



INTERSTUHL IS BRONZE PARTNER OF THE BADEN-WÜRTTEMBERG PAVILION AT EXPO 2020 DUBAI

**Tieringen, 04.10.2021 - Interstuhl is the official Bronze Partner of the Baden-Württemberg House at Expo 2020, which will take place in Dubai from 1 October 2021 to 31 March 2022. Under the slogan "Feel the Spirit of Innovation", companies from the Baden-Württemberg region will represent the innovative strength of southern Germany there. As part of the partnership, Interstuhl will present an excerpt of its own product world on the approximately 2,300 square metre site.**

As part of the bronze partnership, Interstuhl is using the opportunity to promote quality "Made in Germany" both analogue and digitally. On the top floor of the Baden-Württemberg House, a digital media station invites visitors to interactively discover Interstuhl and learn more about the company. In the event room and VIP lounge, visitors can also experience a selection of products in real-life scenarios. The motto of the Baden-Württemberg House is "Feel the Spirit of Innovation". Following this, the product world can also be found in the digital twin of the pavilion. The flexible, modular system HUB is of particular interest as a central component of the VIP lounge. The diverse and newly conceived elements reflect the requirements of today's workspaces and open up creative solutions for modern, employee-friendly office worlds for planners and architects. Other collections such as SHUFFLE, LIME, KINETIC and VLEGS complete the scenarios in the pavilion.

### **The Baden-Württemberg House - Engineering and Architecture**

An architectural highlight also awaits guests visiting the pavilion. The building combines the art of engineering, architecture and interdisciplinary cooperation of the southern German region. The free-

floating corpus is shaped by a supporting structure inspired by traditional half-timbered construction. Thanks to its parametric planning, the timber hybrid structure could be efficiently adapted to new requirements during the planning phase and can thus also be optimised for further use afterwards. Inside the building, an immersive and flexible lighting and spatial concept ensures the harmonious integration of the individual projects into the overall image of the exhibition. The pavilion presents Baden-Württemberg as a location for innovation, business, research, tourism and culture. From the entrance area to the cold-air lake and the open-air terrace, visitors become part of Baden-Württemberg's innovation. The pavilion covers an area of 2,300 square metres, corresponds to digitalisation level 5.0 and is open for 181 days.

### **Expo 2020 Dubai - Connecting people, inspiring, shaping the future**

The six-month Expo 2020 Dubai is the first world exhibition in the Middle East, Africa and South Asian region. All exhibitions are thematically assigned to one of the three districts Sustainability, Opportunity or Mobility. There are 197 pavilions of countries and organisations, six special pavilions and three partner pavilions. The Baden-Württemberg House is a special pavilion and part of the Opportunity District. Expo 2020 showcases the best examples of innovation, unique architecture, culture and cooperation from around the world.





