



## **Small Worlds – Press Text**

Small Worlds are thrilled to announce their newest venture as part of the vibrant Expo City community. Small Worlds is situated at the heart of Expo City, our new location promises to be a hub of affordable, family-friendly entertainment that will enchant visitors of all ages.

### **Small Worlds - What is it?**

Small Worlds presents highly interactive miniature worlds built at a scale of 1:87. That means a 1,80 meters tall real person will be 2 cm tall at Small Worlds. Small Worlds offers amazingly realistic vistas which are brought to life via light, movement, sound and scenes all supported by enjoyable cultural references, hidden humor, and historical elements within the scenes.

The miniature scale provides a unique chance for children and families to feel like giants, search for 'hidden' elements, tiny figures, or fun scenes via find-and-discover experience. Thousands of small scenes also offer memorable unique photo opportunities, especially from the top viewing point for families.

With bustling cities, breathtaking landscapes, intricate train systems, and moving cars and many other active components, there's something to captivate every explorer and immerse in a realm of boundless discovery, where each corner holds a new surprise and every interaction sparks wonder. Small Worlds is focused on families, kids, adults, students without any age limit, from comfortable walkways to child-friendly exhibits and play tables. The entire small-scale, highly detailed miniature world (Phase 1 shows Europe from the sea to the mountains) feels life-like real from a giant view. State-of-the-art digital technology brings the scenery to life and makes it as realistic as reality. Actions and push buttons allow visitors to interact with the dynamic scenery.

Small World is the only one exhibition of this kind in the entire MENA region bringing this well known and established experience from Europe to Dubai Expo City.

An important part of the experience is will always be the opportunity to see all levels and variety of skills involved in creating the miniature world by showing the various stages of development.

Last but not least, we will offer interactive play tables to experience, edutainment courses to learn and a shop to create model worlds at home



## **How it all began**

The idea of Small Worlds Middle East was originally conceived and planned by its owner – who has created interactive model worlds as a hobby for 40 years - in 2019 and was impressed by the original in Hamburg. He brought together a group of individuals with a shared passion for constructing life-like interactive model worlds, which soon developed into an exploration of endless possibilities. It's incredible how every detail and activity, no matter how small, can be recreated with precision!

At Small Worlds, we're passionate about sharing our love for model worlds. There's no better way to do this than by offering a glimpse inside our creative process. Small Worlds Expo City is planned and being built in 4 phases covering Europe, Winterland, Dubai/UAE and India/Africa. The techniques applied vary by phase as do styles and activities.

Crafted with love and precision, our enchanting area invites to experience a journey unlike any other. Every inch of space is alive with activity and excitement, offering endless opportunities for exploration and interaction. Whether you're drawn to history, architecture, or simply seeking a day of fun with loved ones, Small Worlds is an experience for the whole family.

To experience the magic of model worlds at Small Worlds, we invite to see our creative journey along every step: structural design, frame construction, infrastructure creation, electrics, automation, electronic programming, rolling stock, landscaping, lighting, attractions and intricate final touches. Our visitors can explore and learn the art of creating miniature landscapes, gaining insights into the imagination required to bring these scenes to life. We invite them to join us and discover the fascinating world of model building from start to finish and unleash their creativity!

## **What is the Small Worlds message?**

- Small Worlds has the mission to provide a new experience for the whole family and all ages far from the screen, to spend family time together.
- Showing the process of building a miniature layout provides the opportunity for families to come together see and learn from Small Worlds how to build her own one.
- Introduce and educate families to learn more about a new hobby and let your fantasy expand in new dreams.
- At Small Worlds comes together creativity, fantasy, imagination, engineering, innovation, technology, architecture, programming and a lot of fun.
- At Small Worlds is accessible for all nationalities without any barriers of understanding and communication, all sceneries will talk to each visitor in his own way.



## **Key Facts about Small Worlds**

Idea was born: 2019

Start building layout: 15. May 2024

Opening day: 30 November 2024

Key Initiator: Sven P. Gade, CEO and owner

Total exhibition space: 1200 m<sup>2</sup>

Layout space: 500 m<sup>2</sup>. (final phase completed)

Train Tracks: 1,2 km (Phase 1)

Streets: 200 m + 14-meter highway – World longest Miniature Highway (Magnorail) (Phase 1)

Cars & Trucks: >300 (Phase 1)

30 interactive attractions (Phase 1)

Wire & Cable: more than 23 km (Phase 1)

Miniature Buildings: >200 (Phase 1)

Trees: > 500 (Phase 1)

Citizen: >2000 (Phase 1)

Material: All used materials are recyclable or compostable

Solar Pannels: 136 solar pannels. Aim is to be 100% autark with Solar Energy by end 2025.

## **Future plans:**

Phase 2 will fill the ground floor (ongoing). Expand the exhibition to the first floor from 2025 to ca. 500 m<sup>2</sup> total layout area over the next 2 years.

Future content: Winterland, iconic city of Dubai, UAE, East Asia and Africa.



## What offers Small Worlds for Schools and Students?

Our world is designed to show how the real-world functions and fits together:

- Travel through continental Europe—from the sea to the mountains
- Experience the creative environment of model worlds
- Encounter operating logistic systems in a new light
- See digital automation in a different practice
- Interact with the Small Worlds.
- Insights to engineering, mechanics, and digital technology
- Exploring the entire process to create a miniature world from start to end

Small Worlds provides a visual and interactive learning environment that encourages students to explore and find solutions for current challenges.

Engaging with STEM-based task questionnaires, students dive into an interactive learning environment where they can grasp practical, real-world concepts.

1. Higher order of thinking
2. Observation & Awareness
3. Curiosity & Wonder

## Opening Times

Oct-Apr	sun	mon	tue	wed	thu	fri	sat
AM	10:00 - 13:00	10:00 - 13:00	10:00 - 13:00	10:00 - 13:00	10:00 - 13:00	10:00 - 13:00	10:00 - 13:00
PM	14:00 - 17:00		16:00 - 20:00	16:00 - 20:00	16:00 - 20:00	14:00 - 17:00	14:00 - 17:00
Evening	18:00 - 21:00					18:00 - 21:00	18:00 - 21:00

## Ticket Prices

Kids: below 3 years old are FREE

Kids: above 3 years old until below 12 years old. AED 76,00

Adults: 12 years old and above AED 92,00



## **How to stay updated with Small Worlds?**

Follow us on Social Media

- FACEBOOK <https://www.facebook.com/smallworldsme/>
- INSTAGRAM <https://www.instagram.com/smallworldsme/>
- LINKEDIN <https://www.linkedin.com/company/smallworldsme>
- TikTok <https://www.tiktok.com/@smallworldsme>
- X <https://x.com/smallworldsme>
- YouTube <https://www.youtube.com/@SmallWorldsMiddleEast>
- Newsletter: [www.smallworldsme.com](http://www.smallworldsme.com)

## **Press Pictures**

(will be added if we have them)