

Dubai expo



Azerbaijan Pavilion, Expo 2020 Dubai, Uae, agora for events, project renderings

Pure creativity, Made in Italy

Simmetrico at Expo 2020 Dubai: 'storytellers' of beauty, between architecture and experience design

Architecture and design can be experienced as a simple service to create projects in-line with the needs of the client or as a mission, to tell stories, bringing value and beauty to the contexts in which we live in. The most representative case of this mission is the network founded in 2007 by Daniele Zambelli, whom, after having created the Azerbaijan Pavilion at Expo Milano 2015, is once again in charge of conceiving, designing and building the country's pavilion at Expo 2020 Dubai, an event that has been re-

scheduled for October 2021 due to COVID-19. The title of the pavilion is "Seeds for the Future". This clearly explains the key message of the project: only by investing in the present, people can ensure a sustainable tomorrow. Looking at the project, the image of a tree clearly stands out. A symbol of care and protection, a powerful archetype of vital energy: the large trunk is in fact the fulcrum of all the vertical and horizontal spaces for the public. "As people and as designers - reflects Daniele Zambelli, CEO and Creative Director of Simmet-



Daniele Zambelli

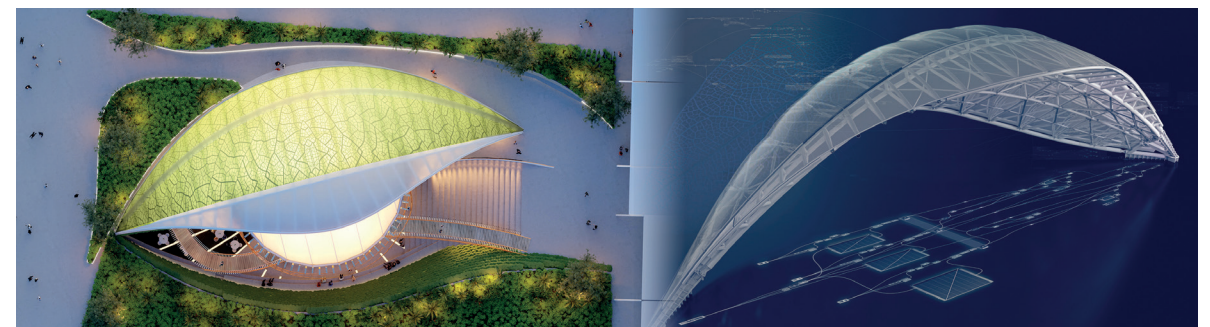
PH FERDINANDO SCIANNA

rico - we can be influenced by nature and its processes. In fact, we were inspired by two iconic elements of nature - a leaf and a tree - which have become the main architectural forms of the project". The sturdy figure of the tree, which supports tensile structure inspired by a leaf, creates an environment that generates a microclimate capable of absorbing little to no energy. "The exhibition - proceeds saying Zambelli - engages visitors

throughout stories focused on the future, sharing experiences and case studies of a country, that has managed to make giant strides in environmental protection, economic diversification and sustainable development. An underground level was obtained, in which the tree roots open up to form a stage for events and performances: a secret garden, a cozy space where all visitors are welcome." Zambelli carries on describing how from a formal point-of-view, the pavilion is a work of high technological content, a great challenge that required the team of architects to solve very complex construction problems, for which were used absolutely innovating engineering techniques. The project was so well-received that the Expo management asked to re-use the pavilion for subsequent events once the venue is over. The secret of such international success? "In architecture and experience design - says Zambelli - we see ourselves as storytellers. We don't just design and build, our ambition is to tell a story, a place or, in the case of Expo 2020, a country. "Our concept of storytelling does not describe reality, but narrates the possibilities that reality itself contains. This approach to storytelling has made Simmetrico transversal over the years. We are talking about Expo today, but we have many out-

"THIS attitude to storytelling is what has made us unique in experience design. There is a basic creativity behind it all, a working methodology that allows us to take a cross-disciplinary approach to the project."

looks. Architecture, design, scenography, events, museums, trade-fair pavilions, which we devise from the concept to the final layout... There is a creative methodology behind it all, that allows us to take a cross-disciplinary perspective to the project". In addition to the Azerbaijani pavilion, Simmetrico will curate the experience design and layout of the Montenegrin pavilion and much more: Expo 2020 has chosen the company to develop the experience design of four other major projects in the Dubai location, but we will have to wait until the inauguration in October 2021 to discover what other amazing stories they have to tell us. ■



Simmetrico Architecture: 'Foglia' architectural studies for Azerbaijan Pavilion, Expo 2020 Dubai, Uae