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NEWS RELEASE

## ES DEVLIN TO DESIGN UK PAVILION FOR EXPO 2020

The UK Pavilion at Expo 2020 Dubai will be conceived by the award-winning artist and designer Es Devlin OBE and will highlight leading British expertise in Artificial Intelligence and Space.

The project will be titled *The POEM PAVILION*.



The Pavilion's 20-metre high glowing LED façade will beam out a collective A.I.- generated global message

Devlin is known for creating stunning large-scale performative sculptures that fuse technology, poetry, light and sound, and **The Poem Pavilion** features a breathtaking illuminated 'Message to Space' to which each of the Expo's anticipated 25 million visitors will be invited to contribute.

Devlin says: *"The idea draws directly on one of Stephen Hawking's final projects, 'Breakthrough Message', a global competition that Hawking and his colleagues conceived in 2015 inviting people worldwide to consider what message we would communicate to express ourselves as a planet, should we one day encounter other advanced civilizations in Space.*

*What if the UK Pavilion at Expo 2020 becomes a place where visitors from all over the world take part in a collective global project that showcases British expertise in A.I. technologies and poetry while transcending national identities?"*



Visitors arrive through an illuminated maze featuring augmented reality enriched exhibits on British advances in Artificial Intelligence and Space

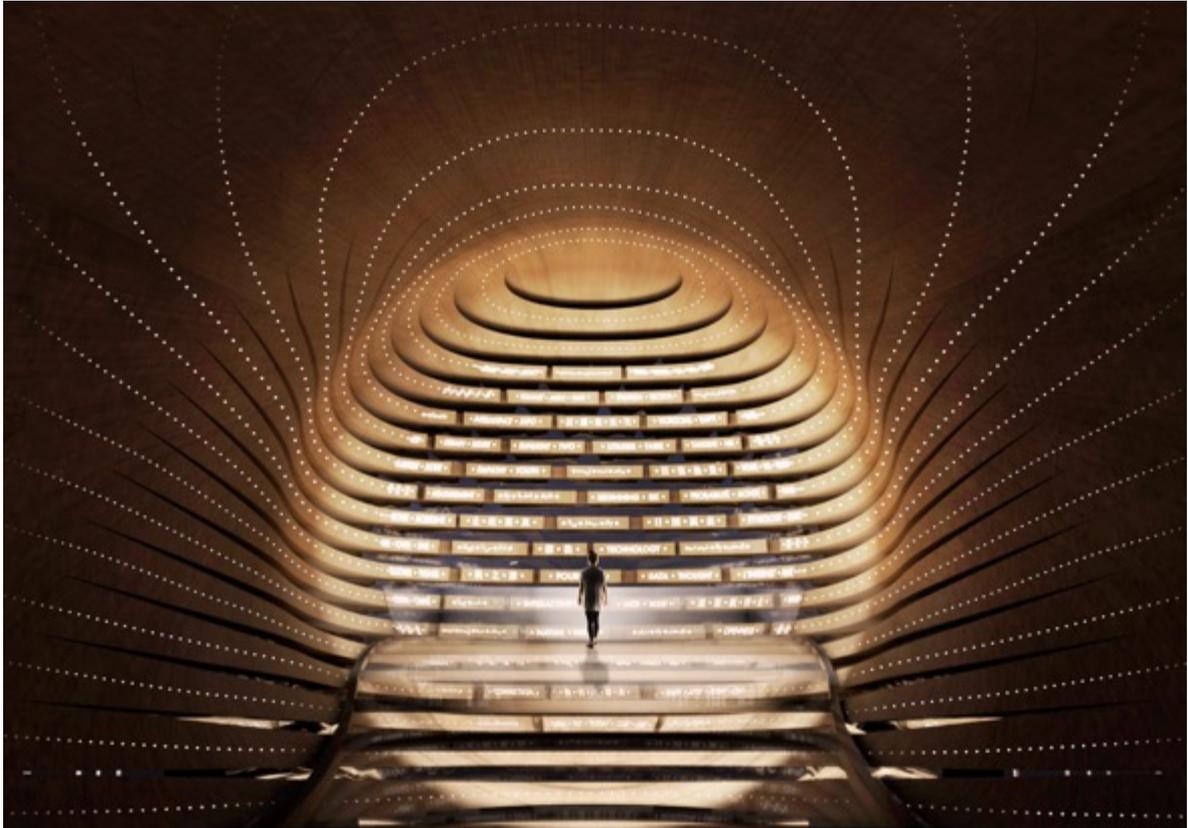
Devlin and her team of algorithm creators, sound and video designers are no strangers to Artificial Intelligence and mass audiences: Her luminous fluorescent red **Fifth Lion** sculpture roared A.I. generated collective poetry to crowds in Trafalgar Square during London Design Festival last week. **The Singing Tree**, her collective choral installation at the V&A, fused machine-learning with sound and light and was viewed by over ten million visitors during Christmas 2017; her design for the **London Olympic Closing Ceremony** reached a global TV audience of over a billion.

*She said: 'The U.K. has an unparalleled record in Expo design: from instigating the very first Expo in 1851 to the recent breathtaking pavilions of Thomas Heatherwick, Wolfgang Buttress, Asif Kahn and Brian Eno: it's a true honour to be invited to take part.'*

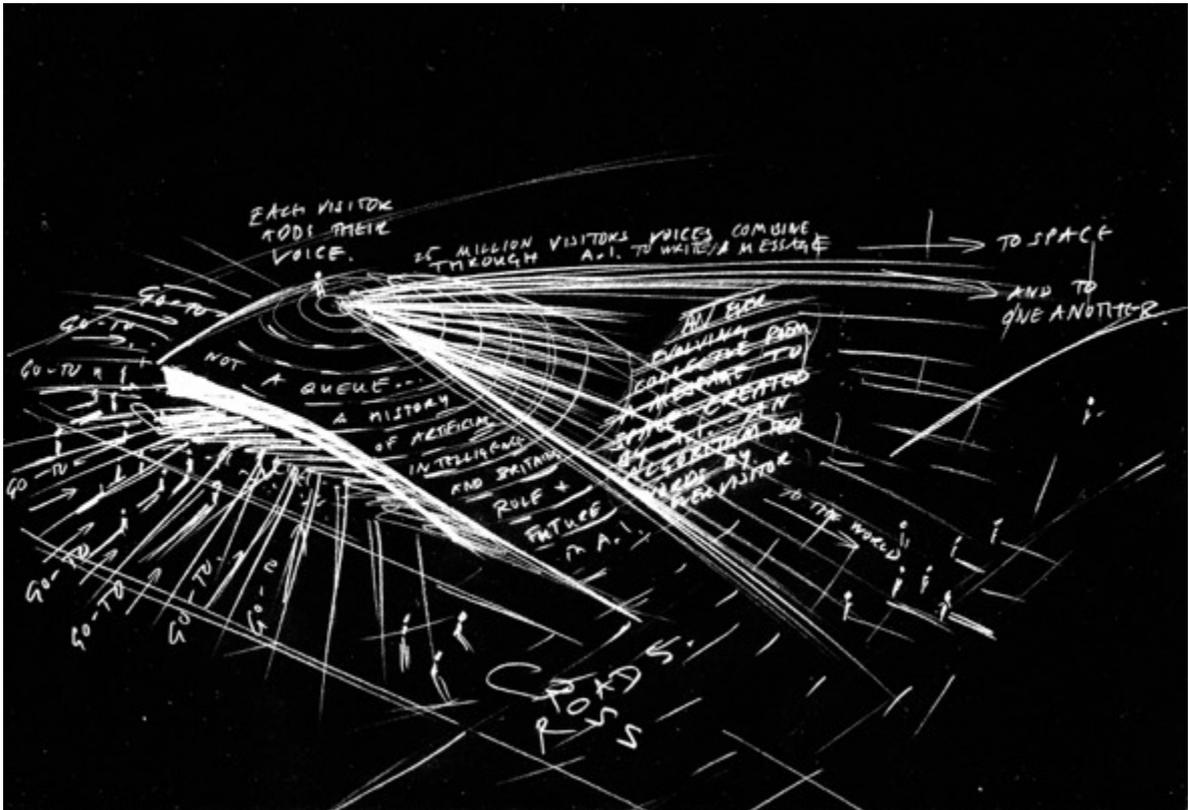
It will be the first time since its inception in 1851 that the UK Pavilion has been conceived by a female designer and Devlin will be leading a predominantly female team of experts in Artificial Intelligence and Space technology.

*She said: 'We urgently need to address the underrepresentation of women in STEAM (Science, technology, engineering, art and maths) occupations. I've learned from my collaboration with the theoretical physicist Carlo Rovelli, that the evolution of scientific thought is often through the contribution of artists, musicians and philosophers as well as physicists. My hope is that the fusion of architecture, poetry, music and science in this female-led project will attract and inspire girls and young women to investigate areas of science and technology that they might otherwise have felt weren't for them.'*

Devlin will join forces with London and Dubai based executive architects **Veretec**, globally-renowned Manchester-based structural engineers **Atelier One**, award-winning sustainability engineers **Atelier Ten** and international creative agency **Avantgarde** to deliver the complex sculptural architecture of the Pavilion which will highlight innovative and sustainable building techniques and materials.



The Pavilion's interior will be filled with a collective choral soundtrack featuring choirs from every continent.



Devlin's initial concept sketch for the UK Pavilion

## NOTES FOR EDITORS

### **Es Devlin** OBE

*Artist and Designer*

Award-winning artist and designer Es Devlin is known worldwide for her sculptural installations which are often created as environments for concerts, opera, dance and theatre. Her luminous fluorescent red **Fifth Lion** sculpture roared A.I. generated collective poetry to crowds in Trafalgar Square during London Design Festival last week. **The Singing Tree**, her choral collective carol installation at the V&A, fused machine-learning technology with sound and light, and was viewed by over ten million visitors during Christmas 2017. Her **Mirrormaze** generated queues around the block in Peckham in 2016.

The visionary designer collaborated with theoretical physicist **Carlo Rovelli** on an interpretation of **The Order of Time** read by **Benedict Cumberbatch** at the legendary rooftop art space, BOLD Tendencies in Peckham in September 2018 and has conceived touring stage sculptures for **Beyonce, Kanye West, U2, Adele, The Royal Opera House** and **The National Theatre** as well as designing the **London Olympic Closing Ceremony**.

Her practice was the subject of a major 2017 Netflix documentary: **Abstract: The Art of Design**, and she is the winner of numerous awards including three Olivier Awards, the 2017 London Design Medal, a UAL fellowship and an OBE.

### **Studio Es Devlin**

Studio Es Devlin is a London-based predominantly female design practice that works closely with artist and designer Es Devlin to develop and produce artworks, installations and touring stage sculptures for opera, dance, concerts and theatre. The majority of the team trained as architects and many have worked in other fields including music, film, fashion, interiors and coding. Members of the studio regularly give talks and work as tutors for a number of educational institutions including UCL and the RCA. The studio also hosts educational workshops and events in order to expose young people to the relevance of the creative arts for a contemporary, global Britain.

### **Keith Morgan** MCIAT | MAPM

*Executive Architect, Managing Director at Veretec*

Keith is the Managing Director of Veretec and is passionate about the project delivery of exceptional quality design buildings in a variety of building types in both the UK and internationally. He has led Veretec to win the AJ100 Executive Architect of the Year award for two consecutive years in 2016 and 2017. His understanding and technical flair, together with a strongly focused collaborative approach, has ensured that Keith has developed excellent relationships in the industry, and worked effectively with a wide range of well-known architects and designers.

Keith's successful track record of adding value and delivering complex projects incorporates innovative solutions for unique projects. His experience with award winning projects includes three Stirling Prize profiled projects: 2014 Stirling Finalist: O'Donnell+Tuomey: LSE Saw Swee Hock Student Centre; 2011 Stirling Finalist: Allford Hall Monaghan Morris: Angel Building; 2011 Stirling Shortlist: Hopkins: Arc Bury St Edmunds.

**Professor Neil Thomas** MBE | RDI | FRSA | HonFRIBA | CEng | FStructE  
*Structural Engineer, Director at **Atelier One***

Neil Thomas is the Founder & Director of Atelier One, which has been described as ‘the most innovative Engineering Practice in the UK’. Atelier One has gained an international reputation as a Structural Engineering Practice specializing in challenging projects. Collaborations with Architects, Artists, and Designers have resulted in many interesting built projects such as Gardens by the Bay with Grant Associates & Wilkinson Eyre, London 2012 & Sochi 2014 Olympics Opening Ceremonies and the Cloud Gate with Anish Kapoor.

Neil holds a number of high profile posts in the UK & US educational service, most recently being a Visiting Professor to Yale and MIT. In 2014 Neil was elected Royal Designer for Industry (RDI), an Honorary RIBA Fellowship for both the excellence and the inventiveness of his contribution to Architecture over the past 25 years and in 2015 was awarded Fellow of the Institute of Structural Engineers. In 2016 Neil was honoured with an MBE on the Queen’s 90th Birthday for contributions to Architecture, Design and Engineering.

**Patrick Bellew** RDI | FREng | CEng | FCIBSE | FEI | HonFRIBA | FRSA  
*Environmental Engineer, Director at **Atelier Ten***

Patrick is the founding director of Atelier Ten, he is one of the UK’s Royal Designers and is a Chartered Building Services Engineer with more than thirty years’ experience in the design of high performance buildings and systems. With extensive experience in the integration of environmental and building systems with architecture, Patrick has particular expertise in thermal mass energy storage technologies, environmental building design and high efficiency building conditioning systems. Atelier Ten have pioneered numerous innovations in the built environment and have 10 offices worldwide, all focused on the delivery of high-performance buildings, including two previous UK Pavilions, by Thomas Heatherwick for 2010 Shanghai World Expo, and by Asif Kahn for 2017 Astana Expo. Patrick taught a core environmental design course on the M.Arch program at the Yale University School of Architecture from 2000 - 2008 and has led four Advanced Design Studios as the Eero Saarinen Visiting Professor between 2010 - 2017. Patrick was one of the original group who founded the UK-Green Building Council in 2006 and was a member of the Executive Board from 2006 - 2010 when the organisation became a registered charity. Between 2010 to 2017, he served on the Trustee Board.

## **Avantgarde**

The international creative agency Avantgarde has been commissioned as the general design contractor by the Department of International Trade. The teams at Avantgarde will be responsible for the coordination, and overall creative production across interactive, exhibition and digital experiences, demonstrating their multidisciplinary capabilities.

Avantgarde is a creative agency which advises brands strategically with 500 experts in ten countries. Avantgarde played a pivotal role in **Astana EXPO 2017**, turning the Astana Contemporary Art Centre and the Energy Best Practices Area into engaging and innovative experiences. The agency is looking forward in bringing all its interdisciplinary expertise and EXPO experience together to deliver a powerful statement for the UK.

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