



## Press release

# Swiss design makes an appearance at Dubai Design Week 2020

**Abu Dhabi, 8 November 2020:** Switzerland is running an exhibition titled 'Reflections of Swiss innovation', at Dubai Design Week, which is taking place from 9 to 14 November 2020 at Dubai Design District (D3), building 7, plot 10. This exhibition is curated by the Embassy of Switzerland in the UAE & Bahrain, in cooperation with partners FREITAG, HyperAktiv, Pro Helvetia Cairo and the Swiss Pavilion at Expo 2020 Dubai.

The exhibition highlights Swiss know-how and excellence in cutting-edge and innovative design. The centrepiece of the exhibition is an interactive installation referring to the Swiss Pavilion at the upcoming World Expo and sheds the light on a selection of iconic Swiss design elements.

Manuel Salchli, Commissioner General of the Swiss Pavilion, said: "Our presence at Dubai Design Week is a great opportunity for visitors to immerse in a unique Swiss experience bringing together the best of Swiss creativity. We are looking forward to this event that will bring people closer to Switzerland through art".

Iconic Swiss brand and upcycling pioneer FREITAG will make its debut in the Gulf region. Known for its functional, water-repellent and robust bags made from used truck tarpaulins, it will present the 'From Truck Till Bag' production process.

On a topical note, the 'Bring your own mask' (BYOM) project by Swiss design agency HyperAktiv gives young Swiss designers a platform to reconsider protective masks not only as an item that now accompanies our daily lives but also as a fashion statement.

As a display of Swiss design, the Swiss Pavilion offers an interactive experience to the visitors, who will be able to get a first glimpse of the Swiss Pavilion 'Reflections' at Expo 2020 Dubai and discover some iconic and surprising Swiss design elements.

The Embassy of Switzerland curated this exhibition through a cultural diplomacy programme that aims to promote Switzerland's image as an innovative, creative and open country.

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## About the Swiss Pavilion

Switzerland was the first country to confirm its participation in the Expo 2020 Dubai.

The Swiss Pavilion offers a unique encounter with Switzerland. It showcases Switzerland as a country of scenic beauty and a leading hub of technology and innovation by presenting the excellence of Swiss universities, start-ups and companies as well as creating joint events with local partners.

The Swiss Pavilion relies on a public-private partnership model. It promotes Switzerland's economic capacity and attractiveness to the UAE – the most important trading partner in the Middle East. It turns the spotlight on its high quality products and services together with its partners Schindler, Rolex SA, Switzerland Tourism, Clariant, Novartis, Nestlé Middle East and North Africa and KGS Diamond Group Ltd and suppliers.



OFFICIAL PARTICIPANT – SWITZERLAND



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Embassy of Switzerland to the  
United Arab Emirates and Bahrain

Presence Switzerland is in charge of the Swiss Pavilion. It is the unit of the Federal Department of Foreign Affairs, which is responsible for Switzerland's image abroad and Switzerland's official presence in international events, such as World Expos.

The selected project 'Reflection' was designed by the Swiss project team OOS AG (architecture), Bellprat Partner AG (scenography) and Lorenz Eugster Landscaping GmbH (landscaping) and built by General contractor Expomobilia.

## About the Embassy of Switzerland in the UAE & Bahrain

Switzerland and the UAE have enjoyed good relations since 1971. The Embassy of Switzerland in Abu Dhabi was first opened as a trade office in 1976 and then converted into an official diplomatic representation in 1982. A Consulate (today Consulate General) in Dubai followed 5 years later and a Swiss Business Hub in Dubai was added in 2005.

The UAE are Switzerland's most important trading partner in the region and economic cooperation has been at the heart of the bilateral relations for a long time. More than 200 Swiss companies have chosen the country as a hub for their Middle Eastern and Asia business activities and a diaspora of 3'000 Swiss nationals lives here.

Today, this relationship has diversified to include education, research, innovation, financial affairs, energy cooperation, sustainable development and cultural diplomacy as well. Switzerland was the first country to confirm its participation in Expo 2020 Dubai. It sees this event as a unique opportunity to present all facets of this expanded focus and to explore new partnerships.

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