

EXPO Shanghai

Newsletter



Countdown: 198 days to go

www.expo2010.cn

Newsletter No. 35, October 15, 2009

Ready for designers

CONSTRUCTION was completed on the World Expo 2010 Theme Pavilion on September 28, making it the first of the four pavilions along the site's central axis to be ready for interior design work.

The pavilion features "green walls," solar cells on the rooftop and what is being billed as the world's biggest "non-column space."

"We have always focused on ecology and environmental protection in the design and construction of the pavilion," said Dai Liu, President of the Expo Group in charge of construction which was completed in 688 days.

The pavilion's lights were tested on October 7, adding a splash of color to the site.

Dai said the eastern and western exterior walls of the pavilion feature plants. The 5,000-square-meter green walls will be the largest ecological walls in the world.

"It will create a great view both during the day and at night under lights," Dai said.

The roof's solar energy system was also put into use on September 28. It is the world's largest rooftop with a solar energy system.

The system can generate 2.8 million kilowatt-hours per year — enough electricity for 2,500 Shanghai families.



Stars from the Chinese mainland, Hong Kong and Taiwan perform at a concert at the Shanghai Grand Stage on October 13 to mark the 200-day countdown to the World Expo 2010.

Stars turn out to praise Expo 2010

STARS from the Chinese mainland, Hong Kong and Taiwan performed at a concert at the Shanghai Grand Stage on October 13 to mark the 200-day countdown to the Expo 2010.

Nearly 40 singers including Andy Lau, Coco Lee and Tsai Chin sang 17 Expo songs selected from about 4,000 from around the world. Eight stars sang "Smiling Shanghai" for the first time to mark the occasion for the first time.

Many prominent personalities from China and overseas have

sent messages of support to World Expo 2010 Shanghai.

They include Singapore's veteran politician Lee Kuan Yew, former Japanese Prime Minister Yasuo Fukuda, former US Secretary of State Henry Kissinger and World Health Organization Director-General Margaret Chan.

Lee touched on the friendship and cooperation between China and Singapore, noting a willingness to share experience in urban planning, environmental protection and sustainable development with China.

Fukuda said he believed the Expo would fuel recovery of the world economy. Kissinger said it would mirror the friendship between the Chinese and US people, while Margaret Chan said "Better City, Better Life" was in line with the theme of the World Health Day next year.

Domestic contributors include Li Yining, Deputy Director of the Economy Commission of the 10th National Committee of the CPPCC, Pei Gang, a Chinese Academy of Sciences professor, and writer Wang Anyi.

Expo Fact To date, 192 countries and 50 international organizations have confirmed participation.

Ceremonial staff sought

THE Expo Organizer has begun to recruit Expo 2010 ceremonial staff from university students across China. The Organizer will hold lectures at 10 universities in seven cities, including Shanghai, Beijing and Guangzhou, to encourage undergraduates to apply for the positions.

The staff will work at various ceremonies during the 184-day Expo Shanghai and promote the event across the country.

Candidate photos and background information will be featured on <http://2010expo.youth.cn/zt/09lyxb/index.htm>, the official recruitment website of the

expo. People can vote on the website to support their candidates. The candidate information is only available in Chinese.

The Organizer launched the national recruitment drive in June. A total of 350 winners will be chosen for the staff pool for Expo events.

The Organizer expected that about 50 million prospective candidates would submit their interest.

The job will last a year and will involve candidates in such activities as TV programs, parties and online promotion. Activities will be held in more than 20 cities.

The Organizer has recruited 130 interns from the city's university

graduates to assist in operations for the event. They will be working in the Bureau of Shanghai World Expo Coordination from September to the end of Expo in October next year.

About 70,000 volunteers will be recruited to work in the Expo grounds and another 100,000 for the 1,000 or so service centers that will be set up around the city during the event, which is expected to attract 70 million visitors.

A total of 380 people were selected from across the world to be ceremonial staff involved in handing out medals at the 2008 Beijing Olympics.

In Brief

Ferry starts trial

AN Expo ferry had a trial run on September 27 on the Huangpu River in Shanghai. The first four Expo ferries, each with the capacity to hold 500 passengers, have arrived to service the Expo Site. During the Expo 2010, which runs from May 1 to October 31 next year, the ferries will run on five routes to the Expo Site in half-hour intervals of half an hour and moving 200,000 to 300,000 passengers a day.

Haibao cartoon

PRODUCTION started on September 28 on a cartoon about the World Expo Shanghai mascot Haibao, who will show off his martial arts skills and embark on a journey exploring Chinese *kung fu* culture. Authorities in Henan Province, home to the famous Shaolin Temple where *kung fu* originated, will organize the production. Henan Daily Group will be responsible for the program called "Shaolin Haibao" which will highlight China's wisdom and culture.

Pavilion handover

ON September 28, Bernadette Ganilau, Director of the Pacific Oceania nations joint pavilion, received the key for the 8,100-square-meter building. The pavilion will host exhibitions by Vanuatu, Papua New Guinea, Palau, Tonga, Micronesia, Samoa, Fiji, Cook Islands, Kiribati, Solomon Islands, Tuvalu, Marshall Islands, Nauru and Niue as well as the South Pacific Tourism Organization and the Pacific Islands Forum.

Tortoises arrive

TWO rare giant Aldabra tortoises presented to China by the Seychelles Republic arrived at Pudong International Airport on September 29. The pair are a gift to celebrate the 60th anniversary of the founding of the People's Republic of China and Shanghai's hosting of World Expo 2010. The tortoises, members of one of the largest species in the world, will be raised at the Shanghai Zoo as a symbol of friendship between the nations.

Iceland set for hot party

HARD times and budget cuts aside, Iceland is geared up a whiz-bang showcase effort for World Expo 2010 Shanghai.

Iceland, badly affected by the global economic crisis, had to prune its Expo spending by about half to US\$2 million, the top official for the nation's Expo participation said on September 25.

The Expo Shanghai Organizer on September 25 handed over a 500-square-meter pavilion space to Iceland, which the country will decorate into an "Ice Cube," similar to China's National Aquatics Center, or Water Cube.

Iceland was convinced that the Expo would help the country fight its way out of economic woes, said Gunnar Gunnarsson, ambassador of Iceland and commissioner general for Iceland for the Expo.

The pavilion will include a business center and the theme is "Pure Energy — Healthy Living."



Haibao goes national

The distinctive float representing Shanghai Municipality and featuring Expo icon Haibao takes part in a grand parade for the celebrations of the 60th anniversary of the founding of the People's Republic of China in central Beijing on October 1.

Expo Online

More countries contribute to online experience

INDIA, Tajikistan, Cambodia, Jordan, the Democratic Republic of Congo, Gambia, Libya, Montenegro, Liechtenstein, Latvia have become the latest participants of Expo Online, bringing the total number to 217.

The Organizer said 31 countries will build "experiencing pavilions," 38 cities will present their cases of Urban Best Practices online and 17 corporate pavilions have also confirmed their participation in Expo Online. For more

information, visit <http://www.expo2010.cn/czsw/wssbh/index.htm> or contact Chen Xuyan (Tel: 8621-22062079 Email: chenxuyuan@expo2010.gov.cn). The Site offers access to "Your Pavilion, Anytime, Anywhere!"

Expo Fact The Organizer expects 50,000 people to visit the China Pavilion every day. Most need to reserve.

Wonders beneath the red drapes

WHEN people see the iconic China Pavilion draped in red cloth and built in the ancient Chinese *dougong* architectural style at the World Expo Shanghai Site, they will undoubtedly want to know what is exhibited inside the huge and fancy structure.

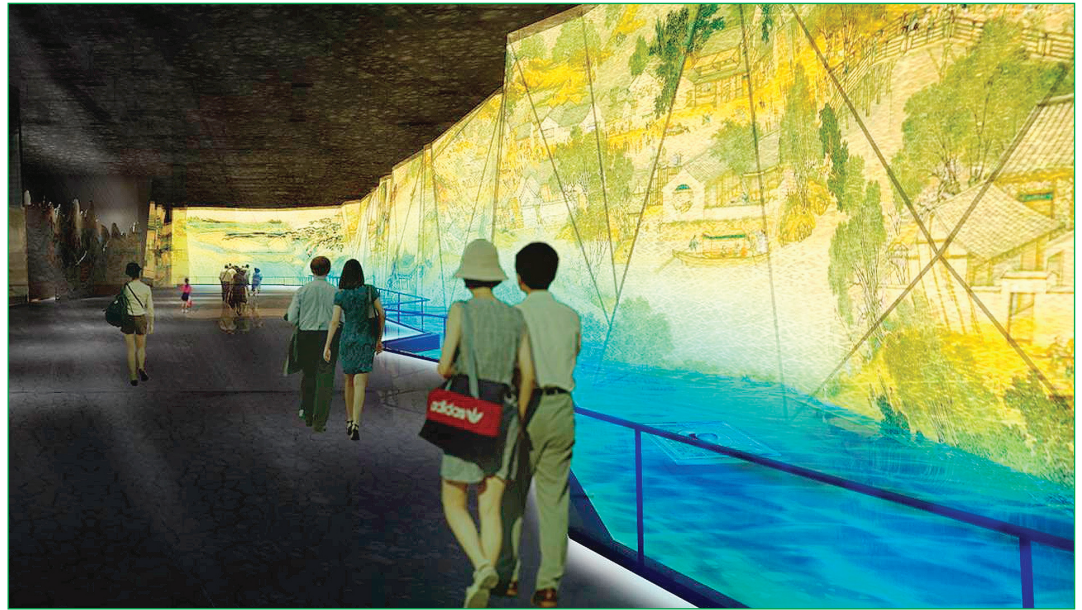
At first glance, the pavilion is very obviously a Chinese structure. When the Chinese red veil is lifted, it will reveal a complex building that celebrates a diverse range of traditional Chinese elements, including architecture, calligraphy, gardening and urban planning.

However, the interior will be full of modern elements. Visitors will be able to ride in a cable car, watch a movie directed by young Chinese director Lu Chuan and view a multimedia display of a top national treasure painting.

The exhibition will tell a Chinese story about a "city" and a "search." The "Search of the East" theme highlights the wisdom that the ancient Chinese used to tackle urban problems, the design team for the pavilion revealed when it unveiled the exhibition plan in Shanghai.

The three-story China Pavilion will have a "Footprint of the East" main section on the top floor, a "Journey of Wisdom" area on the second floor and a "Blossoming City" area on the ground floor.

The main exhibition area will be the upper section. Visitors



An artist's rendition of a scene inside the China Pavilion where visitors will pass by a giant projection of the painting "Along the River During the Qingming Festival."

will first be taken to the 8,500-square-meter section on top of the pavilion by lifts.

They will watch a 10-minute film directed by Lu that highlights the evolution of Chinese cities, especially in the past 30 years. It will be shown in a 600-seat theater.

"The movie will be edited to create some scenery that could not be seen in reality, just like a magic world," director Lu said. He is famous for his 2004 award-winning film "Kekexili: Mountain Patrol."

Visitors will then be led to

another attraction, a massive projection of the painting "Along the River During the Qingming Festival," considered a national treasure.

The painting, depicting life in Bianjing (today's Kaifeng, Henan Province), the largest city in the world more than 1,000 years ago, will be projected on a 100-meter-long wall. Multimedia technology will make more than 1,500 characters in the painting walk and move.

Cable cars will be used in the "Journey of Wisdom" section.

China's four great inventions — the compass, paper, printing and gunpowder — along with stone bridges, Jiangnan (region south of the Yangtze River) gardens and wooden constructions will be exhibited in this part of the journey.

The 3,400-square-meter ground section will be simply decorated and serve as a place where visitors can relax. The walls will be painted white and be illuminated to display future city concepts.

Water will be a big feature in the pavilion. Brooks and waterfalls will link the three exhibitions.

China Pavilion design team outline their concepts

Pan Gongkai, chief designer of the China Pavilion exhibition; president of China Central Academy of Fine Arts

We must make the China Pavilion the best because it is the largest national pavilion on the Expo Site and the host country's pavilion. I feel great pressure because there are more than 200 pavilions. I regard the World Expo as a competition with other pavilions.



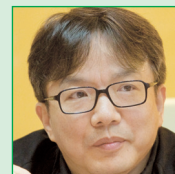
Lu Chuan, director of the China Pavilion film; a famous Chinese film maker born in 1970 in Xinjiang Uygur Autonomous Region

I will make a satisfying work for audiences, though almost all pavilions will have a movie. The scenery will be like "Lord of the Rings," the love stories will be involved and I will shoot it in many Chinese cities. I was invited to do it after I finished "City of Life and Death."



Huang Jiancheng, exhibition manager of China Pavilion; director of Urban Visual Culture Research Center at China Central Academy of Fine Arts

I want to highlight Chinese architecture in the cable car section. Ancient stone bridges, Jiangnan gardens, wooden structures and ancient urban planning to reflect the wisdom of our ancestors.



Yao Kai-yang, China Pavilion creative director; Taiwan YAOX Edutainment Co creative director

Water will be featured in all of the pavilion's exhibitions and is the best thing to reflect wisdom in Chinese culture. An old Chinese proverb says "The wise enjoy the waters, the benevolent enjoy the mountains." Most important cities are located along the rivers.



HK pavilion completed

Expo Pavilion

CONSTRUCTION of the Hong Kong Pavilion at World Expo Shanghai was completed this week as its Chief Secretary Henry Tang and Shanghai Vice Mayor Yang Xiong planted two osmanthus trees in front of the building.

Hong Kong will spare no effort for the Shanghai event as it will be the first World Expo in China and a stage on which the country can showcase its achievements, said Tang.

The special administrative region will explore the theme "Hong Kong — the Infinite City," with a focus on its urban transport network, advanced scientific facilities, financial and trade systems, multinational culture and sustainable high-quality urban life.

The three-story metallic structure will sit next to the China Pavilion. It will have an exhibition area of about 800 square meters and will symbolize the imagination and creativity of the Hong Kong people, said pavilion director Ng Hon Wing.

The third floor of the pavilion will have an indoor wetland park based on the Hong Kong Wetland Park in downtown Tin Shui Wai, New Territories, which opened in 2006. The second floor will be transparent.

The pavilion is expected to attract 2 million visitors. Hong Kong pop stars will visit during Expo, giving visitors the opportunity to



What to see?

The second floor of the pavilion will be transparent. Mirrors will be installed on the ground and ceiling of the level to provide a feeling of "infinity."

Want to have fun?

Hong Kong pop stars will visit the pavilion during Expo, giving visitors the opportunity to talk and have photos taken with them.

US\$44.63 m

Hong Kong is spending HK\$346 million (US\$44.63 million) on its first Expo effort.

800 sq m

The 800-square-meter exhibition area aims to attract 2 million visitors.

talk and have photos taken with them.

The special administrative government is spending HK\$346 million (US\$44.63 million) for its Expo presence.

It is the most that a region has pledged for a World Expo, the Hong Kong Expo team has said.

Of the amount, HK\$145 million

is for pavilion design and construction, and the rest for operations and activities.

Hong Kong will highlight its multifunctional smart card in the Urban Best Practices Area. Its "Smart Card, Smart City, Smart Life" will show the lifestyle residents enjoy using cards for transport, parking and shopping.

UBPA case

Displays about how to get smart in life

THE Hong Kong Special Administrative Region will provide an Urban Best Practices Area showcase themed on "Smart Card, Smart City, Smart Life." The exhibition will include simulation devices, multi-media technology, animation and videos to enhance visitors' experience.

Visitors will be dazzled by the outer walls of ever-changing LED displays when they visit Hong Kong's UBPA project, a dynamic, colorful and constantly changing display that is designed to reflect the energy of Hong Kong.

And displays will highlight Hong Kong's unique strengths in connectivity, creativity and innovation by demonstrating the extensive use of smart card technology in daily city life.

Smart cards are widely used in Hong Kong, and current applications include Octopus transport cards, smart identity cards and automatic road toll cards. Hong Kong is also developing smart cards for new areas such as education, medical care and environmental protection, which will also be showcased.

Hong Kong will also construct a virtual pavilion as part of the Expo Shanghai Online project.

Air conditioner firm to build one cool pavilion

Expo Partner



The Expo's Hong Hao and Broad Air's Zhang Yue shake hands on the pavilion plans.

THE Broad Air Conditioning Co Ltd, a private enterprise based in Changsha, Hunan Province, will build one cool World Expo 2010 pavilion.

The corporate pavilion will promote energy saving, clean air and air-purifying concepts.

The company, the only private entity that is a global Expo partner, signed a contract with the Expo Organizer to build a corporate

pavilion, the 12th company to sign a pavilion contract. There will be 14 corporate pavilions in the Puxi section.

Company president Zhang Yue said all visitors would experience a "healthier way of life" in its pavilion.

The company will also provide air conditioners and air purifiers to the main Expo buildings, including the China Pavilion.



Visit www.expo2010.cn for more news & information

The Bureau of Shanghai World Expo Coordination, 3588 Pudong Road S., Shanghai 200125, China

Contact: Ms. Lu Lixing, Tel: +86-21-2206-2310, Email: lulixing@expo2010.gov.cn; Mr. Zhang Jun, Tel: +86-21-2206-2924, Email: jameszhang@expo2010.gov.cn
Beijing Office: Ms. Liu Yingyuan, Mr. Daniel Xu, Tel: 86-10-88075553, Fax: 86-10-88075401, Email: liuyingyuan@expo2010.gov.cn