



Republika Srbija
Agencija za strana ulaganja i promociju izvoza

Republic of Serbia at World Exhibition EXPO 2010 in Shanghai presents “City Code”

The Exhibition concept - City Code



Serbian traditional carpet - detail

The concept and presentation of Serbia Pavilion on World exhibition EXPO 2010 in Shanghai China “Better City, Better Life” is “**City Code**”. The idea and design was originated by the team of young architects Natalija Miodragovic and Darko Kovacev. The inspiration for the pavilion was Serbian carpet and traditional Serbian weaving; a process that symbolizes symbiosis, the unification and harmonizing of old and new, from old roots to new seeds, and uses this symbol as a metaphorical context to support the development and shared creative assembling of Serbian cities and their aspiration for continuous, personal, and community improvement.



Woman weaving Serbian traditional carpet on braider

At the end of the weaving, we receive a product with a unique message - unique code. That is the code of Serbian city - the “City Code”. It is perfect in its imperfection, it is unique and different. It’s symbolic of the weaving together of interdependence between people and the inseparability of culture, like intertwining modules which weave together in Serbia to create the Serbian city.

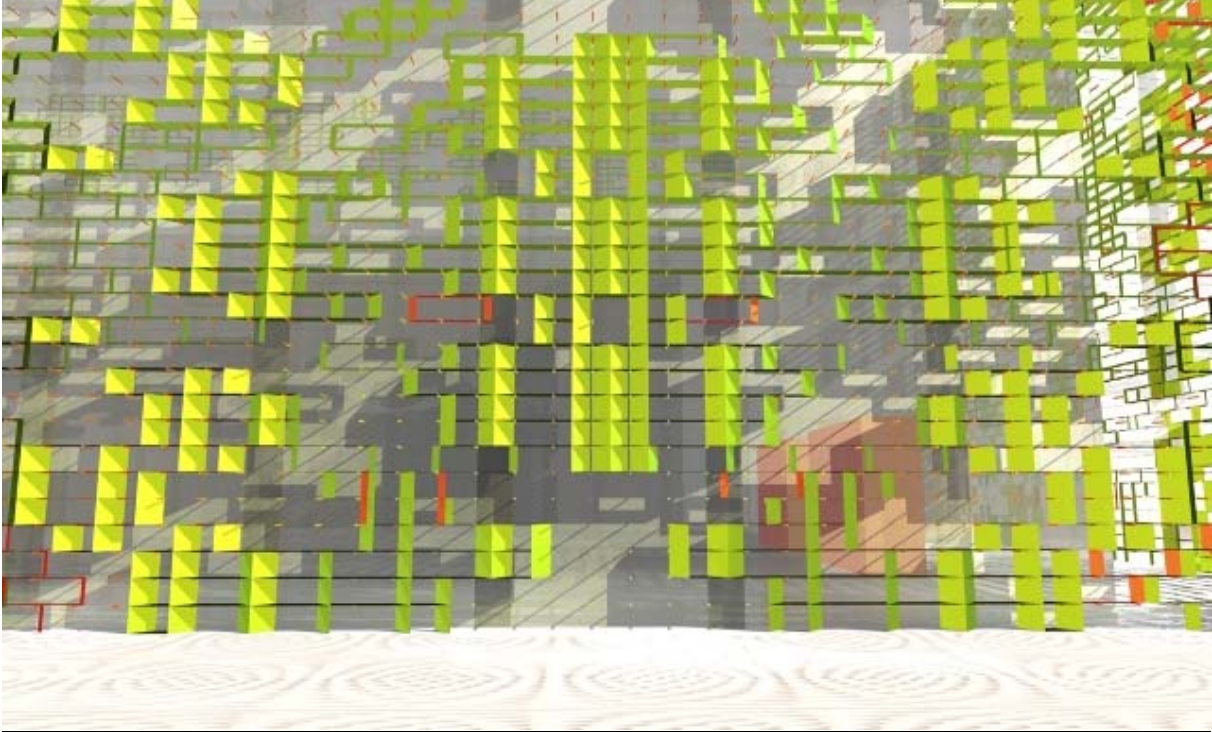
The pavilion conceptually separates the details of urban life into codes that define its quality. There are 8 city codes that symbolize their inspiration: **city history, culture, economy, citizenship, urban ecosystems, renewable energy, and city style and communication.**

Serbia Pavilion design

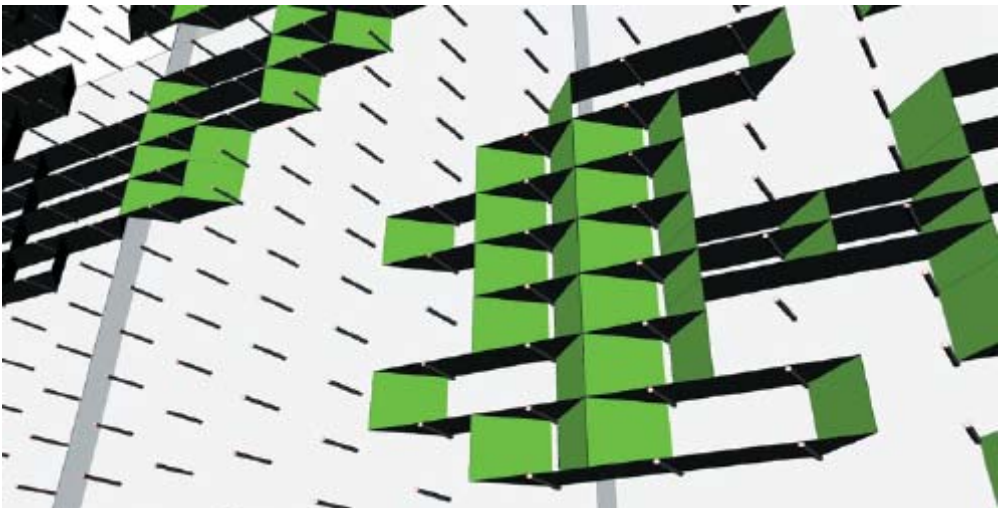


Serbia Pavilion at World Exhibition EXPO 2010 “Better City, Better Life” in Shanghai

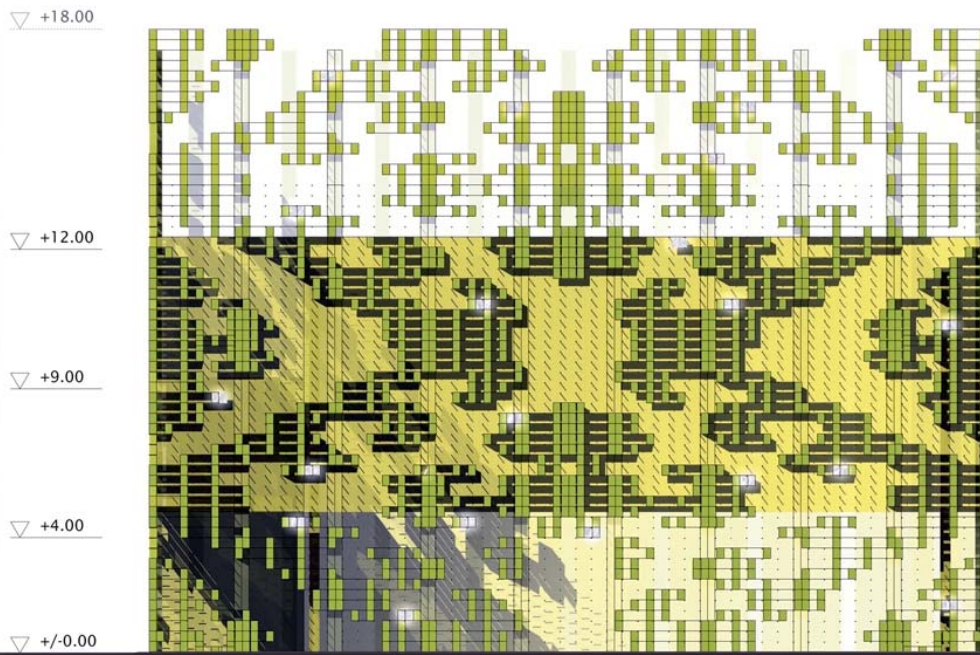
The construction of the pavilion will be comprised of networks of wedges and cables upon which modules made of metal, plastic, or porcelain will be affixed, while the handling of modules will be made easier thanks to the selection of an appropriate system of construction.



Modules will be used as building elements of extreme flexibility in the construction of the pavilion. The construction itself will use a model the aforementioned process of weaving, merging and matching the modular parts into a whole marked and consumed by its unrepeatabe code.

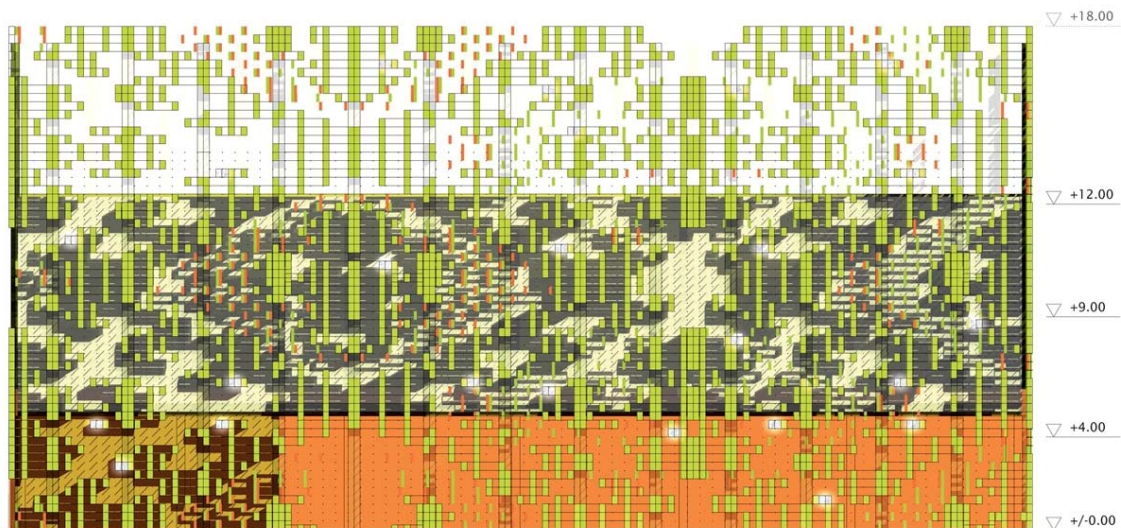


Fasade detail

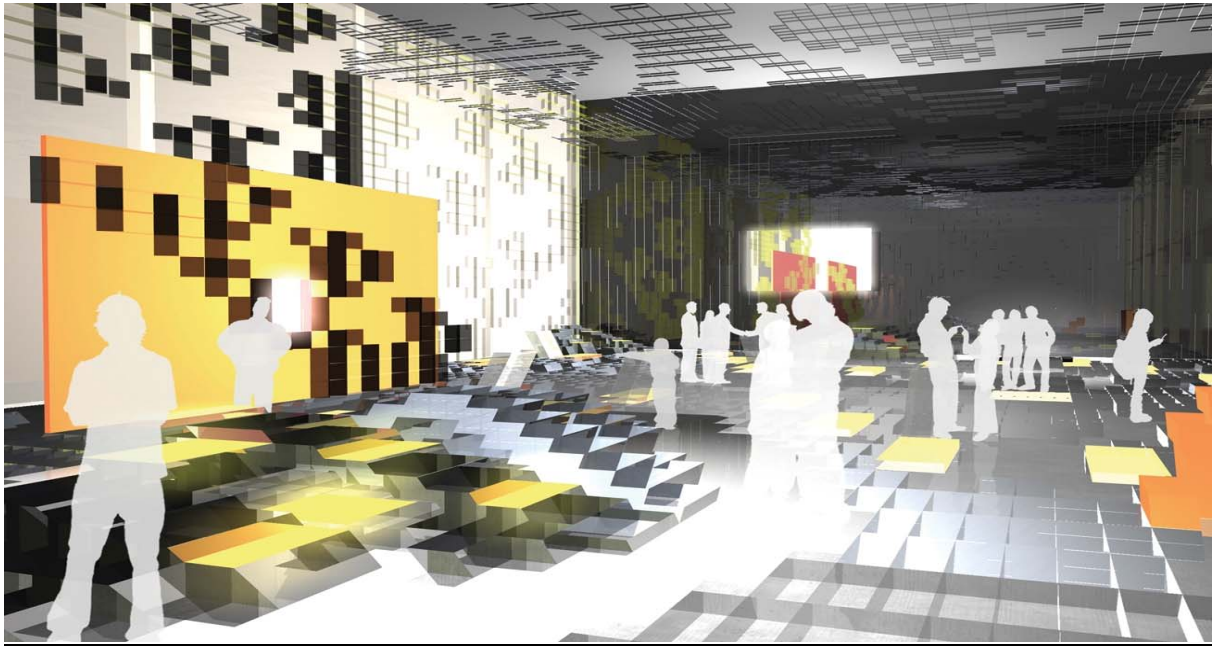


The look to the square - intersection

Therefore, the selection of the system of construction represents an important decision in the process of pavilion building because it will depend on numerous factors, primarily the ease and practicality of the construction handling, or on the flexibility of the system in regards to additional construction and replacement using the mentioned modules. The modules will be integrated into the floor and walls of the structure.

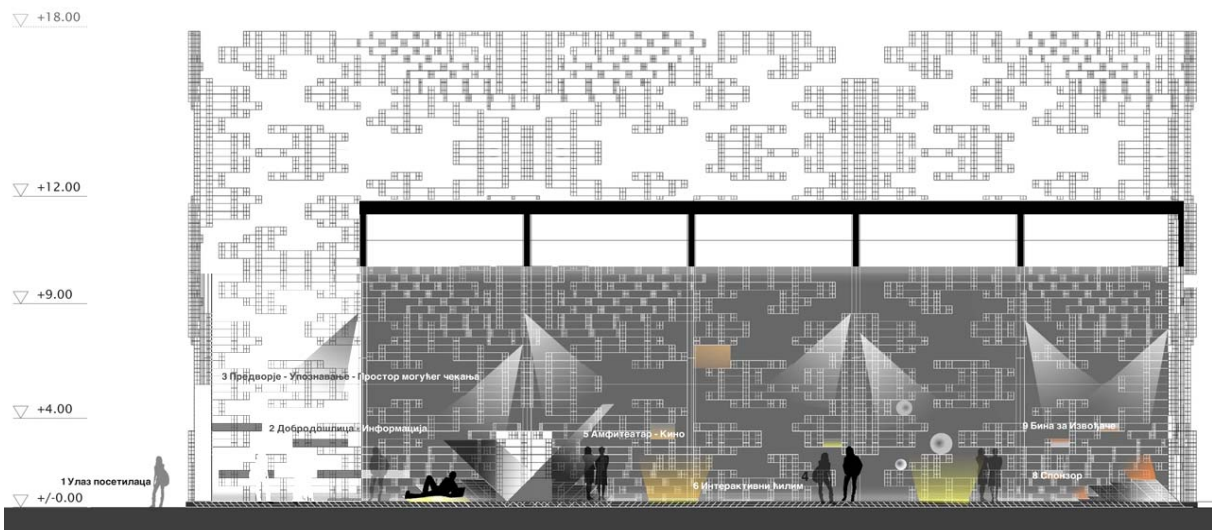


The look towards promenade - intersection



Interaction

The pavilion is conceptually and thematically conceived in a way to demystify and accentuate the urban life identified in the completed city organism. Eight components of the “City Code” which, through the quality of life of its population, define the vitality of the city will be symbolically presented or „weaved“ together inside the interior of the pavilion: the history of the development of the city, the culture of individuality, commerce, citizenship, the city’s lifestyle, urban ecosystems, art and technology and communications.



Intersection

The entire experience of the interior of the Serbia Pavilion will be advanced by the construction of a ramp which will tie together the basic components of the city code woven in the foundation of the pavilion. Furthermore, an important decorative element, aside from the basic construction of the ramp, which leads into the story of the Serbian city and carefully lays out the various elements of the exhibition, and the active participation of visitors, will be an organized installation in the virtual city square of the pavilion. People who visit the Serbian pavilion will have the opportunity to actively contribute to its “weaving”. They will be part of interactive, virtual landscape of a Serbian city.