



**إكسبو 2020**  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES

**For Immediate Release**  
**16 January 2021**

**Press Release**

## **Expo 2020 Pavilions Premiere to reveal Terra – The Sustainability Pavilion to visitors ahead of the World Expo in October 2021**

- **The Pavilions Premiere will welcome visitors from 22 January to 10 April 2021**
- **Visitors will be the first to explore Terra, one of Expo’s signature experiences**
- **Premiere to give guests a glimpse of what to expect when Expo opens in October**

**The Expo 2020 Press Kit, including images, videos and factsheets, can be found [here](#).**

**DUBAI, 16 January 2021** – The Expo 2020 Pavilions Premiere launched today and will offer visitors an opportunity to be among the first to experience Terra – The Sustainability Pavilion, when it opens to the public from 22 January until 10 April 2021.

The Pavilions Premiere is a limited-time opportunity for visitors to preview Expo 2020’s Thematic Pavilions and will provide a glimpse of what is to come when Expo 2020 Dubai – the first World Expo to be held in the Middle East, Africa and South Asia (MEASA) region – welcomes the world from 1 October 2021 to 31 March 2022.

Terra – The Sustainability Pavilion, will open to the public from 22 January, while Alif – The Mobility Pavilion and Mission Possible – The Opportunity Pavilion will follow later in the first quarter of 2021. Pavilions Premiere bookings can be made from 16 January at <https://expo2020dubai.com/en/pavilions-premiere> with each visit costing AED 25. Visitors are urged to book early as the experience will operate five days per week with limited operating hours and capacity restrictions due to enhanced health and safety measures.

**Her Excellency Reem Al Hashimy, Director General of Expo 2020 Dubai Bureau and UAE Minister of State for International Cooperation** said: “We are delighted to start 2021 on such a positive note as we welcome the UAE community to be the first to experience Terra – The Sustainability Pavilion at a moment in our history that is unparalleled in terms of its impact on humanity.

“This period of rapid, unprecedented change has brought with it a pressing need to rethink the way we exist, and is further accelerated by a global health crisis that has touched each and every individual on Earth. While 2020 may be

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remembered as a year that changed us forever, it has also given us a tremendous opportunity to come together as a global society and find answers to our most pressing challenges.

“This remains the focal purpose of Expo 2020 Dubai and the vision of the UAE’s leadership, while our Thematic Pavilions – Opportunity, Mobility and Sustainability – rally the call for collective action to tackle these challenges in order to create a better future for all humanity.”

Visitors in January will be able to explore Terra and enjoy the unique surrounding public spaces which include a children’s playground, gift shop, dining and more. Terra (which means ‘Planet Earth’) will offer an immersive journey through the wonders of the natural world, including an interactive walk through the roots of the forest, where every footstep affects the ‘wood-wide-web’. Uncovering the hidden harmful impacts of our choices, the emotive experience is designed to encourage visitors of all ages, and the younger generation in particular, to consider how their behaviour impacts the environment and break the cycle of consumerism, empowering them to become agents of change.

A playful, exploratory experience, Terra will remain in legacy as a Science Centre that will inspire sustainable choices for generations to come.

**Marjan Faraidooni, Chief Experience Officer, Expo 2020 Dubai** said: “Expo 2020 aims to be one of the most sustainable World Expos in history and supports the UAE’s efforts as a champion of green development, so it is fitting that our first visitors will enjoy a preview of the Sustainability Pavilion – an interactive and personal experience that will highlight the urgency of addressing some of the world’s greatest environmental challenges.

“Showcasing the opportunities that unite us and how we can work together to create positive change, Expo 2020 will empower visitors of all nationalities, ages and interests to make more sustainable choices in their own lives.”

The iconic pavilion, designed by the world-renowned Grimshaw Architects, sets an example for sustainable building design. Built to be net-zero for both energy and water, it features 1,055 photovoltaic panels arranged on a 130-metre-wide roof canopy and atop a series of ‘Energy Trees’. The pavilion also uses cutting-edge water-reduction strategies, water recycling and alternative water sources.

To manage capacity and provide an optimal experience, all visitors are required to make a timed-entry reservation in advance online. Walk-in tickets will not be available. The experience will be open from 1500-2100 on Tuesdays to Thursdays, and 1600-2200 on Fridays and Saturdays, starting on 22 January and closing on 10 April 2021. To purchase tickets, or for more information, visit <https://expo2020dubai.com/en/pavilions-premiere>.

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World Expos are platforms for collaboration, innovation and inspiration, and Expo 2020 will welcome more than 200 participants and millions of visitors, bringing the world together in a spirit of hope and optimism to help shape a better, more sustainable future for all.

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### **About Expo 2020 Dubai**

From 1 October 2021 to 31 March 2022, Expo 2020 Dubai will bring the world together in a spirit of hope and optimism and with a shared purpose towards solving some of our greatest challenges.

- It will showcase the greatest innovations, breakthroughs and ideas from around the planet, enabling action towards a better world under its theme of *'Connecting Minds, Creating the Future'*
- Expo 2020 will be an endless journey of discovery as more than 200 participants – including nations, multilateral organisations, businesses, and educational institutions, as well as millions of visitors – harness their collective power to change the world for the better
- Expo 2020's sub-themes of *Opportunity, Mobility and Sustainability* will inspire visitors to make a conscious effort to think and live differently
- An entertaining global celebration with something for everyone, Expo 2020 will wow visitors with daily events, showcasing the best of technology, creativity and culture, while F&B outlets will feature cuisine from around the world
- The first World Expo to take place in the Middle East, Africa and South Asia (MEASA), located on a 4.38 sqkm site adjacent to Al Maktoum International Airport in Dubai South
- Built with a long-term legacy in mind, the Expo site is an example of innovation in action and will transform into District 2020, a blueprint for human-centric, smart and sustainable cities of the future, after Expo 2020 closes its doors

### **How to cover Expo 2020 Dubai in person at event time or report on the event remotely**

To attend Expo 2020 or cover Expo 2020 remotely using content and assets generated by Expo, you ***must*** be accredited.

To kick off your journey with Expo 2020, please ensure that you:

- 1. Register to access our Media Information System, Tawassul at <https://media.expo2020dubai.com>.**  
Tawassul is regularly updated, providing the latest content assets, including press releases, photographs, audio and video, the electronic media kit, and information on broadcast and photography operations. It also provides you with important information and updates on facilities and services such as media accreditation, visa information for international accredited media, and permits. Access to other media-related systems (Media Asset Management System and Media Bookings System), which will be launched in Q2 2021, will only be permitted to accredited media (see below). Information about these systems can be found on Tawassul.
- 2. Once registered, submit an Expo 2020 Media Accreditation expression of interest.**  
Within this expression of interest, please appoint an Accreditation Liaison Officer (ALO) from within your organisation who will act as the single point of contact with Expo 2020 for media accreditation. Following this, approved media organisations will be provided login details and instructions for the accreditation system to enable them to submit applications.

For support, contact Expo 2020 Dubai's Media Services team at [media.services@expo2020.ae](mailto:media.services@expo2020.ae) or +971 (0)56 689 2101.

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### **About World Expos**

In 1851 the Crystal Palace was the centrepiece of London's Great Exhibition – the first World Expo. It celebrated the man-made industrial wonders of a rapidly changing world. Architecture, contents and a theme, 'Industry of All Nations', were combined to create a big idea of nations meeting nations in shared technological and commercial progress. In more recent years, participants in World Expos, including governments, international organisations and companies, have gathered to find solutions to universal challenges and to promote their achievements, products, ideas, innovations, their national brand, and their nations as destinations for tourism, trade and investment.

World Expos are held under the auspices of the [Bureau International des Expositions \(BIE\)](http://www.bie.paris.fr), the intergovernmental organisation responsible for overseeing and regulating international exhibitions ('Expos') and for fostering their core values of Education, Innovation and Cooperation. Today, four types of Expos are organised under the BIE's auspices: World Expos, Specialised Expos, Horticultural Expos and the Triennale di Milano.

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