiral ramp that connects the access area with the exhibition floor, the roof top terrace and the exit from the pavilion.

Once on the audiovisual exhibit floor, the visitors contemplate from a conveyor belt in constant motion two multi-projections in large format and high definition. The first projection, "Unity within Diversity", offers a vision of the city and the people of Saudi Arabia through the country's distinct natural surroundings, in clear reference to the Expo's motto, "Better City Better Life". From there, the visitors find themselves surrounded by a sea of very beautiful images projected on the concave walls of the interior of the shallow vault of the boat-pavilion: "The Treasure". This space has a record size projection surface of 1,600 m<sup>2</sup>, where the marvels of Saudi Arabia impregnate the senses by means of spectacular moving patterns and textures.

**Date:**  
2010

**Client:**  
Saudi Commission, Expo 2010

**Surface area:**  
3,300 m<sup>2</sup>

**Services:**  
Design, production and technical operation

**Awards:**



**Red Dot Design Award**  
Best of the Best 2010



**Bureau International des Expositions**  
Gold medal for Best Pavilion



**International Forum Design**  
iF Communication Design Award 2011



**New York Festival 2011**  
Bronze World Medal



**Art Director's Club**  
Art Director's Club Award 2011

