

PRESS RELEASE

Future Energy – Ideas for a sustainable world

Avantgarde coordinates the Best Practices Area at EXPO 2017 | 10 June to 10 September

(Munich/Astana, 14 July 2017) Future Energy – in the capital of Kazakhstan the first EXPO to be held on Central Asian soil focuses on the world's future energy supply. Rich in raw materials, the country urges transition to a green economy and is regarded as a pioneer of renewable energies and energy efficiency in the region. 115 countries tackle the global challenge with innovative contributions on display at the EXPO. One of the pavilions commissioned by national company Astana EXPO-2017 presents selected reference projects – by both large groups and fledgling international start-ups. The design, graphic concept and overall coordination of the Energy Best Practices Area (EBPA) are the responsibility of the international creative agency Avantgarde, which also manages the Astana Contemporary Art Pavilion (ACAP).

More is at stake here than the worldwide energy supply. “We need a global rethink”, says Marc Ottinger, Head of Brand Image Design at Avantgarde. “This is a challenging subject which not only calls upon politicians and industry to tackle. The media, curators, agencies and other influencers must also do their part to changing perceptions. We hope that all these initiatives at EXPO 2017 in Astana will inspire further stimuli.”

Energy initiatives inspire a new awareness

A dynamic flow of energy is visible on the exterior façade of the Energy Best Practices Area (EBPA). Inside, it continues through both storeys of the pavilion and five theme areas. 20 outstanding examples of renewable and alternative energies, the use of natural energy resources, energy storage, distribution and traditional energy efficiency are exhibited in a surface area totalling more than 2,500 square metres. Participating companies include Andritz Hydro, a pioneer and leading international supplier of electromechanical equipment for commercial hydroelectric power stations. And ABB, which spearheads progress in the field of electrification products and power grids. ABB's Robotics and Movement area can also be viewed in an artwork by Quayola in the ARTISTS & ROBOTS exhibition in the Astana Contemporary Art Centre. International start-ups like Bioo, Glowee and Hydroz also present their visions of a greener future. Other innovative approaches, designed to encourage participation and inspire, are displayed in four interactive areas. As Marc Ottinger remarks confidently, “Visiting the pavilions inspires greater awareness of the energy that is all around us. Even only changing our habits a little will make a big difference.

The entire Energy Best Practices Area is based on interactive perception and digital content.

Visitors are guided through the exhibition with their own smartphones, they can find out in brief or in greater detail about the various exhibits and how many more they can still discover. At the end, visitors receive their own personal Energy Art Portrait as a small souvenir of the exhibition and reminder of the new energy awareness.

About Avantgarde

Avantgarde is an international creative agency, founded in Munich in 1985. According to its claim “Creating Fans” over 500 employees in ten international offices develop integrated brand experiences that create excitement and spark conversations around the world. Apart from its headquarters in Munich, the agency operates offices in Berlin, Dresden and Cologne, as well as Dubai, London, Sao Paulo, Shanghai, Vienna and Zurich.

#Avantgarde / CREATING FANS

Visit www.avantgarde.de for more information.

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Captions Avantgarde | Expo-2017-6-Future Energy

01 Formula_e and Greenrail – green ideas at EXPO 2017:

Greenrail designs eco-friendly railway concepts while a formula_e racing car demonstrates the potential of sustainable mobility.

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02 Rainmaker worldwide – green ideas at EXPO 2017:

Originally from the Netherlands, the company pursues a revolutionary decentralised approach to fresh water supplying, and offers a 100 percent sustainable technology for it.

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03 SOLARKIOSK – green ideas at EXPO 2017:

The fledgling company based in Berlin offers access to energy, connectivity, financial integration and sustainable consumer goods. Within the space of a few years a pan-African network was established comprising more than 200 solar-powered sites.

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04 SuperOx – green ideas at EXPO 2017:

New technologies in the high temperature superconductor (HTS) industry change the energy economy.

SuperOx, one of only five HTS companies worldwide covers around 20 percent of the global market and offers efficient, more powerful solutions for sustainable energy supplying.

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