

Architectural concept chosen for Croatian presentation on EXPO 2010 in Shanghai

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Mr. Maricic presented the project of the Croatian Pavilion, which will be built in the shape of a town square with a loggia, spreading over 2.000 m². A square with a municipal loggia is characteristic of the Croatian urban tradition and represents a place of gathering and exchange of information. (08-09-2008)



The Selection Committee has chosen the best concept for the presentation of the Republic of Croatia on the world exhibition EXPO 2010. It is the work of architect Branko Siladin submitted under the submission code 05. In total, there were 9 cases submitted and they all met formal requirements.

The Selection Committee consisting of architect Jerko Rosin, the president, architect Nikola Basic, Ph.D. Zeljka Corak, Ph.D. Miljenko Domijan, Ph.D. Ivan Doroghy, Ph.D. Vesna Girardi Jukic, academic painter Dalibor Jelavic, academic Vladimir Markovic, architect Ines Mercep state the following in the explanation of their choice:

„Authors derive the starting point for the presentation of the Croatian urban culture from the town forum, a place of social communication, exchange of information and goods, entertainment and urban leisure, characteristic primarily of Mediterranean Croatia.

Returning to the original starting point of the city as the place of exchange of knowledge, services and goods whose architectural metaphor is the town forum – authors point out that universal phenomenon of the city, as the most complex product of our civilization, is transposed in a specific urbanity of an exuberant urban culture.

Hence, deriving the element of forum in an extremely stylized and reduced architectural form, authors create a symbolic message of great intensity whose connection to the specificity of the Croatian urban culture need not be recognized at first sight. On the World Exhibition, it will certainly realize the aimed communicativeness on the level of symbol, as well as it will enable fast and intensive presentation of Croatia in the outdoor space to an almost infinite number of visitors“.

Source: www.croatiaexpo.org