

Theme Statement Template for Rent Pavilions

Introduction

The Theme Statement Template should be read in conjunction with the Guides, which are available on the Participants Portal.

Once a participant has confirmed its presence at Expo 2020 Dubai, and has established a Responsible National Authority and appointed a Commissioner General, the participant is requested to submit a Draft Theme Statement, which is reviewed by the organisers from multiple perspectives, to ensure alignment to:

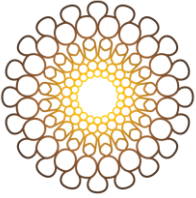
- the overarching theme of Connecting Minds, Creating the Future;
- our sub-themes of Mobility, Sustainability and Opportunity as well as;
- the core values that lie at the heart of the Expo Movement and at Expo 2020 Dubai.

Those include:

- Innovation: How is the participant developing new solutions and practices that positively affect the lives of people and communities?
- Inclusion: How is the participant extending the benefits of innovation and progress to the greatest possible number of people and communities?
- Understanding: How is the participant creating awareness of the challenges and promoting behavioural change?

Section A: Information

Name of Official Participant:	Republic of Croatia
Participant Details:	Ministry of Tourism of the Republic of Croatia
• Commissioner General's Name:	Mr. Gari Cappelli, Commissioner General Mr. Hrvoje Sadarić, Deputy Commissioner General
• Phone Number:	• +38599 3739386 (Mr.Sadaric)
• Email address:	• Hrvoje.sadaric@mint.hr



Responsible National Authority (or Authorities):	Government of the Republic of Croatia/Ministry of Tourism
Date of Participant Confirmation:	5/7/2018
Date of Draft Theme Statement Submission:	9/1/2018
Selected Sub-Theme:	Mobility

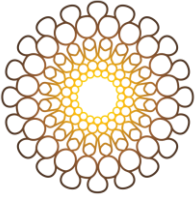
Section B: Pavilion Vision

Pavilion Exhibition Title: <i>(only if applicable at this stage of development)</i>	<i>Mobility of the Mind</i>
Key Pavilion Objectives: These could include for example: <ul style="list-style-type: none"> • <i>Branding the participant.</i> • <i>Attracting tourism.</i> • <i>Showcasing a specific sector.</i> • <i>Contributing towards achieving a Country Vision</i> 	<i>Branding the participant</i> <i>Branding an idea of mobility as an integral part of making a world a better place</i> <i>Contributing towards achieving a Country Vision</i>

Visitor Priorities:

The Expo 2020 Dubai expected to host 25 million visits on site during the six-month period, 70 per cent of which are international and 30 per cent of which are local. Those visitors will include, but not be exclusive to, the general public, youth, businesses and governments. Beyond those visitors, the Expo 2020 Dubai will be a unique platform to showcase and narrate your participation at the Expo to a wider number of virtual visitors. Details of which visitor groups are your priority and how to plan to engage social media outreach would be detailed here.

Focus is to brand Croatia as a country of **creative, innovative visionaries** throughout centuries. Visionaries who were never bound by state boundaries. **Small country, big ideas. Live small, think big.** Croatia has this kind of people in every sector of society and economy and our target is to present to the whole our best and brightest. We want to present Croatia's vast potential in every sector of society: **economy, science, agriculture, transport, culture, health, IT, tourism** and much more. In the center of it all is a Croatian creativity and vision that lays in free mind, in



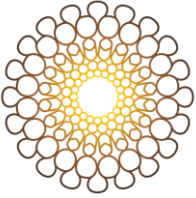
global thinking outside of the box and in mobility of ideas and skills. Visitors will experience a high resolution video and audio tour through the Pavilion and its led screen filled out interior and surround sound system. Primary goal of the 15 minute tour is to involve visitors into interactive surroundings creating the feeling that they are virtually visiting Croatia along with layout of optimistic people's stories of making the world a better place. This emotional sense sensitive tour is set to bring out empathy within visitors trying to boost their own mobility of idea, will and dedication. Also, within the theme, **visitors will be able to interact through their mobile phones using the Q Codes Scans** and in that way receive all promotion materials, information and tour experience additional videos and audio materials of the presentation through website, Facebook, Instagram and other social media.

Section C: Exhibition Content and Programming

Exhibition Content Curation:

Key questions to consider in this section include:

• What makes your country or organisation distinctive?
• How does your selected sub-theme run across all your exhibition content?
• How do the sub-themes connect with each other across all your exhibition content?
• How do visitors across all demographics interact with the exhibition content?
• How will content be activated and programmed during the course of the 6 months?
• What type of events will you plan to host within your pavilion such as seminars, business forums, cultural performances, theatrical pieces, innovation showcases etc.
• Will there be a particular National Day programme?
• How will you design the content and programming in order for it to have legacy value once you return the exhibition home?



What makes your country or organization distinctive?

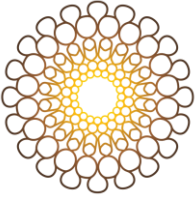
Croatia is a small country of only 4 million people but her presence in world history is very well known thanks to our visionaries from Ruđer Bošković, Nikola Tesla and more recent Mate Rimac. Amongst other, Croatian sports and success in football is world wide known.

How does your selected sub-theme run across all your exhibition content?

Mobility has a much wider context. It's not just the movement of people, goods and ideas as the bridge between opportunity and sustainability. Mobility is based on a specific frame of mind that can see through the physical and mental boundaries, limitations and in the same time recognize and embrace a groundbreaking idea, a bold vision. Mobility through space, through time, pushing the limits, pushing forward, breaking outside of the box. Every great journey starts long before the first step. It starts with just one look around you, just one look inside you. It starts with an idea, it starts with a vision. We are already moving strong without taking a first step. Mobility starts with us. Mobility starts in our mind. Our exhibition is focused on pointing out that message: "People have to move first within their mind and inner boundaries and insecurities. Once they do, once they start to put all their efforts and hard work into it, then they can real feel mobility, then they can connect with others and then they can create future."

Exhibition layout experience "Mobility of the Mind - The Story"

At the entrance of the pavilion, visitors (groups of 25-40) are starting their journey through led screen lighted interior of the pavilion. On the led screen paved floors, ceilings and walls suggestive video and surround audio images and sounds are immersing our visitors into suggestive voyage. The main point is to emphasize the moment when ideas and bold vision are born in one man's life. For instance; At first we are standing on the middle of the sea surface. Floor led screen is beautiful blue Adriatic sea where we can see a dolphin swimming under our feet, on the ceiling led screen is depict beautiful blue sky with clouds and birds flying over. On the wall led screens around the visitors we can see horizon where sky is touching a sea. On other wall led screen there is a coast city marina. Visitor is having 360 experience. Followed by powerful sound design, sea surface is changing into stones and rocks and sea horizon into old Dalmatian village with modest stone houses. Sounds of sea changes into crickets. 9 year old boy emerges on the screen playing with a soccer ball. He is playing alone and stops for a moment in front



of a stone wall goal construct painted on. He dreams of great thing ahead of him. His image is transforming into Luka Modrić. Stones and rocks under visitors' feet on the floor led screens are turning into a green grass of a football pitch. Led screens on the wall are now the stands of the huge football stadium crowded with fans. Sounds of 80.000 fans cheering are hypnotic as the visitors feel like they are in the middle of it.

The concept is similar and applicable to any great world achievement.

Next; boy is playing with toy cars in the back yard of his house. He stops playing as he looks at his toys and suddenly he becomes Mate Rimac, CEO of Rimac Automobili and creator of the fastest electric car in the world, Concept ONE, Concept TWO. Back yard on the led screen walls becomes highway and the visitors are standing on the concrete while super cars are rushing around them.

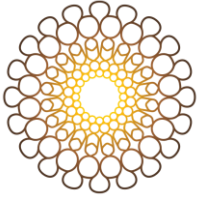
Next; little girl falls on the ground and injures her knee. Little boy approaches and tries to comfort her. We the visitors start to emerge into a knee cut and all of a sudden we are witnessing a open brain surgery performed by a robot RONNA (Robotic Neuronavigation Project from Croatia). At the table next to robot stands a little boy that tried to comfort little girl and he is transforming int Bojan Jerbić, PhD, RONNA Project Leader.

Concept of emphasizing the moments when ideas and visions are born must be suggestive positive and inspiring experience. In our Programme we will emphasize Croatian leading world known individuals such as musicians 2 Chellos, Croatian National Football team, our scientists etc. However, this concept is universal and can be applied to any country of the world, for everyone who believes in himself.

As for specific and screenplay of capturing the best showcases and defining the most presentable way to do so, this will be the result of final creative solution by the end of the year. Here in story concept layout we just stated possible yet not final examples and showcases in order to give you the taste and feel of the experience we are preparing for the visitors of our pavilion.

How do the sub-themes connect with each other across all your exhibition content?

This idea and strong positive message is directed through the tour to all demographic groups through segments of interactive video and sound footage. At the end of the 15 minute tour, visitors will



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find themselves in the relaxing area with services (beverages, gift shop, and interacting with their mobile phones accessing bonus audio and video materials and information about exhibition and participant's country and it's achievements) where they can take some time to reflect on their tour experience.

How will content be activated and programmed during the course of the 6 months?

Inspiring experience Tour "Mobility of the Mind" will be available every day for the visitors in all working hours.

What type of events will you plan to host within your pavilion such as seminars, business forums, cultural performances, theatrical pieces, innovation showcases etc.

Occasionally, within pavilion or other, available by organizer, designated areas and pavilions, we will organize thematic days that will envisage promotion experience of Croatian cultural events, culinary, science, education, sports with esteemed guests from Croatia. Thematic events will consist of different seminars, workshops, innovation showcase, business forums etc. with emphasis on interaction with visitors.

Will there be a particular National Day programme?

We are planning great National Day Programme with **2 Chellos** as the main event.

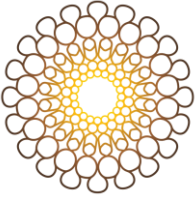
How will you design the content and programming in order for it to have legacy value once you return the exhibition home?

Video and audio materials from the exhibition will be a crucial part of Croatian strategy plan of promoting Croatia as the land of talented people who think outside the borders. In the same time, this material will be used to inspire young people in Croatia but also around the world to be persistent in their education and their work and to follow their dreams.

Section D: Interior Design

Design Vocabulary:

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| • What words reflect the participants design aspiration? |
| • What adjectives do you use to describe the participant? |
| • What colours, textures, sounds, temperatures, moods, scents reflect your vision? |



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- How does the exhibit design reflect national or organisational priorities, innovative practices, and sociocultural dynamics?
- Are there particular materials that are unique to the area that you wish to highlight?
- What are the patterns, designs, colours or textures that are typically associated? Can any of those demonstrate sustainability?
- What images would the participant like to display on the façade, that allows for the story to commence from the exterior and travel to the interior of the pavilion?

What words reflect the participants design aspiration?

Mobility of the Mind, Inspiring, Thinking outside of the box, Vision, Global, Belief, Brave, Futuristic, Fast, No boundaries, Human spirit

What adjectives do you use to describe the participant?

Open, optimistic, positive, embracing ideas and visions, proud

What colors, textures, sounds, temperatures, moods, scents reflect your vision?

Blue color mixing with red and white color national logo, LED Screens, 5.1. surround sound, cool temperature, Futuristic temple,

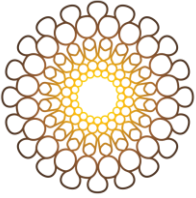
How does the exhibit design reflect national or organizational priorities, innovative practices, and sociocultural dynamics?

Croatia takes pride as a country of many esteemed world famous individuals in many different areas; from sports, culture, science etc. One of national priorities is to invest in youth as the leaders of tomorrow

Are there particular materials that are unique to the area that you wish to highlight?

Thanks to video (3D or hologram) sound surround presentation we wish to, amongst personal empathy approach, share the natural beauties of our country to visitors and recreate the breathtaking feel of pure nature that reflects in our soul, in our ideas, in our everyday living.

What images would the participant like to display on the façade that allows for the story to commence from the exterior and travel to the interior of the pavilion? What are the patterns, designs, colours or textures that are typically associated? Can any of those demonstrate sustainability?



On the LED screens set inside the pavilion and on the outside in tasteful manner (if approved), we would like to depict nature that surrounds out, essence of an idea around individual, transformation from child's playful idea to the earthmoving vision of human pioneers in many area; science, culture, economy, sports etc. Goal is to point out synergy of nature and technology as the grounds for sustainability.

Retail Items:

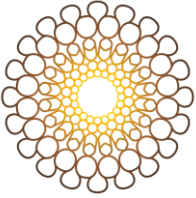
- Are these items in line with the participant's storyline?
- Are these products of appropriate quality?
- Have they been produced by local artisans?
- Do they have societal or educational value?

The emphasis of the Experience Tour will not be on the retail items and products associated with a storyline. Effects of the tour will be used for different presentations, promotions, workshops of the real examples of businesses that started as a single individual vision and then transformed into successful business, a great achievement not only for Croatia but for the entire world.

Section E: Visitor Journey

Visitor Journey:

- What are the key outcomes you wish your visitors to leave the experience with?
- Are there multiple journeys that visitors can take through the pavilion (physical or virtual)?
- Are there actual take-aways that the visitor can enjoy, that reinforces the messages you wish to communicate and leave behind?



What are the key outcomes you wish your visitors to leave the experience with?

We want visitors to leave inspired with optimism that if you put your mind to it, you can achieve anything. It's all about changing the mindset and tackle the challenges and obstacles that stands in front of you.

Are there multiple journeys that visitors can take through the pavilion (physical or virtual)?

Virtual and physical journey will have one main theme, but during the thematic events there will be modification of the footage.

Are there actual take-aways that the visitor can enjoy, that reinforces the messages you wish to communicate and leave behind?

Takeaways will be available using the Q-Code symbol in the pavilion. All information and experience will be in visitor's mobile phones. We don't want to burden visitors with tons of paper that most people these days with digital communication, obsolete. At the same time, visitors would be able to buy national souvenirs as a reminder of his experience.

Section F: Intended Outcomes

Once the six months are over and the doors have closed, and thousands of visitors have entered your pavilion, what are the key outcomes you wish them to take away? Those are natural outputs of your content and programming and design, and are related to the impact of the pavilion on the visitor.

Goal is to leave behind memorable experience for every visitor and hopefully help boost one idea and vision in the making.