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SWISS PAVILION
EXPO 2020 DUBAI

OFFICIAL PARTICIPANT – SWITZERLAND

Press release

Over a thousand crystal glass droplets constituted the Swiss Pavilion “Swiss Fog Magnified” installation at Art Dubai 2021

Dubai, 03 April, 2021: The Swiss pavilion successfully concludes its participation in the 14th edition of Art Dubai event that took place from 29 March 2021 until 3 April 2021. A large number of visitors expressed their admiration for the innovative installation created specifically for this leading international art fair by Bellprat Partner, the creative Swiss agency responsible for the pavilion’s design & scenography at Expo Dubai. .

Inspired by the pavilion’s theme “Reflections” at Expo 2020 Dubai the “Swiss Fog Magnified” installation presents itself with a white and open cubic structure. Over a thousand crystal glass droplets of different sizes and several facets hanging from a mirrored ceiling, offers an abstract interpretation of the Swiss Pavilion highlight: the Sea of Fog. When entering in the installation visitors find themselves in the middle of a fog blanket and surrounded by light and nature.

Manuel Salchli, Commissioner General of the Swiss Pavilion, said: “We are very happy to be partnering with Art Dubai to showcase innovative teasers of the Swiss journey we are offering our visitors at the Expo. The art installation reflects the main experience visitors will enjoy at the Swiss Pavilion from October onwards.”

The selected Swiss project ‘Reflection’ at the Expo 2020 Dubai 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.

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