

Press release

12. April 2022

A ropeway travels – Floriade Expo 2022 in Almere and BUGA23 Mannheim

- **The Floriade opens on April 14th in Almere**
- **The cableway used there is located above the water and is thus a world's novelty**
- **After the Floriade, the cableway will be dismantled and installed again at the BUGA23 in Mannheim**
- **The design concept for the ropeway systems in Almere and Mannheim was developed by the German design and architecture studio MOJA Design**

On April 14th 2022, the International Horticultural Exhibition Floriade Expo 2022 will open in Almere. For six months, visitors will be led through a variety of plant species, exhibitions with sustainable and future-oriented concepts, as well as country pavilions. But it is not only on the ground that visitors enjoy future-oriented views. During Floriade Expo, a ropeway from Doppelmayr connects the south entrance with Utopia Island.

Ropeway installations at international exhibitions such as the Floriade and the Bundesgartenschau are often controversial. The traveling ropeway installation at the Floriade allows temporary and cost-efficient operation with minimal impact on nature. It will be dismantled after six months of operation in the Netherlands and reassembled in Mannheim at BUGA 23.

The architecture of the stations was required to emphasize the core goals of the Floriade Expo and BUGA with a sustainable and equally high-quality solution. This inevitably resulted in an architectural concept that leaves a minimal footprint, both in terms of the CO2 emissions and in terms of the impact on the soil due to the foundations. The large-scale glass panes, which are connected almost seamlessly, result in a subtle integration into the green landscape. Through a mixture of reflection and transparency, the structure becomes one with the surrounding nature without losing its clear cubic, reduced and timeless appearance. Due to the open design of the stations and the greenery on the station roofs, they blend in perfectly with their surroundings.

„In particular, the integration of the station into a body of water represents an absolute world novelty. The cabins float over the water as they enter the stations. Especially the boarding area above the water opens up a completely new and unforgettable experience for the visitors,“ says Albert Schuster, MOJA Design. The very low energy requirements of the facility are completely covered by renewable and environmentally friendly sources. Taken as a whole, the cable car shows how sustainable mobility already works today. „In addition to the effectiveness of this connecting solution at temporary events, it is also important to draw attention to the potential of the ropeway as a means of transport,“ mentions Albert Schuster from MOJA Design - an expert in the field of urban mobility who consults municipalities and mobility operators.

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The ropeway station at Floriade 2022 is located above the water and is thus an absolute world novelty, offering visitors a breathtaking experience.

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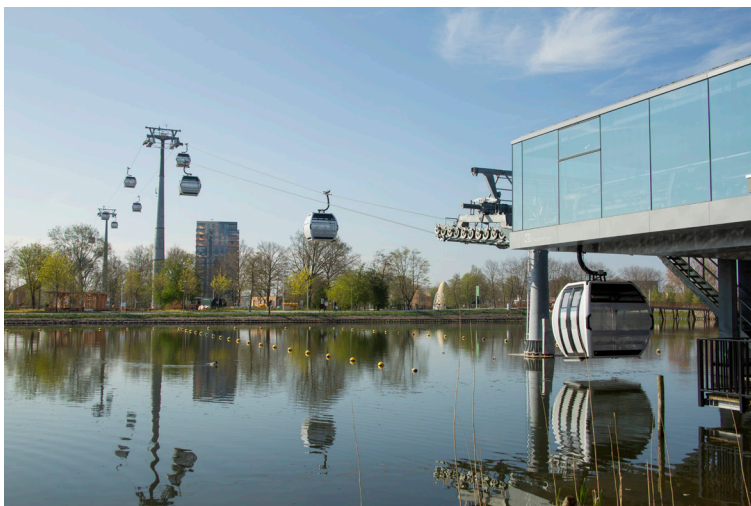
The ropeway station at Floriade 2022 is located above the water and is thus an absolute world novelty, offering visitors a breathtaking experience.

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The two areas of the Floriade 2022 are connected by a ropeway, which also offers a breathtaking view over the lake.

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The ropeway station at Floriade 2022 is located above the water and is thus an absolute world novelty, offering visitors a breathtaking experience.

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The boarding area of the ropeway at Floriade 2022 is above the water, making boarding an exciting and unique experience.

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Little visitor of the Floriade 2022 on his probably first ropeway ride.

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The ropeway ride at Floriade 2022 is an amazing experience for young and old.

© MOJA Design Stuttgart



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The ropeway ride over the lake is an absolute highlight at Floriade 2022.

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The ropeway ride over the lake is an absolute highlight at Floriade 2022.

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The cable car offers visitors a breathtaking view over the lake and the Floriade 2022.

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The two areas of the Floriade 2022 are connected by a ropeway, which also offers visitors a breathtaking view.

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The two areas of the Floriade 2022 are connected by a ropeway that also crosses the highway.

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The two areas of the Floriade 2022 are connected by a ropeway that also crosses the highway.

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The cable car offers visitors a breathtaking view over the lake and the Floriade 2022.

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Visualisation of the ropeway station at the Floriade 2022

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Albert Schuster, founder and CEO of MOJA Design

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Doppelmayr Seilbahnen GmbH

The Doppelmayr/Garaventa group is the world's leading manufacturer of ropeways, cable cars and ski lifts. They offer top quality in modern design, user-friendly solutions and optimum service - from the initial idea to the completed project and beyond.

MOJA Design GmbH

MOJA Design is an interdisciplinary design studio, located in Stuttgart and consists of highly experienced and qualified professionals. Product designers, communication designers and architects work hand in hand to form an unbeatable team with the highest standards of design, function and innovation.

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