

Finland Pavilion

EXPO 2020 DUBAI

PROJECT BASIC INFORMATION

Project name	Finnish Pavilion at Expo 2020 Dubai
Type	Competition, 1st prize 2018
Location	Dubai, United Arab Emirates
Status	Design phase
Year	2018-2021
Scale	Total gross floor area 1867 m2
Client	Business Finland

THE DESIGN CONCEPT OF THE FINLAND PAVILION “Lumi”

“Lumi” or “Snow Cape” is the name with which Finland is going to present itself at the World Expo 2020 in Dubai. Resembling an Arabic tent made of snow, the Finland Pavilion aims to bring together the country’s icy landscapes with the culture of Expo 2020’s host nation.

Lumi is Finnish and means “snow”. Inspired by the white blanket of snow which covers the Finnish landscape from autumn to spring, the Finland Pavilion resembles a white tent made of snow. The simple, elegant design reflects the fascinating tradition of Finnish architecture. Finland Pavilion was designed by a work group, made up of Expomobilia, JKMM Architects, Beyond Limits, Factornova and FiveCurrents.

Inspiration and design

The Finland Pavilion takes its inspiration from Finnish nature, design and innovation.

1. Nature

The pavilion tells about pure and clean Finnish nature. Every autumn, Finnish landscape is covered by first snow, pristine layer of white. Snow covers the whole country like a giant tent. This is why Finland Pavilion looks like a white tent made of snow.

2. Design

Finland has a unique and long heritage in design and architecture. The pavilion can also be seen as a design object telling a story about this heritage. From outside, the shape is simple but refined; inside a dynamic, open “gorge” is carved into the building. The pavilion aims to stand out from the complex visual noise of its surroundings.

3. Innovation



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Finland has a unique history of innovation. Innovation often requires thinking “out of the box”, an element of surprise. In the pavilion, the surprise is the wooden heart and exhibitions inside. Waiting to be discovered, the pavilion offers a cool shaded refuge for Expo visitors. Best innovations are simple but intelligent, this is also the approach of the architectural concept.

Fusion of cultures

The Finnish Pavilion building is incorporating visually both Finnish and Arabic cultures. The exterior of the pavilion is white as snow with an entrance that gives an impression of arriving in an Arabic tent. Combination of Finnish natural design and innovation is combined with Arabic visual features. The Finnish pavilion is a meeting space - Finnish Majilis - a tent where connections between Finnish and Arabic minds can be fostered. Finnish pure and clean nature is elaborated with a lake and the deck leading to the pavilion.

Five elements

The Finnish Pavilion consists of five main elements, which are woven together to create the whole.

1. Lake (Järvi)

The pavilion is surrounded by three lakes in the form of shallow water pools. Lakes cool the air and tell about Finnish nature.

2. Deck (Laituri)

All visitors enter through a deck which forms the entrance plaza of the pavilion.

3. Gorge (Kuru)

The central void of the pavilion is a dynamic space made of wood, which opens to the sky. It is a multifunctional space for events and activities and also the key space to meet and greet visitors.

4. Snow surface (Hanki)

Light exterior envelope gently embraces the inner body of the pavilion. The surface of the snow forms a sheltering tent-like structure giving the visitors cool shade from the sun.

5. Sail (Purje)

Sign of Finland Pavilion is placed as a separate sail-like element at the front plaza. The sail also functions as a sun canopy.

Smart Pavilion Building

Despite its story inspired by Finnish nature, design and innovation, Finland Pavilion also embodies functionality and practicality which have always been at the core of Finnish innovation.

1. Functions

The pavilion is clearly divided into two main levels.

Ground level is dominated by an open central void surrounded with the main exhibition hall. In the exhibition Finland will be presented as a destination for business, partnerships, investment opportunities and travel in sequence of sectors. The latest innovations reside primarily in the corporate world; consequently, technological innovations of Finnish globally operating companies are a strong element in the exhibition. Finnish nature, travel destinations, education, health & wellbeing and digital solutions are all incorporated into the comprehensive exhibition of Finland.



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The second level VIP and Conference area is bringing the meeting of minds to a deeper level. In this multifunction area business partners, decision makers, politicians, administrations and all other invited groups can meet face to face in the cool shaded refuge inside the Finnish-Arabic tent or Finnish Majilis.

2. People flow

Finland Pavilion is functionally organised, and the visitors' routes are carefully planned to assure efficient people flow. All spaces are planned according to the barrier-free building regulations, creating all the premises accessible to everyone.

3. Finnish giftbox

Inside the pavilion, circular transition travels through different sectors presenting the elements and competences of Finland, Finnish companies and values.

Meeting point

The Finnish Pavilion is located in the Mobility district. Mobility of people, mobility of goods and mobile data runs across the exhibition theme. In addition, sustainability is at the core of all Finnish public and private activity. Sustainable innovations is a concept embraced by Finnish industry at large. Opportunities of connecting minds globally in order to find solutions to human challenges is also inherent to exhibits in the pavilion.

Background information

From 20th October 2020 to 10th April 2021, Dubai will host the next world exposition. More than 190 countries will be taking part, under the motto "Connecting Minds, Creating the Future". Expo 2020 Dubai is the first world expo in the Arabic-speaking region. The organisers expect that about 70 percent of the visitors will come from other countries.

The purpose of Finnish participation is to share the Finnish innovations and knowledge with the visitors and to make connections between Finnish hosts and visitors. Finland Pavilion will strengthen the existing relationships between Finland and Finnish companies with UAE and Gulf area and build new connections. It will also boost the Finland's brand image not only in Gulf area, but also wider in Africa and South Asia and eventually globally. Finland will be promoted as a trade partner, investment target and destination for travel.

Work group

Finland Pavilion was designed by a work group, made up of Expomobilia, JKMM Architects, Beyond Limits, FactorNova and FiveCurrents. The concept, planning and execution of the Finnish pavilion are being undertaken by JKMM Architects (Finland) and Expomobilia AG (Zurich, Switzerland). JKMM Architects have put together the design concept and Expomobilia, as global general contractor, is looking after the overall planning and project management in the implementation process. The partners FactorNova, Beyond Limits and FiveCurrents have an advisory and support role on site across all phases of the project.

QUOTES BY THE WORK GROUP MEMBERSTeemu Kurkela

JKMM Architects, Lead Architect of Finnish Pavilion at Expo 2020 Dubai



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“Finnish Pavilion in Expo 2020 will be the iconic meeting place, big tent, where people can come and discuss face to face. Inside Finnish Pavilion, stories about Finland and Finnish culture and business will be found. Finland is a country of clean pure nature and innovative technology, modern design and excellent education, happy people and best talent.”

Gregor Turnsek

JKMM Architects, Project Architect of Finnish Pavilion at Expo 2020 Dubai

“Snow Cape”, Finnish pavilion at Expo 2020 Dubai appears as a simple, cubic volume with a striking entrance facing towards the front plaza. Visitors will access the pavilion through a tent-like opening into a gorge, a special central void of the pavilion that opens to the sky. Visitors will experience a dramatic contrast between sensory overload of Expo environment and serene, Nordic atmosphere inside the central void. Play of natural light flooding through the skylight will create a vibrant atmosphere, pleasant to meet people, exchange knowledge and ideas, or simply enjoy the moment.

Although both being organised around the central gorge, two main levels of the pavilion slightly differentiate from each other. Exhibition hall on ground level is designed as a multifunctional, flexible black box, hosting main exhibit accessible to all visitors. VIP and Conference area on second level might remind one of a gallery-like space, introducing latest ideas of future-oriented work space and characterised by Finnish furniture pieces.”

“Experience of Finnish pavilion will activate all human senses. Materials, aside from the spatial idea, will play major role in achieving this. Soft and light façade fabric will be in strong contrast to hard, brushed concrete of entrance deck. Water in dark lakes – shallow water pools – will create gentle sounds and cool the air around them. An ambiguous pavilion signboard will evoke curiosity while mysteriously reflecting in one of the lakes. Entrance porch, spanning through the whole height of the pavilion, will be a cool intermediate space to prepare the visitor for a focused visit of the exhibition itself. Hard, granite flooring will further lead the visitor into the central gorge, where warmth of gently curved wooden surface will embrace the visitor. Implementation of various innovative Finnish products and building solutions will make the “Snow Cape” an integral part of the Finnish exhibition at Expo 2020 Dubai.

