



NDA
GLOBAL

APRIL 2022 ISSUE

Museum of the
Future in
Dubai and Expo 2020

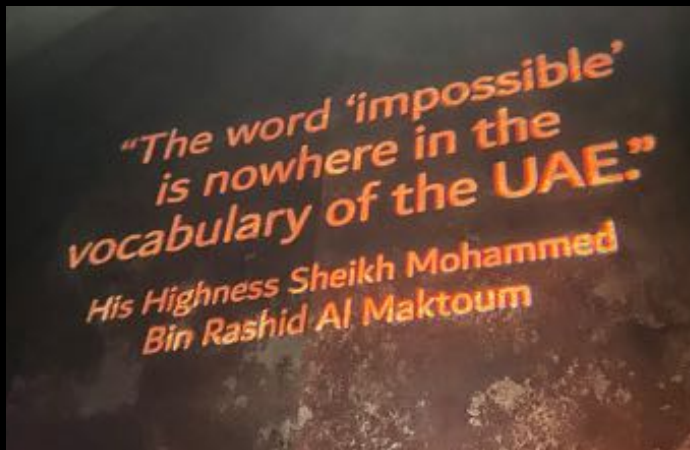


NDA
GLOBAL

NDA NEWS

Dubai Expo 2022

Dubai Expo 2020 is the first world exhibition in the Middle East. Under the theme 'Connecting minds, creating the future', 170 countries presented ideas, innovations and technologies through sustainability, mobility and opportunity. Continue reading to learn more about the this years event.



In the Sustainability District there were world's most advanced technologies in action, including different countries discussing their take on sustainability. Sustainability is the key to a better future. Humans rely on natural resources for business, activities, and survival. By ignoring sustainability this can lead to the exhaustion of natural resources.

The Mobility District creates connections to deliver the world forward. Here took place breaking down the differences between the physical and digital worlds.

The Mobility District building was Designed by Foster + Partners, which features the world's largest lift that can transport and carry more than 160 people at a time. The pavilion is a 330 meter built open air space built to allow visitors to view all of the cutting edge mobility devices on show.



Opportunity District is a place to meet people from the globe who are transforming dreams and aspirations into the realities of the future. Including youth empowerment, connecting with change makers and meeting people who are inspired to make a change through Innovations.

There are many Pavilions to explor and to learn about, like the Women's Pavilion. With focus on celebrating women.

The **Women's Pavilion** is designed by E.Construct Architects and it featured Worldwide initiatives and solutions by women and their knock on effect to create a better future for all.



The aim of the women's pavilion is to provide the opportunity to amplify women's voices and discuss different topics around diverse community of, artists, scientists, thought leaders, politicians, and businesswomen to celebrate the important contribution women have made.



The UAE has taken great steps towards gender equality. UAE's parliament is made up of 50% of women. Many top ministerial and diplomatic portfolios are also filled by Emirati women.

The **Saudi Pavilion**, building is designed to look as it is rising from the ground towards the sky, symbolising the core message of the project: Saudi Arabia is a country strongly rooted in its heritage and progressive towards the future. The Saudi Pavilion is the second largest pavilion at Expo 2020 with a total area of 13,059 sqm.



Aside from the different country pavilions to visit, also available were entertainment, from Poetry, dance and sing a longs and a lights show and food from different cultures featuring a robot.



Futuristic culinary experience showcasing more than 30 concepts and culinary by robots.

The Museum of the Future in Dubai was opened by Sheikh Mohammed bin Rashid Al Maktoum – Vice President and Prime Minister of the UAE and Ruler of Dubai. The main aim is to spread a message of hope for all humanity.



This is the largest building in the region. It is 77 meters tall. It is a new scientific and intellectual center that will collaborate with the talented individuals in science, technology, research, and innovation to seek the best for the future.

The museum is considered one of the most difficult architectural projects in the world due to the decision to be built using a special 3D technology, which works by inputting the data and parameters of the building being designed.

To gain access to the building, two bridges have been built, the first bridge extends to the Jumeirah Emirates Towers buildings for 69 meters whereas , and the second bridge is 212 meters, which connects it to the Emirates Towers metro station.

The museum has been designed by Killa Design, its unique shape truly makes this building one of a kind. The design has received awards and even won all points to be rated as a LEED-certified structure.

One of the main and most important features of the building is the Arabic calligraphy with more than 700 words engraved on its exteriors. It is designed by the famous Emirati artist, Mattar bin Lahej, who was inspired by poems written down by HH Sheik Mohammed Bin Rashid Al Maktoum.

The museum includes three main parts: the green hill, the structure, and an open air part. Beyond its architectural excellence and intricacy, each of these elements is backed by an impactful theme.



The Museum has six exhibition levels and an administration level, all of which sit on a podium spread over three levels. Facilities also include an auditorium, classrooms, theatre, and high end labs.



MENASA - Emirati Design Platform focuses on identifying, curating, promoting and presenting Emirati design and crafts through exclusive design collections.

These were presented to explore the traditional Emirati crafts and to share stories in a modern way. Showcasing 24 UAE based designers and design and crafts companies. One of the Craft Stories collections on display is 8,000 Waves: The Pearl Diving Story which is a collaboration between Todomuta, a Spanish design studio, and Asateer, an Emirati design studio founded by Mohammed Al Suwaidi. They have both created a collection that includes a wall sculpture, limited-edition candle holders, and incense burners.

TOP STORIES OF THE MONTH

International dishes find their way to Saudi tables during Ramadan

[Read More](#)

Saudi Arabia readies for influx of cultural tourists

[Read More](#)

Saudi gaming business plays a big part in building soft power

[Read More](#)

Get in Touch

Contact us at info@nda-global.com for more information on our services.