World Expo 2010 Shanghai China Theme Vision

EXPO 2010

中国2010年上海世博会主题内容手册
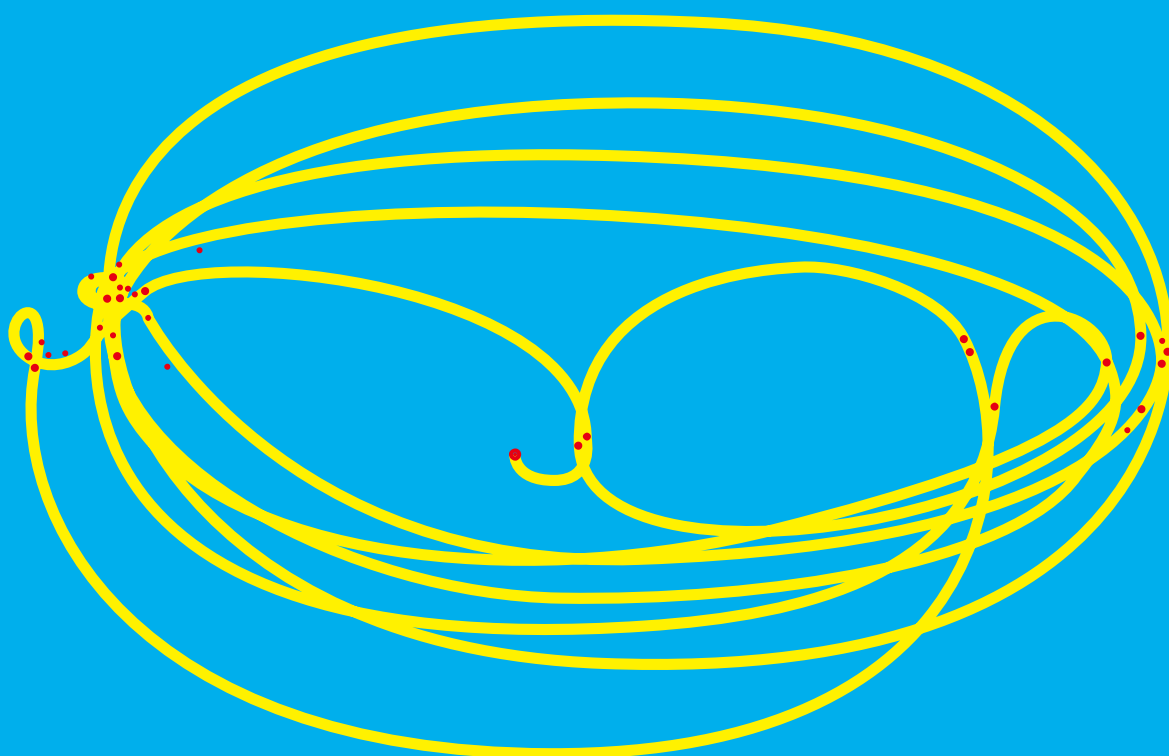
General or universal exhibitions between 1851 and 2010

Industrialisation

Globalisation

Telegraph

Underground Railway 1840

1850 London
1851 London
1853 New York
1854 New York
1855 Paris

Elevator

1860 London
1862 Constantinople
1864 Cologne, Dublin, Porto
1865 Stockholm
1866 Paris

1870 Paris

Telephone
Phonograph
Electric light

1872 Lyons
1873 Vienna
1876 Philadelphia
1878 Paris

Car

1880 Melbourne
1883 Amsterdam, Boston, Louisville
1885 Antwerp
1888 Barcelona
1889 Paris

Escalator

1890 Kingston
1891 Sao Paulo
1892 Chicago
1893 San Francisco, Madrid, Anvers
1894 Amsterdam

Neon Light

1895 Guatemala, Stockholm, Brussel, Nashville
1900 Paris
1901 Glasgow
1904 St. Louis
1905 Liege
1906 Milan
1907 Dublin
1909 Quito

Color Photography

Stainless Steel

1910 Brussels, Buenos Aires
1911 Charleroi
1915 San Francisco

1920 Rio de Janeiro

Television

1922 Paris
1925 Paris
1926 Philadelphia

FM Radio
Photocopier

1930 Liege and Anvers
1931 Paris
1933 Chicago
1935 Brussels
1937 Paris
1939 New York

Computer

1940 Roma
1942 Roma

Bar Code

1949 Haiti Port-Au-Prince
1950

Microchip

1958 Brussels
1960 Seattle
1962 Seattle

1967 Montreal

Microprocessor
First Video Game

1970 Osaka

Cell Phone

1976 Melbourne

IBM PC

1980

HTML

1981
1982
1988

WWW

1990
1992 Seville

2000 Hannover

2005 Aichi

2010 Shanghai

1

Better City, Better Life

城市，让生活更美好

Content

Better City, Better Life

城市，让生活更美好

- ● Blending of diverse cultures in the city
- ● Economic prosperity in the city
- ● Innovation of science and technology in the city
- ● Remodelling of communities in the city
- ● Interaction between urban and rural areas

The World's Urban Population grew from 160 million in 1900 to 735 million in 1950. In 2000, it was almost 3 billion, and is expected to reach 51 billion by 2050.
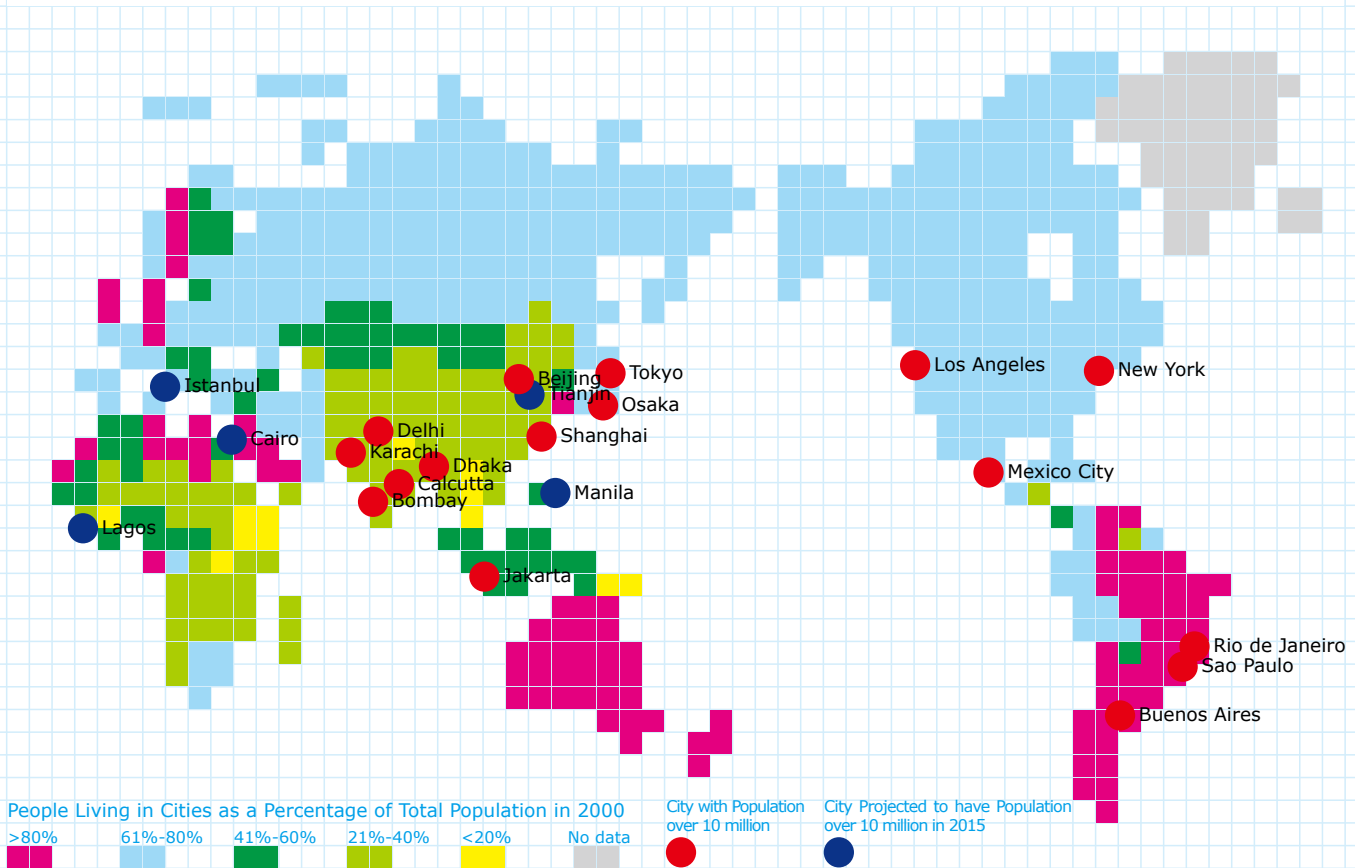
Family
Multinational Corporations
Disparity
Comfortable Housing
Robot
War   Traffic Planning
Sustainable Development
Climate Change
Green Tech
Regional Economy
Motor City
Intangible Heritage
Globalization
Mobile Communication
Clean Energy
Clone
Resource City
Population Boom
Art
Preservation
Ecology
Human Rights
Virtual Community
NGO
Intellectual Property Right
Urban Agriculture
Old Age Society
Sub-Culture
Creative Economy
Multi-Culture
Culture Industry
Cyber Shopping
Education

Plan of Shanghai

The organizer of World Expo 2010, the first universal world expo dedicated to "City", aims to achieve the following goals through theme content development:

- To elevate the public awareness of the challenges in the "urban age" and identify the potential solutions;
- To facilitate the conservation of the heritage of our cities; to raise public awareness of healthy urban development;
- To disseminate concepts, successful practices and innovations in sustainable urban development; to seek models of sustainable urban development for developing countries;
- To enhance communication and understanding within human society.

Urban Population

The proportion of the world's population living in cities jumped from 13% in 1900 to 29% in 1950 and reached 50% in 2006. According to UN estimates in 2030 this figure will have reached 60%.

Istanbul
Cairo
Lagos
Delhi
Karachi
Dhaka
Calcutta
Bombay
Beijing
Tianjin
Tokyo
Osaka
Shanghai
Manila
Jakarta
Los Angeles
New York
Mexico City
Rio de Janeiro
Sao Paulo
Buenos Aires

People Living in Cities as a Percentage of Total Population in 2000

>80%   61%-80%   41%-60%   21%-40%   <20%   No data

City with Population over 10 million

City Projected to have Population over 10 million in 2015

Mega-City

Since the 1950's, the world's population has multiplied by four. The number of megacities with more than 10 million inhabitants jumped from two in 1950 to twenty in 2005. In 2005, the megacities housed 9% of the world's population. Two more megacities are to appear within 10 years, adding to 22 in 2015, 17 of which will be in developing countries.

In the coming decade, Africa and Asia will have the fastest growth rate of urban population, with respectively 71% and 46%.

● What kind of city makes life better?
● What kind of life makes cities better?
● What kind of urban development makes the Earth a better home for mankind and all its inhabitants?

City

Life

Better

'…we recognize cities and towns as centres of civilization, generating economic development and social, cultural, spiritual and scientific advancement.'
——The 'Istanbul Declaration on Human Settlement', by the United Nations Human Settlements Programme (UN-Habitat).

'Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations.'
——The 'Universal Declaration on Cultural Diversity', by the United Nations Educational, Scientific and Cultural Organization

'Equitable human settlements are those in which all people, without discrimination of any kind as to race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status, have equal access to housing, infrastructure, health services, adequate food and water, education and open spaces. In addition, such human settlements provide equal opportunity for a productive and freely chosen livelihood; equal access to economic resources, including the right to inheritance, the ownership of land and other property, credit, natural resources and appropriate technologies; equal opportunity for personal, spiritual, religious, cultural and social development; equal opportunity for participation in public decision-making; equal rights and obligations with regard to the conservation and use of natural and cultural resources; and equal access to mechanisms to ensure that rights are not violated.'
——The 'Habitat Agenda', by the United Nations Human Settlements Programme (UN-Habitat).
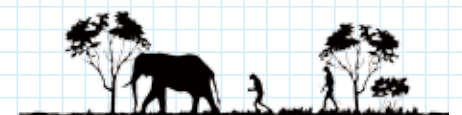
'Our cities must be places where human beings lead fulfilling lives in dignity, good health, safety, happiness and hope.'——The 'Istanbul Declaration on Human Settlement', by the United Nations Human Settlements Programme (UN-Habitat).

'Urban economies are integral to the process of economic transformation and development. They are a prerequisite for the creation of a diversified economic base capable of generating employment opportunities. Many new jobs will need to be created in urban areas. Cities currently generate more than half of national economic activities worldwide……Cities have traditionally served as economic centres and have become the primary providers of services. As engines of economic growth and development they function within a network of supporting economic activities located in their peri-urban and surrounding rural areas.'
——The 'Habitat Agenda', by the United Nations Human Settlements Programme(UN-Habitat).

Cultures

Economy

Community

Science and Technology

Rural Area

'Community refers to a social body within a certain geographical region. Its members have common interests, know and visit each other, carry out social functions, create social standards, form a specific value system and establish a charity cause. Every member is assimilated into bigger communities through his/her family, neighbors and his/her own community. '
——by the World Health Organization

'In the technology-oriented 21st century, science and technology are the driving forces behind human wealth and prosperity. The development of every nation and city must depend on solid technological foundation. All the advanced cities around the world have paid great attention to the investment in advanced technology and intellectual industry. The technology-oriented cities that compete against each other in electronic business have already realized the importance of exchanging information and experience among advanced technological cities. Sharing the developing strategies and information in science and technology, as well as establishing international cooperative network among technological cites, is now a necessity.'
——by The World Technoplis Association

'Rural and urban development are interdependent. In addition to improving the urban habitat, we must also work to extend adequate infrastructure, public services and employment opportunities to rural areas in order to enhance their attractiveness, develop an integrated network of settlements and minimize rural-to-urban migration. Small- and medium-sized towns need special focus.'
——The 'Istanbul Declaration on Human Settlement', by the United Nations Human Settlements Programme (UN-Habitat).

[Key Message of World Expo 2010]

The organizer of Expo 2010 has developed a conceptual structure by interpreting and reorganizing the five sub-themes. The structure is based on the view that the city is a living organic system and analyzes it in two perspectives: structurally and temporally. In this sense, the following is the key message for the structure.

The city is not just a group of individuals, but a real unity in its own, an spiritual organism, and that is why there is a strong analogy among its constitution and structure and those of man; Nowadays, with cities having a growing impact on our planet, the same analogy can be applied between the cities and the planetary scale.

Better cities and better life rely on our ability to create a harmonious co- existence and interaction between the three organic systems – man , city and the Earth, very different in scale but similarly complex.

The species identified by human being are about 1.7 million, less than a tenth of the total possible number.

[Theme Content Structure]

	Dream	
Urbanian	City Being	Urban Planet
	Footprint	

The content structure is concisely explicated by the following graph, which revolves around two axes or clusters

<u>1) Structural</u> – The structural analysis of the theme focuses on the three different "dimensions" of the structure related to City and Life.

a. The "human-scale" dimension, concentrated on the "elemental" component of the cities: the citizens. Each person is a cell and a microcosm of the City. With the accelerated urbanization underway, the influence of the city is so strong over the rest of the population that, we could say, Homo Sapiens, our species, is becoming Homo Urbanus. The citizens of the world are becoming Urbanians. This is how we are going to name this area.

b. The "urban" dimension, devoted to analysing the city as a system, indeed as a very complex, integrated and interlinked system: a system as complex as a living organism. It shall be named CITY BEING.

c. The "global" dimension. Cities are not isolated units but part of the planet. Cities interact constantly with their macro-ecosphere as well as with each other. Based on the fact that from this year on, the Earth will have a predominant urban population, this dimension will be named URBAN PLANET.

<u>2) Temporal</u> - This axis develops a temporal view and shows humans` persistent quest for "better life" in cities throughout human history. It develops a dynamic reading of city evolution, from the past lessons and wisdoms towards a better future, thus completing the intention of the Theme, "Better City, Better Life". It will unfold in two perspectives: that of the past and of the future. The historical dimension will be named FOOTPRINT and the dimension of immediate future DREAM.
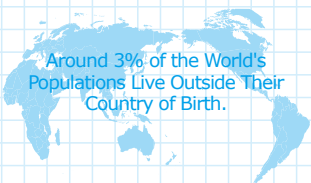
"城市即人。"

——威廉·莎士比亚

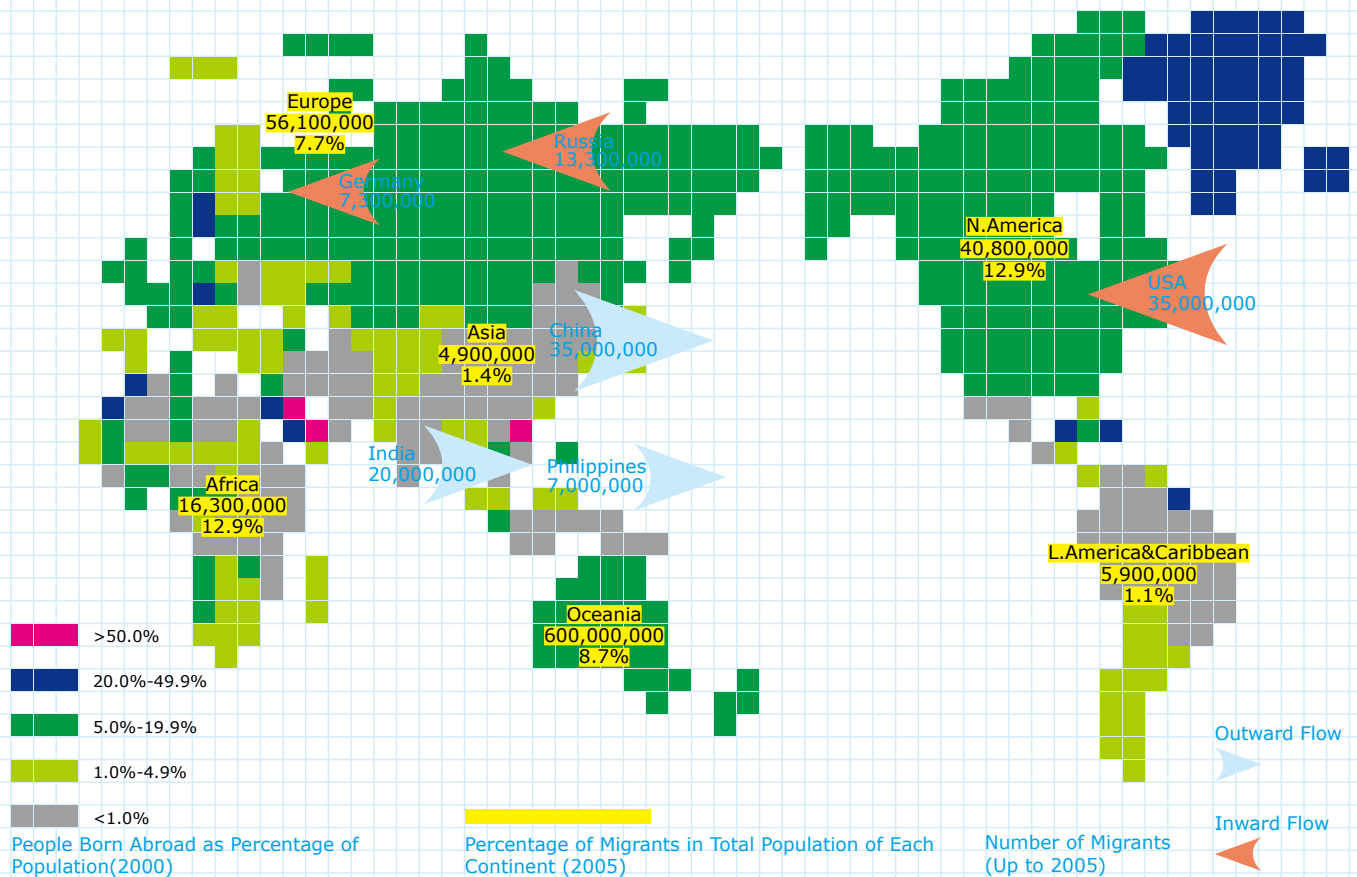"What is the city but the people?"
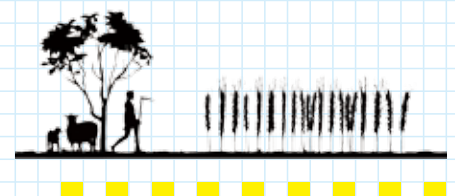
- William Shakespeare

Urbanian

Around 3% of the World's
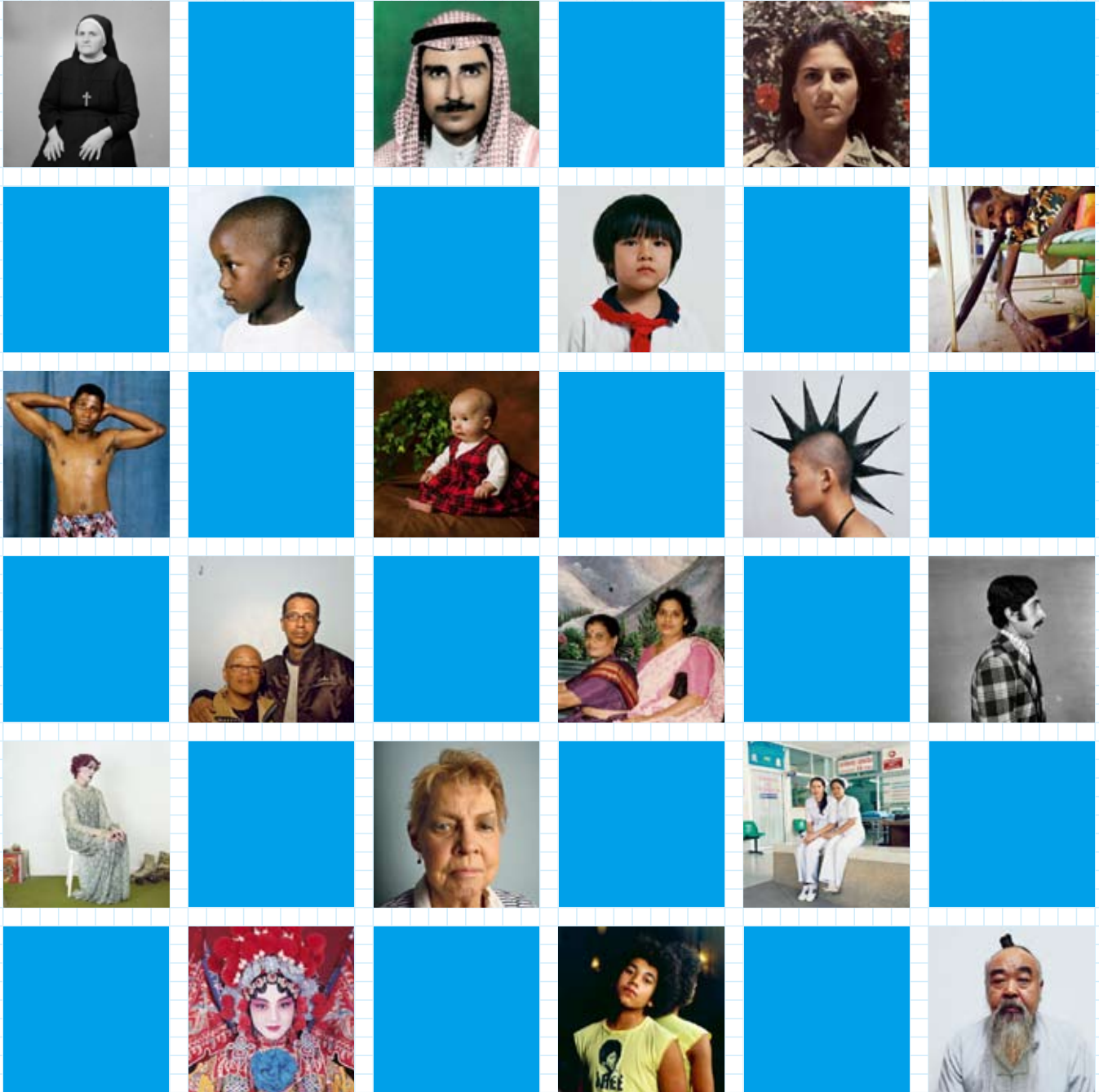Populations Live Outside Their
Country of Birth.

Man is the cell of a city, and also its soul. It is man who gives city its culture, character and innovative power. With mankind increasingly turning into an "urban species", the city needs to accommodate larger and more diversified population. People beyond the urban boundary are equally put under the spell of urbanization for their well being. City needs to take the lead in creating life of quality for mankind. The City should also become an incubator of human innovation and creation.

Europe
56,100,000
7.7%

Russia
13,300,000

Germany
7,300,000

N.America
40,800,000
12.9%

USA
35,000,000

Asia
4,900,000
1.4%

China
35,000,000

India
20,000,000

Philippines
7,000,000

Africa
16,300,000
12.9%

L.America&Caribbean
5,900,000
1.1%

Oceania
600,000,000
8.7%

>50.0%

20.0%-49.9%

5.0%-19.9%

1.0%-4.9%

<1.0%

People Born Abroad as Percentage of Population(2000)

Percentage of Migrants in Total Population of Each Continent (2005)

Number of Migrants (Up to 2005)

Outward Flow

Inward Flow

[Challenges]
● Basic needs and rights;
● Respect for diversity;
● Equal opportunities;
● Encouragement of innovation and creations of individuals.

Human Diversity

There are currently more than 20,000 languages and dialects being spoken in the world.

The 'Universal Declaration of Human Rights' has declared such human rights in its 1st and 2nd article that, 'All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.'and '……without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status'.Everyone shares the equal rights and freedom granted by the 'Universal Declaration of Human Rights'.

● Women

The Vienna World Conference on Human Rights in 1993 paid particular attention to the question of gender inequality in human rights. The meeting clearly recognized that women's rights are human rights, women's human rights are universal human rights, an inalienable part of it, constituting an essential component of the United Nations human rights. All direct or indirect improvements of human rights must be associated with women's rights.

● Children

On November 20, 1989 the United Nations General Assembly adopted resolution 44/25 on "The Convention on Children's Rights". "The Convention on Children's Rights" has the same significance to people around the world. "The Covention" puts in a common set of standards, and also takes into consideration the different cultural, social, economic and political realities of individual countries, so that each State may then find its own way to implement the common rights of pursuit of happiness. "The Convention" states four general principles: non-discrimination; the child's best interests; the right of life, existence and development; the child's opinion.

● Elderly

From 2000 to 2050, the global ageing population (over 60 years of age) is expected to be doubled, from the current 10% to 22%, a rise almost equal to the proportion of children (under age of 14). To deal with this global issue of ageing, the United Nations General Assembly adopted in 1991 "The United Nations Principles for Older Persons", establishing five universal standards for the status of the elderly: independence, participation, care, self-accomplishment and dignity.

● People with disabilities

There are more than 500 million people with disabilities caused by mental, physical and cognitive injuries. Wherever they live in the world, their life is often restricted by physical or social barriers. Around 80% of people with disabilities live in developing countries. In the 1970s, the human rights issue for people with disabilities started to be widely acknowledged in the world. The United Nations General Assembly in 1971 passed 'The Declaration on the Rights of the Mentally Retarded Persons" and in 1975 adopted the 'Declaration of Disabled Persons' Rights' in which the principles of equal treatment and equal rights were formulated.

● Races

'The Declaration on Race and Racial Prejudice' was adopted by the General Conference of UNESCO at its twentieth session on 27 November 1978. It states that the essential unity of the human race and consequently the fundamental equality of all human beings and all peoples, recognized in the loftiest expressions of philosophy, morality and religion, reflect an ideal towards which ethics and science are converging today. It also states that all peoples and all human groups, whatever their composition or ethnic origin, contribute according to their own genius to the progress of the civilizations and cultures which, in their plurality and as a result of their interpenetration, constitute the common heritage of mankind.

● Migrants

In December 18, 1990, the United Nations General Assembly adopted the No. 45/158 resolution 'The International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families'. The Convention recognizes the importance and extent of the migration phenomenon, which involves millions of people and affects a large number of States in the international community, considers the situation of vulnerability in which migrant workers and members of their families frequently find themselves owing, therefore requiring appropriate international protection.

Human Pursuit
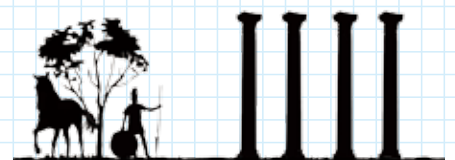
"城市的主要功能是化力为形，
化能量为文化，
化死物为活灵灵的艺术形象，
化生物繁衍为社会创新。"

——刘易斯·芒福德，《城市发展史》

"The chief function of the city is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity. "

- Lewis Mumford, *The City in History*

City Being

In the past 50 years, the world's total vehicle growth has gone 5 times faster than the world's total population growth .

[Message]

Cities have evolved from primitive human habitat into complex organic systems. Cities have their common traits, but every individual city is also unique. Liveability and sustained dynamism of cities are built on the respect of the "rule of life" of the organic systems by mankind and the rational behavior in day-to-day life and in practices of urban development and administration.
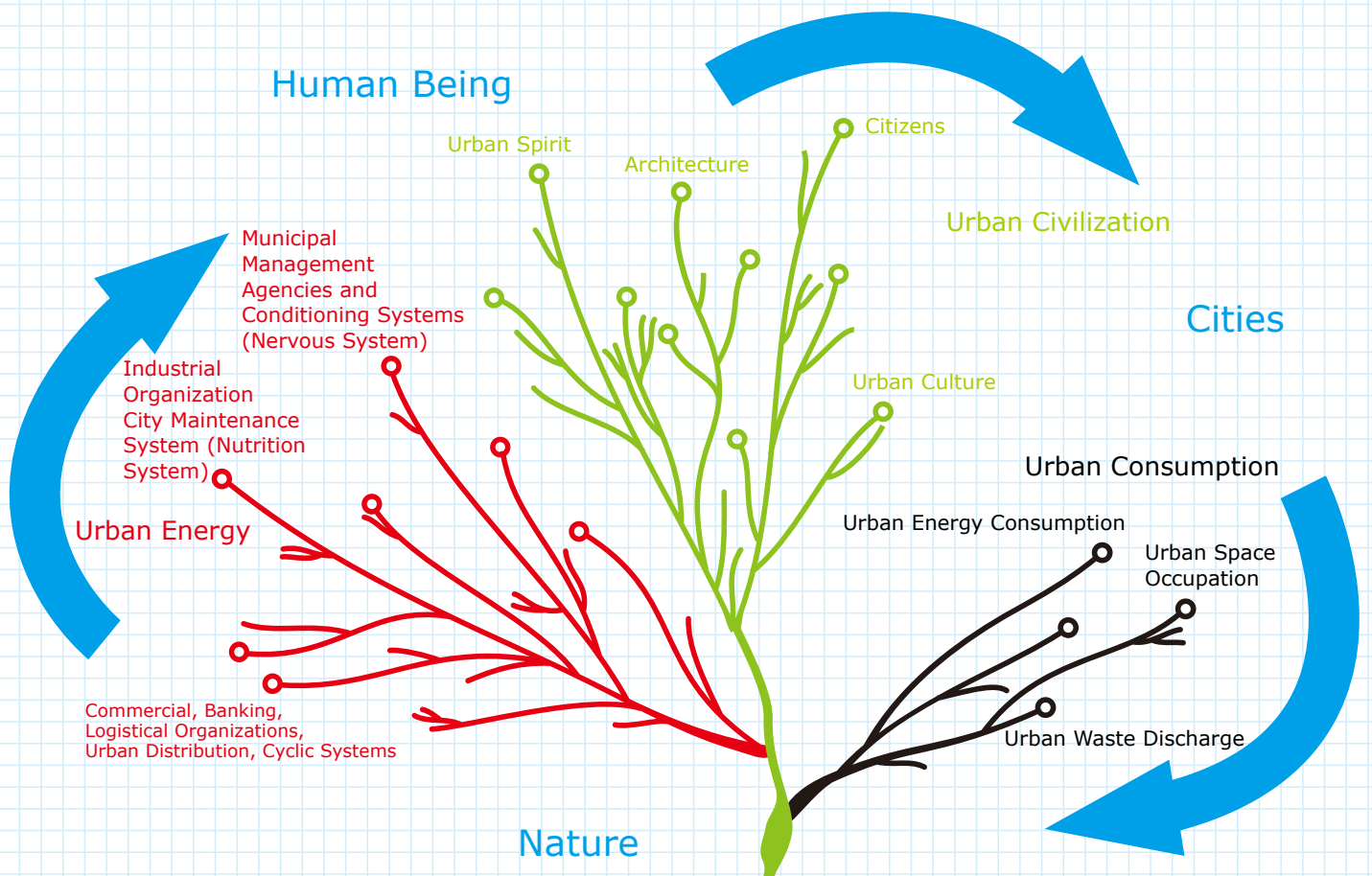

The lamplight from cities illuminates the whole world

[Challenges]

- Ideal urban forms and habitat models;
- Benign cycle of resources;
- Public participation in urban administration;
- Innovation and sustained growth potential.

City as a Form of Life

Human Being

Urban Spirit

Architecture

Citizens

Urban Civilization

Municipal Management Agencies and Conditioning Systems (Nervous System)

Cities

Industrial Organization City Maintenance System (Nutrition System)

Urban Culture

Urban Energy

Urban Consumption

Urban Energy Consumption

Urban Space Occupation

Commercial, Banking, Logistical Organizations, Urban Distribution, Cyclic Systems

Urban Waste Discharge

Nature

From 1997 to 2002, the world's telephone lines grew by 40%, and mobile phone users grew by 547%.

Cities are often the most dynamic and creative places in a country. Technical improvements and changes that take place in cities improve the quality of life, thus enhancing national and regional industrial development and economic growth.

Technology and innovation in cities insufflate a new energy of development to the world. Examples : (1) Automobile production: Detroit automobile production changed the urban transformation, the human life, and the world. (2) Microsoft's computer technology revolution: Network technology enables a true sense of real time communication anywhere on Earth. (3) Modern transportation and communication technology has dramatically changed the concept of time and space, which will undergo more significant changes.

Robot Invasion in 50 years

Replacing Batteries -- Nano Engine

Non-radioactive Wireless Energy Transmission

Top 10 Future Influential Inventions

1. Artificial Diamond
2. Relax Tracking Capabilities with the MAV
3. Shining Plastic
4. Space Elevators
5. Computer Based Driving
6. Memory Chips
7. Space Crops
8. Super-light Vehicles
9. 'Gene circuits '
10. Amphibious Housing

Computer Brain Waves Control Robot

Bacterial DNA storage media

New Fuel Cell -- Sugar

Flying Taxi in Five year's Time

Wireless Charging Technology

New Generation of Nuclear Reaction vs 'Artificial sun'

E-Ink come true - E-book

Ten Future Solar Equipments

1. Solar Powered Plane
2. Indoor Solar Lighting
3. Solar Bike
4. Solar Wii
5. Luminescent Lumens Wall
6. Hybrid Motor Car
7. Solar LED lights
8. Outdoor Power Source
9. Solar Camera
10. Solar Tiles

Potential of the City

"人法地，地法天，天法道，道法自然。"

——老子，《道德经》

"Man's standard is the earth.
The earth's standard is heaven.
Heaven's standard is reason.
Reason's standard is intrinsic."

- Lao Tzu, *Tao Te Ching*

Urban Planet

Cities consume three quarters of the world's energy, and are responsible for three quarters of the world's pollution.
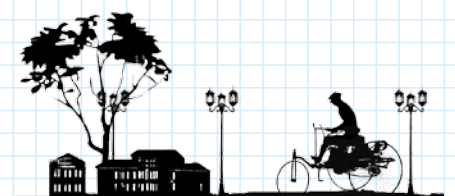
[Message]

At this moment, the ecological footprints of cities around the world have covered up the whole surface of the earth. Cities have a massive impact on the eco-systems of the Earth and its resources. The future of the Earth and cities are interdependent on each other. A healthy interaction must be created between human habitats and the Earth in order to preserve a liveable home for the future generations.
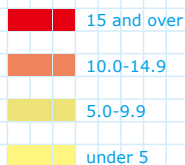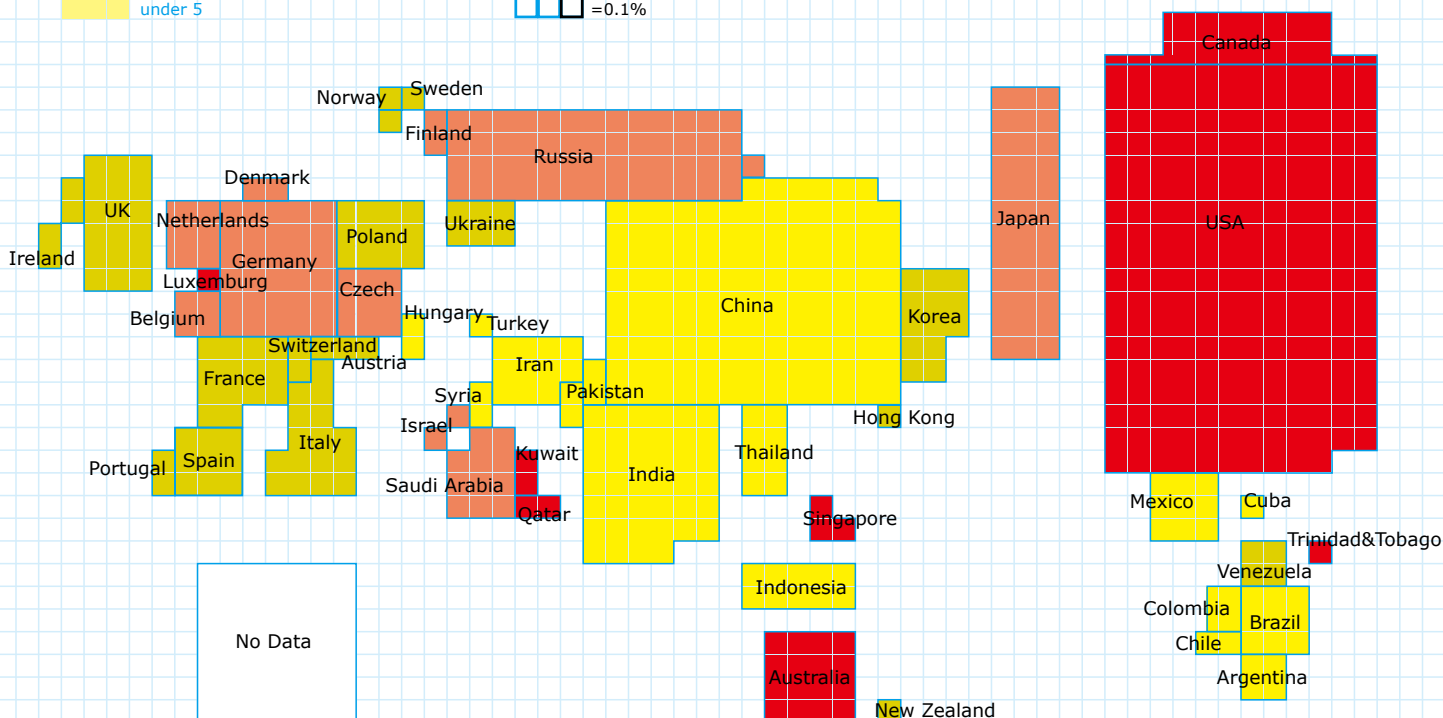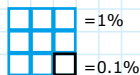
[Challenges]

● Reduction of cities' ecological footprint;
● Communication and cooperation among cities in sustainable development;
● Role of civil society and international organizations.

Dilemma of the Earth

Annual emission of CO$_2$ per person (tons/year)

- 15 and over
- 10.0-14.9
- 5.0-9.9
- under 5

Countries emitting 0.1% or more of world total
=1%
=0.1%

No Data

Countries labeled on the map:
Norway, Sweden, Finland, Denmark, UK, Netherlands, Poland, Ukraine, Russia, Ireland, Luxemburg, Germany, Belgium, Czech, Hungary, Turkey, Switzerland, Austria, France, Syria, Israel, Iran, Pakistan, Portugal, Spain, Italy, Saudi Arabia, Kuwait, Qatar, India, China, Korea, Hong Kong, Thailand, Japan, Singapore, Indonesia, Australia, New Zealand, Canada, USA, Mexico, Cuba, Trinidad&Tobago, Venezuela, Colombia, Brazil, Chile, Argentina

In the last fifty years, the sharp increase in population and the acceleration of urbanization have left deep marks on the earth, the burden of which the earth can no longer bear. Earthquakes, floods, tsunamis, sand-dust storms and other disasters have already endangered the survival of mankind. The consequences of urbanization and industrialization have caused global warming which directly entails desertification and rise in sea level. A research report of the World Bank in 1999 points out that global warming would result in the extinction of one-fourth of species of plants and animals on the earth until 2050 which would be the largest extinction since that of dinosaurs.

Developed countries should take most of the responsibility for global warming caused by greenhouse effect. The excessive consumption of energy and emission of carbon dioxide in the process of their industrialization are inexcusable. Since February 16th, 2005, Kyoto Protocol To the United Nations Framework Convention of Climate Change ratified by the signatories to "The United Nations Framework Convention on Climate Change" has officially entered into force, which symbolizes the beginning of man's effort to deal with the environmental greenhouse effect.

Every 1% point increase of GNP generates the same proportional increase of energy consumption. However, each 1% point increase of urban population generates an increase of energy consumption of 2.2%.

Humanity stands at a defining moment in history. We are confronted with a perpetuation of disparities between and within nations, a worsening of poverty, hunger, ill health and illiteracy, and the continuing deterioration of the ecosystems on which we depend for our well-being. However, integration of environment and development concerns and greater attention to them will lead to the fulfilment of basic needs, improved living standards for all, better protected and managed ecosystems and a safer, more prosperous future. No nation can achieve this on its own; but together we can - in a global partnership for sustainable development.

——from the Preamble of 'Agenda 21'

Convention Concerning the Protection of the World Cultural and Natural Heritage
Signing time: November 11th, 1972
Main content: This is one of the earliest international environment conventions. China joined in this convention in 1985, and has already added its 31 cultural and natural heritages into the 'World's Heritage List'.

Declaration on the Human Environment
Signing time: June 5th to June 16th, 1972
Main content: This is the first international environment protecting declaration in human history. The Human Environment Conference is a symbol of the birth of international environment laws, and a milestone in the history of the development of international environment laws.

Convention on International Trade in Endangered Species of Wild Faun and Flora
Signing time: June 21st, 1973
Main content: To provide restriction on every country's trade in wild fauna and flora, in order to protect endangered species of wild fauna and flora.

United Nations Framework Convention on Climate Change
Signing time: June, 1992 (During the Earth Summit)
Main content: To control the emission of greenhouse gas. The Convention emphasized that responding to the change of weather is a shared responsibility of every nation around the word. Neverthelss, given the different conditions of development in different countries, each of them is allowed to undertake its respective responsibility.

Kyoto Protocol to the United Nations Framework Convention on Climate Change
Signing time: December 11th , 1997.
Main content: Firstly, to restrict the emission of greenhouse gas in 38 developed countries and the European Union. Secondly, the restricted greenhouse gases include the following kinds: carbon dioxide(CO_2), methane(CH_4), Nitrous Oxide(N_2O), Hydrofluorocarbon(HFCs), perfluorocarbon(PFCs)and sulphur hexafluoride(SF_6). Thirdly, the goal of restriction is to reduce the overall emissions of such gases by at 5.2 percent below 1990 levels in the period 2008 to 2012, among which EU will be responsible for 8 percent, U.S.A 7 percent, and Japan 6 percent.
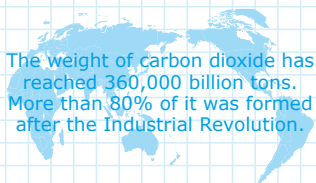
Strategy of the Earth
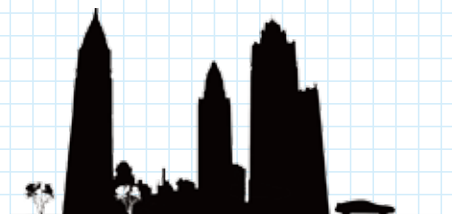
"城市一直是文明的壁炉，
在黑暗中发出光和热。"

——西奥多•帕克

"Cities have always been the fireplaces
of civilization whence light and heat
radiated out into the dark cold world."

- Theodore Parker

Footprint

The weight of carbon dioxide has
reached 360,000 billion tons.
More than 80% of it was formed
after the Industrial Revolution.

[Message]

The history of urban development is full of passionate and complex episodes. As crystallized human civilization and evolving organic systems, cities have left their footprints in human history. These footprints, proving success or failure, serve as guidance of human development in the future.

Atlas of World Heritage (2006-2007)
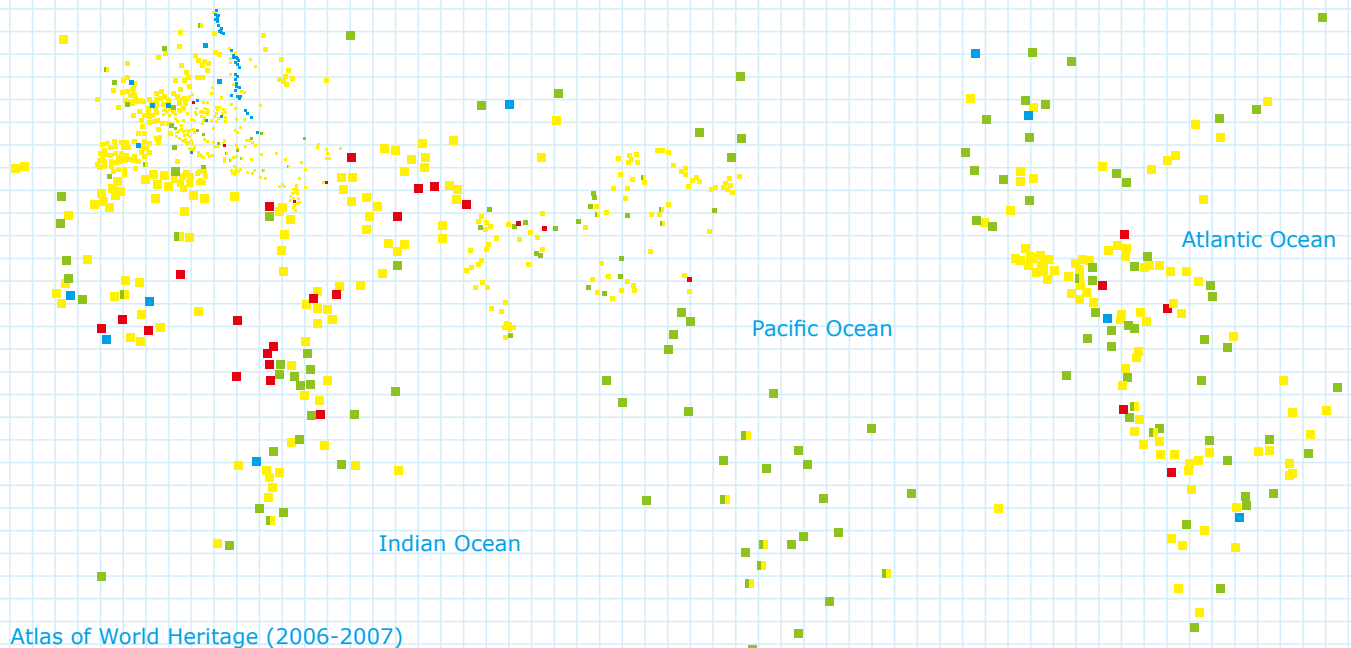
- ▪ Cultural Property
- ▪ Natural Property
- ▪ Mixed Property
- ▪ Transnational Property
- ▪ Property in Danger

Atlantic Ocean

Pacific Ocean

Indian Ocean

[Challenges]

- ● Reconcile conflicts between heritage preservation and development;
- ● Learn from the ancestors for sustainable development;
- ● Our heritage for the city of tomorrow.

Various luxuriant material heritages and non-material heritages have passed down along the history of urban development, and they have always been the lighthouse or landmark for human beings to reflect and rethink.
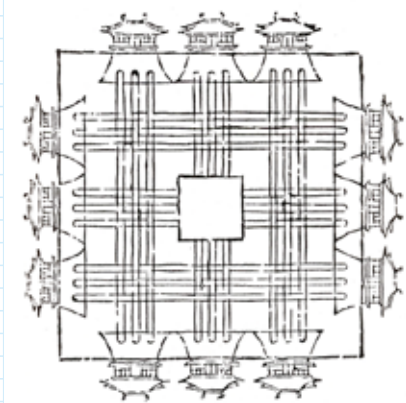
The Royal Palace, Nie Chongyi [Song Dynasty], SanLi Tu

Great Zimbabwe National Monument, Conzalone

The London Cheese Railway Station John O' Connor, 1881

Jerusalem

Vienna, G.Veith 1873
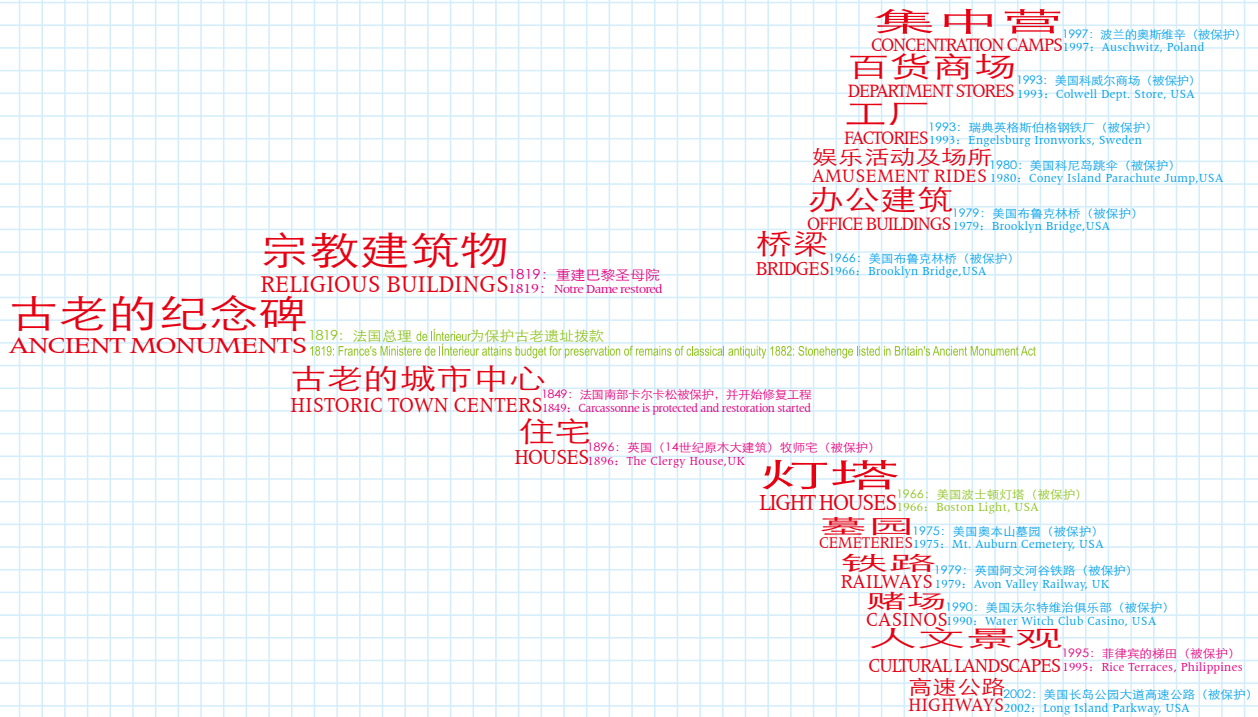
Machu Picchu, Peru

Roman Cities, Italy

Upper River During the Qing Ming Festival, Zhang Zeduan

Memory of History

The World's GDP is over 36 trillion U.S. dollars, and about 80% is contributed by cities.

集中营
CONCENTRATION CAMPS 1997: 波兰的奥斯维辛（被保护）
1997: Auschwitz, Poland

百货商场
DEPARTMENT STORES 1993: 美国科威尔商场（被保护）
1993: Colwell Dept. Store, USA

工厂
FACTORIES 1993: 瑞典英格斯伯格钢铁厂（被保护）
1993: Engelsburg Ironworks, Sweden

娱乐活动及场所
AMUSEMENT RIDES 1980: 美国科尼岛跳伞（被保护）
1980: Coney Island Parachute Jump, USA

办公建筑
OFFICE BUILDINGS 1979: 美国布鲁克林桥（被保护）
1979: Brooklyn Bridge, USA

桥梁
BRIDGES 1966: 美国布鲁克林桥（被保护）
1966: Brooklyn Bridge, USA

宗教建筑物
RELIGIOUS BUILDINGS 1819: 重建巴黎圣母院
1819: Notre Dame restored

古老的纪念碑
ANCIENT MONUMENTS 1819: 法国总理 de l'Interieur 为保护古老遗址拨款
1819: France's Ministere de l'Interieur attains budget for preservation of remains of classical antiquity 1882: Stonehenge listed in Britain's Ancient Monument Act

古老的城市中心
HISTORIC TOWN CENTERS 1849: 法国南部卡尔卡松被保护，并开始修复工程
1849: Carcassonne is protected and restoration started

住宅
HOUSES 1896: 英国（14世纪原木大建筑）牧师宅（被保护）
1896: The Clergy House, UK

灯塔
LIGHT HOUSES 1966: 美国波士顿灯塔（被保护）
1966: Boston Light, USA

墓园
CEMETERIES 1975: 美国奥本山墓园（被保护）
1975: Mt. Auburn Cemetery, USA

铁路
RAILWAYS 1979: 英国阿文河谷铁路（被保护）
1979: Avon Valley Railway, UK

赌场
CASINOS 1990: 美国沃尔特维治俱乐部（被保护）
1990: Water Witch Club Casino, USA

人文景观
CULTURAL LANDSCAPES 1995: 菲律宾的梯田（被保护）
1995: Rice Terraces, Philippines

高速公路
HIGHWAYS 2002: 美国长岛公园大道高速公路（被保护）
2002: Long Island Parkway, USA

| 1800 | 1850 | 1900 | 1950 | 2000 |

©AMO

To the city, architecture and protection are totally different conducts and belong to different fields, greatly separated from each other. But protection is not a wholly unrelated world. In fact, the protection was generated as part of modernization. In the process of modernization of cities, it is rather important to determine what to protect and what not to destroy. From the protection of ancient remains, religious buildings, historic town centers, private houses, to the protection of factories, playgrounds, express highways etc. in modern days, the range of city protection is wider and wider.

Protection should be seen as emergent, so that it has become a planning institution through which the barrier between forward planning and backward protection is blurred: it can plan forward and also protect forward.

Extension of History
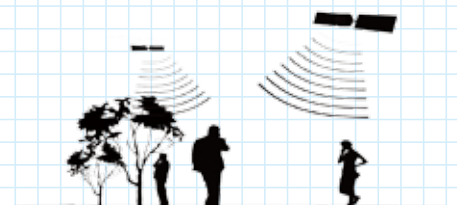
"一座城市承载了它的缔造者的
梦想、渴望和骄傲。"

——休·纽维尔·雅各布森

"When you look at a city, it's like
reading the hope, aspirations and
pride of everyone who built it."

- Hugh Newell Jacobsen

Dream

Google currently has to deal
with about one billion search
inquiries every day.

[Message]

Throughout human history, man has never stopped the quest for ''ideal cities''.

With the advent of an ''urban age'', it is imperative to find solutions for sustainable urban forms and ideal development models and in this context was born the main aim of Shanghai's Expo: ''Better City, Better Life''.

Utopia(1516)
Thomas More (Britain)

'New Harmony'(1817)
Robert Owen (Britain)

'Garden Cities '(1898)
Howard (Britain)

'Satellite Town'(1922)
Raymond Unwin (Britain)

A brand New World(1932)
Aldous Huxley (Britain)

'Walking City'(1964)
Archigram(Britain)

'Eden Project'(2000)
(Britain)

'Flying City'(1928)
Georgy Krutikov (USSR)

'Eco-City' (1984)
O. Yanistky (USSR)

'Marine City' (1958)
Kikutake (Japan)

'City in the Air' (1960-1962)
Arata Isozaki (Japan)

'Broadacre City' (1935)
Frank Lloyd Wright (USA)

'Dome City in Manhattan' (1962)
Buckminster Fuller (USA)

'Radiant city' (1922)
Le Corbusier (Switzerland)

'La Reunion'(1832)
Charles. Fouriers (France)

'Ideal City' (1st century B.C)
Marcus Vitruvius Pollio (Ancient Rome)

'Linear City'(1882)
Autoro Soriay Mata(Spain)

'Ideal City'(15th century C.E)
Da Vinci (Italy)

Atlantis(date unknown)

Peach-Blossom Source(6th century B.C)
Tao Yuan-ming (China)

Ta T'ung Shu: The One-world Philosophy of K'ang Yu-wei(1884年)
K'ang Yu-wei (China)

The City of the Sun(around 1622)
Tommaso Campanella (Italy)

The Republic(427B.C to 347B.c)
Plato (Ancient Greek)

[Challenges]

● Reconcile the conflict between the "ideal model" and reality;
● The way of thinking is the precondition for sustainable development;
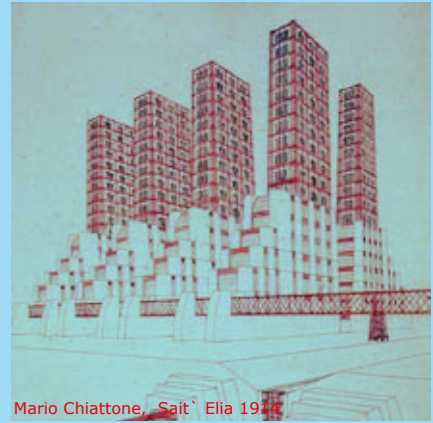● Technology is a double-edged sword.
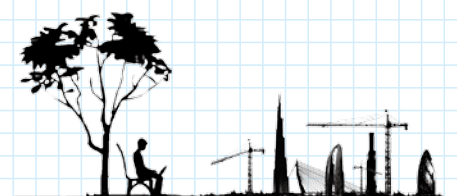
The eight visions of city appeared in the Nine Lattice, no matter realized or not, right or wrong, still represent human being's imagination and exploration of their future and the development of the world.
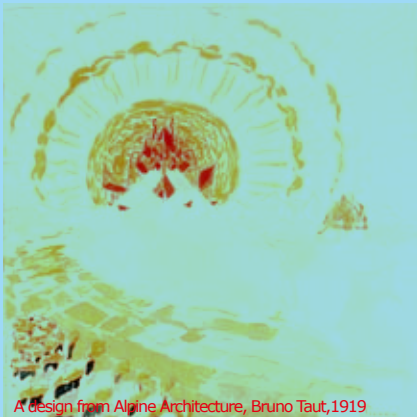
The title page of Utopia, Thomas Moore, 1516

"Social Cities", an illustration from Garden Cities of Tomorrow, Ebenezer Howard

Mario Chiattone, Sait` Elia 1914

A design from Alpine Architecture, Bruno Taut,1919

Le Corbusier · plan voisin pour Paris 1925

The World of an Ideal City, Ledoux, 1793
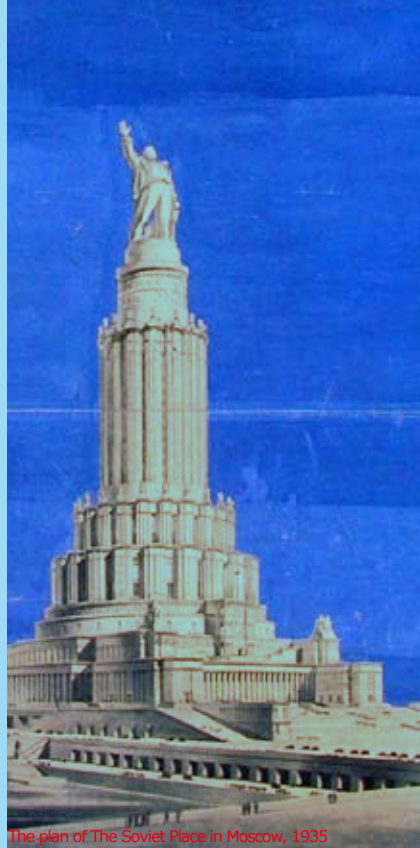
The plan of The Soviet Place in Moscow, 1935
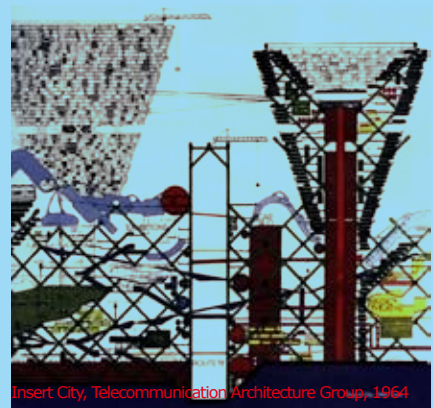
Insert City, Telecommunication Architecture Group, 1964

Trace of Dreams

Up to 2005, Shanghai had around 4000 high-rise buildings more than 16 stories, ranking number one in the world.

Nowadays, too many cities have become cradles of pollution, poverty, diseases, and disappointing things which they didn't have to be. In fact, with careful planning, we can change our cities into successful executants of 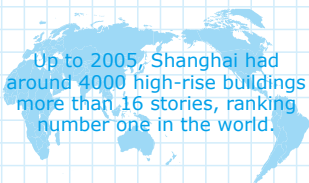sustainable developing strategy......" To build Green Cities and protect our home earth" is not only warning, but also a declaration on our own promises of our ability to make the expanding of urban centers beneficial to everyone...City is man's homeland, as well as man's future. To give it a peaceful, decent, and prosperous future is everyone's duty.

——Message from the Executive Director of United Nations Environment Programme, Mr. Klaus Toepfer on the occasion of World Environment Day, 5 June 2005

In the next quarter-century, almost all population growth will occur in cities, most of it in less developed countries. By 2030, more than 60 percent of the world's population will live in urban areas. Such rapid urbanization presents profound challenges, from poverty and unemployment to crime and drug addiction. Already, one of every three urban dwellers lives in a slum. And in too many of the world's expanding towns and cities, environmental safeguards are few and planning is haphazard.
...
The rising concentration of humanity in cities and towns means the world will not achieve the Millennium Development Goals unless environmental planning is incorporated into all aspects of urban management. Creating environmentally friendly cities is an admittedly big challenge, but the technologies and expertise we need already exist. Clean transport, energy-efficient buildings, safe sanitation and economical water use are possible now, not just in the future, often in a manner that is affordable for all.

...I urge individuals, businesses, and local and national governments to take up the urban environmental challenge. Let us tap the great knowledge and natural dynamism of urban areas. And let us create "green cities" where people can raise their children and pursue their dreams in a well-planned, clean and healthy environment.

——Message from the Secretary General of the United Nations, Mr. Kofi Annan on the occasion of World Environment Day, 5 June 2005

Distance to Dreams
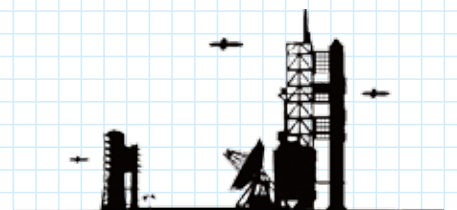
Thematic Offer of
World Expo 2010 Shanghai China

Theme Pavilions
Theme Plazas
Theme Paths
Event Venues

Asia
Europe
America & Africa
Oceania & Southeast Asia
Corporate Pavilions

UBPA

Theme Pavilion "Dream"

World Expo Museum

Theme Pavilion "Footprint"
(a.k.a Civilization & Art Museum)

Performing Arts Center

Convention Center

Event Hall

Oceanian Plaza

Asian Plaza

European Plaza

African Plaza

Theme Plaza

American Plaza

Skywalk

Theme Pavilions
"Urbanian- City Being
- Urban Planet"

Theme Axis
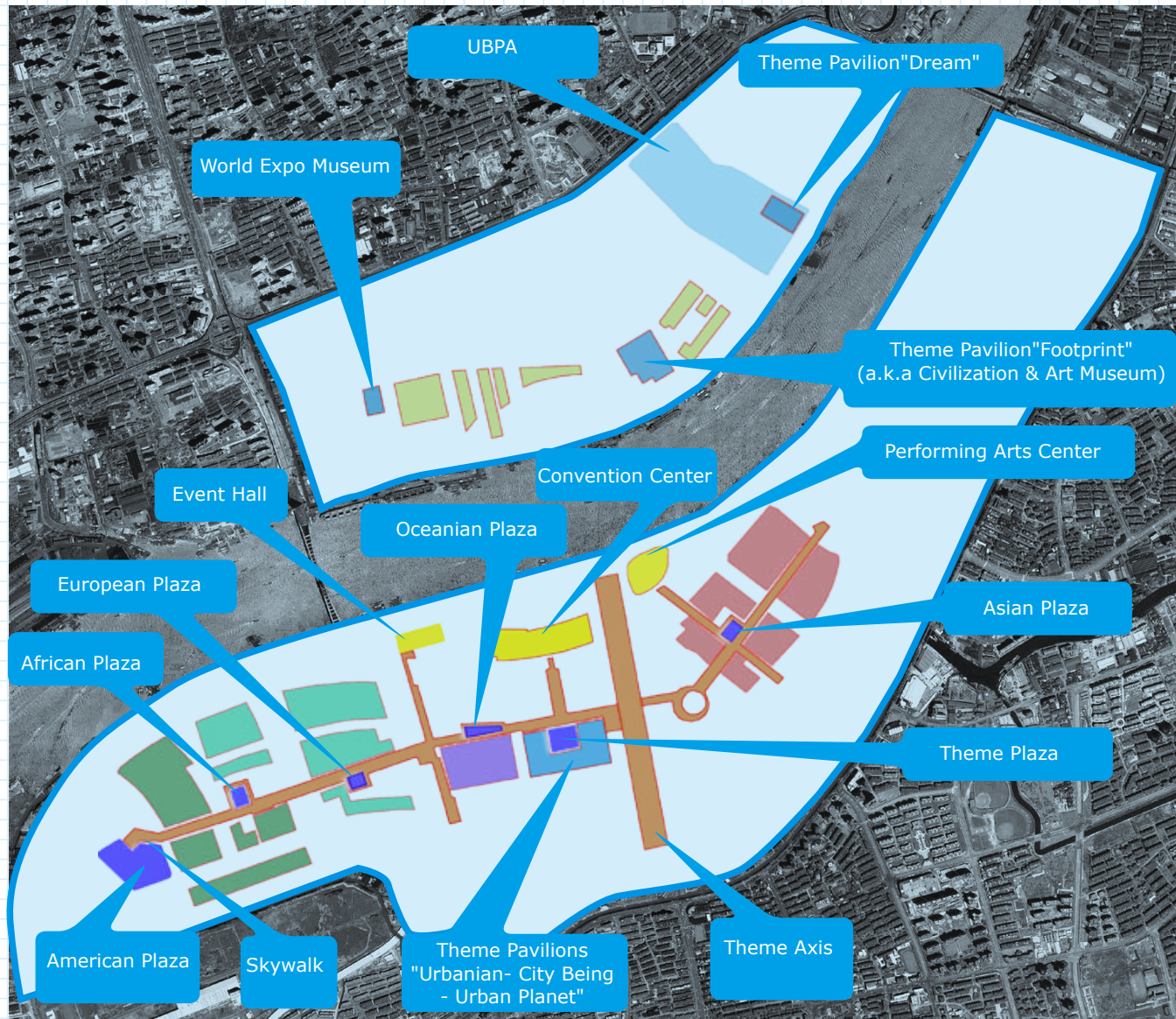
World Expo 2010 Shanghai is
expected to attract 70 million
visitors and 200 participants.

[In the process of preparation & after-use]

- Relocation of households on the Expo site as a means to improve their living conditions;
- Opportunities of industrial restructuring offered by the Expo;
- Upgrading of infrastructure following the sustainable urban development model;
- Development and after-use of the Expo site as a paradigm of waterfront development.

[Exhibitions]

- Main Theme Pavilions (Urbanian – City Being – Urban Planet)
- Theme Pavilion "Dream" & Urban Best Practice Area
- Theme Pavilion "Footprint"(a.k.a Civilization & Arts Museum) & World Expo Museum

[Forums]

- High-end Forum
- Theme Forum
- Public Forum

[Events]

- General Concepts

  Innovative power of Man
  Diversity & harmony
  Dreams for future

- Venue

  Total area available: 41.78 ha (27.28 ha indoor &14.5 ha outdoor)
  Main venues: Performing Arts Cernter (3500 seats)
                     Convention Center（100,000 sq.m.）
                     Event hall(s) converted from old industrial blg.(s) (3000 people)
                     Plus outdoor nodes, eg. continental plazas

- Typology

  Countdown & anniversary celebrations (pre-Expo)
  Key events: opening/closing ceremonies, China National Day, etc.
  Daily events: Appr. 20,000 performances, shows & parades, etc. during the 184 days.

[Urban Design]

- Theme Plazas   Main Theme Plaza, Continental Plazas

- Theme Paths   Theme Axis, Skywalk...

- Themed Facilities Eco-friendly water supply, rainwater collection and reuse, solar energy system, power generation using wind, waste water treatment, clean energy vehicles, etc.
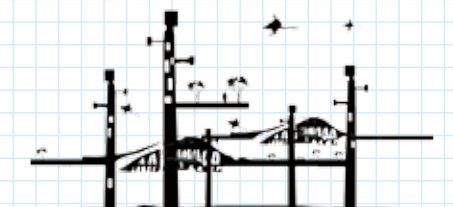
5

1 May 1st,1851. The first World Expo opened in London.

2

May 3rd, 1927 Warner Bros released the first sound film. **3**

4 **5** **6** **7**

May 12th, 1991 The United Nations reported that 30,000,000 children were homeless. **12**

May 15th, 1994 The first International Family Day

8 **9** **10**

May 11th,1997 The chess-playing computer Deep Blue defeated world champion Garry Kasparov **11**

13 **14** **15**

16 **17**

May 25th, 1961 The United States declared its Moon Exploration Plan. **25**

18 **19** **20** **21**

May 22nd, 1906 Wright Brothers acquired the patent of the aircraft . **22**

23

24

May 26th, 1679 Great Britain passed the English Habeas Corpus **26** **27** **28**

May 29th, 1953 Man reached the top of Mt. Everest for the first time. **29** **30** **31**

6

1 **2** **3** **4**

June 5th, 1972 The first World Environment Day. **5** **6**

7 **8**

June 16th, 1972 The Declaration of the United Nations Conference on the Human Environment was adopted. **16**

9 **10** **11**

June 9th,1975 The first World Conference on Women was held in Mexico.

June 12th, 1968 The Nuclear Non-Proliferation Treaty was adopted by the United Nations. **12**

June 13th ,1981 The first case of AIDS was made known to public. **13**

14 **15**

June 23rd, 1961 The Formation of the Antarctic Treaty came into force.

17 **18**

19

20 **21** **22** **23**

24 **25**

June 26th,1986 The first International Day Against Drug Abuse and Illicit Trafficking **26** **27** **28**

June 29th, 1900 The Nobel Foundation was promulgated. **29** **30**

7

July 1st, 1996 The World's first law that legalized euthanasia came into force. **1** **2** **3**

July 4th, 1903 The Pacific benthal cable came into use. **4**

5 **6** **7** **8**

July 17th, 1955. The first Disney World was opened to the public in Los Angeles, California, USA **17**

9 **10**

July 11th, 1962 Satellites began to send worldwide TV signals **11**

12 **13** **14** **15** **16**

18 **19** **20**

July 21st, 1969 Armstrong stepped on the Moon and left the first human footprint on the moon surface. **21**

22 **23** **24** **25**

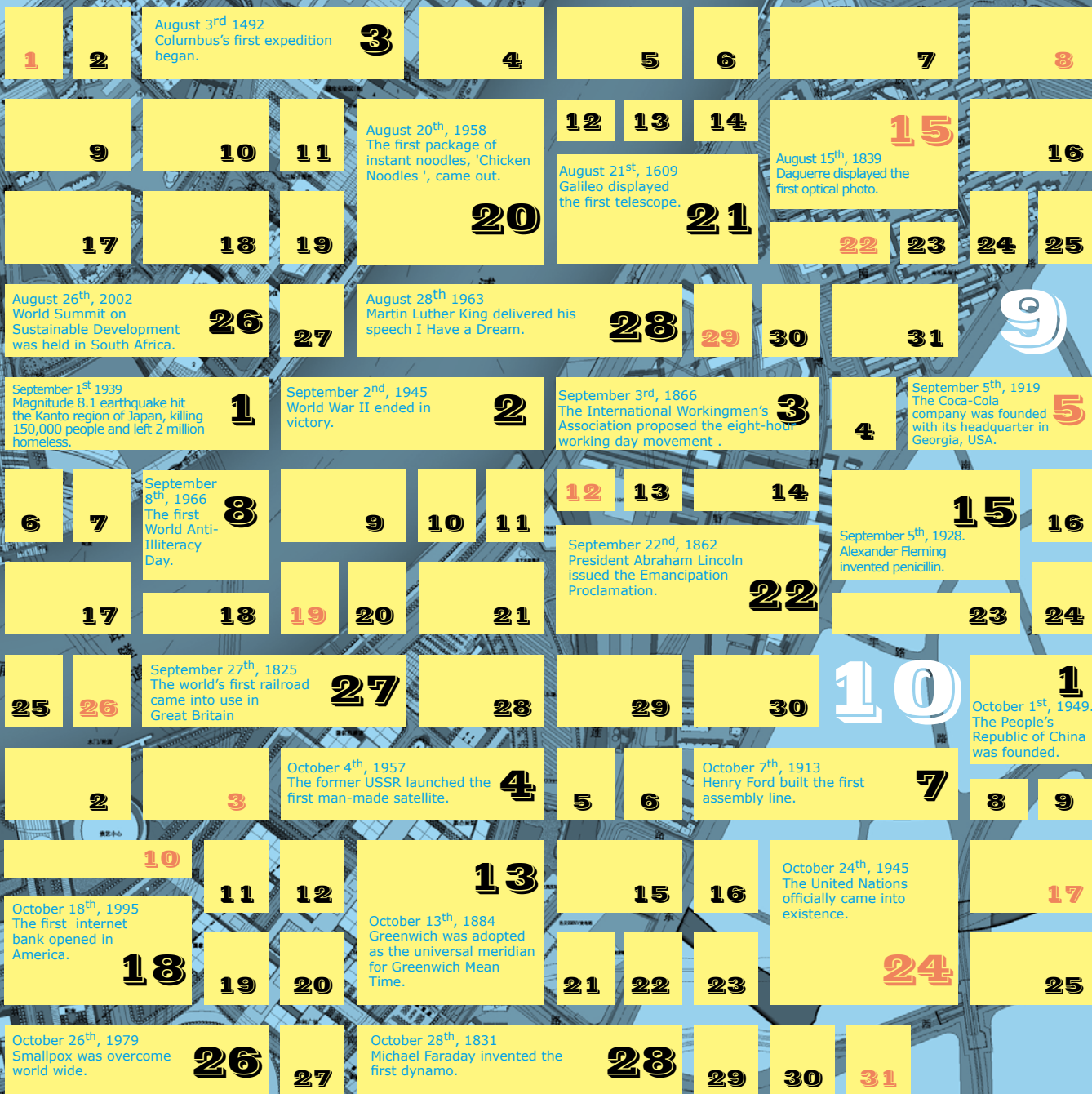July 26th, 1978 The first Test tube baby was born in London. **26** **27** **28**

29 **30** **31**

8

One fifth of the world population is living with less than One dollar a day

1 **2**

August 3rd 1492
Columbus's first expedition began. **3**

4 **5** **6** **7** **8**

9 **10** **11**

August 20th, 1958
The first package of instant noodles, 'Chicken Noodles ', came out. **20**

12 **13** **14**

August 21st, 1609
Galileo displayed the first telescope. **21**

August 15th, 1839
Daguerre displayed the first optical photo. **15**

16

17 **18** **19**

22 **23** **24** **25**

August 26th, 2002
World Summit on Sustainable Development was held in South Africa. **26**

27

August 28th 1963
Martin Luther King delivered his speech I Have a Dream. **28**

29 **30** **31**

9

September 1st 1939
Magnitude 8.1 earthquake hit the Kanto region of Japan, killing 150,000 people and left 2 million homeless. **1**

September 2nd, 1945
World War II ended in victory. **2**

September 3rd, 1866
The International Workingmen's Association proposed the eight-hour working day movement . **3**

4

September 5th, 1919
The Coca-Cola company was founded with its headquarter in Georgia, USA. **5**

6 **7**

September 8th, 1966
The first World Anti-Illiteracy Day. **8**

9 **10** **11**

12 **13** **14**

September 22nd, 1862
President Abraham Lincoln issued the Emancipation Proclamation. **22**

September 5th, 1928.
Alexander Fleming invented penicillin. **15**

16

17 **18** **19** **20** **21**

23 **24**

25 **26**

September 27th, 1825
The world's first railroad came into use in Great Britain **27**

28 **29** **30**

10

October 1st, 1949.
The People's Republic of China was founded. **1**

2 **3**

October 4th, 1957
The former USSR launched the first man-made satellite. **4**

5 **6**

October 7th, 1913
Henry Ford built the first assembly line. **7**

8 **9**

10

11 **12**

October 13th, 1884
Greenwich was adopted as the universal meridian for Greenwich Mean Time. **13**

15 **16**

October 24th, 1945
The United Nations officially came into existence. **24**

17

October 18th, 1995
The first internet bank opened in America. **18**

19 **20**

21 **22** **23**

25

October 26th, 1979
Smallpox was overcome world wide. **26**

27

October 28th, 1831
Michael Faraday invented the first dynamo. **28**

29 **30** **31**

World Expo Themes

...

Better City, Better Life

Water and Sustainable Development

Nature's Wisdom

Humankind, Nature, Technology

The Oceans: A Heritage for the Future

Communication for a Better World

The Challenge of a New Way for Development

Christopher Columbus: The Ship and the Sea

The Age of Discovery

The Roads of Liberty,
Project for the 3rd Millennium

Leisure in the Age of Technology

Young Inventors

The House and its Environment. Science and
Technology at the Service of Man at Home

The World of Rivers, Sweet Water, Spring of Life

The Promise of the People

The Sea and Its Future

Progress without Pollution

Progress via Knowledge

Progress and Harmony for Mankind

Man and His World

Century 21 - Man in the Space Age

Evaluation of the World for a More Human World

Conquest of the Desert

The Rural Habitat

International Exhibition on
Urbanism and Habitation

Building the World of Tomorrow

Art and Technics in Modern Life

Colonisation, Transport and Electricity

...

Welcome to Shanghai

上海欢迎您

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or fax to 0086-21-22060636

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EXPO

SHANGHAI CHINA

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《城市中国》杂志社
Urban China Magazine

上海社会科学院
Shanghai Academy of Social Sciences

Every year,between
1991 to 2002,
was warmer than the annual
average for the previous 30
years.