



*present*

THREE GOLDEN DOORS in collaboration with MIX FAME ORGANIZING EVENTS & EXHIBITIONS



# HUMANEUS CENTER PAVILION

*Proudly launched from the UAE!*

Imagine the Humaneus Center, a complex that brings together an extraordinary experimentation park; a cultural and scientific center dedicated to the arts and technological innovations; a digital arts school partnered with cutting-edge start-ups and leaders in business and education; and an initiation into mythology for children that will transport them to humankind's shared cultural roots. The center will also feature three fully-virtual and adaptable museums that form a unique hub for international research and study of Humans which will be complemented by a futuristic, multipurpose event space for hosting never before seen attractions that explore the boundaries between human-machine interaction.



HUMANEUS Center Project showcase pavilion



The pavilion to be featured at Expo 2021 Dubai is based on the HUMANEUS Center

**Imagine a space that feels alive and reacts to the visitor's presence. An evolutionary and multifaceted environment inviting visitors from across the globe to partake in a united adventure, which encourages spontaneous, playful collaboration and explores what it is to be human in the digital age.**

The following document gives an overview of the pavilion to be installed at the Expo 2020 Dubai. The purpose of the pavilion is to present the HUMANEUS Center as well as showcase the interactive entertainment potential of the project's Cross-Reality Zone.

## Pavilion Concept

Visitors arriving at the pavilion will encounter architectural elements echoing the design of the HUMANEUS Center. A labyrinth leads to a showcase area where visitors can discover and interact with technological marvels and narrative themes that will be a major attraction of the HUMANEUS Center - exploring perception of reality, perception of self, and perception of space. After exploring a scaled model of the Center located in the middle of the showcase area (augmented with digital content viewable via smart devices) visitors will be sent on a journey of discovery into the Cross-Reality Zone—the cube-shaped structure that actively responds to the visitor's presence and offers an immersive experience transcending real and virtual worlds.

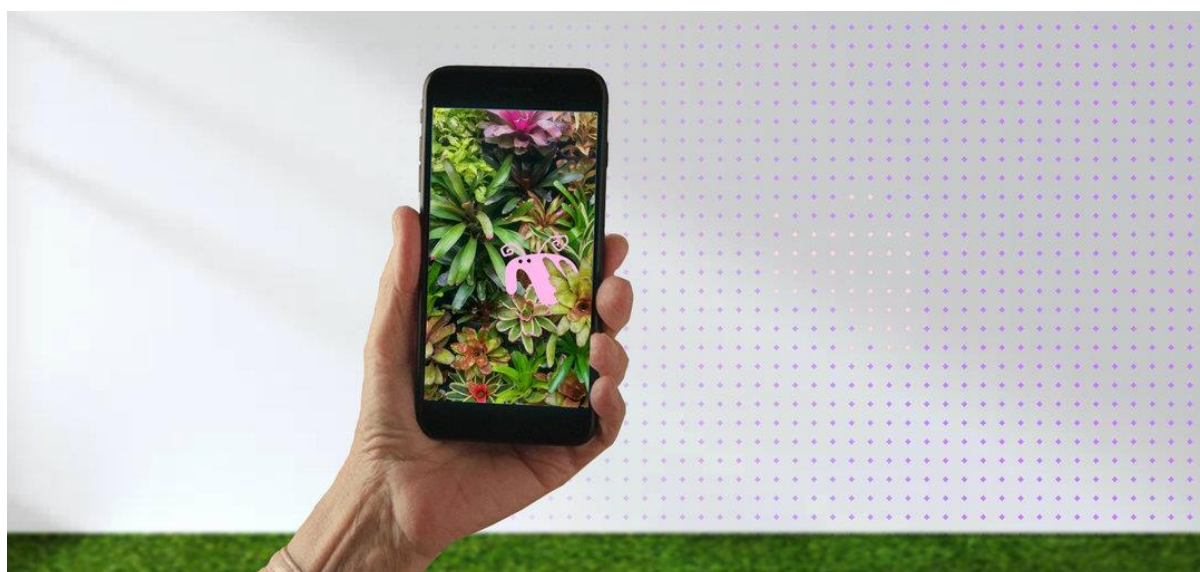


A responsive 3D hologram greets visitors to the Showcase Area

## The Labyrinth: “Perception of reality”

The Center’s architecture prominently features a labyrinth—symbolising a crossroads between the familiar and the realm of discovery - which gradually descends underground to the center’s heart. The pavilion’s labyrinth reflects this impressive architectural structure and symbolism by offering a playful space filled with hidden secrets that form the visitor’s first opportunity for digital escapism.

The first walkthrough of the labyrinth will be deliberately nondescript - albeit ending with a dramatic encounter with a responsive holographic hand [created using 3D water projections] that greets them at the entrance to the showcase area.



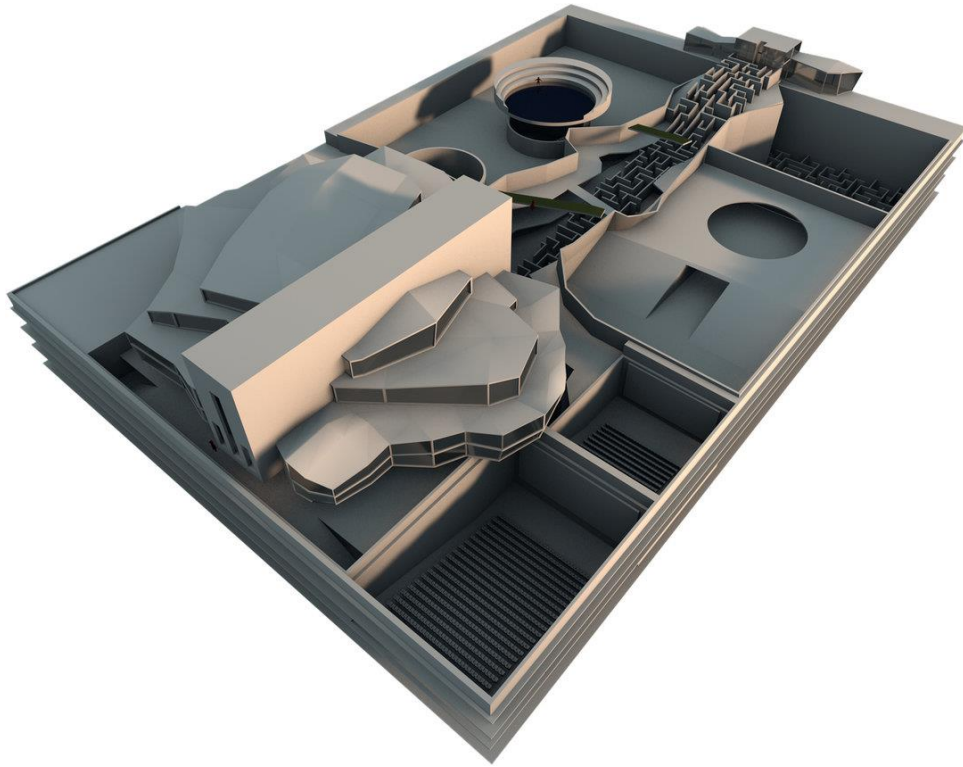
Smart devices reveal otherwise-invisible secrets hidden in the labyrinth

However, visitors will be encouraged to return to the labyrinth after collecting a smart device [see subsequent section], to find a previously-invisible digital garden filled with avatar-creatures of various shapes and sizes [placed using augmented-reality technology] based on a unique universe designed to accompany children as they visit the center to transmit culture, traditions, knowledge and entertainment. Creatures can be collected one at a time to replace the visitor’s current avatar loaded on their smart device - thus opening-up new interactive possibilities in the Cross-Reality Zone.



## Showcase Area

Located in the middle of the showcase area is a scale model of the HUMANEUS Center, which is augmented with digital content. Visitors will also find smart devices that they can use for experiencing the Cross-Reality Zone's interactive technology and learning about the larger project by Three Golden Doors. Smart devices serve as cross-reality "keys" that track the visitor's position within the pavilion and enable interactions with the environment.



A scaled 3D model of the HUMANEUS Center is the main attraction of the Showcase Area—augmented with digital content via smart devices

The cross-reality experience starts when visitors take a smart device, which features a digital avatar. The avatar will immediately begin guiding visitors to points of interest around the pavilion - encouraging them to revisit the labyrinth and unlock its previously hidden secrets as well as enter the Cross-Reality Zone.

## The Cross-Reality Zone

The Cross-Reality Zone is a major attraction of the HUMANEUS Center - representing a virtual "twin" of the physical center where diverse, multisensory digital experiences will be hosted. The pavilion's Cross-Reality Zone will reveal secrets about the HUMANEUS Center via digital interactions that transcend real and virtual worlds. The string of secrets waiting to be discovered will be structured in the form of humankind's journey that gives visitors a taste of what's to come once the center is built.



## Altered shadows: “Perception of self”

On entering the Cross-Reality Zone with a smart device, visitors will find their shadow references the shape of their avatar [using 3D floor projections]. The altered shadow's dynamic features will also vary depending on the selected avatar-encouraging visitors to share tips on where to find different avatars in the labyrinth outside. The shadow's dynamic properties can actively change the visitor's aesthetic experience of physically moving through the space. On further exploration, visitors will notice that free-floating particles are also being projected onto the floor and that their altered shadow can deflect these - like paddles interacting with the ball in a classic game of *Pong* [1972].

To further encourage spontaneous interaction, overlapping shadows will automatically merge and allow groups of people to playfully manipulate the free-floating particles, accompanied by adaptive sounds filling the Cross-Reality Zone enclosure.

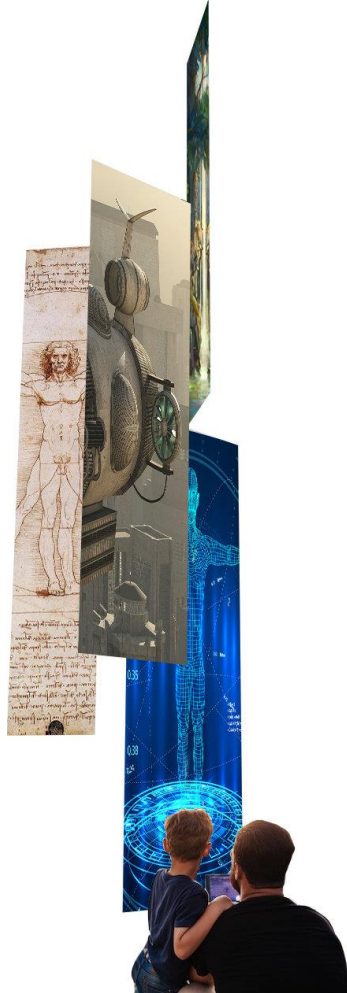


Dynamic 3D floor projections distort each visitor's silhouette and allows them to interact with free-floating particles projected onto the floor of the Cross-Reality Zone

Playing together will also generate more particles. The visitor's shadow naturally becomes a part of their cross-reality identity, which they can customise anytime by returning to the outside labyrinth and switching-out their current avatar with a new one.

## Humankind's Journey: "Perception of space"

Vertical surfaces inside the Cross-Reality Zone - including interior walls and suspended fabrics (which are safe for visitors to bump into) - serve as tactile canvases for digital projections displaying features of the HUMANEUS Center and humankind's journey. Each of the various canvases features cross-reality "gateways" that allow each visitor's avatar to jump between their smart device and the vertical 3D projection. At this instant their personal spotlight disappears, as their cross-reality "identity" is focussed on the vertical canvases.



The vertical arrangement of suspended canvases allows visitors to maneuver their avatar upwards through time, to the top of the cross-reality interior

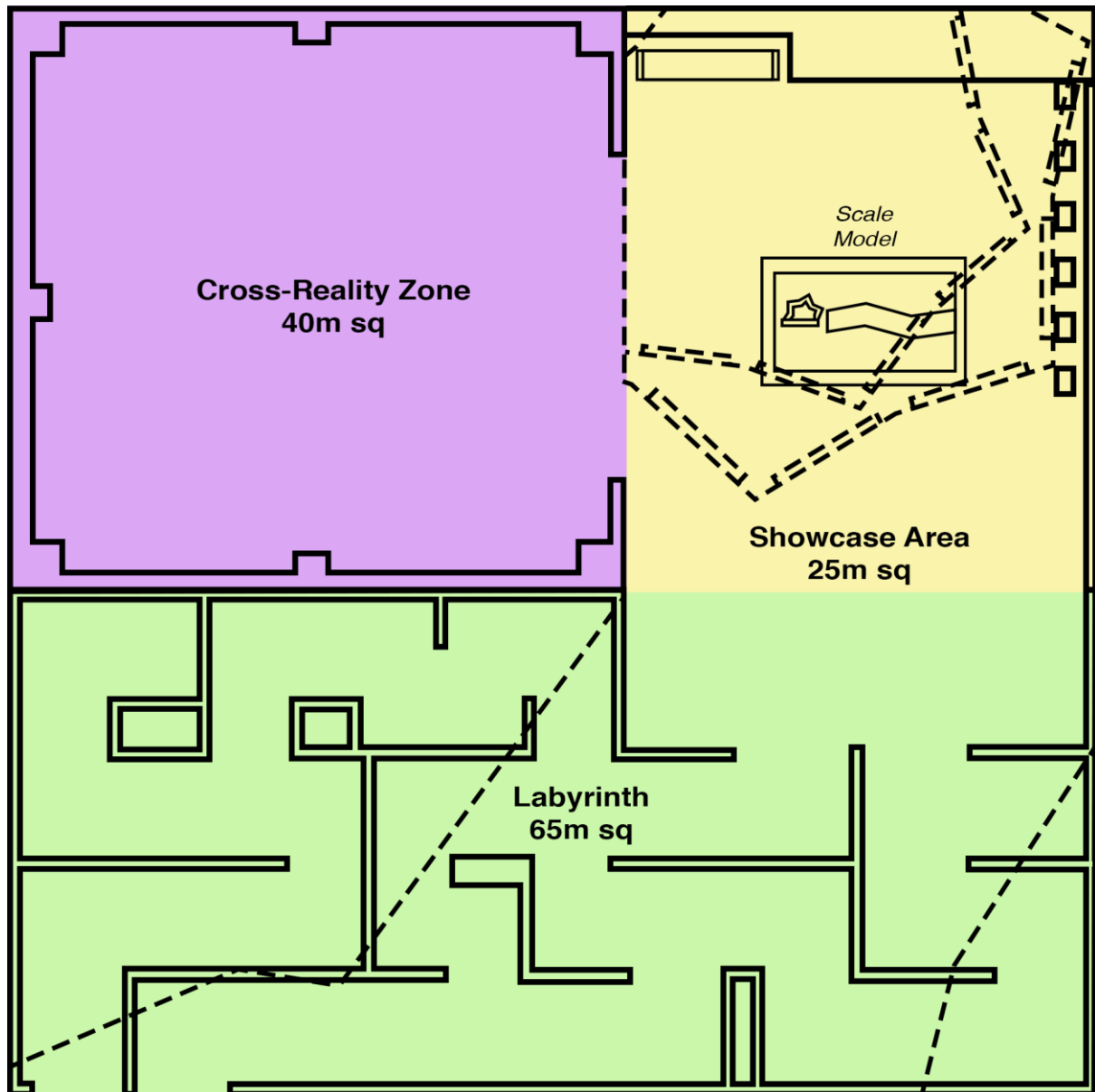
A magic moment happens when visitors deliver their avatar to a cross-reality gateway and the avatar teleports onto the canvas, activated by close proximity, whereupon they can instantly begin controlling it remotely to access unreachable areas overhead - a sensation similar to piloting a remote drone.

Avatars from multiple visitors can occupy the same canvas at any time-offering further opportunities for spontaneous interaction. Canvas displays are one-sided to encourage visitors to move around the Cross-Reality Zone and explore it from all sides.

## Pavilion Layout

The entire pavilion occupies an area of 11.4 x 11.4 meters. The cube-shaped, cross-reality tent is the tallest structure, reaching a height of 12 meters. The main components are:

- Labyrinth: 65m sq
- Cross-reality zone: 40m sq
- Showcase area: 25m sq (including suspended architectural props)



Floorplan of the pavilion



## Contacts

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Ultimately, the HUMANEUS Center is a franchise built for the world's largest metropolises - an embassy of science, which will earn its position as the premium space for experiments in the use of artificial intelligence, virtual reality and all other progressive immersive technologies.

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