

# We Design for Connectivity, Not Detectability

Trinity Cerami is the official Audiovisual, IT, Security and Acoustic consultant of the Sustainability Pavilion at Dubai Expo 2020, bringing architect Grimshaw's jaw-dropping vision to life by connecting sound design with technology. With the 2020 Expo theme, "Connecting Minds and Creating the Future", there was a lot riding on connectivity and making sure visitors have a frictionless magical experience. "Everything connectible, but nothing detectable" was our mantra.

From the onset of this project, we planned for adaptability in order to create a long-lasting legacy in the desert that would meet the needs of 30,000 visitors a day during the Expo and then closer to 3,000 when it goes into legacy mode as a living landmark to sustainability. When this transition happens, it will empower and power future generations of global thinkers –and be part of Cerami's legacy.

Signature Solution: All eyes will be on Dubai Expo 2020, the magnificent World Expo. And while the world will be watching to see the future in technology and sustainability, Cerami's security systems will be keeping watch on the world. With security being of utmost importance, Cerami integrated intelligent cameras into the ribs of the dramatic canopy, as well as hid them into the "trees" that will be generating their own electricity and water. Working with the UAE security force, we created a command central that set a new standard of excellence.



## Challenge

Cerami was asked to provide an integrated solution that would ensure the 30,000+ visitors to Dubai's World Expo would have an always-on, connected experience that was safe and undetectable.



## Solution

Cerami planned for adaptability from the beginning that would deliver connectivity for all visitors and presenters, while creating acoustical environments that enabled quality sound experiences. Cerami integrated intelligent cameras into the ribs of the canopy and hid them into the "trees" that generates its own electricity and water. Then collaborated with UAE security force to create a command central that set a new standard of excellence in security.



## Result

Cerami's solution brought the architect's vision to life by connecting sound design with technology that continues to empower generations of global thinkers that attend the Expo each year.