

## **OFFICIAL ANNOUNCEMENT- EMBARGOED UNTIL 6 AM CDT**

### **Expo 2031 Minnesota, USA – USA Pavilion**

Sydney, Australia - 9 March 2026

***Expo 2031 Minnesota, USA today announced three major milestones for the USA Pavilion, the host nation pavilion of the first A1 International Horticultural Exposition ever held in the United States.***

The announcement was made during the International Association of Horticultural Producers (AIPH) Spring Meeting in Sydney, where global horticulture leaders, international exposition organizers, and representatives of participating countries convened to advance international cooperation for future horticultural exhibitions.

Expo 2031 Minnesota confirmed:

- The official vision for the USA Pavilion has been unveiled
- Shanna Woodbury has been appointed Executive Director of the USA Pavilion
- BRC Imagination Arts has been appointed as the pavilion’s Official Creative & Experience Design Partner

Together, these milestones mark the beginning of the United States’ host nation pavilion development for Expo 2031.

### **USA Pavilion Vision**

The USA Pavilion will present the vision “Where the American Dream Meets the Living World.”

Designed as both a national showcase and a global gathering place, the pavilion will invite visitors from around the world to explore the evolving story of the United States through immersive storytelling, living landscapes, innovation showcases, and cultural programming.

The pavilion will celebrate the enduring spirit of the American Dream of innovation, entrepreneurship, creativity, resilience, and community while demonstrating how human ingenuity and the natural world can flourish together in a regenerative future.

Inspired by Minnesota’s identity as “the land where the water reflects the skies,” the pavilion will be organized around three elemental forces: Land, Water, and Sky. Living gardens, reflective water landscapes, and open-sky architecture will create a setting where visitors experience the landscapes, ideas, and aspirations that define America.

### **Executive Leadership**

Expo 2031 Minnesota also announced the appointment of Shanna Woodbury as Executive Director of the USA Pavilion.

In this role, Woodbury will lead the pavilion’s strategic development, international coordination, and operational planning, working closely with Expo leadership, federal partners, international delegations, and private sector collaborators.

Shanna Woodbury said:

“World Expos are extraordinary platforms for global exchange and collaboration. The USA Pavilion will welcome the world to experience the creativity, innovation, and optimism that define the American spirit, while showcasing how humanity and the living world can thrive together.”

### **Creative Leadership**

Expo 2031 Minnesota has appointed BRC Imagination Arts as the Official Creative & Experience Partner responsible for leading the pavilion’s creative design and immersive visitor experience development.

For more than four decades, BRC Imagination Arts has created world-class destinations, museums, brand homes, and exposition pavilions visited by millions of people annually.

Wendy Meadley, CEO of Expo 2031 Minnesota, said:

*“World expositions are moments when nations share their boldest ideas about the future. The USA Pavilion will express the American Dream in its most modern form where innovation, entrepreneurship, and creativity work in harmony with the living world to build a regenerative future. With the creative vision of BRC Imagination Arts and the leadership of Shanna Woodbury as Executive Director, we are assembling an extraordinary team to bring this pavilion to life.”*

Christian Lachel, Chief Creative Officer of BRC Imagination Arts, said: *“The greatest pavilions don't just show you a nation they let you step inside its story. The USA Pavilion at Expo 2031 will celebrate what makes the American Dream enduringly alive: the belief that innovation, nature, and human creativity can shape a better world together.”*

### **A Pavilion Designed as a Global Destination**

The USA Pavilion will be conceived as a dynamic destination bringing together multiple experiences including:

- The USA Experience: an immersive journey through American innovation, culture, and future living
- The Living Laboratory: a vertical greenhouse showcasing breakthrough horticultural science and regenerative technologies
- The American Dream Living Stage: a broadcast and performance venue connecting global audiences with pavilion programming
- Diplomatic and business spaces for international delegations, trade missions, and partnership forums
- Native plant landscapes integrated throughout the pavilion environment
- Pavilion dining celebrating American culinary creativity
- USA Pavilion retail featuring American brands, artisan products, and official Expo merchandise

Throughout the six-month exhibition, the pavilion will host evolving exhibitions, cultural performances, and global dialogue exploring horticulture, sustainability, health and wellbeing, food systems, and future living.

## **Legacy**

Designed as a lasting landmark, the USA Pavilion will remain as the iconic legacy structure of Expo 2031, continuing to operate beyond the exposition as a destination for education, tourism, and global engagement focused on horticulture and innovation.

Expo 2031 Minnesota will take place May–October 2031, welcoming participating nations, organizations, and millions of visitors to Dakota County, Minnesota, USA.

## **About Expo 2031 Minnesota**

Expo 2031 Minnesota, USA will be the first A1 International Horticultural Exposition ever hosted in the United States, convening nations, innovators, growers, and industry leaders to explore the future of horticulture, agriculture, and livable communities. Presented under the governance of the International Association of Horticultural Producers (AIPH) and supported through the United States federal government, the six-month global exposition will feature international pavilions, gardens, cultural programming, innovation exhibitions, and global convenings focused on solutions for a rapidly changing world.

Expo 2031 is expected to attract millions of visits from across the United States and around the world. Through immersive gardens, international pavilions, cultural programming, and global leadership forums, Expo 2031 will demonstrate the power of horticulture, agriculture, and technology to improve how people live. The Expo will leave a lasting legacy through the creation of a permanent Future Living District, transforming the site into an enduring center for education, tourism, and healthy living.

## **About BRC Imagination Arts**

BRC Imagination Arts is a full-service strategy, design, and production company that transforms how people feel, think, and connect. For 45 years, BRC has turned brand and cultural stories into destinations built for lasting change, powered by Deep Story™ and guided by a creative philosophy called Magic with Heart: the belief that imagination and precision belong together, and that the best work moves hearts and moves numbers in equal measure. Our portfolio includes Johnnie Walker Experience on Princes Street, the Rock and Roll Hall of Fame, Las Vegas Raiders Allegiant Stadium Tour, Great Wolf Lodges, and World Expo pavilions for nations and corporations across the globe, from Shanghai and Milan to Osaka 2025. Proudly independent, with more than 500 international awards, BRC remains the most trusted name in transformational experience design.

[www.brcweb.com](http://www.brcweb.com)

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