The France Pavilion shop at the World Expo, entrusted to the Réunion des musées nationaux-Grand Palais (Rmn-Grand Palais), is designed as a city stroll.

October 2021 - Designed as a city stroll over 120 m², the shop will immerse visitors in the French art de vivre with a wide selection of day-to-day items emblematic of the savoir-faire of French brands and designers. The shop is open every day from 10 am to 10 pm, from 1 October 2021 to 31 March 2022.

A shop that extends the visitor route through the France Pavilion
The shop space has been designed as an extension of the visitor route through the Pavilion, thereby contributing to the overall experience of visitors as they come to discover a “slice” of France. This space has been designed as a sliver of the city or the high street, where each section becomes a specialist shop in its own right.
The France Pavilion shop is a series of themed boutiques that will contribute to the experience of this replica mini-city: a store for young people, an arts & culture shop, a 100% Bleu Blanc Rouge (the colours of the French flag) store, a Paris-themed boutique and another dedicated to the French art de vivre.

The shop has been entrusted to the Réunion des musées nationaux-Grand Palais (Rmn-Grand Palais) thanks to its bold proposal, created with design studio STUDIO 5•5, which is perfectly in keeping with the exceptional, global nature of the event.

This project is a formidable opportunity for the Rmn-Grand Palais, France’s leading operator of museum shops, which has a broad national and international network of retailers, to promote the brands of the museums it works for (Louvre, Orsay, Versailles, etc.). This shop is also an opportunity for the Rmn-Grand Palais to extend its reputation beyond the world of museums and prove itself a worthy partner for major international events.

Practical information
France Pavilion, Mobility District, Expo 2020 Dubai
Opening times: 10 am - 10 pm (excluding special operations hours), from 1 October 2021 to 31 March 2022
A resolutely bright, open, colourful and attractive space
This space will reveal a host of micro-architectures and shop fronts alike, helping to improve the flow of movement and enrich the visitor experience. The attractive, colourful window displays will invite the public to step inside.

Traditional yet modern window displays
These will symbolise the archetypal fronts of the shops we enjoy frequenting in our towns, symbols of local retailers and a well-chosen, artisanal and high-quality product. Their design will reflect the shop-window aesthetic, with traditional joinery. Framed by traditionally French oak, they will bring a modern touch through the colourful lighting unique to each shop.

“France” products with over fifteen brands representative of French savoir-faire
France’s top pottery works, porcelain makers and household linen brands will be represented. Embroidered jewellery will lend a trés-French touch of whimsy. Exclusive creations in the colours of the France Pavilion (stationery, pens, mugs, etc.) will make for unique souvenirs. “Bleu Blanc Rouge” items, fashion accessories (T-shirts, berets, etc.), tableware, household linen (tea towels, aprons, etc.) and a very Parisian range with an Eiffel Tower design comprising plates, trays and small leather goods will symbolise the City of Light.
A “Museums” range, echoing the expertise of the RMN-Grand Palais, will lend an artistic and historical dimension to day-to-day items.

The France Pavilion is ready for the international event of 2021
The first universal exhibition held in the MEASA (Middle East, Africa and South Asia) region, the Expo 2020 Dubai is showcasing the theme “Connecting Minds, Creating the Future”. Bringing together over 200 participants from a variety of backgrounds – countries, organisations, businesses and academic institutions –, the Expo 2020 Dubai is expecting some 25 million visitors.
Since their inception, Universal Exhibitions have always ranked alongside the Olympic Games or the football World Cup as the leading international events. They are also among the oldest events, the first being the Great Exhibition in London, United Kingdom in 1851.

The Pavilion will be tasked with promoting French businesses, talents, ideas and assets. France also aims to demonstrate its commitment to building the future through initiatives and political, economic, cultural and social actions.
This commitment will be most specifically illustrated in the events programme of the France Pavilion, with the Sustainable Development Goals (SDGs), defined by the UN, as its guiding principle.

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About THE REUNION DES MUSEES NATIONAUX-GRAND PALAIS
A unique global retail network  
Publishing books and producing reproductions and related merchandise, the Rmn-Grand Palais distributes its own products and others in the thirty-four bookstores and shops it manages in French museums, such as the Musée du Louvre, the Musée d’Orsay, the Centre Pompidou, the Palace of Versailles and the Musée des Beaux-Arts in Lyon, at the Grand Palais and the Musée du Luxembourg in Paris, and via its online shop at boutiquesdemusees.fr. The Rmn-Grand Palais network of museum shops is also expanding internationally, with the opening of the Louvre Abu Dhabi boutique in 2016. The Rmn – Grand Palais offers an all-inclusive integrated solution that handles the distribution, publishing and promotion of products to boost the museum's profile beyond its four walls.  

About STUDIO 5°5
Founded in 2003 by Vincent Baranger, Jean-Sébastien Blanc, Anthony Lebossé and Claire Renard, the 5.5 collective is a studio that champions design for all, in France and abroad. Highly committed to French brands, the studio is passionate about revisiting them with a playful – yet resolutely respectful – touch: Veuve Clicquot – L’Oréal – Renault – Bernardaud – Baccarat – Centre Pompidou – Ricard – Obersurfaces – Gaîté Lyrique – Jacquet – Atelier Cologne – Tarkett – Duralex – Accor ...  
www.5-5.paris

About COFREX
Founded in January 2018, COFREX (Compagnie Française des Expositions) is a publicly-owned simplified joint stock company. It is the first ever structure of expertise to promote the French brand at major international events for the general public. Its purpose is to prepare, organise and implement France’s participation in World and International Expos. The creation of COFREX forms part of a long term plan to make it possible to draw on experiences from previous Expos in order to organise France’s future participations in World and International Expos in the best and most cost effective way. It is rooted in the idea of partnerships between public and private stakeholders built on the image and attractiveness of France.  
www.cofrex.fr