

Ireland at EXPO 2020
An Introduction

Ireland





Ireland at EXPO 2020
1 October 2021—31 March 2022



Ireland

**THE BUREAU INTERNATIONAL
DES EXPOSITIONS (BIE)**
The Intergovernmental Organisation in charge
of overseeing and regulating World Expos
pursuant to the 1928 Paris Convention.

‘Expos bring the world together in a grand and common project to find solutions to a fundamental challenge facing humanity. This challenge is addressed via the Expo’s theme, which acts as a springboard for what participants will showcase and what intellectual and cultural events will be organised.’

An aerial photograph of a rugged coastline. The left side of the image shows dark, layered rock formations. The right side is dominated by vibrant turquoise water with white foam from crashing waves. The text 'Ireland occupies a boundary space —' is overlaid on the right side of the image.

**Ireland occupies a
boundary space —**

**an island on the edge
of the Atlantic between
Europe and the world ...**

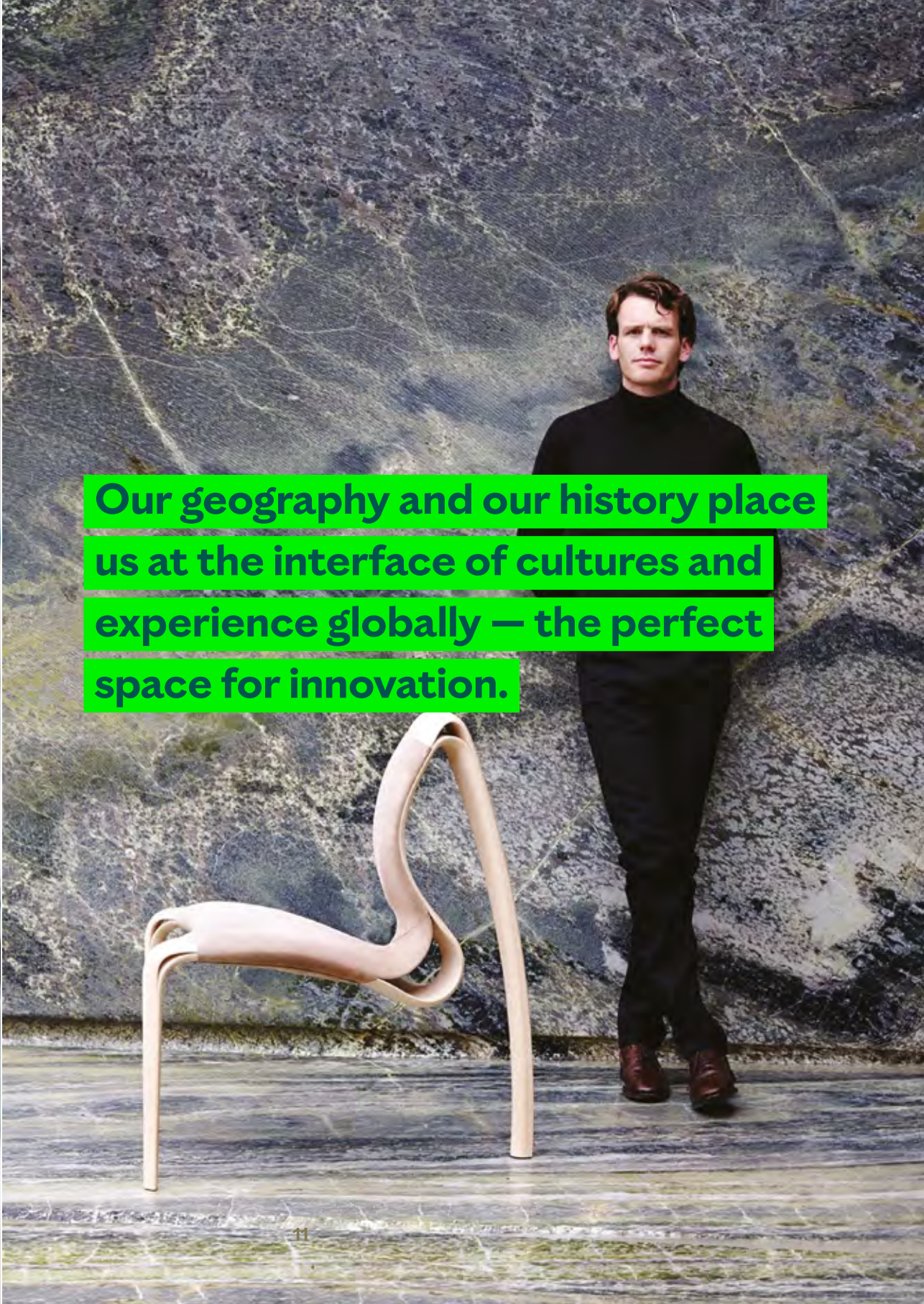


**... where people, creativity
and ideas flourish.**





Our geography and our history place us at the interface of cultures and experience globally – the perfect space for innovation.



A man with a beard, wearing a dark shirt, is sitting at a desk in a modern office. He is looking down at a small blue device in his hands. In the background, there are computer monitors and a desk lamp. The scene is brightly lit, suggesting a creative and innovative work environment.

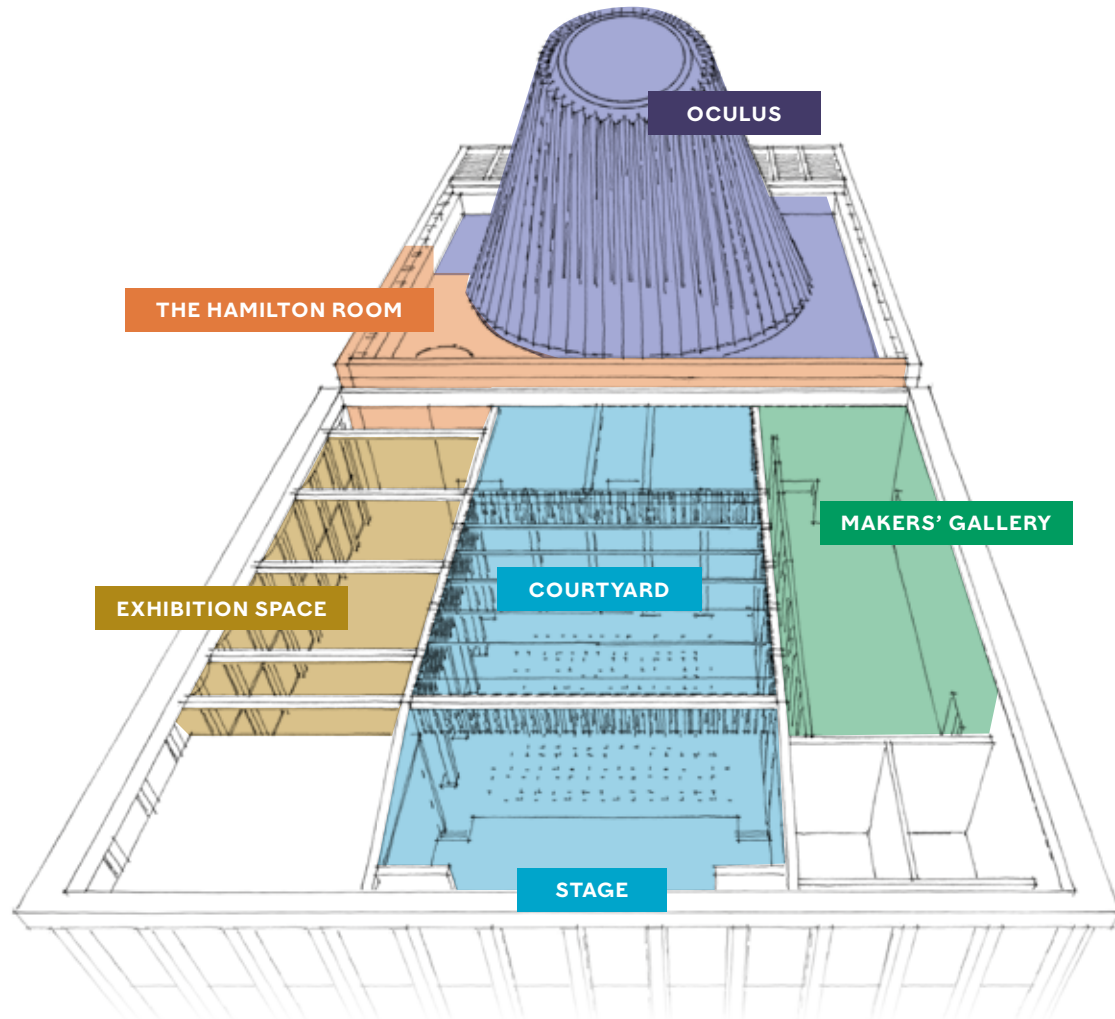
We bring tradition and innovation together, creating new approaches, products, services and experiences.

Photo: Peter Rowan

A vibrant, abstract pattern of overlapping geometric shapes, primarily triangles and squares, in various colors including blue, red, yellow, purple, and pink. The pattern is arranged in a way that creates a sense of depth and movement, resembling a stylized, colorful structure or a piece of art.

**Welcome to Ireland:
The Island of Inspiration
& Creativity**

The programme is correct as of September 2021 and is subject to change as more events and initiatives are added.



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Foreword

The overall theme of Expo 2020 Dubai is *Connecting Minds, Creating the Future*.

Ireland's theme — *putting creativity at the centre of human experience in the 21st century* — is intended to amplify in particular the **Creating the Future** thematic strand.

Expo will be one of the first global, post-pandemic international gatherings, showcasing Ireland to a global audience. It will raise awareness of Ireland's attractiveness as a place in which to live, study and work, a destination to visit, and a great country in which, and with which, to do business.

Three strategic decisions shaped our participation in Expo Dubai. First, it is a collaborative effort. The Team Ireland approach we chose means that the Department of Foreign Affairs is working across all Government, State Agencies, business, arts and culture, academia and the creative industries to ensure a high-impact presence. Second, high-quality personal interaction and engagement is at the heart of our work, both in our pavilion and across

the wider Expo site. Third, our theme speaks to Ireland's unique history and culture, but also addresses an important concern for humanity.

In this, the Fourth Industrial Age, it has never been more important to apply knowledge and specialist expertise with creativity and innovation: to solve problems, work collaboratively and experimentally, and to think conceptually and imaginatively. That is the fundamental premise of the Creative Ireland programme, and a proposition that has far-reaching implications across policy areas from education to health to rural and urban development, and much else.

Expo is also an unparalleled opportunity for Ireland to contribute in the United Nations context. Ireland was central to the development of the UN Sustainable Development Goals.

Goal no.17 — *Strengthen the means of implementation and revitalize the global partnership for sustainable development* is about creating a partnership framework for delivering all of the other Goals. Our approach to Expo is a practical outworking of Ireland's commitment to delivering that partnership and contributing to vital debates about the future of our shared planet.

Expo Dubai is a hugely ambitious project for Ireland but one which we are confident will deliver for our country and, we hope, for the world.

Simon Coveney TD

Minister for Foreign Affairs



Expo 2020 Dubai is a hugely ambitious project for Ireland but one which we are very confident will deliver benefits for our country and, we hope, for the world.

Expo 2020 Dubai

World exhibitions, which first emerged in 1851 as ‘World Fairs’ (the term ‘Expo’ was introduced in the 1960s) played an important role in bringing the world together at regular intervals to gaze into the future of industry, technology, and material progress.

World Fairs hosted the first demonstration of a telephone and the first live television broadcast. They have produced iconic buildings such as the Eiffel Tower in Paris and The Crystal Palace in London.

Belgium staged the first post-World War 2 Fair in Brussels, in 1958. The appalling calamity of war was undoubtedly a factor in shifting the focus from material progress to life quality and international dialogue. The theme for Brussels was *Progress and Mankind*.

The governing body for World Expos, The Bureau International des Expositions (BIE), today expresses its purpose as follows:

‘Expos bring the world together in a grand and common project to find solutions to a fundamental challenge facing humanity. This challenge is addressed via the Expo’s theme, which acts as a springboard for what participants will showcase and what intellectual and cultural events will be organised.’

Expo 2020 Dubai was originally scheduled to begin in October 2020 but was deferred for a year because of the Covid-19 pandemic. The overall theme is *Connecting Minds, Creating the Future*. There are three subthemes: *opportunity, mobility* and *sustainability*, each with its own pavilion designed by world-leading architects.





Expo 2020 occupies a 438-hectare area located between the cities of Dubai and Abu Dhabi. The master plan is organised around a central plaza enclosed by the three sub-thematic districts – *opportunity*, *mobility* and *sustainability* – and includes extensive exhibition, performance and conference facilities. It is by some distance the largest ever World Expo, in terms of geographical scale and the number of participating nations.

Over the next six months, millions of people from around the world will visit Dubai to absorb and participate in diverse experiences from around the world.

**Expo 2020's
10 Theme Weeks**

Climate Change & Biodiversity
October 3–9

Space
October 17–23

Urban & Rural Development
October 31–November 6

Tolerance & Inclusivity
November 14–20

Knowledge & Learning
December 12–18

Travel & Connectivity
January 9–15

Global Goals
January 16–22

Health & Wellness
January 27–February 2

Food, Agriculture & Livelihoods
February 17–23

Water
March 20–26

**Connecting Minds,
Creating the Future.**



Ireland's participation in Expo 2020's Theme Weeks

Theme Weeks, of which there are 10, will run throughout the six months of Expo. Their purpose is to facilitate in-depth exploration and sharing of ideas relating to the critical challenges and opportunities of our time, through cultural, social, environmental and economic lenses.

Ireland will participate in all of the 10 theme weeks through Government representation, cultural events, expert-led discussion and diplomatic activity. We will have an extensive programme of ministerial, state agency, enterprise, and cultural sector engagement.

All high level visits to Expo will have an important UAE bilateral dimension organised by the Embassy of Ireland, UAE. There will also be opportunities for visits to include engagements in other parts of the Gulf and Middle East North Africa (MENA).

The Embassy of Ireland in Abu Dhabi will be utilising Expo to further strengthen relationships with the UAE by hosting events, supporting agency events, and cultivating important political, business, trade and official contacts.



Climate Change & Biodiversity 3–9 October 2021

How do we work together to better manage climate change and protect biodiversity?

Taking decisive collective action to protect vulnerable communities and ecosystems

Transforming human activity to operate within Earth's planetary boundaries

Taking our place in history as the generation that stepped up to halt climate change

Ireland will have Ministerial, senior policy and enterprise representation highlighting, among other things, Ireland's determined pursuit of carbon neutral status and innovative Irish companies developing cutting edge technologies in this sector



Space 7–23 October 2021

How do we safely and productively explore new frontiers?

Benefits, solutions and challenges of exploring beyond our planet's orbit.

Since we joined the European Space Agency in 1975, Irish industry and research groups have been at the heart of Europe's space missions, building a reputation as providers of highly innovative technologies for use in the European space programme.



Urban & Rural Development 31 October–6 November 2021

How do we live and grow in harmony with our planet?

Building resilient and sustainable habitats for everyone.

Rethinking the way habitats are designed and managed.

Strengthening our sense of community and design for urban spaces that make our cities and neighbourhoods more inclusive and sustainable.

Ireland's relatively recent experience of managing the transition from a largely rural to a modern, largely urban society will contribute to this theme, along with the policies and actions that encourage a balanced approach to urbanisation, rural development, and the resulting environmental implications.



Tolerance & Inclusivity 14–20 November 2021

How can we foster a greater common understanding to enable more tolerant and inclusive societies?

Perspectives and conversations about multiculturalism, co-existence and interfaith understanding, accessibility, and cultural relativism.

Fostering truly meaningful inclusion.

Key Irish figures (Government and non-government) will discuss Ireland's social transformation over recent decades, and policies that have led to a more tolerant and inclusive society. Our experience in peace-building, reconciliation and institution building will contribute to debate.





Knowledge & Learning

12–18 December 2021

How do we harness and challenge our knowledge today to prepare for the future?

Students, educators, innovators and decision-makers on the future of education and work

Breakthroughs in education that transform the way we learn and deliver knowledge for all.

Navigating through the COVID-19 pandemic, with millions of children shifting from physical schools to online learning - changing our prevailing assumptions about how we learn.

Renowned for our history as ‘The Land of Saints and Scholars’, representatives of Government, academia, and the education sector will showcase Ireland as a centre of excellence in education, research, innovation and science. We will highlight our theme of creativity in the 21st century, with an emphasis on our Creative Schools programme.



Travel & Connectivity

9–15 January 2022

How will we balance the impact of the expansion of our digital world with our physical reality?

How our physical world is increasingly shaped by digital technologies

Leading innovators and policymakers on the future of digitalisation and connectivity

Connectivity as the bedrock of healthy and empowered societies

Digital connectivity as a human right for all

The growing importance of digital governance

Smart cities in a post-pandemic world

Senior Government and industry figures will explain the importance of technology in the Irish economic success story, and the value proposition of Ireland and Irish business. We will focus on our belief that a better future can be created through ethical and responsible use of technology.

A key message throughout Expo, but in particular during this week, will be Ireland as a major tourism location — and our ‘Press the Green Button’ campaign!



Global Goals

16–22 January 2022

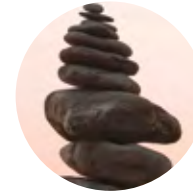
What do we need to do together today for a better world in 2030?

Highlighting the work of the UN Global Compact – the world’s largest corporate sustainability initiative

Expo 2020 Dubai and the United Nations Global Compact are joining forces to hold a Sustainable Development Goals Business Forum

We will emphasise Ireland’s role at the centre of the intergovernmental negotiations for the 2030 Agenda and the 17 Goals, as well as our current membership of and work on the UN Security Council. We will put a special focus on our aim to have the climate emergency made part of the Security Council agenda.

Ireland’s exceptional commitment to UN Peacekeeping will be showcased, with a particular focus on the experience of women peacekeepers.



Health & Wellness

30 January–5 February 2022

How can we create a healthy, happy world?

Innovations and technologies transforming the way communities address global health concerns

How the COVID-19 pandemic has tested our interconnected world, our health systems and our societies as a whole, and how it has also presented us with a once-in-a-lifetime opportunity to join together and design a healthier, happier global society.

We will reflect with other countries on how we have come through the COVID-19 pandemic.

We will tell the story of how Ireland became a globally important MedTech hotspot, a recognised centre of excellence, and a home to almost 100 major pharmaceutical companies with 9 of the world’s top ten having a major presence in Ireland.



Food, Agriculture & Livelihoods

17–23 February 2022

How do we sustainably grow food to meet future demand?

Feeding a growing global population while minimising our environmental impact

We will contribute to debate from our position as a global leader in the field of agriculture and food, and our leadership role at the United Nations on the elimination of world hunger.

We will showcase Ireland’s vision for the future of food and how our farming methods in Ireland have become more environmentally sensitive.

Ireland’s outstanding food, drink and horticulture produce will be on show to the world.



Water

20–26 March 2022

How will we protect our most precious resource today, for tomorrow?

The foundation of human survival and life on earth, water is essential to sanitation, healthcare, education, business and industry, yet climate change is making water more scarce, more polluted and more unpredictable.

As an island nation (Ireland is the twentieth-largest island on Earth) our people are passionate about our oceans. We will emphasise our specialist expertise in coastal and marine environments — critical components of local and national economies, supporting diverse habitats and communities.

Senior Irish representatives and experts will promote our strong advocacy for Small Island Developing States, with a special emphasis on climate. Commercial and research opportunities will also be highlighted.

**Creativity builds empathy,
human connection
and community.**



Ireland's Theme

Putting creativity at the centre of human experience in the 21st century.

We live in a time of technological marvels. Driverless cars have taken to the roads. Machines perform legal research and advise medical professionals. Artificial intelligence is upon us - and is about to change our lives very dramatically.

A critical question for policymakers is this: as increasing numbers of high skill functions fall within the competence of machines, what are the consequences for *us*? If huge swathes of complex professional tasks are performed with vastly greater efficiency by machines than by people, what will we - the displaced - do with our lives?

Intelligent machines will indeed liberate our species from routine work, whether we like it or not. But curing disease, healing the environment, and ending wars will demand all the human ingenuity we can muster.

The forthcoming technological revolution will not diminish our need for literature, art and - most important of all - human connection. The quality of our daily lives will still depend on design choices that are ethical and informed. Our environment will depend on aesthetic judgement and visual literacy. Informed, educated judgement of human beings will in fact be more important than ever.

Peace between nations will demand cultural sensitivity, which in turn will demand human empathy. A decent society will still depend on human beings who are prepared to undertake acts of selflessness, and to forego personal advantage for the common good.

An optimistic view is that the era of artificial intelligence will, therefore, enable the real work of our species to begin in earnest. But that will require a deeper understanding





of what is about to happen and, ideally, a globally shared approach to meeting the challenges of the new era and countering the risks of a loss of human autonomy as machines ‘think’ for us.

Education will be critical. In the words of Joseph E Aoun, author of ‘Robot-Proof: Higher Education in the Age of Artificial Intelligence’ (MIT Press, 2017), we must move away from topping up students minds with facts to enabling ‘a creative mindset and the mental elasticity to invent, discover, or create something valuable to society.’

Creativity is the term that constantly recurs when thinking about the future role, purpose and wellbeing of the individual human being. In Ireland, we have already taken the first decisive steps to adapt to the new age of AI.

The Creative Ireland Programme (2017) takes arts-based creativity as a starting point.

The arts are fundamentally important for developing the creative capacities of the individual child and as such are indispensable to education as a whole... Arts participation is also crucial to developing the young person’s understanding of the wider cultural environment in which we all live. Putting arts and culture at the centre of education is important not just for developing creative capacities and skills but also for encouraging social responsibility and personal qualities such as resilience, empathy, and a capacity for friendship.

Creativity builds empathy, human connection and community. Creative expression facilitates non-confrontational approaches to *difference* and provides a medium for addressing complex personal and societal challenges.

This is the case we are making at Expo Dubai: the importance of putting creativity at the centre of human experience in the 21st century. Our theme supports the overall Expo 2020 theme of *Connecting Minds, Creating the Future*. Our ambition is to bring this idea into debate and discussion over the six months of Expo programming, and to frame the issue of human creativity in terms of the future wellbeing of mankind.

Ireland's pavilion draws inspiration from both classical western and Islamic architectural traditions.



Ireland's Pavilion

The primary purpose of our pavilion is to provide an environment in which our visitors can engage on a personal level with our exhibitions, displays, workshops and performances—and, most importantly, with our pavilion team.

The pavilion, designed by Government of Ireland architects OPW, draws inspiration from both classical western and Islamic architectural traditions. Looking at both traditions side-by-side, the architects discovered ‘a shared concern for gathering spaces such as courtyards and cloisters, protection from the elements, and a mathematical response to building proportions along with elemental or primary geometric shapes.’

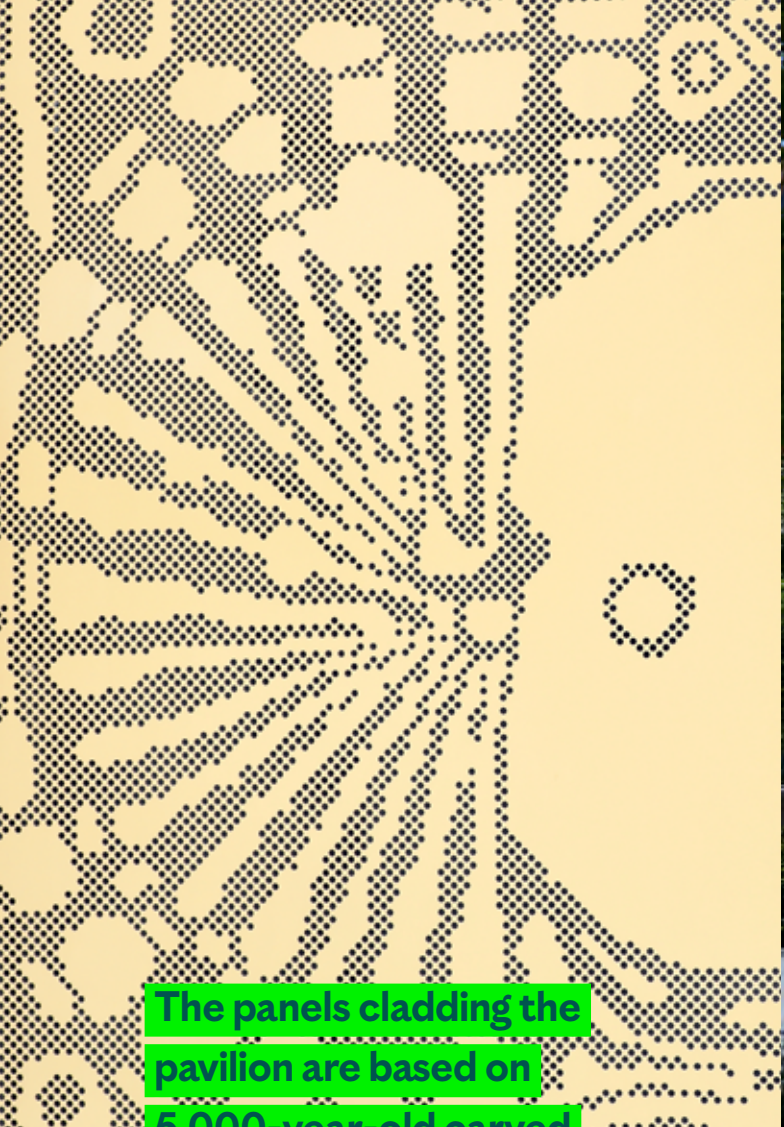


The building plan is made up of two conjoined, square elements. The first is fully enclosed and climate controlled. The second is a cloistered courtyard. To one side is an enclosed room, with a glazed wall to the courtyard, which will house our permanent exhibition, *We Are The Makers*.

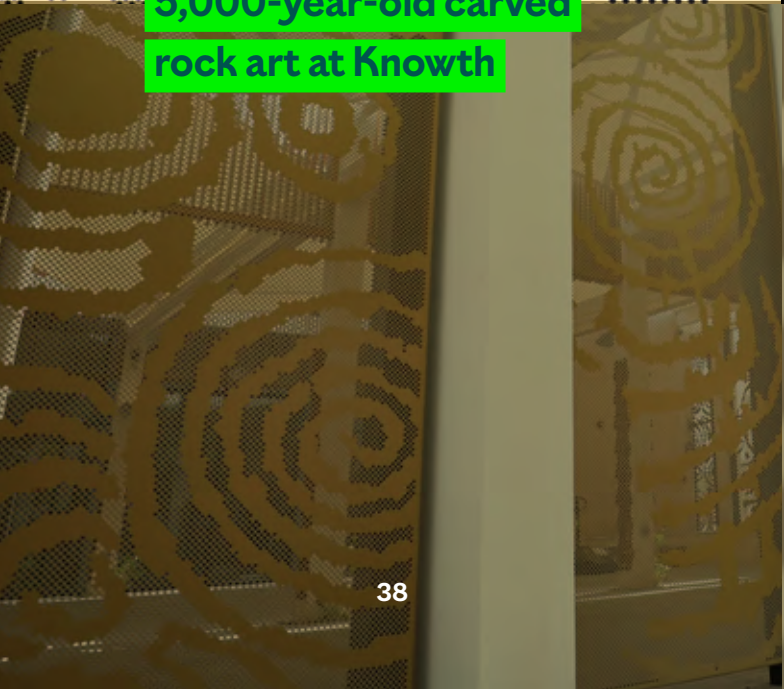
Externally, the two building elements have a common architectural language of elemental columns and beams. The columns are both structural and architectural, providing stability and shade. Between the columns is an Irish interpretation of the Arabic solar shading device, comprising panels that are air-permeable while providing protection from the desert sun. The perforations in the panels are based on the digitised survey of 5,000-year-old carved rock art at Knowth, in the UNESCO Boyne Valley heritage site. At night the laser-cut designs will be illuminated.

Landscape treatment gives the pavilion a natural, green setting.

Internally, the visitor is guided through a series of experiences—from the Oculus to the Courtyard and then to the exhibitions—telling stories of Ireland in compelling ways that address our theme of creativity. The ambience moves from dramatic to engaging and from contemplative to relaxing. The design objective is to provide a memorable experience for our visitors, made surprising and personal through engagement with our staff.



The panels cladding the pavilion are based on 5,000-year-old carved rock art at Knowth





Oculus

An immersion in the images and sounds of Ireland

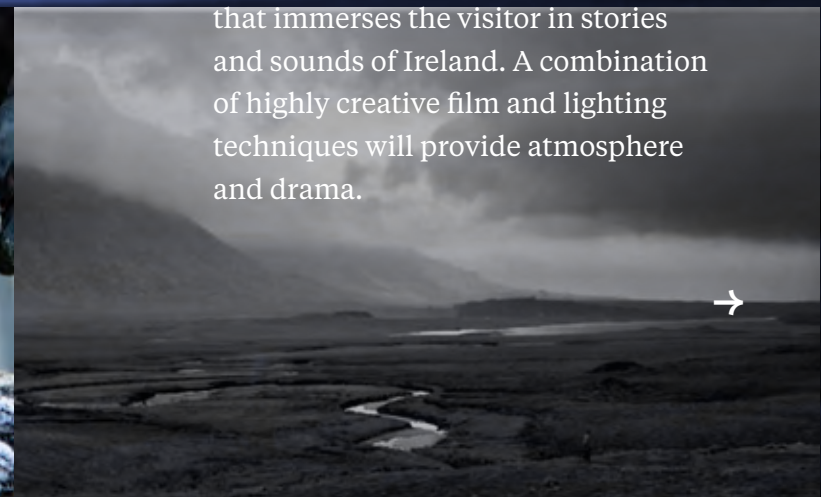
Visitors to the Irish pavilion will gather at the entrance where they will be greeted by members of our team.

They will then be taken into our circular Oculus Room, where they will be provided with a high impact, immersive, 360 degree visual and aural experience of Irish history and culture, culminating in the expression of our theme—*putting creativity at the centre of human experience in the 21st century.*

The Oculus Room is an internal, circular space. Seating is modelled on the Giant's Causeway. The Oculus Room is given further significance and meaning by its roof, an offset cone reaching skyward and responding to the solar and lunar sky.

Natural light can be closed off in the daytime while the night sky will lend additional atmosphere to the room. The light cone also evokes Ireland's ancient relationship with the sun, dating back to Newgrange.

Multiple projectors combine to create a seamless 360 degree image that immerses the visitor in stories and sounds of Ireland. A combination of highly creative film and lighting techniques will provide atmosphere and drama.



Irish Film at Expo 2020

Irish animation is a huge success around the world. Cartoon Saloon have created a special edit from some of their major, Oscar nominated, films which will be shown regularly at our pavilion.

We have commissioned two short film pieces for our pavilion that tell the story of Ireland's culture and creativity from pre-history to modern times—high impact, immersive, visual and aural experiences shown on multiple screens in a 360 degree setting.

Screen Ireland and the Galway Film Fleadh have provided an extensive and eclectic list of Irish films that are available for screening at Expo, at the Irish pavilion and at other Expo venues. They include animation, live action, documentary and 'shorts'.

The list includes:

Wolfwalkers (2020), from Cartoon Saloon, Oscar nominated, directed by Tomm Moore and Ross Stewart.

Brooklyn (2015), Oscar nominated adaptation from the novel of the same name by Colm Tóibín, directed by John Crowley, starring Saoirse Ronan and Domhnall Gleeson.

Michael Collins (1996), a biopic of the Irish Revolutionary who was a key figure in the emergence of the independent Irish State, now celebrating its centenary. Written and directed by Neil Jordan, starring Liam Neeson and Julia Roberts.

My Left Foot (1989) Based on the novel by Christy Moore who was born with cerebral palsy and learns to paint and write with his only controllable limb - his left foot. Directed by Jim Sheridan.

In The Name of Peace - John Hume in America (2017), feature-length documentary. Through the relationships that he created with the White House and the US Congress, John Hume created the framework for peace in Northern Ireland. Written and directed by Maurice Fitzpatrick.

The Breadwinner (2018), Animation. In Afghanistan 2001, a young girl disguises herself as a boy in order to provide for her family. Directed by Nora Twomey.

Song of Granite (2017) Born in a remote village on Ireland's west coast, Joe Heaney conquered the shyness of his youth to become one of his country's most revered traditional vocalists, as chronicled in this lyrical biopic. Written and directed by Pat Collins.

The Irish Embassy to the United Arab Emirates has also arranged for screenings of Irish films of particular cultural and historical importance including An Gorta Mór: Passage to India - a documentary telling of the migration of Irish people to India during the famine times 1847-52, the film was made by Ian Michael, a Professor of Business Studies in Zayed University, Abu Dhabi.



Michael Collins (1996)



My Left Foot (1989)



Wolfwalkers (2020)



Song of Granite (2017)



The Courtyard and Stage

Irish Music, Dance & Performing Arts

The Courtyard is a gathering place. It provides a welcoming ambience for our visitors to converse with our pavilion ambassadors, listen to exceptional Irish musicians and speak to them about their craft and musical tradition, explore our architectural exhibitions, and learn about Ireland and the people of Ireland.



The Expo Players

Animating the Courtyard will be the Expo Players, our house ensemble, performing Irish music through every day of Expo. The Expo players are drawn from a deep well of young Irish musical talent. They will introduce audiences to Irish music, its history, instruments and stories. They will also create their own interpretations of songs from the Irish songbook, in engaging performances that will reveal the background to and history of the songs. With musicians rotating monthly, the Expo Players will reflect a young, talented Ireland and offer audiences an authentic insight into qualities of creativity and virtuosity that are flourishing in Irish music.

For October, our first month at Expo, the players will include: (From top, L–R)

Nicolle Figueroa
Bodhran, Vocals

Ted Kelly
Tenor Banjo
Electric Tenor Guitar

Rebecca McCarthy Kent
Fiddle, Piano

Jos Kelly
Button Accordion Keyboard

Joanne Quirke
Flute

Julia Spanu
Vocals – Irish, English,
Arabic, French

Cliona Halley
Concertina

Darren Roche
Button Accordion Bodhrán

Josh Sampson
Drums, Percussion

Richard Delahunty
Acoustic Guitar Electric
Guitar, Tenor Banjo



Developed and produced in partnership with the National Concert Hall



The Irish Songbook

From *The Minstrel Boy* by Thomas Moore to U2's *Beautiful Day*, Irish songs reverberate around the world.

For Expo 2020 Dubai the Irish Songbook, curated by Niall Stokes in collaboration with the National Concert Hall's Gary Sheehan, will focus on iconic Irish songs. It comprises 55 songs in total, 15 of which are songs from the Irish Diaspora.

During the 6 months of Expo, these songs will be explored and reinterpreted by our Expo Players, live at our Pavilion and other venues. Their work will lead to an album recording and international release of a selection of songs from the Irish Songbook for Saint Patrick's Day 2022. A special exhibition of the Irish Songbook will be presented online at www.Ireland.ie and in the Irish Pavilion.

Our Expo Players, who have been selected for their musical creativity as well as the quality of their musicianship, will reimagine selected songs, bringing new musical ideas and new expression to this much-loved collection - thus continuing the Irish tradition of reimagining musical forms.

The reimagined Irish Song Book will tell our stories, explore the themes we are addressing at Expo and create a lasting legacy. The project involves commissioning artists, musicians, recording engineers and others to make and produce new work.



From 1800 to mid-20th Century

Thomas Moore - *The Minstrel Boy* (1800) set to the melody of *The Moreen*

Cecil Frances Alexander (born in Eccles Street) - *All Things Bright and Beautiful* (1848) - based on Psalm 104 (ref U2/40)

John Keegan Casey - *The Rising of the Moon* (1865)/ uses O'Carolan melody, *'The Wearing of the Green'*

Percy French - *The Mountains of Mourne* (1890/1900)

James Campbell - *My Lagan Love* (1903) - written to a traditional air, sung by Dusty Springfield, Sinéad O'Connor, Lisa Hannigan & The Chieftains, Mary Black, Hozier, Celtic Woman etc.

Jimmy Kennedy - *Red Sails in the Sunset* (1935)

Patrick Kavanagh - *Raglan Road* (1946) Versions by Luke Kelly, Van Morrison etc

Carrickfergus - Many great versions, including Van Morrison's.



Ireland

U2



Phil Lynott / Rory Gallagher



Enya



Billie Eilish



Elvis Costello



Oasis



The Cranberries



Hozier



Sinéad O'Connor



Róisín Murphy



Glen Hansard

The Irish Songbook Contd.

From mid-20th on

- Them/ Van Morrison** - *Gloria* (1964)
- Gilbert O'Sullivan** - *Alone Again, Naturally* (1972)
- Rory Gallagher** - *Going to My Hometown* (1972)
- Phil Coulter** - *The Town I Loved So Well* (1973)
- Thin Lizzy/ Philip Lynott** - *The Boys Are Back in Town* (1975)
- The Undertones** - *Teenage Kicks* (1978)
- Pete St. John** - *The Fields of Athenry* (1979 / recorded by *The Dropkick Murphys* 2003)
- Paul Brady** - *The Island* (1985)
- Clannad** - *Harry's Game* (1982)
- Jimmy McCarthy** - *Ride On* (*Christy Moore* version, 1984)
- Bob Geldof** - *Do They Know It's Christmas* (1984)
- Chris de Burgh** - *The Lady In Red* (1986)
- The Pogues** - *Fairytale of New York* (1987) / *A Rainy Night in Soho* (1986)
- Enya** - *Orinoco Flow* (1988)
- The Waterboys** - *Fisherman's Blues* (1988) - written by *Mike Scott* and *Steve Wickham*

- U2** - *One* (1991)
- Sinéad O'Connor** - *He Moved Through The Fair* (2000)
- The Sultans of Ping** - *Where's Me Jumper* (1992)
- The Cranberries** - *Linger* (1993)
- Ash** - *Oh Yeah* (1996)
- Divine Comedy** - *Everybody Knows* (1997)
- Moloko (Roisin Murphy)** - *Sing It Back* (1999)
- The Corrs** - *Breathless* (2000)
- Damien Rice** - *The Blower's Daughter* (2002)
- Brendan Graham** - *You Raise Me Up* (2002)
- Declan O'Rourke** - *Gallileo* (2004)
- Snow Patrol** - *Chasing Cars* (2006)
- Glen Hansard / Swell Season** - *Falling Slowly* (2007)
- Imelda May** - *Johnny Got a Boom Boom* (2008)
- The Script** - *The Man Who Can't Be Moved* (2008)
- Kodaline** - *High Hopes* (2013)
- Hozier** - *Take Me To Church* (2013)

Songs from the Irish Diaspora

- Joseph P. Geoghan** - *Johnny I Hardly Knew Ye*
- Jack Judge** - *It's A Long Way To Tipperary*
- George M. Cohan** - *Over There* (recruiting song in the First World War)
- The Beatles** - *'Let It Be'*
- Kate Bush** - *Mná na hÉireann*
- Elvis Costello** - *'Oliver's Army'*
- Culture Club** - *'Do You Really Want To Hurt Me'*
- Dexy's Midnight Runners** - *'Come On, Eileen'*
- The Smiths** - *'There Is A Light That Never Goes Out'*
- Mariah Carey** - *'All I Want for Christmas Is You'*
- Nirvana** - *'Smells Like Teen Spirit'*
- House of Pain** - *'Jump Around'*
- Dido** - *'Thank You'*
- Oasis** - *'Wonderwall'*
- Ed Sheeran** - *Shape of You*
- Billie Eilish (O'Connell)** - *'Bad Guy'*

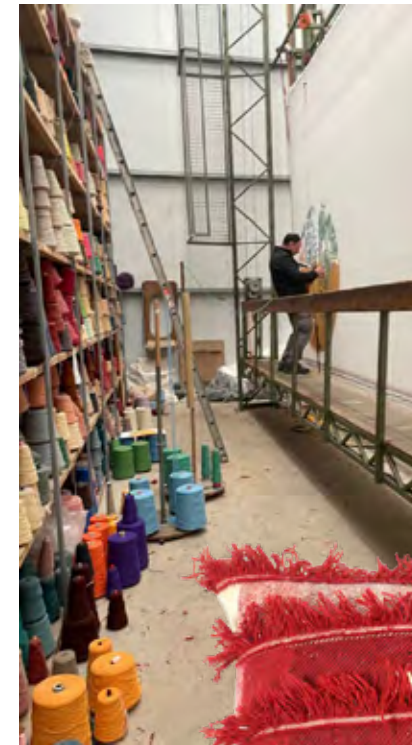
The Songbook is open to further additions as we go through the six-month programme.

Irish Design

The Design & Crafts Council Ireland (DCCI) is our partner for multiple aspects of our participation at Expo including our exhibition, 'We Are The Makers'.

DCCI has provided design and production support for staff and musician clothing and footwear, pavilion textiles and materials, as well as a range of small gift items.

Irish linen has been famous the world over for more than 300 years. It is a sustainable fabric, naturally antibacterial and gentle on the planet.





The Makers' Gallery

Design, Craft & Innovation



Helen O'Shea
Blush

Our permanent exhibition, *We Are The Makers*, illustrates the universal human desire to 'create by making' - the idea that making is a fundamental expression of identity.

The exhibition brings together a diverse group of Ireland's contemporary, highly skilled creators and innovators who carry on our ancient traditions of making. They are artists who work with materials provided by nature, blending craft and tradition to bring beauty into our lives. They are also scientists and innovators driven by a sense of endless possibility.



Concept sketch of
Makers' Gallery



The exhibition connects aesthetic and functional *making*, showing how excellence in widely varying disciplines, from various art forms to science and technology, draws from the same qualities of human imagination and creative engagement.

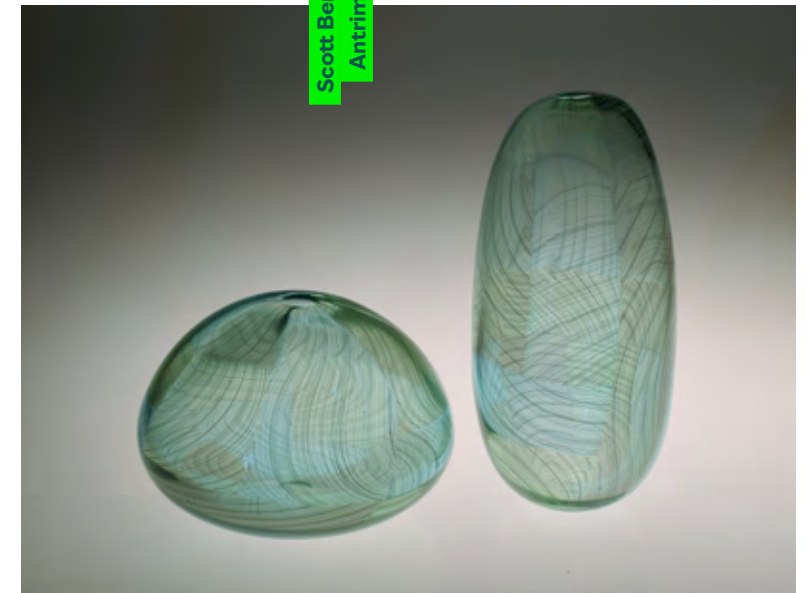
Much of the exhibition derives from the Design & Crafts Council Ireland's *Portfolio*, a 2021 selection of the finest Irish designers and makers. In addition, there is a selection of objects representing the work of some of our leading scientists and innovators.

A specially made film piece focuses on the individual 'makers' and the inspiration that underpins their creativity, often based on place and community.

The exhibition is curated by Lynn Scarff, Director of the National Museum, with substantial input from the Design & Crafts Council Ireland.



Cecilia Moore
Balance in Blue



Scott Benefield
Antrim Fields

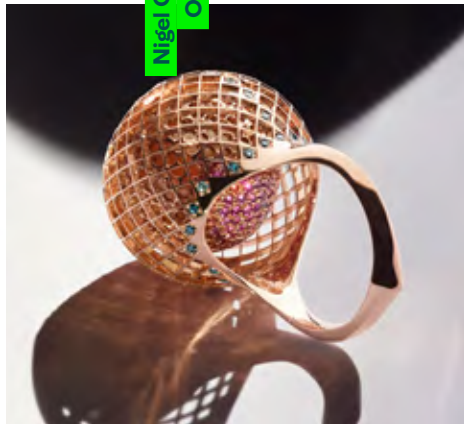


Sasha Sykes



George Lowden
Lowden Sheeran Guitars

Nigel O'Reilly
Orb Ring



Colin Burke
The Maureen Sweater



Joe Hogan



Jennifer Hickey
Feather Wreath



Professor Fiona Doohan
Germinating Endophytes

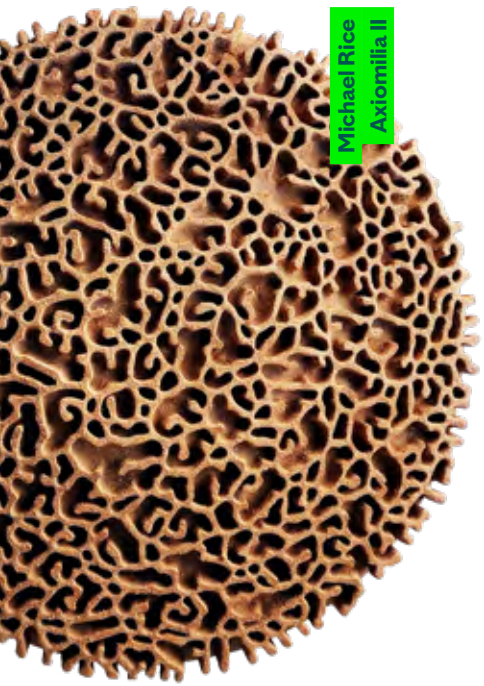


Joseph Walsh Studios

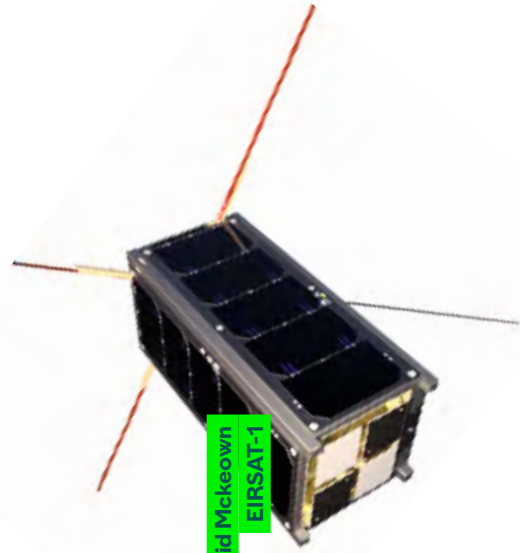


Sean Torpey
TORPEY® Bambú Hurlley





Michael Rice
Axiomifia II



Dr David Mekeown
EIRSAT-1



Edmond Byrne
Ensemble XIII, XIV, XV, XVI



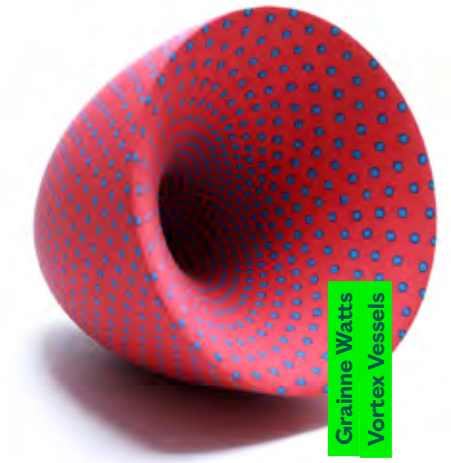
MED3DP
Digital library of low-cost
medical equipment



Emer Roberts
Jaw Nouveau Necklace



Max Brosi
Dark Edge Vessels



Grainne Watts
Vortex Vessels



John & Patrick Collison

Working with the materials at our disposal connects us to each other and shapes our identity. Making is a universal, lifelong language of sharing.



Jennifer Hickey



Gráinne Watts



Nigel O'Reilly



Michael Rice



The Courtyard Exhibition Space

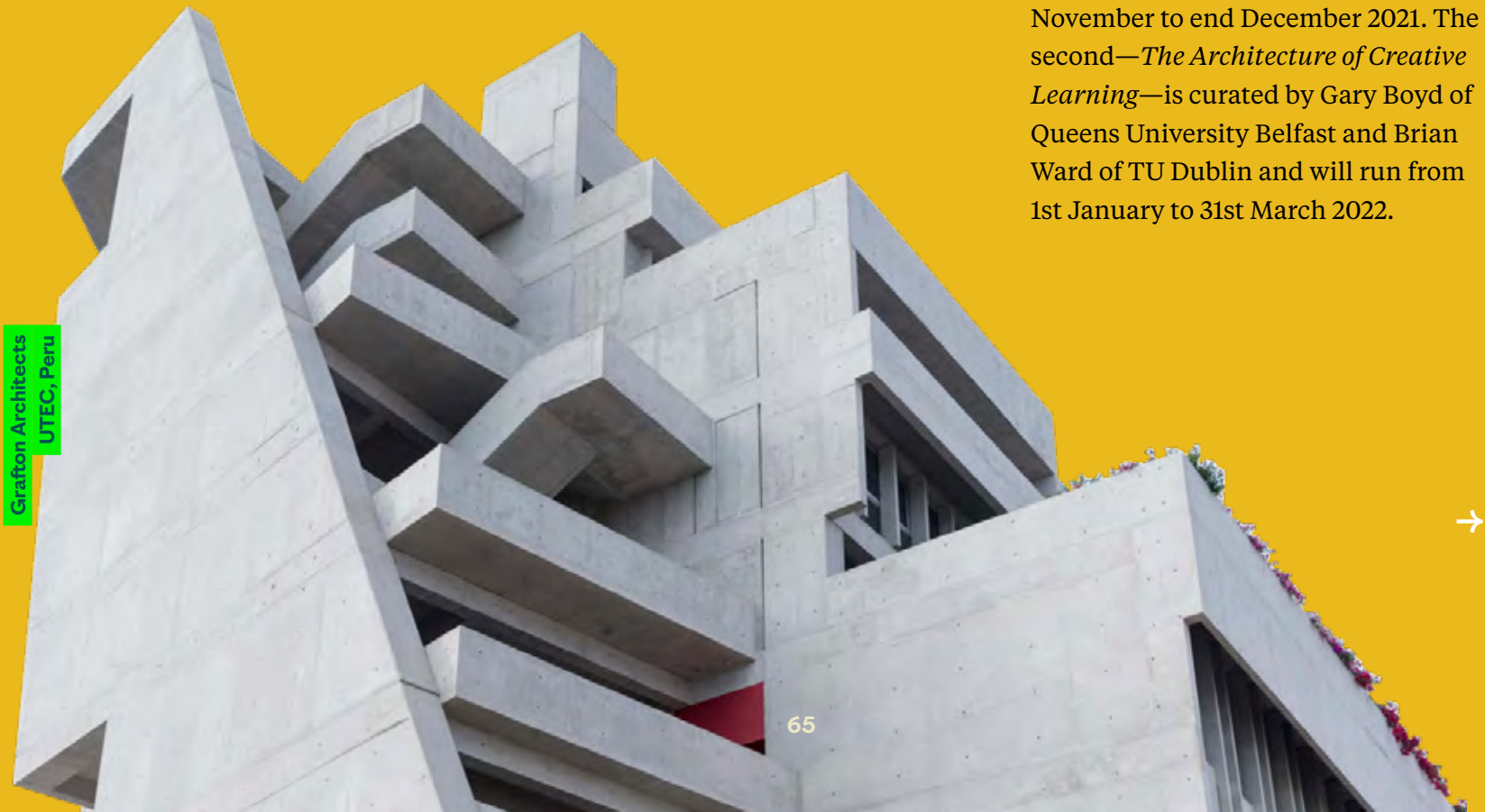
Architecture, Sustainability and Creativity

Architecture is, by its very nature, a process of collaborative creativity—a negotiation between designer, client, user, engineer, urban planner—and citizen. Successfully negotiated, the process leads to an outcome—a building or place—which itself inspires collaborative creativity and supports physical and mental wellbeing.

Architecture is, therefore, fundamental to our theme of creativity in the 21st century. Good architectural design is the *sine qua non* for healthy, creative living.

Our pavilion will host two exhibitions. The first—*European Architecture as Caregiver*—is presented in partnership with the EU Commission and will run from 1st November to end December 2021. The second—*The Architecture of Creative Learning*—is curated by Gary Boyd of Queens University Belfast and Brian Ward of TU Dublin and will run from 1st January to 31st March 2022.

Grafton Architects
UTE, Peru



European Architecture as Caregiver

Like our permanent exhibition ‘We Are The Makers’, this exhibition brings the arts and the sciences together to highlight creative approaches to a global problem—in this case, accelerating urbanisation in the context of buildings and infrastructure that account for 40% of all greenhouse gas emissions.

The background to the exhibition is The European Green Deal which aims to transform the EU into the first climate-neutral continent by 2050. To do so, the New European Bauhaus Movement is creating bridges between the world of science and technology, and the world of art and culture to combine sustainability with aesthetics, affordability and inclusion.

Since 1988, the EU prize for Contemporary Architecture, Mies van der Rohe Award, has analysed more than 4,000 works of architecture, landscape and urban design that have improved the way we live.

This exhibition focuses on the two most recent winners, ‘DeFlat Kleiburg’ in Amsterdam and ‘Transformation of 530 dwellings’ at Grand Parc, Bordeaux. Both projects pay special attention to the importance of transforming what already exists and how we can live better together in diversity and with respect for difference.

The two projects are accompanied in the exhibition by several other works that explain how European architecture becomes a caregiver of the planet and its inhabitants in the context of Europe’s and Ireland’s long heritage of arts and culture.

The Architecture of Creative Learning

‘The Architecture of Creative Learning’ is specially created for our pavilion at Expo and will also be available for showing around Ireland in 2022–2023.

The premise of the exhibition is that architecture for education should promote wellbeing. Among the many problems confronting the architect is how to create buildings, and spaces within buildings, that foster interaction and creative dialogue while also providing a sanctuary for quiet work. This principle applies to all stages of education.

The exhibition and the ideas it advances are particularly relevant because of the Creative Schools Programme, a collaboration between Creative Ireland, the Arts Council and the Department of Education. The Creative Schools Programme emphasises the critical importance of creativity at all stages of education. These Irish architects have

demonstrated a deep understanding of how the physical environment contributes to the learning environment of the future.

Our universities are now also looking closely at the impact of culture based creativity on teaching and learning practices.

The exhibition celebrates the creativity and design-thinking of Irish architects working in the education sector both within Ireland and internationally. From Paul Dillon’s careful crafting of new spaces within existing learning environments for the primary school children of Connemara, to Grafton Architects building a new social infrastructure for students and academics at UTEC Peru within urban Lima, The Architecture of Creative Learning presents nine, important educational buildings designed by seven award-winning Irish architectural practices within diverse cultural and physical contexts.



O'Donnell + Tuomey Architects
London School of Economics

Photo: Peter Rowan



Paul Dillon Architects
Coláiste Naomh Éinne
Inis Mór, Aran Islands



The Hamilton Room

Creative Conversations

The Hamilton Room in the heart of the pavilion provides a hub for a wide range of cultural, business and diplomatic conversations, connections and engagements during the six months of Expo.

The Hamilton Room is named after William Rowan Hamilton (1805—1865) who was Professor of Astronomy at Trinity College, Dublin and Royal Astronomer of Ireland.

He is best remembered for ‘quaternions’ — defined by Hamilton as the quotient of two directed lines in a three-dimensional space — and for his pioneering work on optics and dynamics.

An illustration of Hamilton’s Quaternion is displayed on the front façade of the pavilion.



ROYAL IRISH ACADEMY

The Royal Irish Academy (RIA) will contribute to our programme through a series of panel discussions featuring academics, creative practitioners, activists, public policy figures and politicians.

Coinciding with the centenary of the Irish State, Expo 2020 provides an opportunity to showcase how creativity is an organising principle in Irish life. It explores how, at different times in the State’s history, creativity in political, economic, scientific and cultural spheres led to positive change and at other times its absence has stalled progressive developments.

CHESTER BEATTY

The Chester Beatty is the pre-eminent Irish museum promoting the appreciation and understanding of world cultures with holdings of manuscripts, rare books, and other treasures from the Middle East, North Africa, Europe and Asia.

Chester Beatty will provide displays and workshops at the pavilion and will contribute to intercultural and multi-cultural discussion at Expo.

CODERDOJO

CoderDojo is a global volunteer-led community of free programming workshops for young people between 7 and 17. From its beginnings in Ireland, CoderDojo is now teaching the next generation of future change-makers and creators in 75 countries around the world.

CoderDojo’s work encapsulates the Expo theme of ‘Connecting Minds, Creating the Future.’ It also demonstrates the inherently creative nature of coding, thus adding another dimension to our theme - putting creativity at the centre of human experience in the 21st century.

Irish Literature & Creative Writing

Literature Ireland is our national agency for the promotion of Irish literature abroad, working to build international awareness and appreciation of contemporary Irish literature, primarily in translation.

Literature Ireland has undertaken a translation of Seamus Heaney's *'100 Poems'* into Arabic to mark Ireland's participation in Expo Dubai. The translation will be launched at a special event at our pavilion.

FIGHTING WORDS

Fighting Words was set up by Booker Prize winning author Roddy Doyle and Sean Love to help children and young people, and adults who did not have the opportunity as children, to discover and harness the power of their own imaginations and creative writing skills. It provides free tutoring and mentoring in creative writing and related arts to as many children, young adults and adults with special needs as it can reach.

At its core, **Fighting Words**

is also about something much broader and more inclusive. It is about using the creative practice of writing and storytelling to strengthen our children and teenagers, from a wide range of backgrounds and cultures, to be resilient, creative and successful shapers of their own lives.

Fighting Words has been acclaimed by development educationalists worldwide. The organisation runs programmes throughout the island of Ireland and has also delivered in several countries

Literature Ireland is also translating a selection of other well-known Irish poems into Arabic, which will be available to visitors to our pavilion to raise awareness of Ireland's long and rich literary tradition.

Poetry Ireland and Literature Ireland have identified Irish poets and writers who will participate in events organised in conjunction with the Dubai hosts.

around the world. **Fighting Words** will bring a programme of story-writing workshops to Dubai.

Fighting Words has published an academic evidence base for its practice methodologies in partnership with Dublin City University. It is also developing an online teacher training module to help drive the process. The teaching module will be introduced to groups of teachers in Dubai, in our pavilion.



The Arts Council

The Arts Council has provided advice and guidance on arts-related aspects of our programme.

The Arts Council is currently delivering the Creative Schools Programme to hundreds of primary and post-primary schools across Ireland. The programme was developed in partnership with Creative Ireland and the Department of Education. As a ground-breaking project that expresses a vitally important aspect of our Creativity theme, Creative Schools will feature in our Expo programme.

A selection of images from Louis le Brocquy's *Táin* series, loaned by the Arts Council, are displayed in the pavilion. The *Táin Bó Cuailnge* (the 'Cattle Raid of Cooley') is Ireland's greatest epic, the Irish equivalent of the *Iliad* or the *Odyssey*. The story revolves around Queen Medb of Connaught in the west of Ireland who plots to steal the sacred bull, Donn Cuailnge from Ulster in the north — and the heroic actions of the teenage hero Cúchulainn in resisting the warriors of Connaught.

Sporting Connections

The Middle East is the fastest growing international region of the GAA - the Gaelic Athletic Association. The Middle East Country Board established and hosted the first-ever GAA World Games in 2015. The Middle East GAA will demonstrate the six different games in the family of Gaelic Games through archival footage and practical demonstrations by local players.

Beyond the Pavilion

Bringing Ireland's
Creativity to the
World

Riverdance at Expo November 2021

25 years after first captivating the audience as the intermission act for Eurovision 1994, and sparking a revolution in Irish dance, Riverdance continues to attract huge audiences around the world. It has been seen and loved by millions of people who would otherwise be unaware of Ireland and Irish culture. Now, the Riverdance team have developed a special 'Riverdance at Expo' show, including artists from the Middle East region, as a unique and special co-production by Ireland and the UAE for the event.

With 25 live performances at Jubilee Park—the largest performance venue at Expo 2020 Dubai — and a programme of 52 masterclasses and pop-up musical and dance performances, 'Riverdance at Expo' will open with a gala performance on 4th November and run throughout the rest of the month.

This special 'Riverdance at Expo' will include performers from Ireland as well as from the United Arab Emirates and the wider region, and other parts of the world.

Riverdance at Expo is a major, flagship event for Expo that also gives significant visibility to Ireland at the event. It will be one of the largest and longest-running shows at Expo Dubai—a testament to the enduring quality of the production and the emotional impact of Irish dance. Riverdance composer, Bill Whelan will host a special musical masterclass at the Irish Pavilion during the 'Riverdance at Expo' residency in November.

In addition to a special production for Expo 2020, a programme of 52 masterclasses will run throughout November.

Expo World Choir: You Raise Me Up, Ireland's Gift of Song to the World December 2021

**Two major concerts,
produced in partnership
with our Dubai hosts, are
planned for Jubilee Park.**

Underpinning the Expo World Choir is a simple idea: to bring all of the participating nations at Expo together in a collective endeavour and collaboration – to sing!

We will extend an invitation through the Expo network to all participating countries, Expo staff, hosts and guests to join us and each other for this project which perfectly captures Expo's collective and collaborative ethos.

This special Christmas concert will be led and created by conductor David Brophy. It will feature a specially created musical ensemble, guest singers and the Expo World Choir, performing the great Irish songbook in a unique international gathering. The song list will range from You Raise Me Up to U2's One, as well as Christmas favourites. The choir will be selected, mobilised and coached online by David Brophy in the weeks preceding the event.

Expo World Choir and the Saint Patrick's Day Event are being developed and produced in partnership with the National Concert Hall

David Brophy



Saint Patrick's Day Event March 2022

Martin Hayes, one of Ireland's most revered traditional musicians, will lead a specially created concert exploring Irish music from its roots right through to a highly charged, contemporary rendition of traditional forms.

This is an entirely new project from Martin Hayes, inspired by Paul Simon's Graceland and Miles Davis electric bands. Hayes will create an ensemble that will draw from his traditional background but with an emphasis on rhythm, percussion and bass lines to carry the power and excitement of traditional music, reflecting the diverse community of musicians and musical genres in modern Ireland.

Special guests will perform both Irish traditional music and songs from the Irish songbook.

The project has been developed and curated by Martin Hayes and Gary Sheehan (National Concert Hall).

**Also, as part of our
St Patrick's Day programme,
the Army Band will perform at a
number of Expo venues**

Martin Hayes



Business & Enterprise

Team Ireland at Expo 2020

A Team Ireland approach will see multiple Departments of Government and State Agencies working closely with other Irish stakeholders to strengthen our international reputation and drive the development of trade, tourism, investment, science, technology and innovation, culture and education.

Ministerial attendance and participation across the six months of Expo will support business and enterprise.

Each and every day, Team Ireland abroad, aided by support teams at home, are working to identify and take advantage of new opportunities for Ireland.

We will have permanent presentations at the Irish Pavilion, participation in Expo themed weeks, dedicated communications strategies, targeted events at the Irish Pavilion to coincide with major trade shows taking place in the United Arab Emirates, and collaborative events with other international Expo participants.

Irish Food and Drink

Bord Bia will showcase the best of Irish food and drink, including events that will gather top chefs, hotel and restaurant owners, and influencers.

The *Food, Agriculture and Livelihoods* theme week at Expo will coincide with *Gulfood 2022* at the Dubai World Trade Centre. Representatives of Irish food and agriculture will have significant speaking platforms.

Tourism

Visitors to our pavilion will be able to *'Press the Green Button'* and learn more about Ireland's sights, culture and people.

Tourism focused events, in partnership with Tourism Ireland and Fáilte Ireland, and communications initiatives will feature throughout Expo.

The *Travel and Connectivity* theme week will provide an additional focus on Ireland as a travel destination.

Irish Companies

Enterprise Ireland (EI) will bring Irish companies to the fore during Expo with audio visual presentations on the excellence of our services and products.

EI will resume (post-COVID) trade missions to the region, including to WETEX (*Water, Energy, Environment Technology Exhibition*), *Dubai Airshow*, and *Arab Health*—aligning with Expo.

EI will mount a dedicated communications campaign focused on Expo.

Investment in Ireland

IDA Ireland will have audio visual presentations on Ireland's FDI story and proposition in our pavilion.

IDA Ireland will launch a focused communications campaign in the region to coincide with Expo.

Opportunities to engage with international companies during business events within and aligned with Expo, including *Arab Health*, will be fully utilised.

Study, Research & Innovate

Ireland as a place to study, undertake research, and innovate will be highlighted through visits, seminars, networking events and keynote addresses, led by the Department of Further and Higher Education, Research, Innovation and Science (DFHERIS) supported by Education in Ireland (EII), our higher education sector, Science Foundation Ireland (SFI) and others.

Theme weeks, including *Knowledge and Learning*, will be used to promote Ireland's study, research and innovate message.

Our *We are the Makers* exhibition will show world leading examples of Irish science, innovation and creativity.

RewirED is a global platform to share ideas and initiatives on the future of education. Senior Irish policy and education representatives will participate.

Irish Design

From our *We are the Makers* exhibition to the clothes Ireland's Expo staff will wear, the Design & Crafts Council Ireland will showcase outstanding examples of Irish design and craft.

The emergence of Irish Architecture onto the world stage will be highlighted by our pavilion exhibition – *The Architecture of Creative Learning*.

Ireland's Business Diaspora

The Irish Business Network Dubai (IBN), working with our Embassy, our agencies and Ireland's Expo team, will hold a series of business events throughout Expo, each with its own sectoral focus relevant to the opportunities in the region.

The IBN will hold a regional forum in Ireland's Pavilion in the Spring for Irish businesses from across the Gulf.

The pavilion will also host a photographic exhibition highlighting the contribution made by the Irish community to the emergence of Dubai as a major international hub.

Thematic Business Forums

Ireland will participate in all ten Thematic Business Forums during Expo. These events coincide with the Theme Weeks (see p.24–27) and focus on the business opportunities within each.

Global Business Forums

Ireland will participate in three regional business forums in Dubai during Expo: Global Business Forum Africa, Global Business Forum ASEAN (Association of Southeast Asian Nations) and Global Business Forum LATAM (Latin America).



Ambasáid na hÉireann
Embassy of Ireland
جمهورية مصر العربية

BORD BIA
IRISH FOOD BOARD

Tourism Ireland

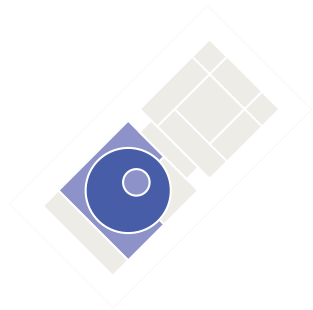
Fáilte Ireland

ENTERPRISE IRELAND

IDA Ireland

Design & Crafts Council Ireland

Overview of pavilion spaces and contributors



Oculus

An immersion in the images and sounds of Ireland

Contributors include:

Screen Ireland
Galway Film Fleadh
Cartoon Saloon

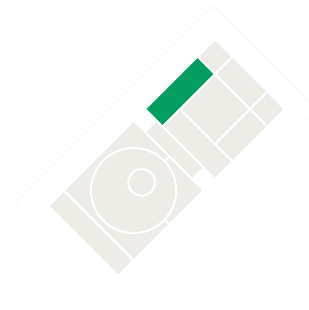


The Courtyard & Stage

Irish Music, Dance & Performing Arts

Contributors include:

National Concert Hall
Literature Ireland
The Expo Players
Tourism Ireland
Bord Bia
Enterprise Ireland
IDA Ireland
Fáilte Ireland
Science Foundation Ireland
Junk Kouture
Chester Beatty

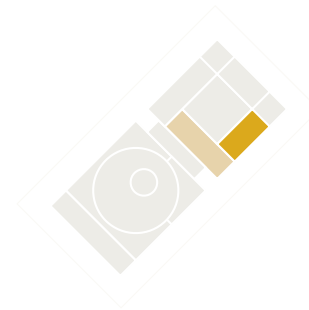


Makers' Gallery

Irish Craft, Design & Innovation

Contributors include:

Design & Crafts Council Ireland
National Museum of Ireland
Science Gallery
Science Foundation Ireland
Enterprise Ireland
Trinity College Dublin
University College Dublin
Young Scientists



Courtyard Exhibition Space

Architecture, Sustainability and Creativity

Contributors include:

Creative Ireland
Irish Architecture Association
Irish Architecture Foundation
EU Commission
Mies van der Rohe Foundation



The Hamilton Room

Creative Conversations

Contributors include:

The Arts Council
Poetry Ireland
Literature Ireland
Fighting Words
CoderDojo
Royal Irish Academy

Beyond the Pavilion

Sharing Ireland's Creativity with the World

Contributors include:

Riverdance
Ireland's Expo World Choir
National Concert Hall
Culture Ireland Programme

Global Ireland 2025

In the Foreword to Global Ireland 2025, the Taoiseach notes:

'I want Ireland to be able to shape and to influence the critical international debates and events of this generation. I want us to be able to access new and important markets for our exports. I want us to make our contribution to the world, building on our distinctive traditions and sharing our rich and vibrant culture.'

Our participation in Expo 2020 Dubai is a practical and timely expression of that ambition. It sets a new standard for creative collaboration across Government, state agencies, business, education and culture. It advances our economic interests and contributes to important debates about the future of our shared planet.



Rialtas na hÉireann
Government of Ireland

ireland.ie/EXPO

IRELAND

أيرلندا



EXPO
2020
DUBAI
UAE



OFFICIAL PARTICIPANT



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