

- Expo 2020 Dubai -

Élisabeth Borne, Minister attached to the Minister of State, Minister for the Ecological and Inclusive Transition, in charge of Transport, in Dubai for the ground breaking of French Pavilion

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Dubai, May 2, 2019 - Less than two months after its unveiling in Paris, the French Pavilion for Expo 2020 Dubai, *Lumière Lumières*, begins its construction. Élisabeth Borne, Minister of State, Minister for the Ecological and Inclusive Transition, in charge of Transport, in the presence of the Expo 2020 teams and those of COFREX, in charge of French participation in universal and specialized exhibitions, today laid the foundation stone of the work designed by a new collective combining architects and visual artists of light. Built on a plot of more than 4,200m² within the exhibition's Mobility area (the other two being dedicated to Opportunity and Sustainability) the French Pavilion will offer an immersive experience to all its visitors.

"During the 6 months of Expo 2020 Dubai, the French Pavilion will embody the vision of mobility driven by our institutions and our public and private companies. In the spirit of the Ecological and Inclusive Transition, it will be a question of demonstrating how digital technology and innovation can be used to devise solutions for smarter, more pleasant to live in, and better-connected cities and territories," says Élisabeth Borne.

A pavilion to carry the atypical vision of France and develop its attractiveness

Through its participation, France intends to make the mobility of people, goods, territories, ideas and information a fundamental issue in solving the challenges of transitions, whether technological, ecological or economic. These are all subjects on which it will rely, particularly on its strengths in the digital field. First and foremost is a unique range of services and urban operators mobilized to build the cities of tomorrow. Innovative in the provision of services, large French companies, as well as SMEs, bring a global vision and proposals. This vision is that of a city that is attractive, not only because of the technologies deployed, but also because of the new services they offer, in a way that is both viable and sustainable.

"At the service of French companies - major players as well as start-ups - and all those who innovate, the Pavillon France is a concrete tool, an incomparable showcase for the know-how and innovations of French companies, as well as a platform to accelerate the international development of the French offer and share the French way of life with visitors from all over the world," explains Erik Linquier, General Commissioner of the Pavillon France and President of the Compagnie française des expositions (COFREX).

A spectacular and responsible architectural gesture

Emblematic of French participation in the exhibition, a showcase of economic and tourist attractiveness as well as an experiential space for all audiences, the French Pavilion will express France's unique vision by combining an ambitious architectural gesture, an immersive scenography and a virtuous design.

Light is at the heart of the inspiration of the French Pavilion, designed as an oasis from which a canopy of light literally emerges. A device, designed by the Atelier du Prado Architectes, Celnikier & Grabli and the SNAIK collective, that goes beyond the usual boundaries of the



building, merging matter and light into a building that sublimates the different contents of permanent and temporary exhibitions.

In line with France's ecological ambition, notably through the One Planet Summit, this pavilion will be the most sustainable ever built because it can be dismantled and reused. Of virtuous design, it will be deployed according to the 3 pillars of bio-climatism: renewable, clean and controlled energy, sustainable materials and a circular economy at work.



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About COFREX :

Founded by a State decree on 17 January 2018, COFREX (Compagnie Française des Expositions) is a SAS whose sole shareholder is the State.

Its purpose is to prepare, organize and implement France's participation in international and universal exhibitions organized by the Bureau International des Expositions (BIE).

COFREX is part of a sustainable project to build on the experience of previous exhibitions in order to optimally organize, for the general public and partners, France's future participation in universal and international exhibitions.

More: <http://www.cofrex.fr>



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Cofrex would like to thank Bic for the collector's edition of the French Pavilion's 4 colors.



Cofrex is grateful to Bolloré Logistics for transporting the French Pavilion mock-up on May 2, 2019 in Dubai (UAE) for the groundbreaking of the Pavilion by Elisabeth Borne, Minister of Transport.