

EXPO  
2020  
DUBAI  
UAE

# GOLDEN JUBILEE @ EXPO 2020 DUBAI TOP 50 ATTRACTIONS



JUBILEE EDITION



## Hayyakum! Welcome!

Welcome to Expo 2020 Dubai — a global gathering like no other, and one that, on the 50th anniversary of the UAE, allows us all to look forward with renewed hope.

Expo 2020 is one of the largest events to take place globally since the pandemic began, and we would like to assure you that your health and safety is our first responsibility.

Across the site, you will see a range of protective measures, from sanitisation stations to mandatory face-mask wearing, to rigorous social distancing regulations. Less visible, but equally important, is our vaccination campaign — all our staff, volunteers, contractors and official participants have been fully vaccinated.

The well-being of everyone working at and attending Expo 2020 Dubai is our top priority, allowing you to focus on one thing: creating memories that will last a lifetime.

## 1 UAE PAVILION



This remarkable building is reminiscent of a falcon in flight and is inspired by our national bird. Once inside, take a multisensory journey that chronicles the rise of a nation of “dreamers who do”. Traverse a dreamlike landscape filled with dunes of real sand to learn about our nation’s founding father Sheikh Zayed, the natural wonders of the Emirates and their rapid modernisation.

## 2 TERRA - THE SUSTAINABILITY PAVILION



At Expo 2020, sustainability is an urgent, attainable reality, and Terra - The Sustainability Pavilion - is the proof. Both immersive exhibition space and exemplar of environmental self-sufficiency, Terra is a pioneering piece of architecture that pushes the limits of renewable design. The pavilion’s 130-metre-wide solar canopy converts sunshine into electricity for the exhibits below.



## 3 ALIF - THE MOBILITY PAVILION

In today’s hyperconnected world, mobility is more important than ever - so what better way to embody this than through a visionary structure that looks ready to take flight? With its space-age contours and awe-inspiring exhibits, Alif - The Mobility Pavilion offers visitors an immersive journey through the spectrum of human movement.

## **MISSION POSSIBLE - THE OPPORTUNITY 4 PAVILION**



Expo 2020 envisions a future where every human can meet their basic needs for water, food and energy. At The Opportunity Pavilion, you will embark on a globe-spanning "Mission Possible" to help achieve the UN's Sustainable Development Goals by 2030, showing how everyone has the power to make a difference.

## **THE VISION 5 PAVILION**



The Vision Pavilion at Expo 2020 celebrates the insight, values and leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. Across three galleries filled with captivating exhibits, the pavilion explores His Highness's personal story and celebrates the Emirati people and culture of Dubai.

## **HYPERLOOP AT THE DP WORLD 6 FLOW PAVILION**



Enjoy the passenger experience of what it feels like travelling at high speed in this new sustainable mode of high-speed transport.

## **7 AL ADIYAT**



A story about a young boy becoming a man and a horse that rediscovers her love for life. A story where we learn that the potential of the spirit is not always shown on the surface. The boy and the horse is a tribute to Sheikh Mohammed bin Rashid Al Maktoum and an acknowledgement of his visionary character that delivered the dream of Dubai to its people. In this 20-minute theatrical production, we learn about conviction and believing in oneself, alongside the values of courage and commitment.

## 8 AL MEGHZAL

Where Emirati handicrafts come to life. Al Meghzal is a contemporary Emirati storytelling experience based on a conversation between a boy and his grandmother. It is a showcase representing the passing on of the heritage and wisdom of the past to the generation of the present and how Emirati handicrafts continue to inspire us today.



## 9 SADDLE

Saddle is an exciting pop-up food experience, built around serving innovatively delicious food that's sourced from all over the world, with exceptional service and in the most stunning locations. They are known for their specialty coffee, healthy breakfast options and a home-made crepe recipe that keeps people always coming back for more. And not to forget, one of the best Acai in town!



## 10 PILLOW FORT PLAYGROUND BY AFRA AL DHAHERI



Through this marble sculpture of the takiya, traditional Emirati floor pillows, Afra Al Dhaheri revisits moments of impromptu play. The massive scale materialises the comparison in size felt by a child when piling up a pillow tower or fort. These childhood forts existed within our homes, within our rooms, a space within a space within a space.

## 11 EXPRESSIONS



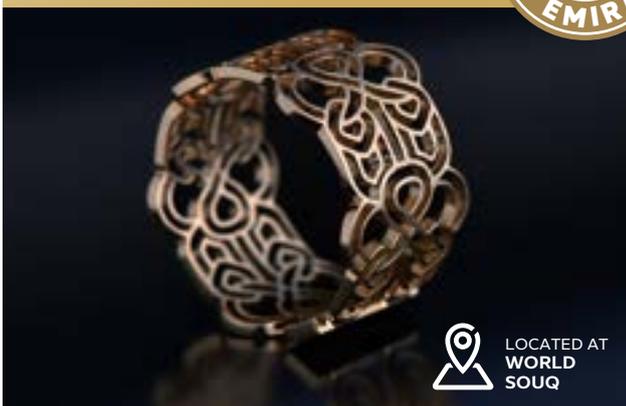
Based on the Golden Jubilee theme of water, the sea showcase looks to the UAE's humble beginnings and takes us through a story of resilience - the story of our ancestors at sea. Guests are immersed in a nostalgic trip to the past exploring the art of navigation and pearl diving and honouring the contributions of those who came before us.

## 12 RX COFFEE



RX harbours a vision of bringing people together through the power that lies in a cup of coffee. Loved for its re-inventing and re-discovering of classic organic comfort food and drinks, their savory and sweet bite selections are vibrantly flavourful and bursting with top quality ingredients that come from sustainable sources.

## 13 MONOGRAM



MONOGRAM is a multidisciplinary design firm that aims to preserve and revive Emirati heritage, emphasising on the values that made the people of the UAE what they are today. The designs symbolise the fast-growing multi-dimensional Emirati culture, that encourages the public to challenge themselves, to be creative, innovative and productive.

## 14 DEPRESSO

A specialty coffee shop and the first to introduce the mini donuts concept in the UAE that is highly recognised by thousands of Depresso lovers. Their specialty coffee, made with roasted coffee beans using traditional methods and technology, is served by well-experienced baristas. Frappuccino is a trademarked brand of Depresso Cafe for a line of iced blended coffee drinks.





## 15

### TAKKYA

Takkyia is an Emirati furniture and home decor brand inspired by the authenticity of the Emirati lifestyle. They aim to conserve the priceless traditional 'Takkyia Cushion' that is originally a back or a side cushion, used as a main furniture piece in the past. Incorporating elements from the original 'Takkyia' such as embroidery, side ruffles, colours, fabrics and patterns, these are now repurposed into modern sofas, bean bags, dining chairs and mini cushions.

## 16 INKBYAMNA



InkByAmna is a local, young business that reflects a passion for calligraphy and wax sealing, with a goal of providing a launching pad for beginners to start their journey in this field. All products are designed by Amna to offer the perfect finishing touches to your letters, invitations and cards, designed in collaboration with the local artist HessaArchives.

## 17 MENASA - EMIRATI DESIGN PLATFORM



MENASA ("Platform" in Arabic) - Emirati Design Platform offers visitors an overview of the UAE's vibrant artisan culture. Its bespoke collections are created with top local and international designers and explore six Emirati "Craft Stories": safeefa, clay, talli, sadu, coffee and pearl. Each story leads you through the processes involved in crafting items, including woven baskets, sadu rugs and pearl-encrusted jewellery.



## 18 COCOVILLE

A UAE homegrown brand, Cocoville caters to everyone. Being a local brand, Cocoville tends to have a greater understanding of local tastes and benefits from stronger community ties and cultural identities, resulting in a competitive edge.



## 19 FARM2TABLE



Alif Cafe mobilised by farm2table is a unique concept that works to create a network of small local artisanal farms and businesses, supporting and empowering these local entities. They also hold seminars throughout their time at Expo to share knowledge from their suppliers on the importance of the past, present and future of agriculture and the growth of global product sourcing.

## 20 SAMEEM - STORY OF OUR CULTURE



An open-air pavilion that takes you on a journey through time, where you can engage with Emirati storytellers, artists and artisans as things are built in real-time, right before your eyes.

## 21 FOALA CONVERSATIONS

The 'foala' is something that falls at the very heart of Emirati tradition. It signifies the optimism of a beautiful occasion and the hospitality offered to guests as an expression of warmth and togetherness. Friendly and informal in nature, foala conversations often occur over a shared platter of home-made sweets, coffee and dates. In order to bring this timeless tradition to Expo 2020 Dubai, a number of pocket panels will manifest on Expo 2020 Dubai's Majlis plots across the site.



## 22 AMALFI FASHION



Amalfi Fashions, founded and designed by Dr. Amal Nasser, is the first Haute Couture Abaya shop in Sharjah. Every design is made from the most beautiful fabrics from around the world. They curate designs that reflect both the modern and natural world.

## 23 HASSA JEWELRY



Hassa Jewelry offers the world pieces that are inspired by Expo 2020 Dubai as well as signature pieces showing the bond and love between the brand and horses.

## DESIGN YOUR PERFECT AIRCRAFT AT EMIRATES PAVILION



Discover the future of aircraft cabin design while designing your very own aircraft, experimenting with robotic arms and exploring the innovative metallic and composite materials of the future.

## ARABIAN TEA HOUSE RESTAURANT & CAFE



Arabian Tea House is the first traditional Emirati restaurant. Opened in 1997, it remains an oasis of peace and calm, where tourists and locals come time and again for a journey back to the city's past and to explore its cultural heritage. They showcase Emirati cuisine to the world, prepared with original grandma's recipes and create an ambience where people can come and experience Emirati hospitality.

## 25 DIPS



Dips is an innovative Emirati cuisine where they integrate authentic and modern delights with organic dips molasses.

## 27 EXPERIENCE THE GARDEN IN THE SKY



Make your way to the Garden in the Sky, where you can stand on its tree-lined upper deck more than 90m from ground level and get that perfect panoramic shot.

## 28 Koub By Wacup Cafe



Koub By Wacup Cafe is a concept that showcases the fusion between the old and new. The 'old' focuses on preserving local Emirati heritage, including how coffee became a part of our home. The 'new' is a story for itself. Go on a journey around the globe to experience flavours, aromas and traditions of different countries and regions. You'll feel all of that by simply sipping a cup of coffee, made with pure passion.

## 29 B-CAFE



Travel with B-Cafe into the most authentic coffee farms in the world, smell the distinguished aromas and taste the unique flavours of their single origin and Microlot coffees brought to you from the top coffee origin countries and proudly roasted in the UAE by our Master Roaster.



## 30

### WATER, EARTH AND FIRE COMBINE TO MAKE THE WATER FEATURE

Step inside the 14-metre-high walls of this spectacular water feature and be mesmerised by the 360-degree immersive water, light and fire show that is set to music curated by Game of Thrones composer Ramin Djwadi.

## 31 THE MAJLIS CAFE



The Majlis Cafe is the first and finest camel milk cafe in the UAE. It is a holistic concept that reflects the elaborate sense of Arabian hospitality and culinary delights.

## 32 THE ESPRESSO LAB



Founded by Emirati entrepreneur Ibrahim Al Mallouhi, The Espresso Lab is a Dubai-born artisan company to the core. Their passion goes into every cup of coffee served. They are to the coffee world what artisan dressmakers are to the fashion world! The Espresso Lab strives to inspire coffee enthusiasts and the general public with their speciality coffee and to engage everyone to be part of a memorable experience with friends and family.

## 33 TAWA



If you don't eat gluten or avoid it, confidently order here knowing that everything's prepared in a 100% gluten-free kitchen. If you don't care about gluten, then eating at Tawa will probably make you wonder why you needed gluten in the first place - they are confident you'll love the food! Whatever your relationship is with that springy little protein, a satisfying experience awaits in Tawa, a place where life is free from gluten and rich with taste.

## 34 AROUND THE BLOCK



Around The Block is a locally grown concept fuelled by its desire to deliver only the best. Rooted in its love for everything fresh, they carry the promise of excellent coffee in every cup. It is novel and ahead of its time, but also familiar. Check out their newly launched Blue Latte, an exclusive multi-layer drink only available at their Expo branch.



## 35 CANVAS BY COFFEE+CULTURE



Coffee+Culture is a concept for the ever-evolving creative community of Dubai who seek a space in which to work, meet, design and create. Canvas by C+C is where you can experience a cultural programme of true variety, showcasing upcoming talent alongside the well-established in the cultural scene. Where speakers, artists, and musicians from all disciplines and all corners of the globe share their creativity and innovative thinking, inspiring great conversations. Mention #CanvasatExpo to receive a complimentary dessert with every main course purchased!

## 36 NUTRISOUL

NutriSoul is proudly made in the UAE by passionate Emirati Clinical Nutritionists. Their goal is to establish that healthy doesn't mean it tastes bland or not palatable. They want everyone to know that healthy food can be extremely delicious, by providing healthy and tasty snacks - from granola bars to nut butters and much more!



LOCATED AT  
WORLD  
SOUQ

## 37 HASHI

HASHI is more than a fine jewellery brand. It values your perspective, creates memorable works of art and produces a masterpiece for every man and woman who appreciates the finer things in life. The pieces are inspired by life stories that influence and encourage people to be in their foremost being. Each piece is crafted with a story which makes the jewellery exquisite to see but even more memorable to hear about.



## 38 LATIFA'S ADVENTURES IN SPACE CITY



Inspired by the relentless curiosity of Latifa, this space city is a fun-filled immersive experience. Bounce over nets in the "zero-gravity" chamber and power a rocket by jumping on energy-generating tiles. Embark on your own mission to Mars by hopping aboard a replica of the UAE's Hope Probe.

## 39 BRGRS BY AROUND THE BLOCK



From the founder of Moylo's Burgers and stemming from almost a decade of creating Dubai's best burger, comes a new concept focused on introducing a new breed of burgers that are unique and flavourful. BRGRS is, however, more than just a burger joint. Set to break the rules of breakfast and casual dining, it offers one-of-a-kind breakfast items and the tastiest meat dishes from sun up to sun down. BRGRS is poised to wow the city with its fearless take on food and dazzle the public with out of this world flavours.

## 40 HYPED TREATS



Hyped Treats is a new bakery concept creating handcrafted pastries and bakery items with the finest ingredients. This is an alternative to the classical menu offerings of traditional cafes and is not your ordinary fix. Hyped Treats serve products that are all freshly made, every crack of dawn.

## 41 PIERRE MARCOLINI



The world-renowned chocolatier, Pierre Marcolini, is in complete charge of chocolate production at all stages, as well as overseeing the usage of the highest quality ingredients. Establishing his first boutique in Brussels, he has since taken his name to the global stage and now occupies a prominent place in the world of high-end chocolate. Visit his booth that offers chocolate lovers the most delicious and luxurious innovations.

## REIMAGINE ENERGY AT ENOC 42 PAVILION



ENOC Pavilion is designed to take visitors on an inspiring and immersive 15-minute journey to challenge the conventional understanding of energy and offers inspiring insights on how we can all partner in shaping the future of energy. It is a first-of-its-kind journey, where visitors can 'feel' the energy through the use of ultrasound, audio-visual narratives, sensory experiences, kinetic installations and interactive projections. The architectural theme of the pavilion draws on the design of oil storage tanks with five distinct structures.



## 43 CARTER & WHITE

Carter & White's wide range of products are considered works of art. This Dubai-based, Emirati brand specialises in luxurious loungewear, sleepwear and yachtwear for men, women and kids. Carter & White also offers state of the art bed and bath linen, crafted from the highest thread counts. Discover products that are at the pinnacle of luxury and refinement, combining sublime comfort with timeless tailoring and impeccable attention to detail.



## 44 ALL OVER

Allover has majestically exceeded itself in the creation of memorising perfumes as a brand. From the heart of Abu Dhabi, between the waves of the sea and the dunes of the desert, Emirati perfume was born. Allover offers a versatile range of uncompromised quality-oriented fragrances. The unique design and aesthetical attractive packaging of the fragrances provide you with a sense of belongingness and indulge you in freshness, with a soothing and calming effect.



## 45 DISTORTED FAMILIARITIES BY ASMA BELHAMAR

This installation confronts perspectives of nature and the built environment, marrying the two realities. It speaks to the distortion experienced commuting from mountainscapes to cityscapes, where the change from landscape to architecture and from topography to iconography feels like a journey through shifting scales and times. By borrowing fragments from different landscapes, these sculptures dismiss the grandiosity of fixed formations.

## THE PLINTH BY SHAIKHA AL 46 MAZROU



The Plinth by Shaika Al Mazrou embodies her aesthetic language, which diverts materiality and creates dynamic forms with an interplay of tension and balance, demonstrating the artist's intuitive, keenly felt understanding of materials and their physical properties.

## 47 AKWAN



Akwan is a platform that aims to instill the love of Arabic in children's hearts through play and beautifully designed books and products.



## 48 R DESIGN

R-design by Reem Al Ali is an Emirati brand founded in 2008. A brand built around the traditional Emirati culture whilst incorporating modern ideas and designs, R-design is known for their intricate embroidery and the use of high quality materials to create high quality products.

## 49 FROM THE ARABS



Tapping into the field of Arabic flavours in a way never done before. From The Arabs is an Emirati brand inspired by Emirati culture to bring distinctive Arabic aromas to your home. The products are authentic, completely made by hand, and 100% locally sourced in the UAE. Each one of their pieces is entirely unique because of the craftsmanship and pottery work that goes into their creation.

## 50 CRÈME CERAMICS



CRÈME is a two-person women-led Emirati ceramics business, started as a hobby in the heart of Abu Dhabi by Alyazia Al Mazrouei and Latifa Shaheen. Each piece is handmade and hand-painted, making no two pieces the same. Lots of time, attention, and love goes into each piece created. Like a cake in the oven, good things take time.



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