

Arsenal manager overwhelmed with Emirates pavilion at Expo 2020

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Dubai: Emirates, the Premier Partner and Official Airline of Expo 2020 Dubai, welcomed Mikel Arteta, Manager of Premier League club Arsenal, to its pavilion recently.

Arteta was welcomed by Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline and Group. He was given a tour of the digital experiences centred on the future of aviation, and interacted with several installations and immersive displays on his own. Emirates is featuring 10 multi-sensory installations and thought-provoking experiences for all Expo 2020 Dubai visitors.

Reflecting on the visit, Mikel Arteta said: “It was incredible to visit Expo 2020 during my recent visit to Dubai. To experience the future of aviation at the Emirates pavilion was fantastic and the Al Wasl Dome light projections were a particular highlight. It was a truly unique experience that I would highly recommend to anyone visiting Dubai in the next few months.”

The Emirates and Arsenal partnership is one the longest running and recognisable relationships in professional club football, and Emirates’ branding has been on the

team's jerseys since 2006. The airline's current shirt sponsorship of the Club will continue into the 2023-2024 season, and Arsenal's home also continues to be known as Emirates Stadium until 2028.

The Emirates Pavilion is located in the Opportunity District, and its exterior and interior are both inspired by aviation with 24 fins that flow and curve around the structure, interlaced with an impressive LED lighting system that projects vibrant colours after sunset.