Greek participation concept
What is the World EXPO?

The World Expo is one of the oldest and largest international exhibitions in the world, which takes place every five years and lasts six months. It is an excellent opportunity to share experiences and explore new ideas and innovations around the world.

The EXPO in Dubai

The world exhibition Expo 2020 Dubai will be the first exhibition to be organized by a country in the Middle East, Africa and South Asia (MEASA). World Expo 2020 is expected to attract about 25 million visitors, 70% of whom will come from countries beyond the United Arab Emirates.
CENTRAL THEME OF EXHIBITION

Connecting Minds, Creating the Future

SUB-THEMES
Opportunity, Mobility, Sustainability
Theme Statement

The Theme Statement is based on the country’s development strategy, which focuses, among other things, on promoting sustainable development, establishing modern networks and infrastructure, and ensuring equitable and inclusive growth. To achieve the above, the country has set itself the following objectives:

- Improving the business environment
- Strengthening the export capacity of Greek companies and attracting FDI
- Creating more and better jobs
- Improving productivity & innovation in key economic sectors
- Strengthening Start-Ups and Small- and Medium-Enterprises

The following have been selected as priority sectors:

Finally, the goal is to achieve greater technological innovation in all of the above the sectors.
Concept

Through the holistic development strategy it is pursuing, the country is implementing a new productive model that aims to stimulate domestic entrepreneurship; fair, steady and environmentally conscious development; the promotion of innovation; and a coordinated and effective outward-looking strategy that will promote full employment.

The concept for the Greek participation in EXPO 2020 Dubai is based on key sectors of the economy and the particular social characteristics of modern Greece that combined pave the way for growth and success.

Our central message is the following:
"Let's open the door to innovation. Let's show the way to the future."

Our creative vehicle is a continuous thread that:

1. Connects the past with the present and the future; Greece’s cultural heritage with today’s modern, developed country, and with the vision for tomorrow.

2. Represents the uninterrupted path of the country towards innovation, while at the same time connecting different aspects of entrepreneurship and society.

3. Creates new inter-connectivity between different poles that until now operated independently of one another.

4. Sets out Greece’s path into the future.

Through our visual and aural approach, we create a multilayered network, as is called for, but one that also works smoothly, quickly and efficiently.

Our theme recalls Ariadne’s Thread whose innovative solution helped Theseus by giving him a tangle of thread to unravel as he entered the labyrinth and which later helped lead him out of the maze. Just as we help talented minds move from research to success, technology should link entrepreneurship with the economy to find the path towards sustainable development.
Greece paves the way

We searched for a short, simple phrase in English that would express the central message that Greece can show the way to success, to innovation, to the future.

At the same time, we wanted a phrase that blends with our design concept: a continuous line that starts from the basic message and creates a seamless path to all key sectors of the Greek economy and society.

We arrived at the slogan: “Greece Paves the Way” that in essence calls on one to follow Greece down the right path.
The design of our logo aims to tie together all the artistic aspects of our concept. Thus, the line that ties together all parts of the Greek economy and society, has as its starting point the icon of our logo.

The icon evokes Classical Greek design, as it references the capital of an ancient Greek column, a spiral, while being inspired by Ariadne’s Thread which reminds one of a tangle that unravels and leads to the right path.

Finally, the design helps underpin the slogan thereby adding emphasis to our core message.
Greece paves the way
Why did we choose a spiral and a straight line?

The spiral recalls a circle and its dynamic motion, is symbolic of time, endurance, growth, continuity, and life itself. The spiral is one of the most ancient symbols that has been continuously used in Greece since Paleolithic times. It is a complex but powerful symbol that can be found in many ancient cultures around the world. An integral part of the Ionic order, the spiral represents the very motion of life and its creation. For this reason we see it everywhere: in the shells of ancient shellfish, in the double helix of the DNA molecule, in the shape of galaxies.

The spiral continues in a straight line. A straight line of infinite length, without beginning and end, symbolizing continuity and representing a central concept in mathematics.

The spiral also carries the same symbolism as the labyrinth. It ties in perfectly with our central message:

The transition from antiquity to the Greece of tomorrow.

Greece paves the way
The design of the Greek pavilion will help visitors to learn more about all the basic pillars of the Greek economy and society, with a view to offering a holistic experience while communicating our central message "Greece Paves the Way".

The eight pillars we have selected are intended to represent all the sectors that have adopted innovation and new ideas that showcase the Greece of today.

The pillars are as follows:

PEOPLE
TOURISM & CULTURE
AGRIBUSINESS / FOOD & BEVERAGE
INDUSTRY
LOGISTICS & SHIPPING
ENERGY & ENVIRONMENT
LIFE SCIENCES
TECHNOLOGY
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Each pillar is represented by its own icon, which will be used throughout the Greek pavilion at the exhibition.
Greece paves the way
The logo of the Greek mission will be used in various applications that will be needed. Apart from the operational characteristics of each application, the logo should be a robust and recognizable image. The following are some of those:
Greece paves the way
BRANDING / MOBILE GAME EXAMPLE

Greece paves the way

Find your path

play

START
The concept of Greece's exhibition area is to inform its target audiences about specific predefined themes in an interesting and interactive form while creating an experiential journey for them.
We have thus chosen to recreate a labyrinth. The visitor will be provided at the entrance with a very brief summary of the myth of "Ariadne’s Thread". They will be prompted to follow the Blue thread in an effort to uncover what the country has to offer them. The Blue Thread - Mitos follows a predetermined course through our fun maze and will prompt our visitors to stop at predetermined stops in order to discover more information on our selected thematic pillars.

The information will be either written on the walls of the maze, will be displayed on interactive walls or in VR installations and video projections. The last and most impressive pillar will be that of Innovation. Our aim is to create a short journey from mythological Greece to today’s innovative Greece.
Greece paves the way
VR

This concept relates to interactivity and the live feeling of virtual reality. We envision a vertical screen equipped with motion detectors. The screen will display an actress in life size. Whenever someone moves close to the screen, the actress will begin to interact with the visitor.

The purpose is to invite the visitor to put on the VR headset that will be located next to the screen. For example, she could be a mountain climber standing on a rock in Arachova. Putting on the headset automatically transports the visitor next to her and she would provide details about the location.

There will also be interactive info on a virtual level where the visitor can press buttons for further information. The same concept can be used in other areas of the pavilion relating to each pillar, such as in a lab, a port, a boat, a farm, etc. The installation could accommodate more than one user with the placement of additional VR headsets.
The window

This is an interactive installation that would open a virtual window on the country for the visitor, with images relating to each of our central pillars. The design will create a place where visitors can look through one or more virtual windows, each of which will transfer him to a different situation e.g. in a farmhouse, a tourist resort, an industrial unit, etc.

The aim is to create the feeling for the visitor of actually being there. Short descriptions and icons will appear above the images, to provide the visitor with further information.

The visitor will be able to change the images by tapping on special buttons and will be provided with information on whichever pillar he selects.
Interactive wall

The pavilion will include an interactive wall that will display animated themes and information relating to our basic pillars. Depending on the location inside the pavilion, the visitor will be able to watch videos with extra information on each of the categories.

A further application for the interactive wall could be as a game to help visitors find their way through the labyrinth by tracing their hand along the wall. At the end, the visitors will be able to see the best recorded times of other visitors and their countries of origin.
thank you.