

# EXPO 2027

SERBIA, PROUD  
EXPO HOST



The first on the Western Balkans, EXPO 2027 Belgrade is a historic opportunity for Belgrade, Serbia, as well as the entire region.

# A MOMENT FOR HISTORY



Come to the world's largest playground of ideas, innovations and solutions. Belgrade will offer unique experiences through interactive exhibitions, research and thematic programmes with the aim of connecting people and countries in a joint celebration of innovation and play.

Witness the creative transformation of our capital and Serbia and participate in the creation of lasting symbols of connection and unity.

# WHAT IS EXPO?

Expo is a global event dedicated to the current challenges that humanity faces and finding adequate solutions.

Expo gathers millions of visitors in one place and brings positive changes to the host cities, making them a location that connects the whole world and opens the possibility for global dialogue.



# WHO IS BEHIND WORLD EXPOS?



**Bureau International  
des Expositions**

BIE is the intergovernmental organisation based in Paris in charge of overseeing and regulating all World Expos.

At present, it includes **184** member states and organisations.

## WORLD EXPOS



World Expos, officially known as International Registered Exhibitions, are a global gathering of nations dedicated to finding solutions to pressing challenges of our time by offering a journey inside a universal theme through engaging and immersive activities.

## SPECIALISED EXPOS



Specialised Expos, officially known as 'International Recognised Exhibitions', are global events designed to respond to a precise challenge facing humanity. Specialised Expos welcome millions of visitors and offer a journey through the chosen theme through engaging and immersive activities.

## HORTICULTURAL EXPOS



Horticultural Expos foster cooperation and the sharing of knowledge and solutions between countries, horticultural producers and agricultural industries by addressing the paramount issues of healthy lifestyles, green economies, sustainable living, education and innovation.

## TRIENNALE IN MILAN

The Milan Triennial Exhibition of Decorative Arts and Modern Architecture (commonly known as the Triennale di Milano) is a recurring International Exhibition held in Milan dedicated to architecture, design and craftsmanship. Participants include countries, regions, universities, art associations, museums, non-profit entities.

# EXPO INVENTIONS

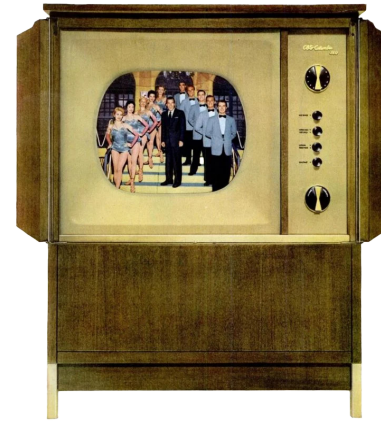
Expo exhibitions have always been an epicentre of innovation and a place where playful minds meet and create inventions that shape our future.

Each exhibition brings a new vision of progress and presents innovative solutions to improve everyday life and change the world.



## Colour TV

Such a normal part of our lives today as television was introduced at World Expo. 1939 the first live TV broadcast was made at the World's Fair in New York.



## Telephone

The first World Fair held in America opened in Philadelphia. Here the visitors were introduced to the telephone, which came to change the way we communicate forever.



## Revolver

Samuel Colt exhibited his revolver at the Great Exhibition in London in 1851. The exhibition took place in the Crystal Palace in Hyde Park.



## Popcorn

Popcorn was sold at the Chicago worlds fair in 1893 when Charles Cretors showcased his invention: the world's first popcorn wagon with a steam powered popping machine.



## Ice cream cone

Not only technical inventions dominate the World Expos. 1904 at the St Louis World Expo the ice cream cone was introduced, revolutionizing the way we enjoy our ice cream to this day.



## Diet soda

1893 World's Fair gave us a lot of things that are now common fare including Diet carbonated soda. Quite a few websites refer to the first offering of diet soda at the Chicago World's Fair.



# UNIQUE LANDMARKS

World and Specialised Expos have a lasting impact on the urban and cultural landscape of the host cities.

Landmarks that exhibitions leave behind are a lasting legacy and a reaction of the ideas and values of their time, connecting people and nations.

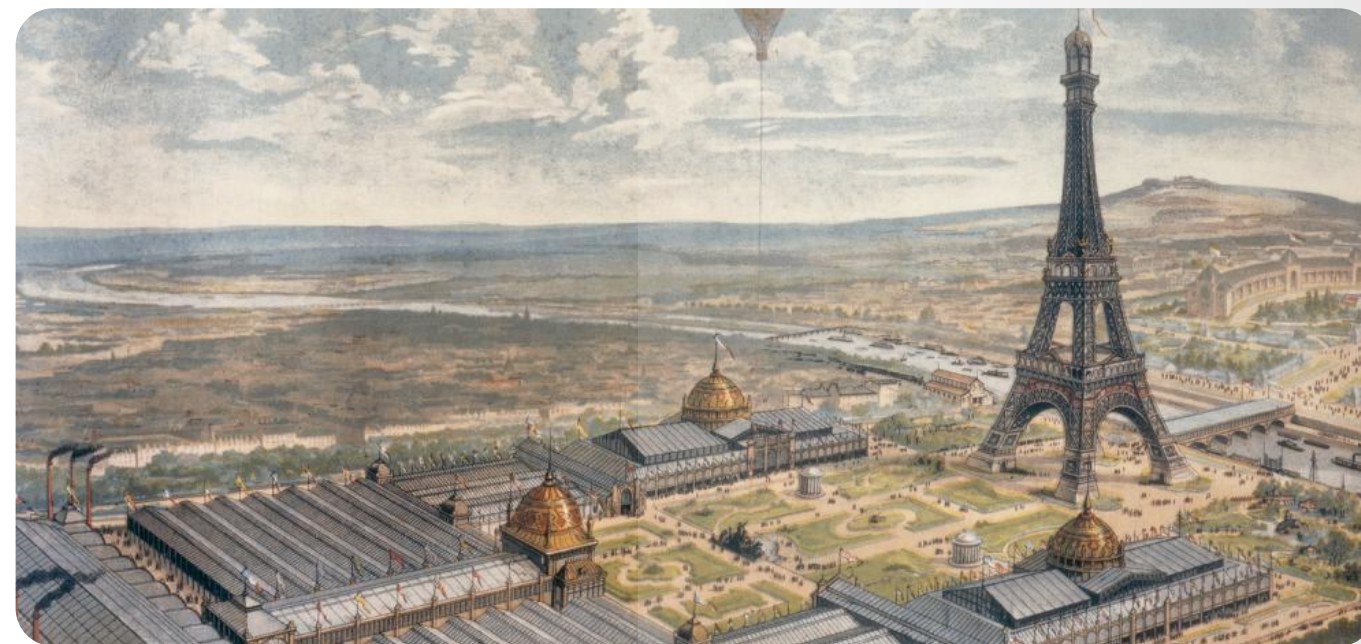
Expo leaves an indelible mark and legacy, inspiring generations to come.

## Eiffel Tower

The tenth Exposition Universelle was organised in Paris, France in 1889, from the 15th May to the 6th November, and it was for this

occasion that the Eiffel Tower was built. Stretching over 95 hectares, the Exposition filled the Champ-de-Mars, the Trocadero Hill, and the banks

up to the Invalides esplanade, and the Eiffel Tower was at the centre of everyone's view.



## Atomium

The Atomium is a landmark modernist building in Brussels, Belgium, originally constructed as the centrepiece of the 1958 Brussels World's Fair.



## Space Needle

The Space Needle was built for the 1962 Seattle World's Fair, also known as the Century 21 Exposition. The fair ran from April 21 to October 21, 1962.



## Unisphere

The Unisphere is a spherical stainless steel representation of the Earth in New York. The globe was designed by Gilmore D. Clarke for the 1964 New York World's Fair.



# SERBIA AT EXPO

Serbia has always brought a unique blend of tradition and innovation to Expos, presenting its rich cultural heritage and creative potential to the world.

All our performances were in the spirit of commitment to progress, sustainability, technology and cooperation, always highlighting the power of our identity.

## 1885

Antwerp, Belgium

First appearance at the World Expo in Antwerp, Belgium.

## 1900

Paris, France

The pavilion that looked like a church in the Serbian-Byzantine style was presented in Paris.

## 1967

Montreal, Canada

Creative and technical achievements in infrastructure and architecture were presented in Montreal: the Đerdap Dam on the Danube and the Gazela Bridge in Belgrade.

## 2010

Shanghai, China

The Serbian pavilion stood out with a facade inspired by the pattern of the Pirot carpet in Shanghai.

## 2021

Dubai, UAE

In Dubai, Serbia's impressive performance attracted the attention of more than a million visitors and became the subject of world media thanks to science and innovation, as well as celebrated artists and athletes who took part in the performance.

# SERBIA'S PERFORMANCE AT EXPO 2025

## Society of Play

Our installation combines dynamic and static interactions, leading visitors through a series of immersive experiences.

From playful flip-disk displays in the introductory sections to physical activations with digital storytelling, the idea is to engage visitors in various interactive activities.

Each zone brings a unique experience, such as playing with marbles, activating projections and displaying testimonies of famous Serbs, adapted to the idea of play and creativity.



Play is a necessary aspect of human life; play transcends the borders of cultures, peoples and generations.

# PLAY FOR HUMANITY

Our theme shows how play, in its various forms, is a universal language that connects people, encourages creativity and contributes to the progress of society.

“Play for Humanity” emphasises that play is not only entertainment, but a powerful driver of personal and social development.

# THEMATIC UNITS AND PAVILLIONS

Three thematic units will be explored through the content within pavilions of the same name:

## Power of Play

The Power of Play pavilion focuses on fun, interactive exhibits and play-inspired design elements. It transforms the rich knowledge and personal experiences of play, gathered over the centuries, into the play itself, examining its function and purpose.



## Play Together

The Play Together pavilion encourages visitors to create through sports - and music - related activities with the aim of presenting the social aspect of play as a powerful tool for meeting, socialising and bringing people together.



## Play for Progress

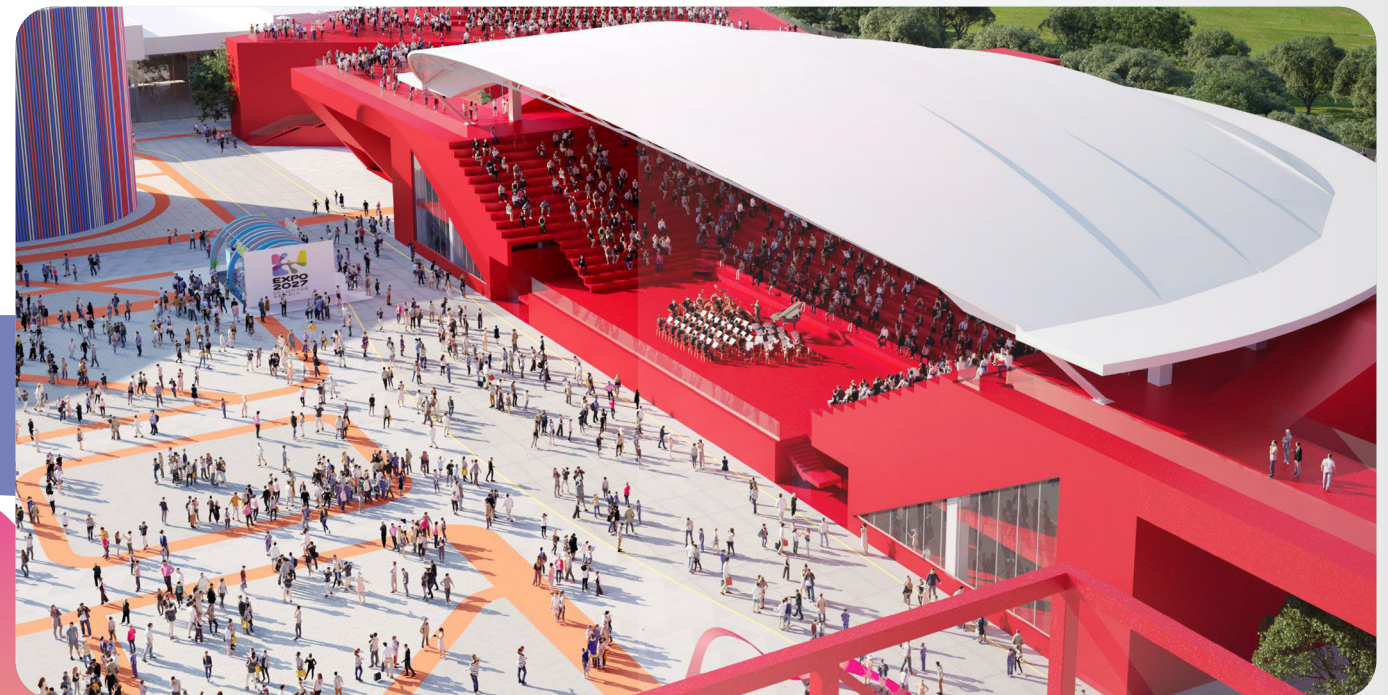
This pavilion will use various forms and content to show how playful exploration can lead to revolutionary breakthroughs. The focus is on humans, and the content explores the impact of playing on the development of humanity. The goal is to inspire visitors to further explore play and encourage their creativity.



## Forum

Forum represents a special unit designed as a platform to encourage networking and exchange of opinions and ideas, both of

professionals and the general public. We want to show that the power of play can affect society and shape humanity and the future.



# THEMATIC PROGRAMMES

The cultural and entertainment programme was created as an addition to the main theme, enriching the content and attracting visitors to multidisciplinary exhibitions:

## Music for All

The programme is envisioned on a hybrid stage easily adaptable for both solo performances and large orchestras, while the modular auditorium design allows both smaller and larger audiences to enjoy musical performances at the same time.

It is divided into 5 programme units: **World Stage, Instruments of Play, Toys can Play, Play Together and Sonic Pioneers.**

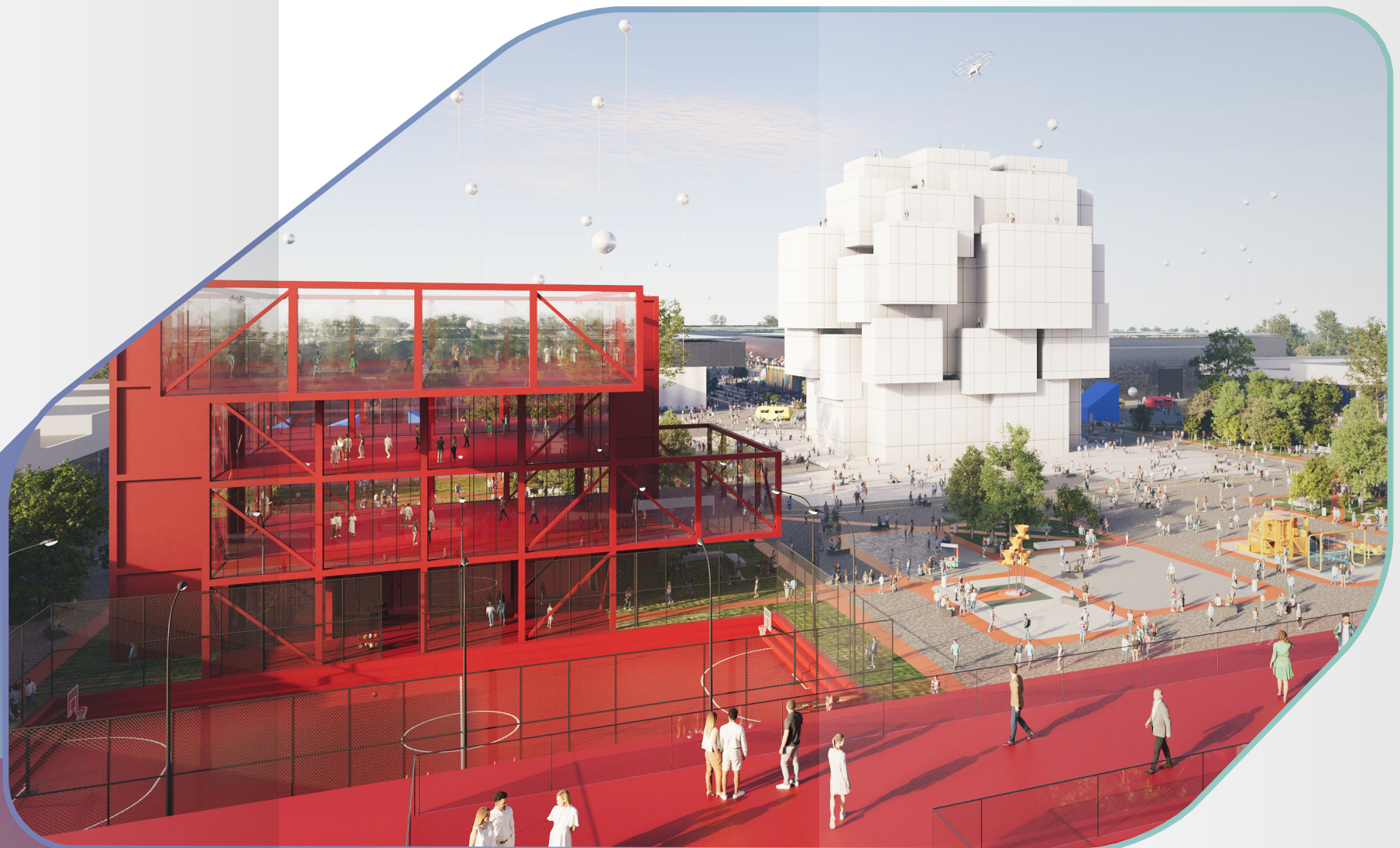
## Sport of All for All

The idea behind the programme is to promote physical activity and motor development on a purpose-built hybrid pitch with elements of various well-known sports, as well as children's games.

This pitch is divided into two programme segments: **World Games and Ambassadors of Play.**

## Limitless Play

The programme is designed to push the limits of human potential through interactive activities, participation and competition in various playful initiatives. It invites people from all over the world to embrace the thrill of record setting, to share challenges and achieve common feats.



# EXPO PLAYGROUNDS

The EXPO 2027 theme extends beyond the exhibition space, enriching society and the community with public installations, phantasmagorical architecture and other artistic interventions.

## Playing in-between

The playground consists of lounging nooks and areas for walking, offering an opportunity to relax.

## Generation Playgrounds

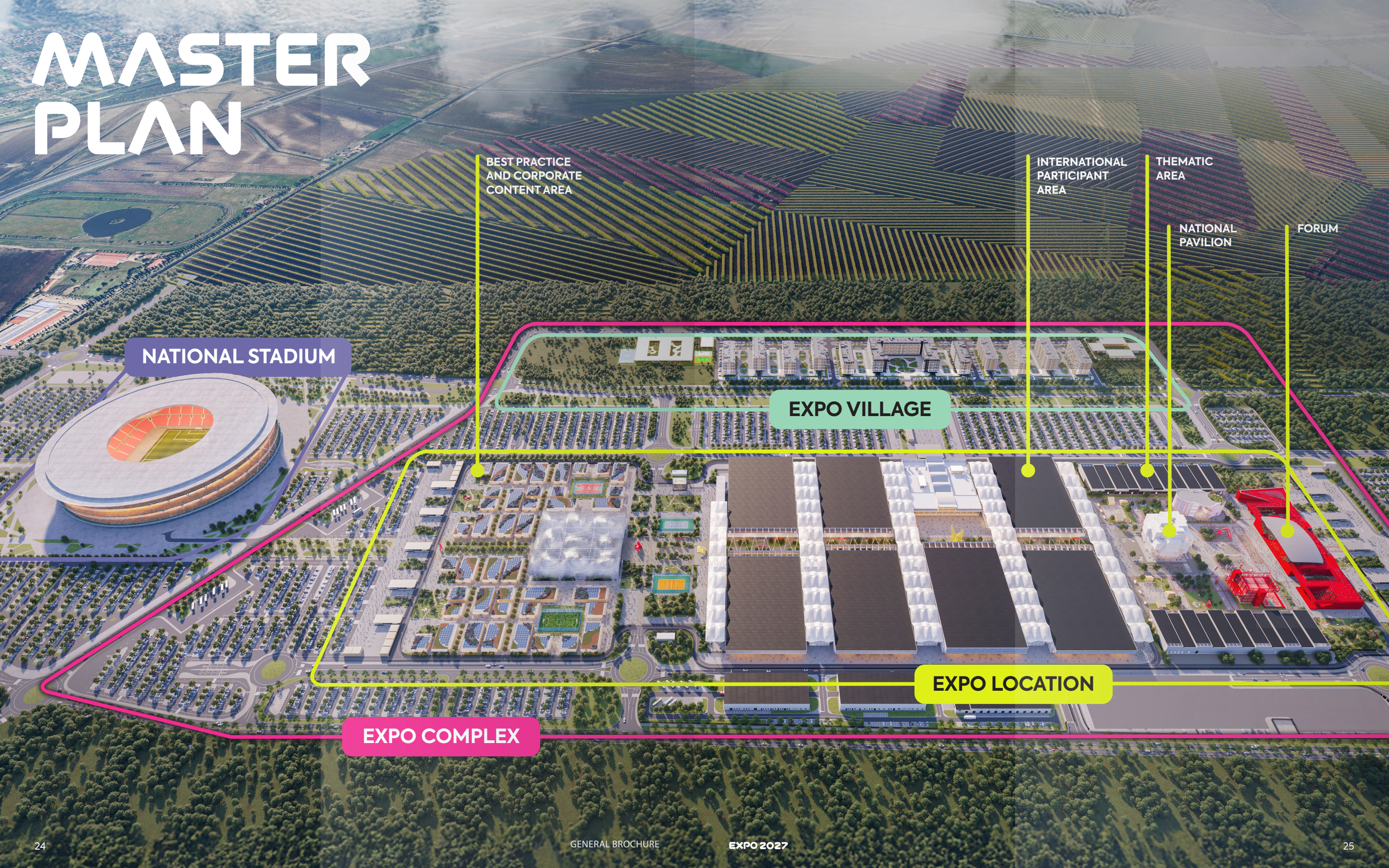
interaction among peers, creating a unique space and time area.

## Playground “Earth”

Content is created in cooperation with international participants, artists and citizens, particularly with children, with the aim of bringing play back into everyday activities.



# MASTER PLAN



NATIONAL STADIUM

BEST PRACTICE AND CORPORATE CONTENT AREA

INTERNATIONAL PARTICIPANT AREA

THEMATIC AREA

NATIONAL PAVILION

FORUM

EXPO VILLAGE

EXPO LOCATION

EXPO COMPLEX

## NATIONAL STADIUM



## EXPO VILLAGE



## EXPO COMPLEX



## EXPO LOCATION



# EXPO 2027 IN FIGURES

**VISITS:**

4,000,000+

**PARTICIPATING COUNTRIES:**

120+

**Days:**

93

**HA:**

25

# LEGACY

Belgrade will experience a remarkable urban transformation, and new infrastructure facilities and transport systems will reshape its landscape.

EXPO 2027 will be a symbol of connection and unity, which will shape and ensure a better future for our city.

- Belgrade Fair
- Museum of Expo 2027
- Auditorium
- International Forum of Play
- Centre for Musical Experimentation
- National Centre for the Promotion of Sports and Physical Activity
- Competence centre for Innovation and Creativity
- Schools and Kindergartens
- Playground "Earth"





# LET'S PLAY IN BELGRADE!

15. May - 15. August, 2027

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