

EXPO Shanghai Newsletter



Countdown: 259 days to go

www.expo2010.cn

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Expo host families get ready to receive visitors

FOUR families in Zhabei District have been selected for a pilot program to host Expo 2010 visitors.

So far, 63 families have signed up to provide temporary accommodations for the event, according to Linfen Community in the district.

The selection of more families will start in August. The neighborhood committee will evaluate their facilities, educational background and safety and sanitation conditions.

"We expect the home-stay families to have a bedroom of more than 13 square meters for the guests, with facilities such as air-conditioning, TV and a bathroom," said committee official Jiang Wenlei. "We also hope that the hosts can provide a washing machine and broadband access."

Jiang said most of the households signing up to host home stays have extra rooms readily available for the visitors.

Wu Guoxiang, a 58-year-old retired woman, and her husband are one of the four households selected. They have two bedrooms and two bathrooms.

"I think the only problem will be language," Wu said. "I can speak a little Russian, but not English. So I hope Expo volunteers can help me communicate."

The families will not only provide accommodation but also a taste of community culture. Wu is a big Chinese Yueju opera fan and hopes to perform in her costume for guests.

The Shanghai Tourism Administration said hotels in Shanghai may not be able to accommodate all the visitors expected for the Expo. They estimate a shortage of about 100,000 beds. But hospitality industry in neighboring Zhejiang and Jiangsu provinces will be able to fill in the gap by providing enough accommodations.

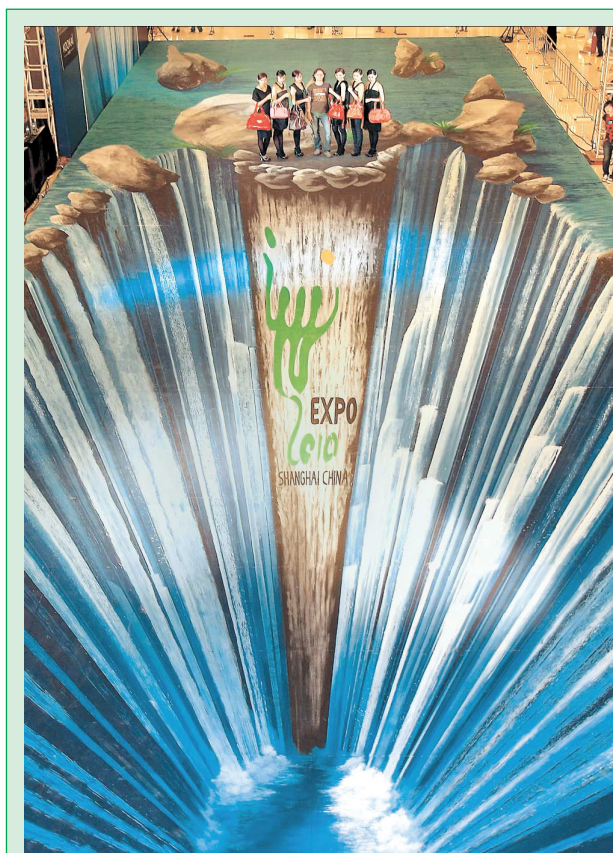
Weather forecasts in many languages

SHANGHAI will provide weather forecasts in different languages during the Expo 2010, the city's meteorological bureau promises.

It will publish weather forecasts via television, the Internet and on outdoor digital screens around the city during the six-month event,

officials said.

The system will take into account the different effects temperatures have on people from other nations. It will also be integrated with the city's emergency response system during the Expo, officials said.



Largest 3D painting

German artist Edgar Muller (center) poses with the 300-square-meter 3D floor painting he created to promote the Expo at a shopping mall on Nanjing Road W. It is claimed to be the largest 3D painting in the world.

Expo Fact To date, 241 countries and international organizations have confirmed their participation.

Metro tunnels completed

THE tunnels for the exclusive Metro line for Expo 2010 ticket holders and staff were completed on July 30, the builder announced.

The Metro line will link Shanghai's landmark entertainment center, Xintiandi, to the Expo zone with a short train ride.

A part of Line 13 that is still being built, the link will service the only station inside the Expo Site in Pudong.

Expo visitors will emerge from the Expo station at the Australia and Thailand pavilions, the Shanghai Mechanized Construction Co Ltd said.

The company said it had spent 1.34 billion yuan (US\$196 million) on the 5-kilometer line that takes in five stations: Danshui Road, Madang Road and Lupu Bridge on the Puxi side and the Expo Site and Changqing Road in Pudong.

But for security reasons only the



Workers celebrate as tunnels for the Metro Expo line, which is part of Line 13, were completed on July 30.

Madang Road and Expo Site stations will be open for the exclusive use of Expo ticket holders and accredited personnel.

The Madang Road Station, only a couple of minutes' walk from Xintiandi, will function as a major Expo Site entry point.

"Expo ticket holders will have to go through a complete security

check before being allowed into the Madang Road Station as they will be in the center of the Expo Site in Pudong once they get off the trains," said company manager Ke Minggang.

Visitors may be able to exit only at the Lupu Bridge Station to visit the Puxi side of the Expo Site.

In Brief

Song and Dance Troupe Signs Up

THE first Expo performance deal was signed between the Expo 2010 Organizer and China National Song & Dance Ensemble on August 1. The troupe will perform for visitors at the Expo Performance Center with two performances a day on week days from April 30 to October 31 next year. The performances will mostly include Chinese and foreign folk music and dance sequences.

Football Kicks In

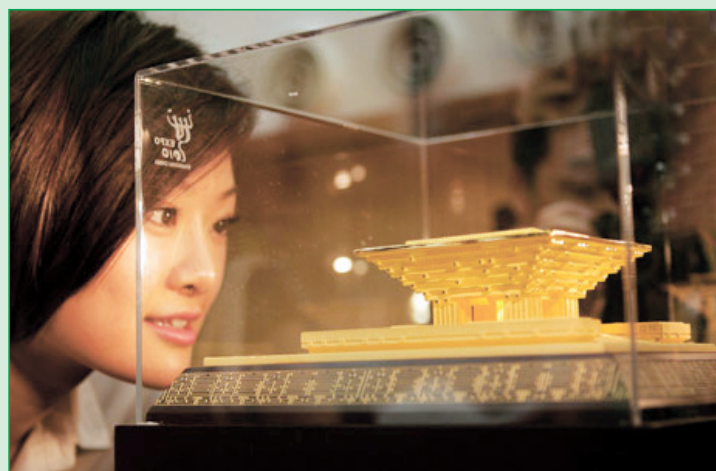
THE Expo Shanghai logo and its mascot "Haibao" will appear on billboards behind goals at Chinese Super League soccer matches for the rest of this season and all next season, in a deal the top tier professional league organizer signed with Expo. More than 60 million fans are expected to see the Expo theme while watching games on TV or at the stadiums.

Food Supplied

COFCO became the 13th senior sponsor of Expo 2010 after signing a deal with the organizer on July 31. COFCO is a leading farm produce and food manufacturer as well as a food service provider, said Zhong Yanqun, Full-time Deputy Director of the Shanghai 2010 World Expo Committee. She hoped the group will showcase China's food industry achievements.

Straw Lessons

CONSTRUCTION of property developer Vanke's pavilion began on July 30. The facade of the 5,000-square-meter building will be made of wheat straw. The eco-friendly construction material will start out gold in color but will turn yellow and then black by the end of the event. In this way, China's biggest listed real estate developer hopes to inspire people to protect nature. The color and smell of straw will make people think of nature and the decaying process will show the changes of nature to Expo visitors, said Lu Xiang, the pavilion's chief designer.



Gold pavilion

A woman admires a gold model of the China Pavilion. The limited-edition models will be sold in more than 250 Expo licensed stores in China. A 50-gram model will cost 19,800 yuan (US\$2,895) and a 150-gram model 58,800 yuan.

Expo Online

Seminar to advance virtual buildings

THE third Expo Online seminar, co-organized by the BIE and the Expo Organizer, will help ensure that participants will complete the development and construction of their "experiencing pavilions" according to plan.

Scheduled to take place in Paris, France, on September 8, 2009, this event will help pavilions meet

technical standards and make sure Expo Online goes up on time.

The seminar will help exhibitors write their "Online Pavilion Exhibition and Construction Proposals" and start construction of their online pavilions.

The Organizer now invites all participants who confirmed their participation in online

"experiencing pavilions" to attend the symposium and submit their suggestions.

For more information, visit <http://en.expo2010.cn/sr/node2292/indexn.htm> or contact Chen Xuyan (Tel:8621-22062079. Email: chenxuyan@expo2010.gov.cn).

Expo Fact The Expo Site will be open from 9am to 12pm; the pavilions will be open from 9:30am to 10:30pm.

Expo's lasting influence on the city

FEW people will remember the themes or exhibitions of previous World Expos but most know of the Crystal Palace and the Eiffel Tower, the iconic structures left behind after the 1851 London Exposition and the 1889 Paris Expo. They will also recall the economic recovery after the 1933 Chicago Expo.

World Expos are not only fairs for people to have fun. They usually have a deeper and longer influence on the host city and its society, particularly after the event.

The 1958 Brussels Expo in Belgium left the Atomic Tower and a memorial park, which attracts about 300,000 visitors per year.

The 1962 Seattle Expo delivered the Seattle Center, a multi-functional city center in northwest United States.

The 2000 Hanover Expo site has become a world-famous exhibition center that attracts 26,000 exhibitors every year.

With the largest number of participants and the biggest site in Expo history, what will World Expo 2010 Shanghai leave behind? What will the 5.28-square-kilometer Expo Site become after the 2010 event?

The Shanghai municipal government has the answer. It planned for the Expo Site after to become a new business center catering to conferences and exhibitions and providing accommodations and tourism.

The Expo Site in the city's downtown area will be turned into a "concentration area of modern services mainly for exhibitions, conferences, activities and accommodations," the government said in an environmental report for Expo released on July 28.

The 20,000-square-meter China Pavilion and the 129,000-square-meter Theme Pavilions will be turned into exhibition venues. Some highlight exhibits will be reserved inside the pavilion to remind people of the historic event.

The 126,000-square-meter Performance Center will deliver superb theatrical performances with its state-of-the-art props and lighting.

The seashell-shaped center has a main theater that can be adapted to accommodate 4,000 to 18,000



A worker fixes solar energy panels on the China Pavilion which will have a post-Expo life as an exhibition center.

seats, according to need.

The Expo Center, the headquarters of the event, will be transformed into an international conference center with banquet halls and media centers.

The Expo Boulevard, the main access to the Site, will be transformed into a modern commercial corridor as well as a tourism attraction.

The Expo Village, which will accommodate officials from participating countries and organizations, will be a hotel center with a five-star hotel, 20 or so apartment buildings and three budget hotels with a total of 7,000 beds.

The three main green areas — Expo Park, Houtan Park and Bailianjing Park — covering an area as large as 50 football fields in Pudong New Area along the Huangpu River, will form a riverside green corridor.

All the outdoor areas will be

reduced in size and continue to be city squares.

However, more than 80 percent of the buildings on the Site, including over 30 fantastic pavilions built by the participants, will be dismantled, according to a stipulation of the International Exposition Bureau.

As for vacant land, Shanghai Party Secretary Yu Zhengsheng has said affordable housing will be built for low-income citizens if the city makes a profit from the event.

The long-term effects for the host city from World Expos were always greater than the duration because of the upgrade in infrastructure, the promotion of new technology and the redevelopment of Expo lands. The effects will last more than 20 years, said Sun Yunxin, Deputy Director of the Institute for World Expo Economy of Shanghai University of Finance and Economics.

Post-event land use of previous Expos

2005 Aichi Expo

All construction on the Expo themed "Nature Wisdom" area was dismantled and the Japanese Expo organizer turned the land back into forest and grassland as if no event had ever been held there.

2001 Hanover Expo

All the pavilions have been retained for renting to exhibitors. The area has made Hanover an "international exhibition city" that attracts 26,000 exhibitors every year.

1967 Montreal Expo

The Expo site was transformed into an amusement park, including a Formula One race track. The pavilions were retained to be museums and casinos.

1962 Seattle Expo

The Seattle Center, a significant multi-functional complex with cultural and sports venues in the northwest United States, was built to be modeled on the former Expo site.

1958 Brussels Expo

The Expo site was former royal hunting lands and the King ordered all structures to be dismantled except the iconic Atomic Tower, which was restored in 2003 and now attracts about 300,000 visitors a year.

Russian fairy tale

RUSSIA will decorate its pavilion for the 2010 World Expo like a fairy tale world, showing a comfortable city as seen through children's eyes.

The country has unveiled its pavilion design which will be on a 6,000-square-meter plot and feature 12 white towers inspired by traditional Russian women's costumes.

The 20-meter towers, in white, red and gold, will duplicate ancient Ural towns dating back 3,000 years, but with a modern touch to their irregular shapes. They demonstrate the diversity of both ancient and modern cities, said Vladimir Strashko, Russia's commission general for Expo.

A 15-meter-tall central building will link the towers.

Inside the three-story building there will be a display of scenes from the fairy tale "The Adventures of Little Innocence," written by children's author Nikolay Nosov.



An artist's rendering of the Russia Pavilion which is inspired by traditional Russian women's costumes.

The novel tells the story of Neznaika, a 15-year-old boy and his friends who have journeys to fantastic cities where cars are fueled by strawberry jam and huge cakes are used as houses.

Their adventures include three fictional cities: the City of Flowers, the City of Sun and the City

of Moon, which will be the three main exhibition areas.

"People always seek the ideal city to live in, and we think the most comfortable city in children's eyes is the most livable city," said chief designer Boris Krasnov.

"We welcome children from around the world to visit us."



Poland's pavilion will revive the traditions of paper-cutting.

Poland at the cutting edge

THE Poland Pavilion will be "cut out by" scissors rather than be built of concrete and bricks.

When traditional, intricate paper-cut patterns meet simple, geometrical architecture, the result will be the awe-inspiring Poland Pavilion.

The pavilion inspired by China's, as well as Poland's, traditional paper-cut crafts will be a Polish exhibit in itself. The 3,000-square-meter pavilion, mainly made of wood, started construction on August 4.

It will give the impression of a huge paper cut-out building, tilted slightly upward from the ground.



Seychelles Ambassador Philippe Le Gall (left) signs the lending contract.

Seychelles donates 2 rare tortoises

THE Seychelles government on July 28 signed a contract with the Bureau of Shanghai World Expo Coordination to donate two giant Aldabra Tortoises, one of the largest specimens in the world.

The rare tortoises will be presented to celebrate the 60-year anniversary of the founding of the People's Republic of China this year and Shanghai's hosting of Expo next year.

They will be raised at Shanghai Zoo, Hong Hao, Director-General of the bureau, said at the signing. They can live more than 200 years.

Belgium, EU pick Smurfs as mascot

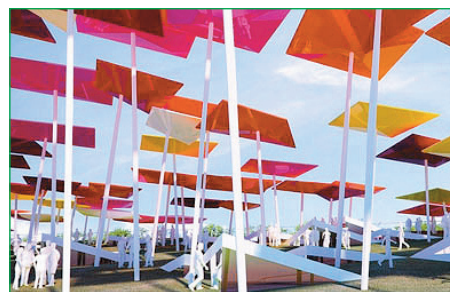
SMURFS, the blue elf-like cartoon characters, are ready to serve as Belgium's mascot during Expo.

Pavilion visitors will be greeted by people dressed as Smurfs while virtual Smurfs will present multimedia shows, said Leo Delcroix, the Belgian Commissioner-General.

A fifth of the 5,000-square-meter cube-shaped pavilion, which started construction August 5, will be devoted to the European Union, its Expo debut outside member countries.



Belgian and EU officials display drawings of Smurfs at the construction ceremony.



Mexico Pavilion to be a fun 'kite forest'

FLYING kites on a warm sunny day is a favorite activity for children around the world. Those sweet memories can be recalled at the Mexico Pavilion at the Expo which will be a "kite forest."

People will see no building, but a 4,000-square-meter area covered in grass with hundreds of colorful Mexican kites flying in the sky. However, the pavilion will be more than a square for fun as the exhibition area will be a two-story area under the square.

Under the theme "Living Better" the pavilion will showcase Mexico's culture, landscapes, cities and the ancient Maya civilization.

Visit www.expo2010.cn for more news & information

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