



State of Palestine

Ministry of National Economy

Steering Committee for the participation of the State of Palestine at Expo 2020

CONCEPT DESIGN COMPETITION



The competition is organized in cooperation with Palestine Creative Hub implemented by United Nations Industrial Development Organization – UNIDO



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PALESTINE – EXPO 2020 DUBAI: Theme, Vision, Concept Design

Background

Since 1851, the World Expo can legitimately be considered as the biggest and most relevant international exhibition to gather nations from all over the world. Initially conceived as a showcase for technological and industrial achievements, the Expo has recently turned into a global platform for discussion, where specific issues can be addressed to an international audience and innovation guidelines can be shared with different participants.

For the first time in history, Expo 2020 will take place in the Middle East, Africa and South Asia (MEASA) region and will be hosted by an Arab country, UAE. Its candidacy was officially presented to the Bureau International des Exhibitions in 2012, while its nomination has been announced the following year, 2013. Expo 2020 will be inaugurated on October 20th 2020 and will be open for six months (until April 10th 2021), taking place during the 50th anniversary of the UAE's foundation in 2021.

A selected theme, «Connecting Minds, Creating the Future», is inspiring and funneling the different proposals of Expo 2020 Dubai. Conceived as a platform for creativity, innovation and collaboration, «Connecting Minds, Creating the Future» emphasizes the role of sharing and partnership in contemporary society, highlighting the potential of mankind to overcome common challenges through discussion, mutual agreement and call to actions based on a simple idea: when we come together, it's possible to achieve amazing results, come up with better ideas, make better experiences, build a better future for all of us. The theme is sub-divided into three different areas of expression, which correspond to Opportunity, Mobility, and Sustainability.

Expo 2020 Dubai will host 190 participants, in addition to the corporate and non-governmental pavilions, and is aiming to attract more than 25 million visitors, 70% coming from outside United Arab Emirates.

Palestine's Pavilion

The Palestine's Pavilion will be located in the Opportunity sector, just behind the UAE Pavilion, and will extend on a surface of 1.240 dunum. This central and strategic positioning represents a visibility asset, which should allow the Palestine's Pavilion to benefit from the constant flow of visitors that will naturally converge toward one the Expo's main landmarks.

Nevertheless, the presence in Expo 2020 of many participants inevitably determines a strong competition and, consequently, imposes the identification of a strong, memorable concept that can contribute to the delivery of a strong visitor-experience, capable to generate a positive impact and a renewed, emphatic storytelling.

On this perspective, it is important to underline that the most effective pavilions of the latest Expos' editions in Shanghai and Milan succeeded to impose themselves as main attractions thanks to a different, experiential concept. Leaving aside the idea of a pavilion as exhibition hall, the most ambitious among them achieved to translate a solid concept into an impressive landmark, capable of conveying one strong message and creating a memorable visitor's experience. In this perspective, creativity has paid a strong role in redefining each pavilion's key concept and in rebranding each country according to a competitive and innovating positioning.

The presence of a global public, the convergence of the Arab and Islamic audiences, the thrive for innovation and sharing, make the Palestine's Pavilion at Expo 2020 Dubai one of the most privileged opportunities to put Palestine back on the international map, to communicate its heritage and its future opportunities according to the desired positioning, and distinguish it through smart, technology-driven attractions that are capable of connecting the past, present and the future in a manner that attracts the largest number of visitors.

There are multiple topics that can be addressed to general and sectorial publics, including the unique, layered culture of Palestine and the generous and resilient temperament of its people, the stories of its leaders and innovators operating on a local and international scale, its competitive sectors, and, last but not the least, the legitimate and fair ambitions of the State of Palestine on the international arena.

Theme Statement

The Theme Statement for the Palestine's Pavilion at Expo 2020 Dubai focuses on the role of Jerusalem as **cradle of religions**. In particular, Jerusalem is represented as the Palestinian capital for all Muslims and Christians, both in Palestine and in the world, and as the epicenter of an inclusive, connected State, a family for all Palestinians in Palestine and abroad and a peaceful harbor for visitors from all over the world.

Furthermore, Jerusalem is recognized as the **foundation of the monotheistic religions**, as indicated by the transversal relevance of the city in each religious history and mutual identification of Jerusalem as the holy place. This unique heritage is reflected today not only in the presence of multiple archeological sites, but also in its unique religious coexistence. Unlike other different religious cities in the world, Jerusalem is the only place to be venerated by all the monotheistic religions.

Furthermore, this ancient, layered culture and this unique juxtaposition of people and landmarks put the basis for the existence of a prosperous tourist industry, which attracts secular tourists from all over the world, and that yet finds in religious tourism its main and most natural economic vocation. As one of the most important destinations for **religious tourism**, Jerusalem builds on its competitive edge, expanding its business potential through new tourist infrastructures and services, leading the way to innovation and expansion in many other Palestinian productive sectors.

Nevertheless, Jerusalem should not only be reflected by the Concept Design just as a faithful representation of its unique history, but should also legitimately strive for reflecting **a positive, inclusive, and forward-thinking vision for the region's future**. The Concept Design, hence, should be definitively considered as a bridge between ancient and future times, reflecting the inestimable value of Jerusalem's heritage and yet inspiring a strong vision for its future.

Creativity, on this perspective, can play a big role in transmitting the value of its positioning, translating the city's sublime uniqueness with a universal language that can enhance a positive, contemporary narrative, and also give a strong impulse in reviving Palestinian heritage and boosting all national productive sectors.

Therefore, Jerusalem projects **a message to humanity**, a spiritual symbol with global relevance reflecting its unique prominence as the crossroad of thousand-year old relationships among the different monotheistic religions and the people from all over the world.

The Concept Design shall promote and **project Jerusalem as the capital of the State of Palestine** among a wider network of religious cities and historical landmarks.

Objectives

The Theme Statement highlights the following objectives:

- Promote Palestinian civilization, heritage, culture, tourism, and place it on the Expo international map, highlighting its image and changing the stereotypes;
- Set up a promotional exhibition highlighting success stories and sectors with high potential in Palestine;
- Promote investments in Palestine, with a reference to religious tourism;
- Promote and project Jerusalem as the capital of Palestine.

Targets

Beside the general public, whose participation and positive feedback is crucial to the desired positioning of Palestine at Expo 2020 Dubai, sub-targets have been identified as addresses of specific consideration:

- Tourists, including youth from the Arab & Muslim countries, that look at Jerusalem as the unmissable holy place to be visited;
- Investors, who shall consider Palestine as a safe harbor for investments in all sectors with potential. Real estate and tourism infrastructure should be considered as key investment opportunities;
- Businessmen, entities and individual level that are interested to engage in business relationship with Palestinian SMEs;
- Palestinian Diaspora, whose linkages can strengthen the resonance of Palestine and enhancing the sentiment of belonging to a tight, caring community.

Iconographic References

The following iconographic references have been highlighted in the Theme Statement as the main stylistic features that could be taken into consideration for the design of the Palestine's Pavilion:

- Dome of the Rock;
- Walls, Gates, and Keys of Jerusalem;
- Streets of Jerusalem;
- Creative Islamic Architecture;
- Christian dimension and Church of the Resurrection.

The **representation of Jerusalem doesn't have to be exclusively conveyed through these architectural features**. Furthermore, the Concept Design shall consider including a depiction of the **people of Jerusalem** together with the stories, languages, arts, social practices, feasts, and rituals that animate their everyday life. Despite its history and ancestral value, Jerusalem's immaterial culture still plays a fundamental role in redefining the city's current intensity and magnetic charm and represents also the starting point from which wielding its potential in a reconciled world as a symbol of peace.

Technology

Digital technology shall play a significant role in creating a memorable, experiential design concept for Expo 2020 Dubai. All possible media – including images, films, sounds, projection mapping and light projections – with interactive technologies - such as 3d immersive tours, natural interaction, augmented reality - should be considered as a potential expressive means to deliver a stronger visitors' experience.

Tentative zoning

The Concept Design should also include a vision for the designated spaces that will be included in Palestine's Pavilion, which are:

- An info desk;
- An area devoted to Palestinian industries, where Palestinian competitive sectors and Palestinian entrepreneurial success stories shall be highlighted;
- An area dedicated to showcases and exhibitions in different productive areas.
- A retail area, that shall include a selection of Palestinian products and bespoke souvenirs and objects designed for Expo 2020 Dubai and not to exceed 20% of the total area of the Palestinian Pavilion.
- An area dedicated to B2B meeting, closed meetings and visitors' welcoming.
- An area dedicated to food service and dining area (restaurant).
- An area dedicated to artistic events and commemorations (theatre, cinema, other artistic activities)
- An area dedicated to family entertainment;
- An area dedicated to the management's facilities.

COMPETITION



Participation

The competition is open to Palestinian individuals and legal entities: professionals in the fields of design, architecture, engineering and computer science, arts, together with students and academia – including joint groups of students and professors. The competition is open for Palestinians from the Diaspora. Group submissions are encouraged.

All the persons that have been directly involved in the organization of the competition, included their close relatives, and/or those who cooperate directly with them, are automatically excluded from present bid.

To participate in the competition, interested participants should submit an **expression of interest** with the following information included:

- A portfolio of selected works;
- A motivation letter;
- A biography / a curriculum vitae (for individual participations), a company profile (for legal entities), a team description for academic groups.

Note: Applied companies must be duly registered with the Ministry of National Economy and have experience in technical and engineering design.

The material should be sent by email to palexpo2020@met.gov.ps and info@creativepalestine.ps. Entries will NOT be accepted via physical delivery. An acknowledgement of receipt will be sent to the applicants via e-mail. The mandatory deadline for submission of the expression of interest is **December 27th, 2018 (11.59 pm)**.

The Ministry of National Economy in partnership with Palestine Creative Hub, implemented by United Nations Industrial Development Organization (UNIDO), will animate and coach ideation sessions on the following dates: **30/12, 26/12, and 31/12 2018**. The purpose of the sessions is to explain in detail the key milestones that are included in the Theme Statement for the Palestine's Pavilion and in the manuals provided by Expo 2020 Dubai. Furthermore, the creative sessions aim at overviewing the historical themes, the technological opportunities, and the creative means that could be used for the implementation of the Concept Design. The location of the creative sessions, that will be hold in the headquarters of the Ministry of National Economy - Ramallah,

The final Concept Design will have to include the following supports:

- A graphic presentation (sketches and/or renderings) offering a visualization of the conceived concept in the form of an attachments (up to 10 images) submitted in A1 format;
- A moodboard (A1 format);

- One detailed textual description of the concept, which shall also include all relevant technical mentions for its implementation (materials, construction techniques etc.).

The competition entry should reflect the vision and the objectives outlined in this document and yet interpret the Theme Statement of the Palestine's Pavilion and the theme of Expo 2020 Dubai "Connecting Minds, Creating the Future" in a unique, original and unprecedented way. The entry should also propose a feasible and viable solution, capable to combine authenticity, authoritativeness and innovation with a rational implementation of the concept.

The Concept Design Proposal should be sent by email to palexpo2020@met.gov.ps and info@creativepalestine.ps. An acknowledgement of receipt will be sent to the applicants via e-mail. The mandatory deadline for submission of deliverables is **January 20th 2019 (11.59 pm)**.

Selection Process

Jury

The jury is composed by the members of the Expo 2020 Steering Committee, which is formed by a decision of the Council of Ministers headed by the Minister of National Economy, in addition to representatives of the private sector. Invitations will be made to prominent persons with significant impact as observers. The Creative Design Center implemented by the United Nations Industrial Development Organization (UNIDO) will provide technical support to facilitate the work of the jury. Reputable and remarkable guests will be invited as observers. The Creative Design Hub implemented by the United Nations Industrial Development Organization (UNIDO) will provide technical support to facilitate the work of the jury.

A pool of technical experts and secretariat team will first filter and review the applications and will provide the Palestine Expo Steering Committee with recommendations.

The participation to the contest implies the acceptance off all the rules and guidelines included in this document. The decision will be taken jointly by Palestine Expo 2020 Steering members, upon examination of the proposed concept, together with the applicant's profile and previous experiences. Non-compliance determines the exclusion from the competition.

Award Criteria

Uniqueness, creativity, viability and feasibility are among the top criteria for evaluation.

The jury reserves the right not to proclaim a winner whether the proposals do not correspond to the requirements of this document or do not respond to the demands of Palestine Expo 2020 Steering Committee.

The jury reserves the right not to proceed with the implementation of the winning concept's design proposal and to designate a different design proposal. In any case, the winner concept will not be automatically granted a further design assignment.

Prize

Palestine Expo 2020 Steering Committee for Expo 2020 Dubai will provide the following prizes, which will be paid within 30 days from the publications of the results. The winners will be honored at a special ceremony organized by the Ministry of National Economy in cooperation with partners.

As soon as the prizes are delivered, all obligations of the Ministry of National Economy toward the winners will decay.

The winners will be announced on the 31st of January 2019.

Ownership Rights

By participating to the competition, competition entrants accept all the requirements indicated in the present award. The authors of the entries give their consent to the publication of the competition's results by Palestine Expo 2020 National Committee and to the potential use and/or display of the materials for presentations, showcases and exhibitions. Entries will not be returned to their authors and will be kept in the archives of the Ministry of National Economy for documentation purposes.

The awarded projects will become property of the Ministry of National Economy, so that the Ministry can allocate them to another entity for further implementation. The award-winning projects authorize the Palestine Expo 2020 National Committee to use their concepts solely in the framework of Palestine Pavilion at Expo 2020 Dubai.

Organizers

The competition is co-organized by the Ministry of National Economy and United Nations Industrial Development Organization (UNIDO)– Palestine Creative Hub.

Conceived as a platform for creativity and innovation, Palestine Creative Hub involves the younger generations of designers, makers, and entrepreneurs, and supports collaboration among the creative and entrepreneurial Palestinian class. Palestine Creative Hub foresees design as a development tool for competitiveness and economic development, fostering the generation of new ideas, products and services, offering access to a series of equipment and mentorship programs.

Palestine Creative Hub has conceived and implemented by United Nations Industrial Development Organization (UNIDO) in partnership with the ministry of National Economy has been funded by the European Union with an additional contribution from the Italian Agency of Development Cooperation (AICS) under the Creative Mediterranean program.



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CONCEPT PROPOSAL - NATIONAL PAVILION OF PALESTINE AT EXPO 2020 DUBAI. Road Map:

Step	Deadline	Deliverables
Expression of Interest	27 th December 2018	<ul style="list-style-type: none"> - A portfolio of selected works; - A motivation letter; - A biography / a curriculum vitae (for individual participations), a company profile (for legal entities), a team description for academic groups.
Sessions held by the Ministry of National Economy and Palestine Creative Hub (UNIDO)	30 th and 31 st December 2018	
Submission of Deliverables	20 th January 2019 (11.59 pm)	<ul style="list-style-type: none"> - A graphic presentation offering a visualization of the conceived concept in the form of an attachments (up to 10 images) submitted in A1 format; - A moodboard (A1 format); - One detailed textual description of the concept.

Winners' Announcement	31 st January 2019	
Ceremony	Will be determined later	