

creative between

**BOSNIA AND HERZEGOVINA EXPO 2020 DUBAI
CONCEPT DESIGN PROPOSAL**

18th November 2021

SIMMETRICO

PROJECT'S OBJECTIVES

The ideation and design of this project pursued the following objectives:

- To conceive a space whose features **reflect the identity of the heart-shaped country**;
- To create an **involving and effective storytelling** highlighting Bosnia and Herzegovina's **natural beauties, traditions and multicultural heritage**;
- To promote **Bosnia and Herzegovina opportunities**, in terms of **tourism** and **business potential**;
- To share **the values of the real heart of the country, its people**, through the devotion and passion they put into everything they do.

EMPATHY



CARE



OPENNESS



OPPORTUNITY



HERITAGE



EMPATHY

HERITAGE

CARE

OPENNESS

OPPORTUNITY



EMPATHY

HERITAGE

DESIGN

CARE

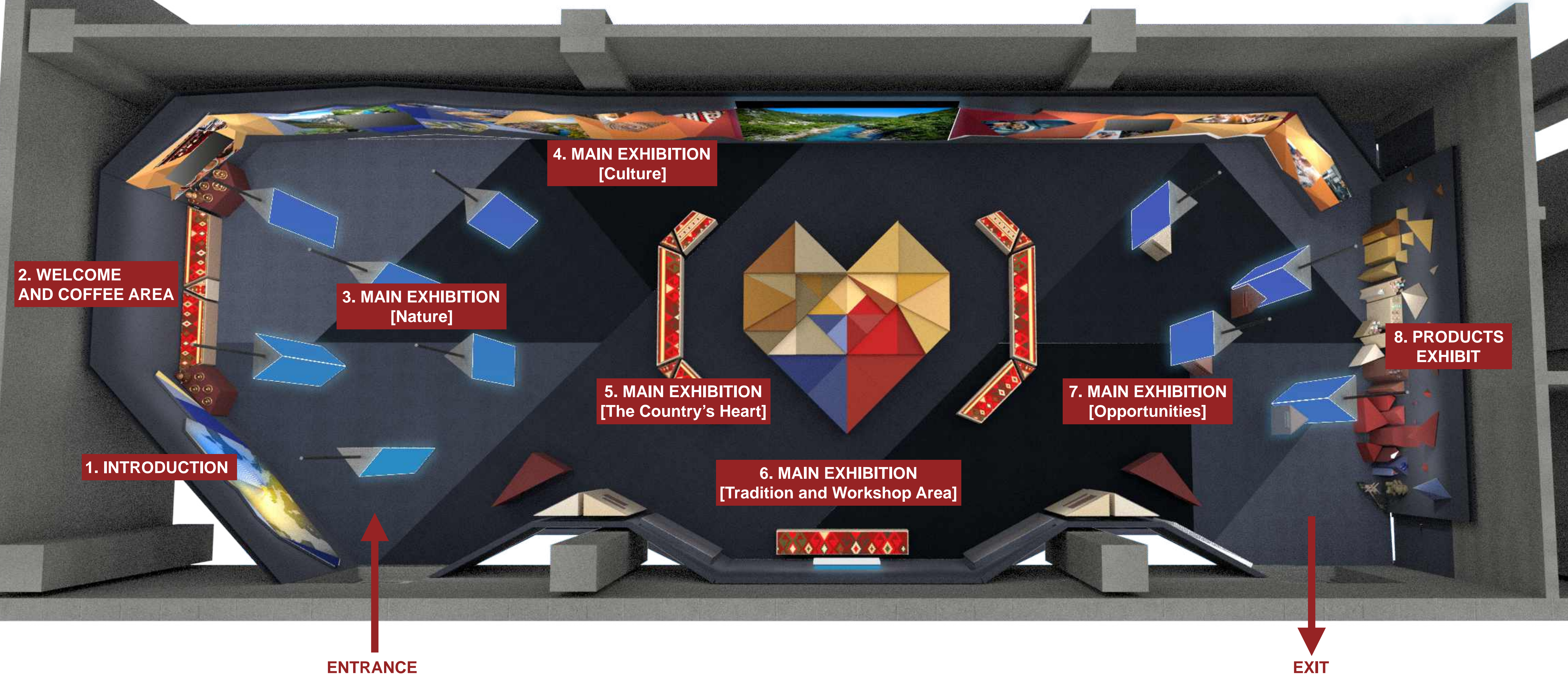
**BOSNIA AND
HERZEGOVINA**
EXPO 2020
DUBAI

OPENESS

EXHIBITION CONCEPT PLAN



EXHIBITION CONCEPT PLAN



WELCOME AREA



تم
WELCOME TO
BOSNIA AND
HERZEGOVINA
EXHIBITION

Visitors can start to experience the Bosnian atmosphere of the pavilion, being welcomed in the pavilion, just as they would be welcomed in a Bosnian home. This area is dedicated to the traditional coffee ritual: here visitors have the chance to taste the coffee, while discovering the story and the characteristics of this tradition.

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PAVILION'S CONCEPT

HEART SHAPED OPPORTUNITY
بل سياسة تجيد

ثم إحتار WELCOME TO



**BOSNIA AND
HERZEGOVINA**
EXPO 2020
DUBAI

The left wall serves as an introduction to the country and to the pavilion. The wall features a map which, on the one side, shows the geographic location of BIH, and on the other, highlights the country's heart-shape. Moreover, next to the map, text provides a brief explanation of the pavilion's concept.

MAIN EXHIBITION



The central zone of the exhibition is inspired by the characteristics of traditional Bosnian houses. A circle of seating decorated with kilims' patterns function as the *Sećiju*, in whose the centre, the main home rituals and happenings would take place. In the same way, the centre of this seating welcomes the pavilion's main installation.

CENTRAL INSTALLATION – THE COUNTRY'S HEART

MARC HUBJER, artist and gallerist

Founder of an art gallery in Sarajevo, an independent space dedicated to the development of the emerging art-scene.

BELMA JUSUFOVIC, theatre producer

She's in the organising team of MESS Festival, the oldest theatre festival in the Balkans.

EDIN DZEMAT, Chef

One of Sweden's best chefs, he promotes Bosnian culinary tradition and launched several initiatives in his home country.

SENAD OMEROVIC, farmer

He founded "Agrofood", a cooperative of biologic agricultural production. Example of sustainable investment and development of rural community.

JASMINA ZAHIROVIC, student

STEM student and member of the UNDP initiative IT Girls. She coaches children at the STEM academy to support their pursuing of a scientific career.

Erna SOSEVIC, entrepreneur

She launched Bizbook, a start-up which supports the development Bosnian business-community.

IVANA BLAZ e NINA MRSNIK, entrepreneurs

They design and produce carpets inspired by traditional Bosnian kilims and work with a team of Bosnian female weavers.

NERMINA ALIC, coppersmith

Only female coppersmith in BIH. She works in the workshop of her father, the oldest coppersmith in Sarajevo.



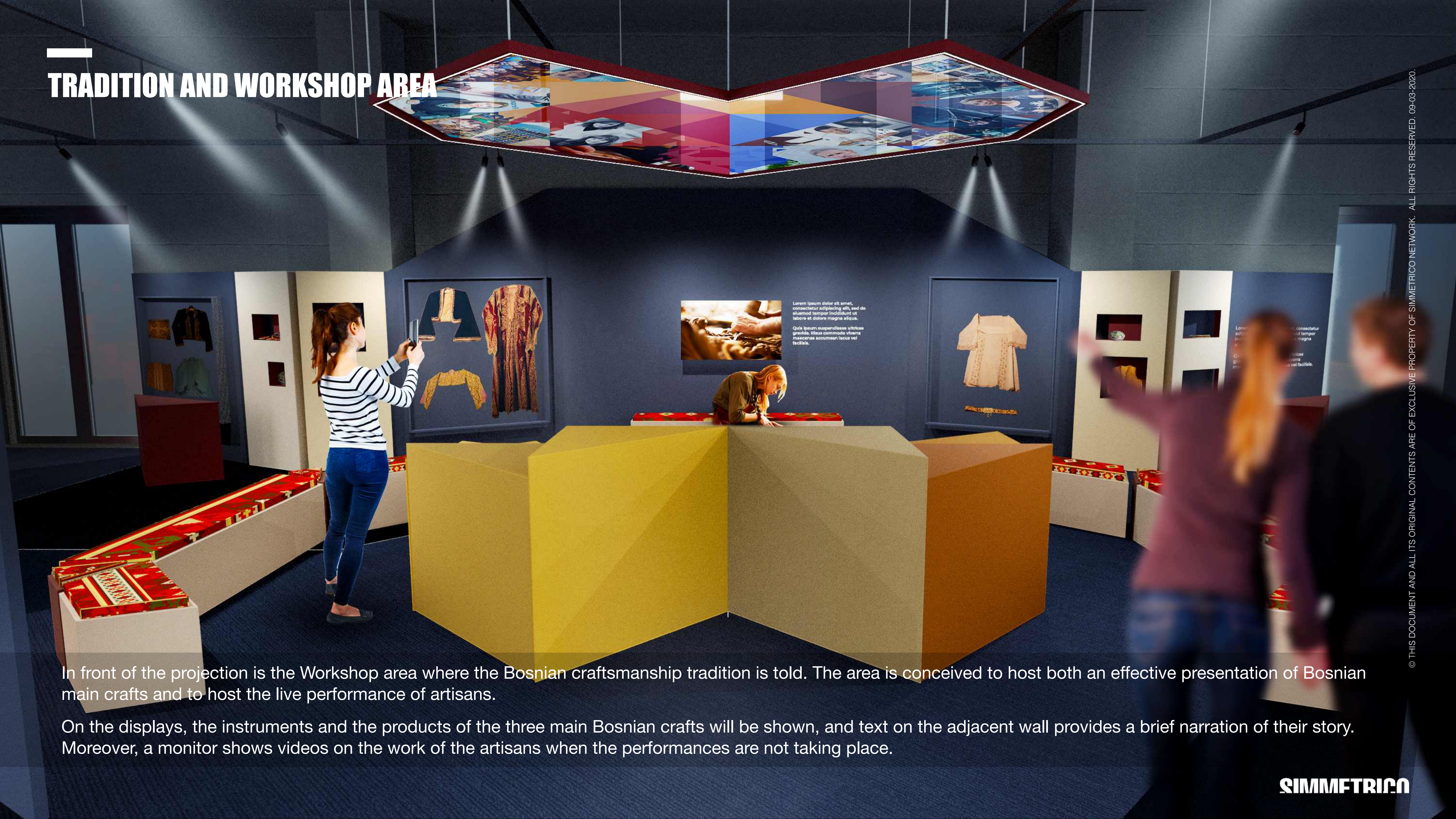
MAIN EXHIBITION



Together with the central installation, this area features a 4 metre-long projection screen, which enriches and enlivens the space with video content recounting Bosnia and Herzegovina's main historical and cultural destinations and experiences.

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TRADITION AND WORKSHOP AREA



In front of the projection is the Workshop area where the Bosnian craftsmanship tradition is told. The area is conceived to host both an effective presentation of Bosnian main crafts and to host the live performance of artisans.

On the displays, the instruments and the products of the three main Bosnian crafts will be shown, and text on the adjacent wall provides a brief narration of their story. Moreover, a monitor shows videos on the work of the artisans when the performances are not taking place.

OPPORTUNITIES AND PRODUCTS EXHIBIT



This area is dedicated to the presentation of Bosnia and Herzegovina as a country of opportunities. The graphic wall provides an overview on the country's advantageous macro-economic and geopolitical figures and on its most prominent industrial sectors, whereas the totems highlight the country's investment potentials.

PRODUCTS EXHIBIT



The last area of the exhibition hosts the exhibit of the products of Bosnian companies.

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GRAPHIC

The graphic wall that runs through the pavilion was developed following a **storyline** that **starts with the country's contextualisation and the pavilion's concept** to then **disclose Bosnia and Herzegovina's main features**: its lush **nature**, its diverse **culture**, its cherished **tradition** and its business **opportunities**.

These four themes are then deepened in the installations that unfold in the exhibition space, as the totems, the central installation and the workshop area. Moreover, the **fractal motif** that composes it recalls the **triangular shapes that build the pavilion's logo**.



PROPOSAL 2

CONTENT DISTRIBUTION PROPOSAL

CONTENT DISTRIBUTION PROPOSAL

The distribution of the contents in the exhibition had the aim to **create an even allocation of touch-points dedicated to each theme** and to have a **balanced variety of supports** provided to tell each of them - for example, each theme in the main exhibition is told both in graphic panels and in video monitors.



- 1 PAVILION'S CONCEPT
- 2 WELCOME AREA [Coffee Area]
- 3 MAIN EXHIBITION: Nature
- 4 MAIN EXHIBITION: Culture
- 5 CENTRAL INSTALLATION
- 6 MAIN EXHIBITION: Tradition and Workshop Area
- 7 MAIN EXHIBITION: Opportunities
- 8 PRODUCTS' EXHIBIT

CONTENT DISTRIBUTION - PAVILION'S CONCEPT

The first wall serves as an introduction to the country and to the pavilion, being the first element that visitors will see entering. Besides the graphic map, this wall should feature:

- Pavilion's title [GRAPHIC PANEL]
- Brief explanation of the exhibition's concept [GRAPHIC PANEL]



CONTENT DISTRIBUTION PROPOSAL

WELCOME AREA

This area will be where visitors experience the traditional Bosnian hospitality. To enrich and support the experience, we propose to display the following contents:

- **Introduction** explaining how the area recreates the atmosphere of a traditional Bosnian welcome [GRAPHIC PANEL]
- Brief explanation of the **Bosnian coffee tradition** [GRAPHIC PANEL]
- Traditional **coffee ritual and experience** [AV CONTENT - monitor]
- Brief explanation of the **Bosnian living room** [GRAPHIC PANEL]



CONTENT DISTRIBUTION PROPOSAL

MAIN EXHIBITION - NATURE

The first part of the main exhibition introduces to the country's natural resources and landscapes. These can be told through:

- **Introduction on the main characteristics of the country's territory** - it would be worthy to mention here the **national parks** to demonstrate the country's attention to its resources [GRAPHIC PANEL]
- Display of photographs **of the country's most beautiful landscapes** - mountains, waterfalls, lakes, rivers - accompanied by a brief description [VERTICAL TOTEMS]
- **Experiences that can be lived in Bosnia and Herzegovina's nature** [AV CONTENT - monitor]



CONTENT DISTRIBUTION PROPOSAL

MAIN EXHIBITION - CULTURE

This section of the graphic wall tells of Bosnia and Herzegovina's multicultural prosperity, through the most important signs of this culture. To do so, the following contents are proposed:

- **Introduction** on BiH's tradition of multiculturalism [GRAPHIC PANEL]
- **Traditional tourism attractions and experiences** to be lived in BiH's biggest cities - Sarajevo, Mostar, Banja Luka [AV CONTENT - projection]



CONTENT DISTRIBUTION PROPOSAL

THE COUNTRY'S HEART

The central installation is the core and the synthesis of the pavilion's storytelling. In terms of content, the installation should feature:

- Brief story of **8 inspiring Bosnians**, accompanied by their portraits and other images linked to their work [GRAPHIC]



CONTENT DISTRIBUTION PROPOSAL MAIN EXHIBITION - TRADITION

This area tells of BiH craftsmanship tradition. To involve it in the exhibition's storytelling also without artisans' performances, we propose to enrich it with the following content:

- **Introduction on the history and the value of craftsmanship** in BiH's culture [GRAPHIC PANEL]
- Video content on the **mastery of Bosnian artisans** [AV CONTENT - monitor]
- Narration of BiH's three main crafts: **silver and coppersmith, woodcarving and hand carpeting**; to be told combining a **brief description** and the **display of instruments and products** - it would be important to mention here the relation with UNESCO's intangible heritage list [GRAPHIC PANEL and OBJECTS EXHIBIT]



CONTENT DISTRIBUTION MAIN EXHIBITION - OPPORTUNITIES

This area is dedicated to the presentation of Bosnia and Herzegovina as a country of opportunities.

- Overview on the **country's advantageous macro-economic and geopolitical figures** [GRAPHIC PANEL]
- Video content promoting **BiH's most prominent industrial sectors** [AV CONTENT - monitor]
- highlight the country's **potential investment projects**, accompanied by the display of **promotional material** [TOTEMS and PROMOTIONAL MATERIAL]



CONTENT DISTRIBUTION PROPOSAL PRODUCTS' EXHIBITS

The last area of the exhibition hosts the exhibit of the products of Bosnian companies representing **5 successful industries**. To make this section coherent with the overall exhibition's storytelling, we suggest to add a **brief text** underlining how **the displayed products represent both Bosnian tradition and modern talent**.




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