THE GERMAN STORY OF FUTURE ENERGY

Live Experience in the German Pavilion at Expo 2017

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EXPO 2017

• Future Energy •

Astana Kazakhstan

EXPO 2017
Facts

Duration
10. June – 10. September 2017

Visitors
Total of 5 million visitors,
55,000 visitors per day,
over 110,000 visitors on peak days.

85% from Astana and Kazakhstan,
15% foreign visitors.

Wider public as well as various international political and economic delegations.

Participants
Over 100 countries,
numerous international organisations und businesses.

Area
Total area of 173 ha with over 25 ha of exhibition space. The host country provides the sites for all buildings, including national pavilions, which will be used as a financial centre after the Expo.

The German Pavilion

The EXPO area

EXPO 2017
Task

Concept development, planning and implementation of the German pavilion. Challenge: The exhibition had to be developed as a self-contained story with a high information content that was also very entertaining. Both the exhibits and the technologies had to be incorporated in a narrative.

Germany. Welcome to the country where the energy revolution is well on track!

Германия.

ӨЗГЕРІСТЕР ЕЛІНЕ
ҚОШ КЕЛДІҢІЗ

German Pavillon Expo Astana 2017

GERMAN PAVILION

Logo Design Development

ENERGY
ON
TRACK

GERMAN PAVILION

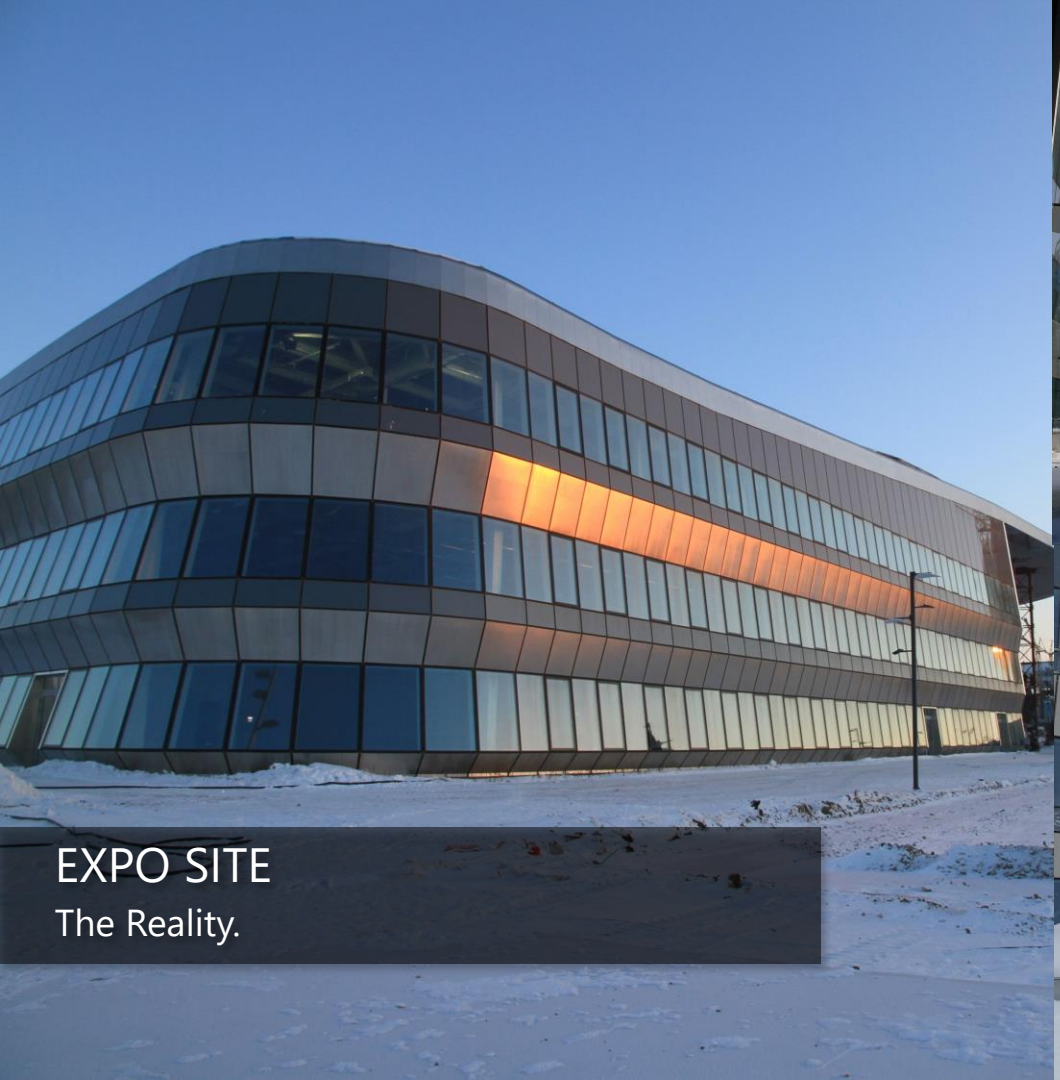
Overall Positioning

YOUR ENERGY CAN
CHANGE THE WORLD

GERMAN PAVILION
From vision to reality

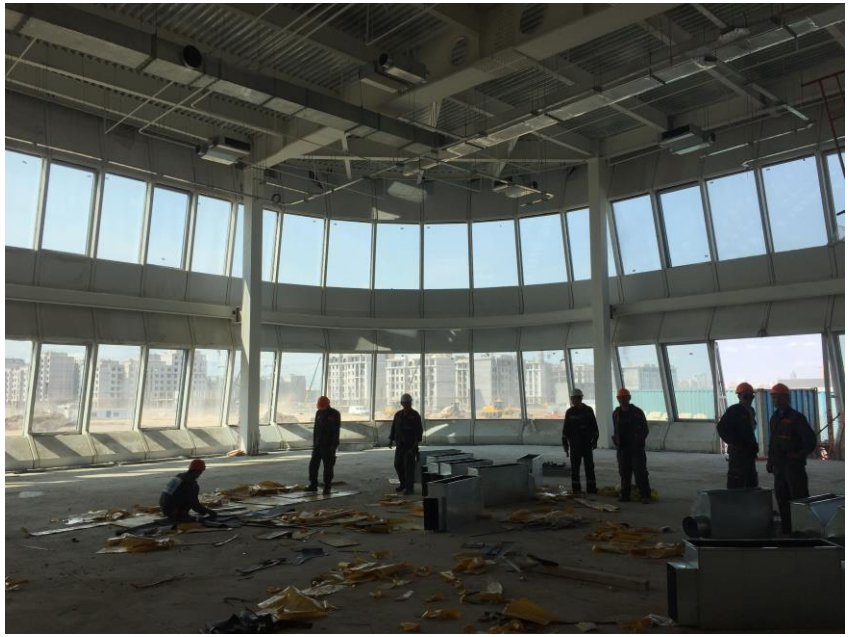
EXPO SITE

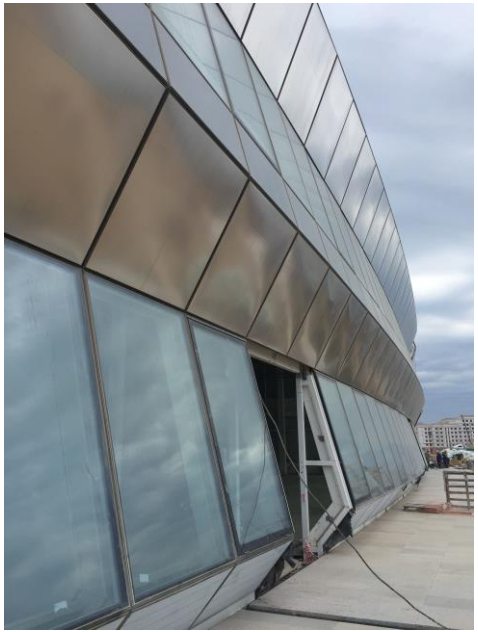
The Vision.



EXPO SITE

The Reality.





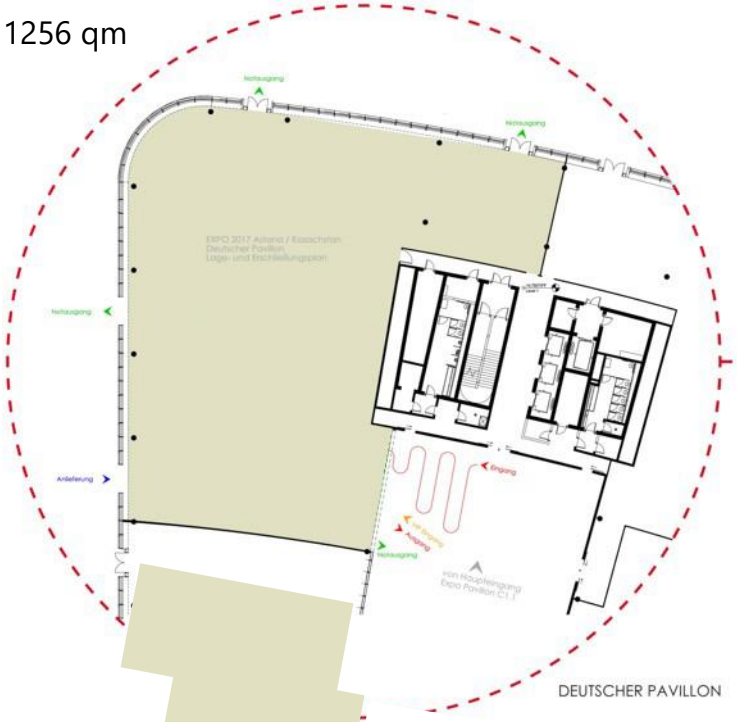
July 2016

GERMAN PAVILION

Become a realisation.

GERMAN PAVILION
Site plans & layouts

Area: 1256 qm

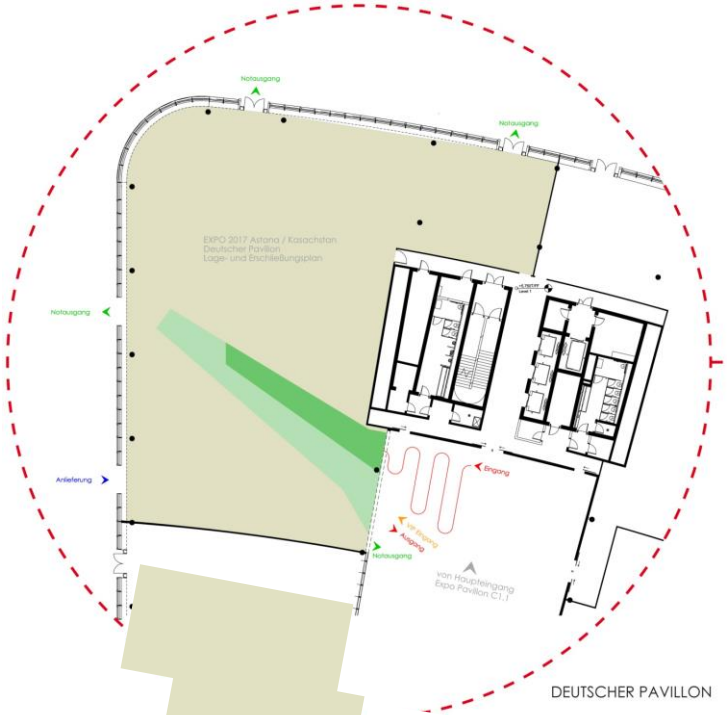


DEUTSCHER PAVILLON

EXPOGELÄNDE

SITE PLAN

Expo Site and German Pavilion



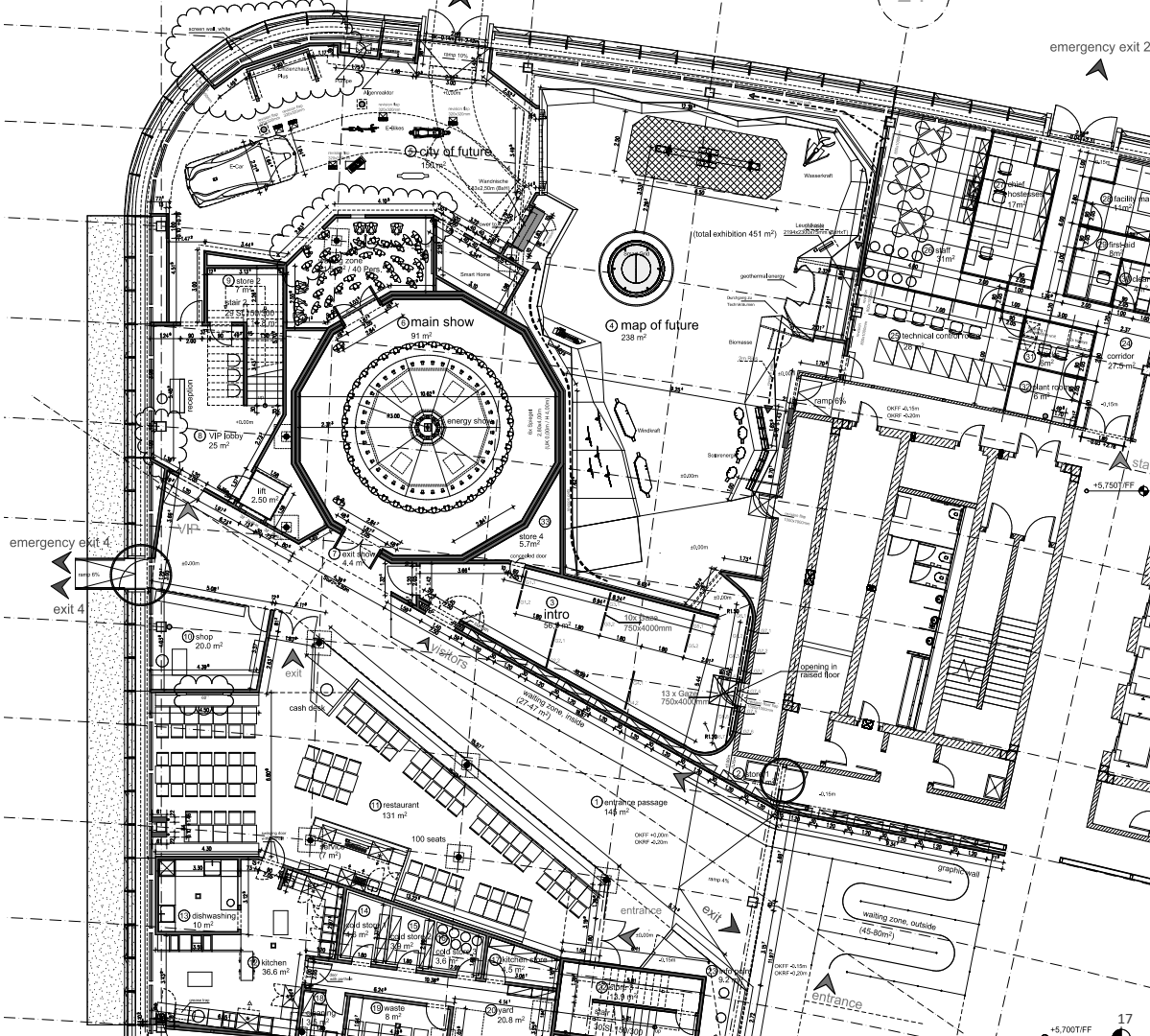
DEUTSCHER PAVILLON

EXPOGELÄNDE

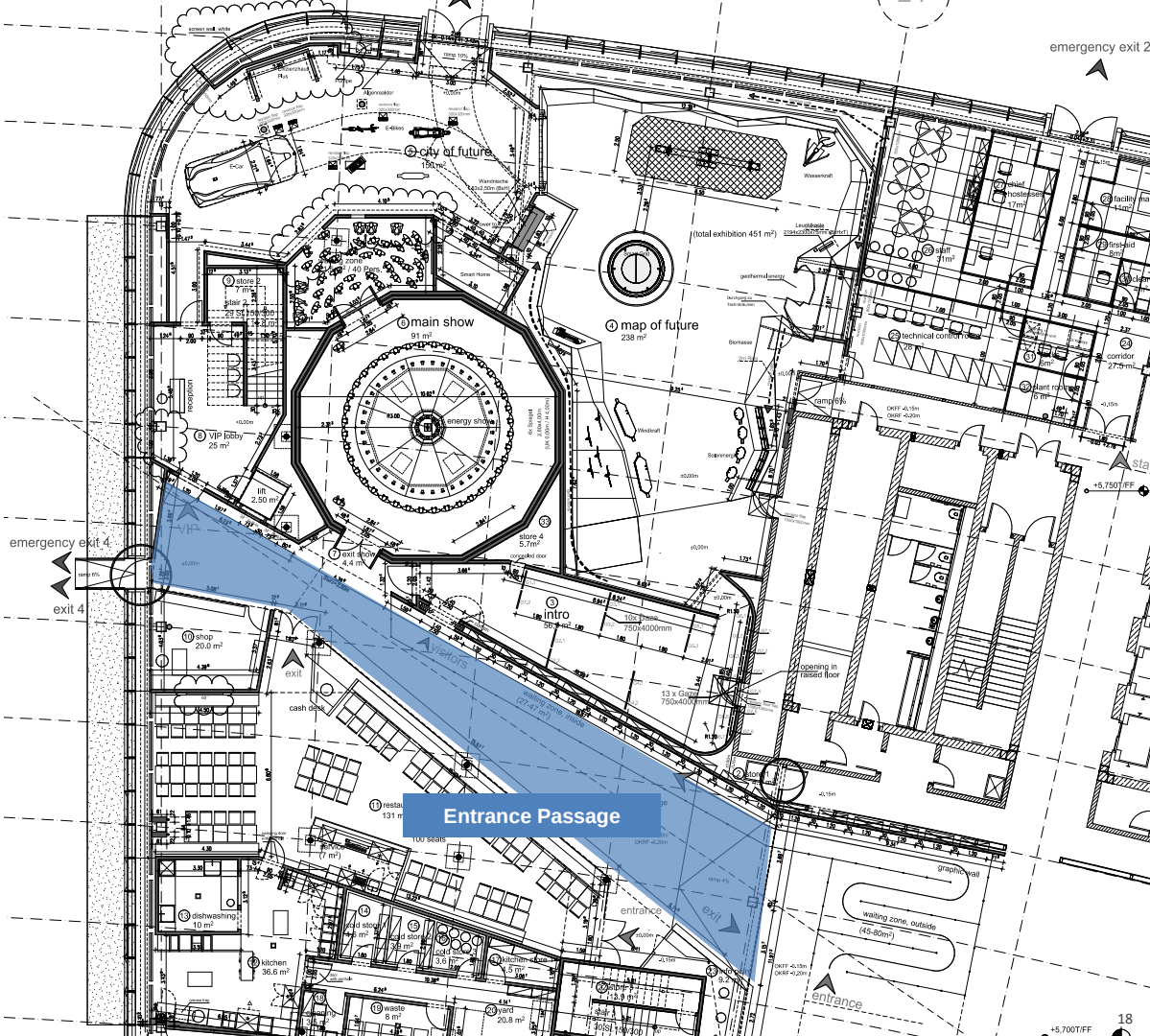
SITE PLAN

Expo Site and German Pavilion

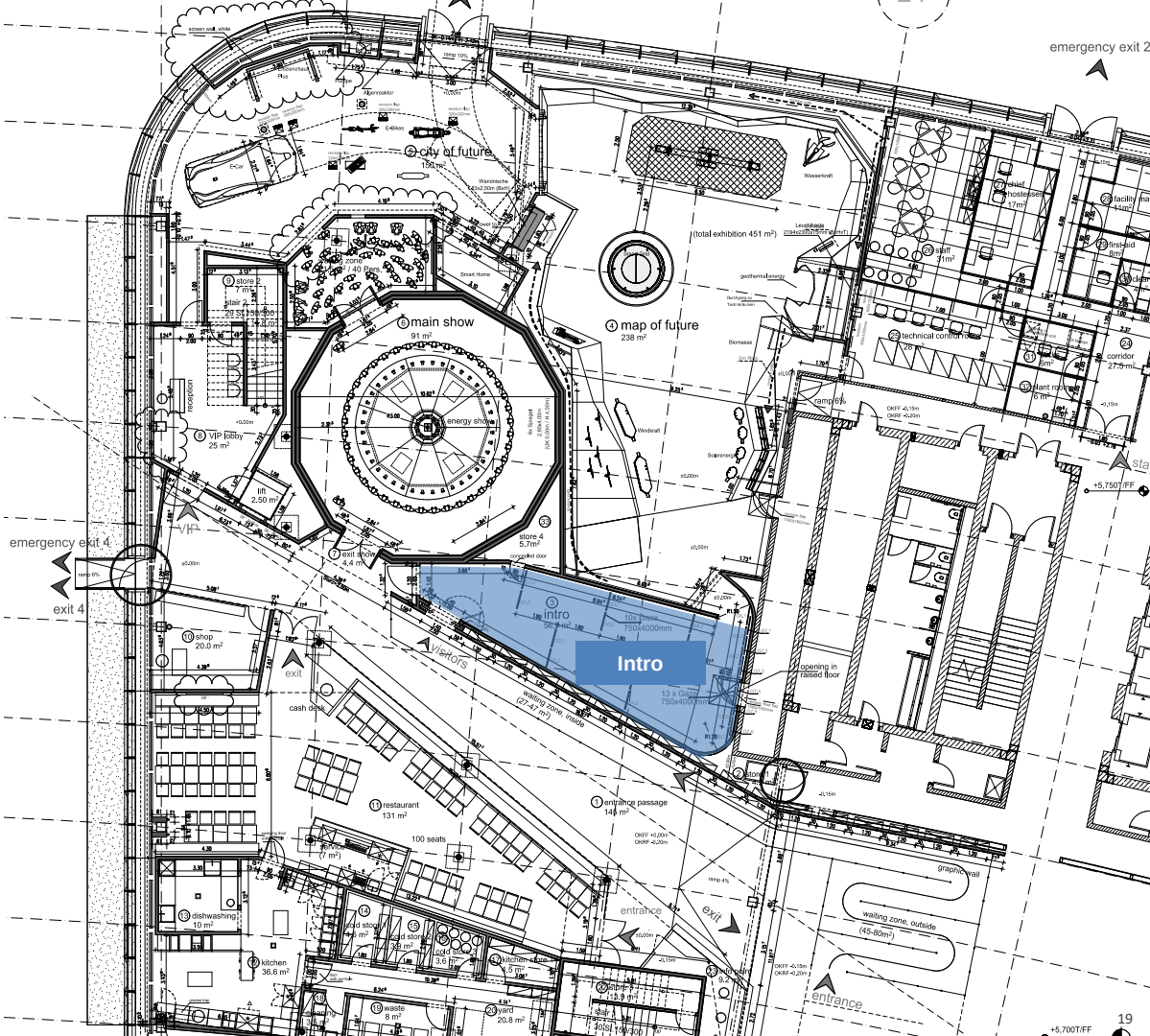
GERMAN PAVILION
Layout – Level 1



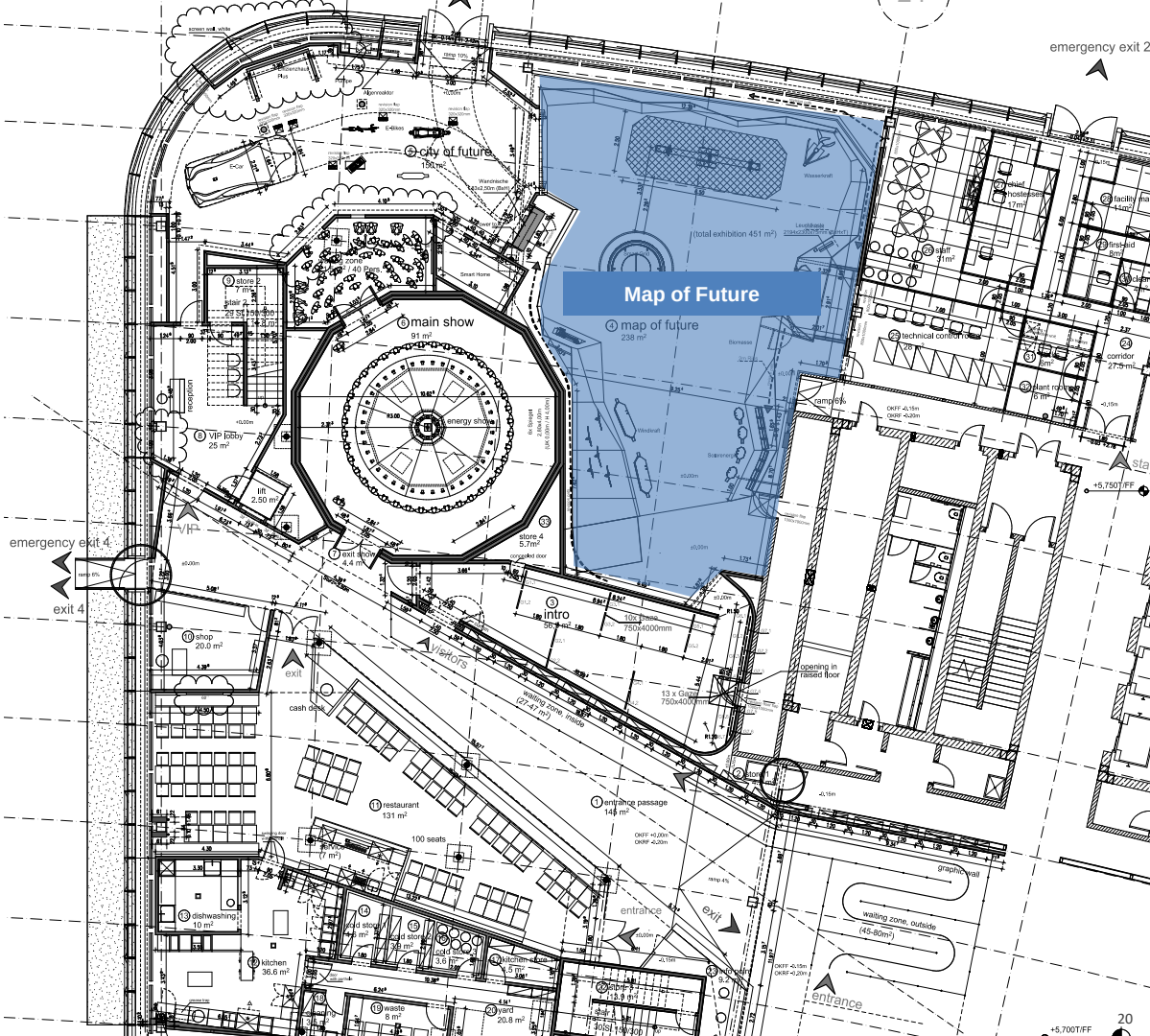
GERMAN PAVILION
Layout – Level 1



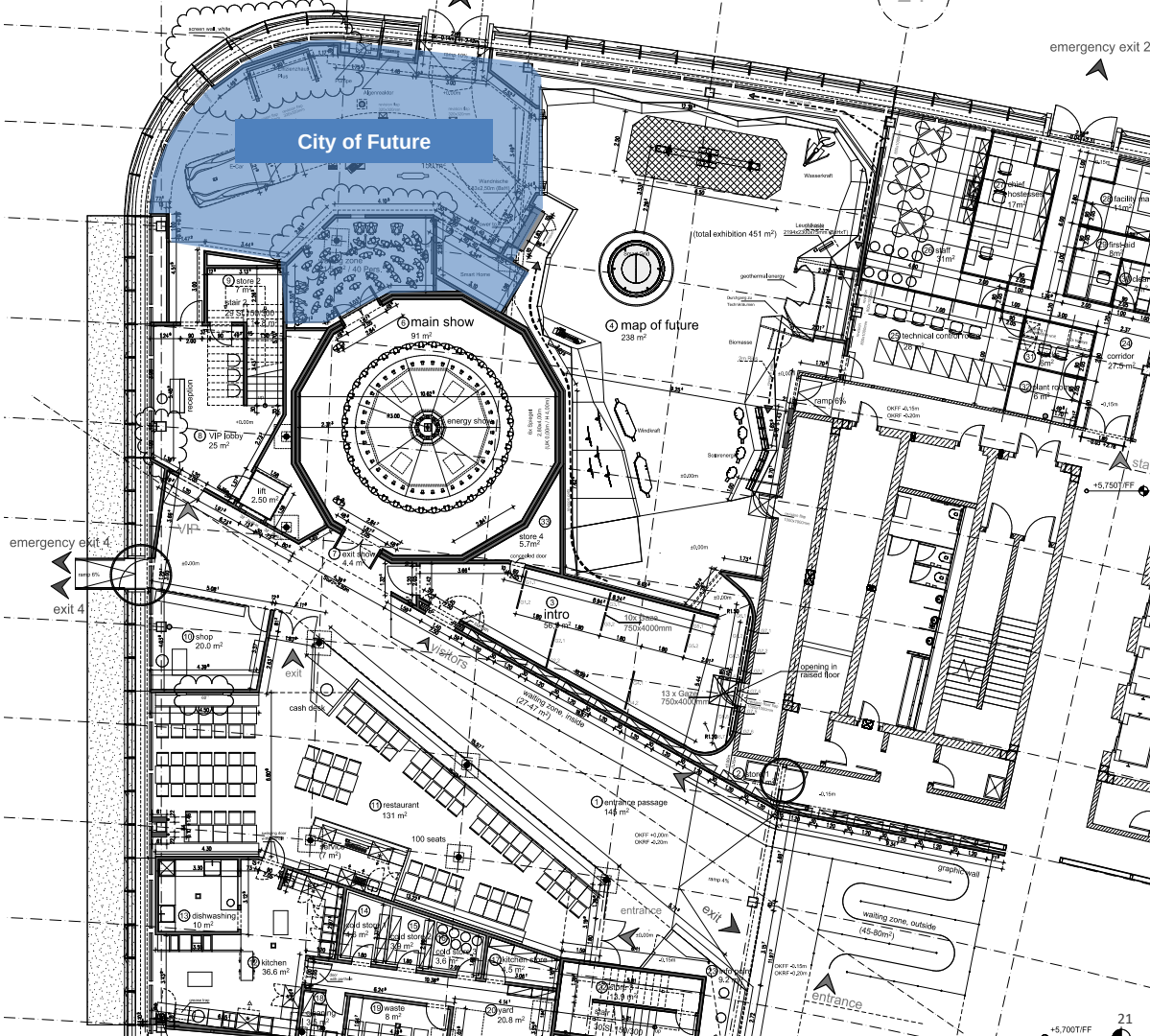
GERMAN PAVILION
Layout – Level 1



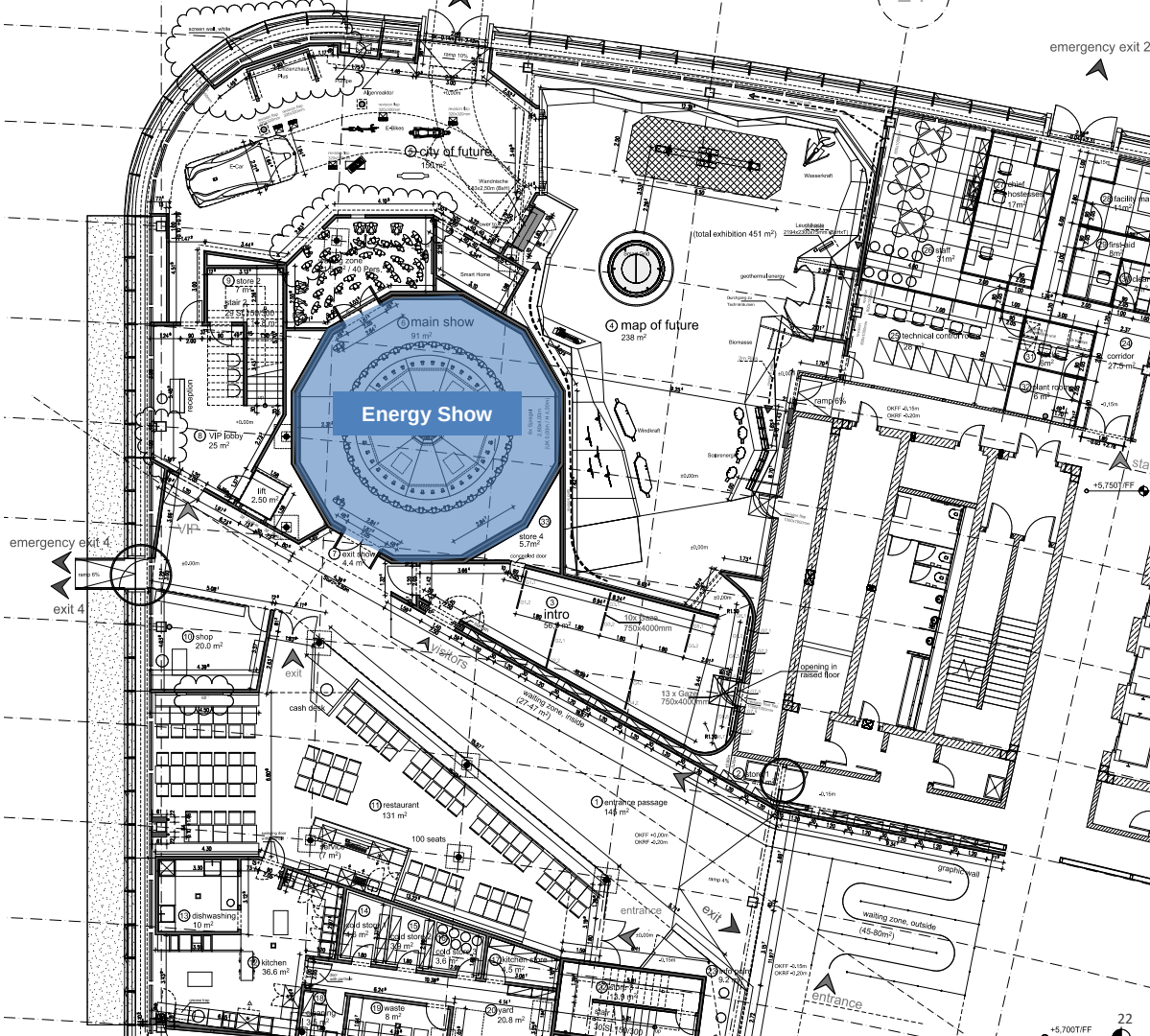
GERMAN PAVILION
Layout – Level 1



GERMAN PAVILION
Layout – Level 1



GERMAN PAVILION
Layout – Level 1



LIVE EXPERIENCE IN THE GERMAN PAVILION
Narration & Interaction

Global Perspective

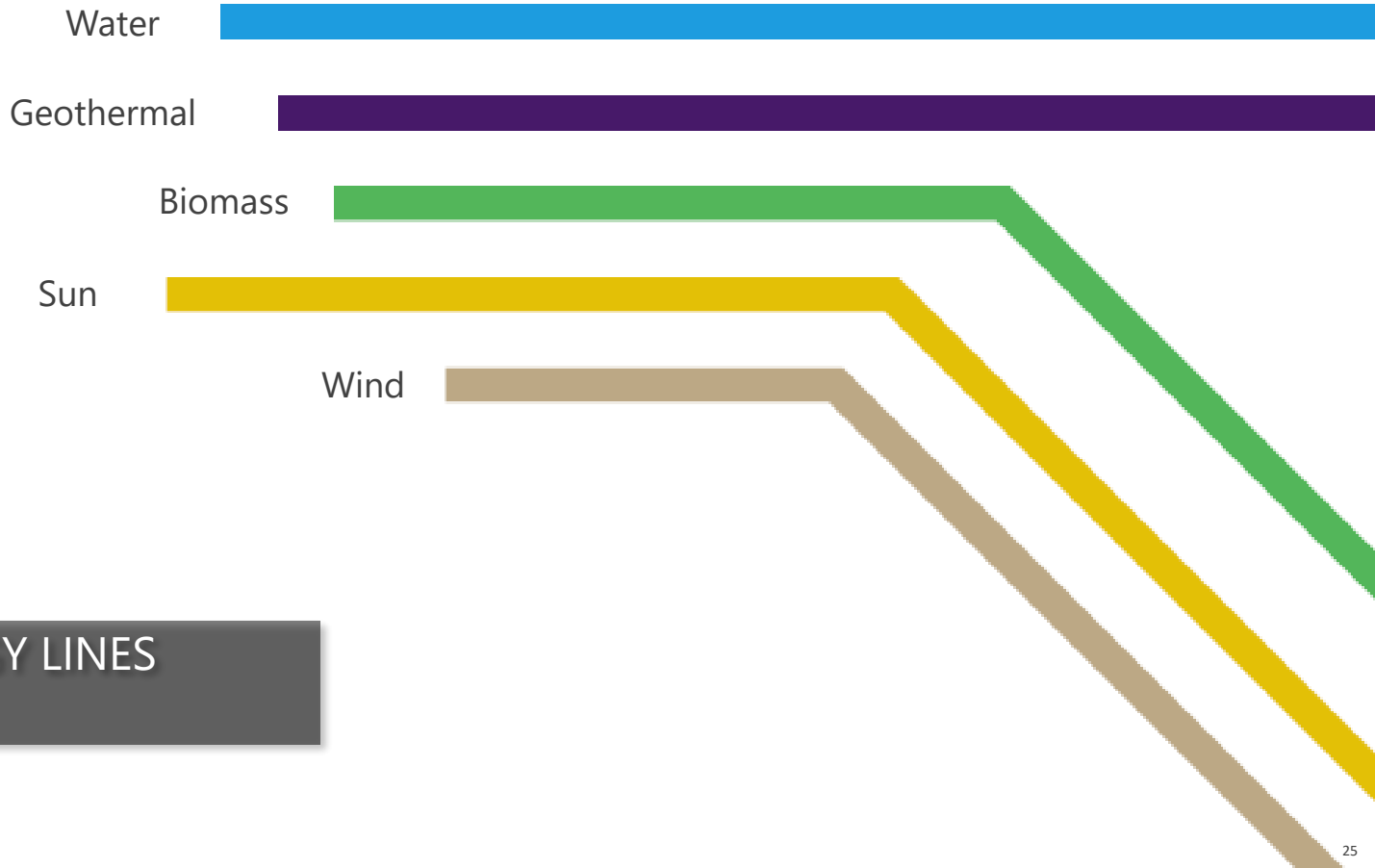
Bird's Eye Perspective

Local Perspective

Individual Human Being

NARRATION: ZOOMING IN

Dramaturgy



NARRATION: ENERGY LINES

Integration as a basis

Solves the challenge of multilingualism

It is specific to target groups (e.g. Kids)

Activation of exhibits

Collect knowledge – and thus energy

INTERACTION: SMART STICKS

Schachtkraftwerk
Horizontale Rechenebene
Direkte Verbindung zwischen Ober- und Unterwasser für den Fischabstieg
Überströmung gegen Wirbelbildung + Fischabstieg
Verschluss Normalstellung
Saugschlauch

SMART STICK
To activate the exhibits

GERMAN PAVILION
Visitor’s Tour

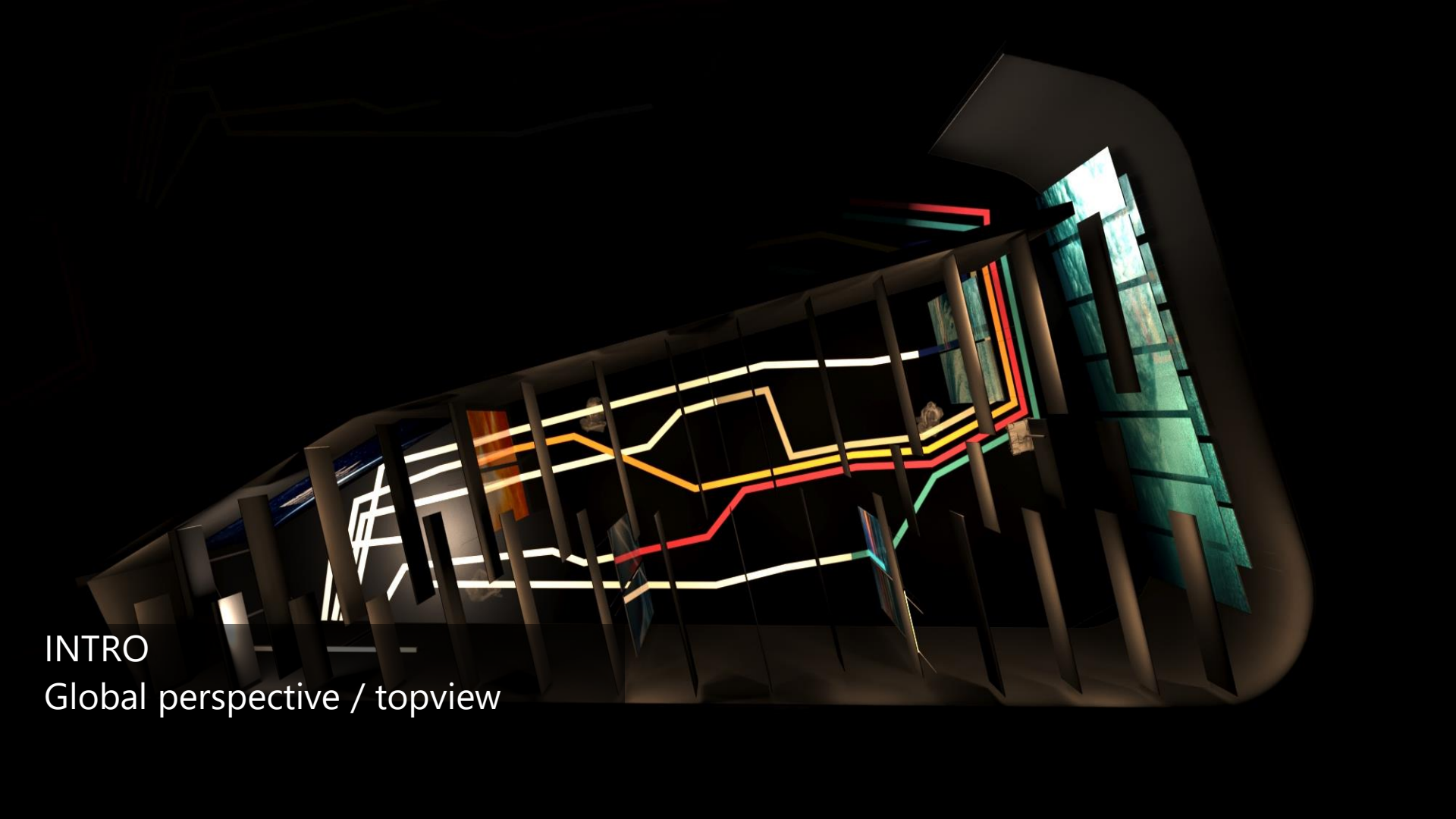
ENTRANCE PASSAGE
Outside

ENTRANCE PASSAGE
Entrance

ENTRANCE PASSAGE
Entrance

ENTRANCE PASSAGE
Exhibition of federal states

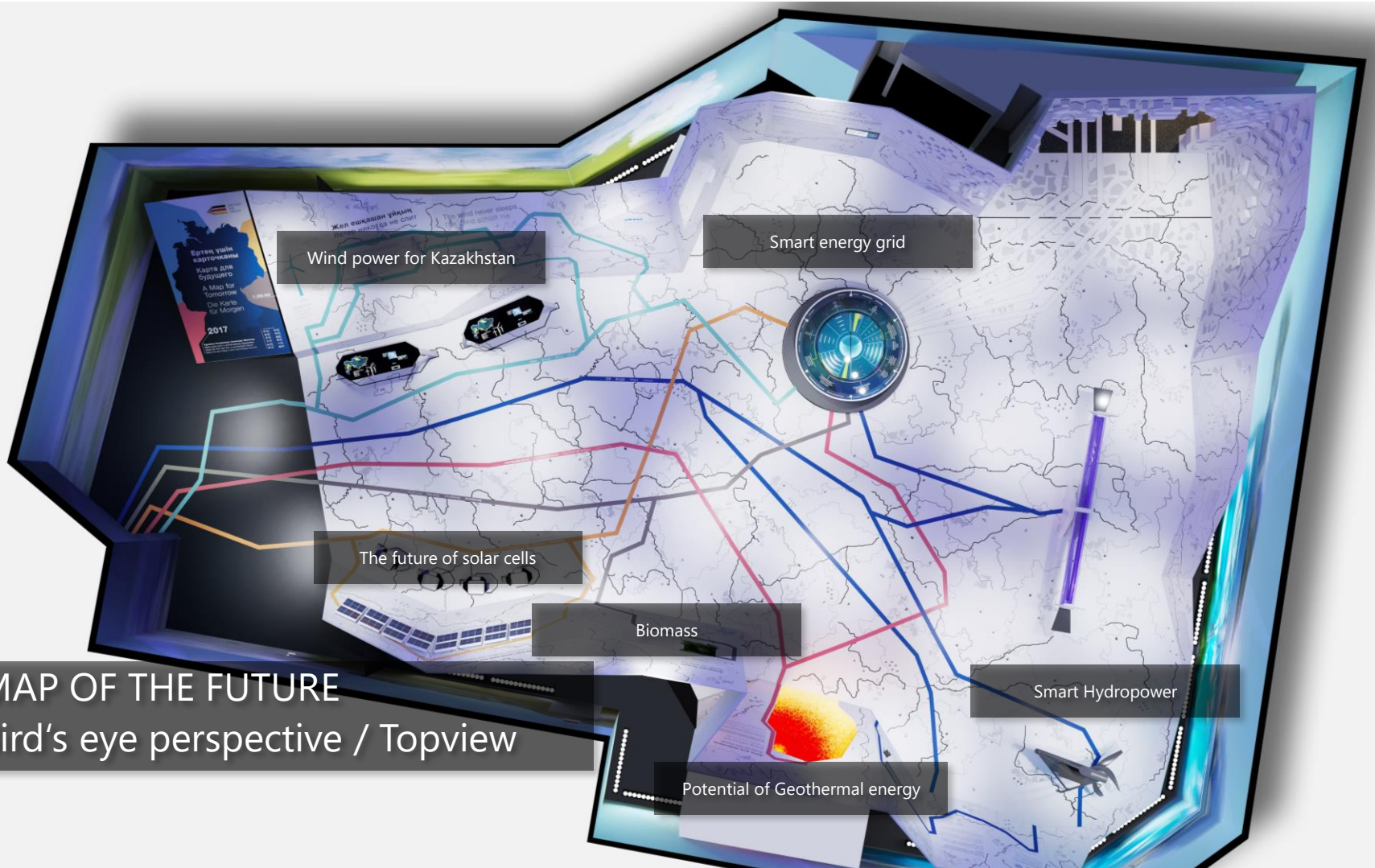
ENTRANCE PASSAGE
White energy lines as guide



INTRO
Global perspective / topview

INTRO
Global perspective

Сила радиот елескопов невелика все действующие
Мен немлекеттік қызмет шімінған түсініксіз енмунда
Садиот елес... копов невелика
Мнмемлекеттік қы... змет шімінған
Создавая энергию
Энергиянын үшін
Solar Energy – Sonnenenergie
THE ENERGY OF THE SUN
DIE ENERGIE DER SONNE
ТШІМІН МЕМЛЕ ТТІК
ПЕРСПЕКТИВЕ МОЖН РИРОВАТЬ


Wind power for Kazakhstan
Smart energy grid
The future of solar cells
Biomass
Smart Hydropower
Potential of Geothermal energy
MAP OF THE FUTURE
Bird’s eye perspective / Topview

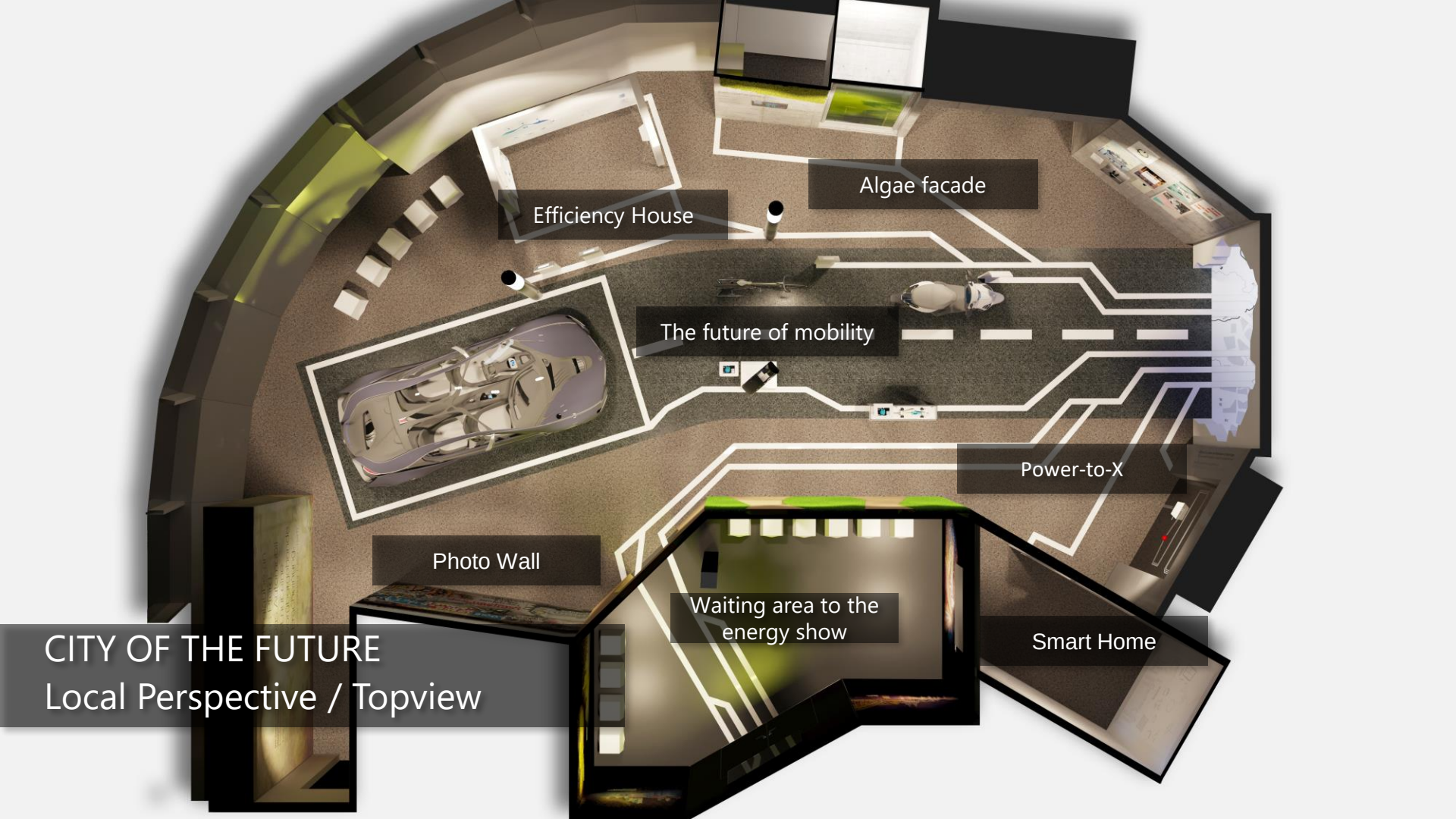
MAP OF THE FUTURE
Bird's Eye Perspective

MAP OF THE FUTURE
Bird‘s Eye Perspective / Lookback

MAP OF THE FUTURE
Bird's Eye Perspective

MAP OF THE FUTURE
Bird’s Eye Perspective

MAP OF THE FUTURE
Bird‘s Eye Perspective



CITY OF THE FUTURE
Local Perspective / Topview

CITY OF THE FUTURE
Local Perspective / Transition City Portal

CITY OF THE FUTURE
Local Perspective / Lookback

Энергияны қамтамасыз
CITY OF THE FUTURE
Local Perspective

Уйіңіз де өзіңізбен бірге ойлай алғанда
Когда ваш дом умеет думать

your house does the t
dein Zuhause mitdenkt

CITY OF THE FUTURE
Local Perspective / Smart Home

CITY OF THE FUTURE
Local Perspective / Smart Home

THE ENERGY SHOW
Focus on the human being

THE ENERGY SHOW
Focus on the human being

THE ENERGY SHOW
Focus on the human being

THE ENERGY SHOW
Focus on the human being

GERMAN PAVILION
Restaurant

GERMAN PAVILION
Restaurant

GERMAN PAVILION
Restaurant

GERMAN PAVILION
Restaurant & Shop

GERMAN PAVILION
VIP Lounge

Astana
6000 km
Montpellier
Bienvenue à Astana!
Welcome to Astana!
Willkommen in Astana!
Astanada qoldaymız!

IMPRINT

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