

progression

the BIE newsletter



Expo Shanghai opens in 41 days !

Special Edition n° 2 Expo Shanghai

The Urban Best Practices Area (UBPA) provides the participating cities with an opportunity to independently take part in the World Expo.

It will not only concentrate various showcases of well recognised, innovative and valuable practical schemes and physical cases originally brought forth by cities with representative features in the world to improve urban living standard, but also purposely provide a platform for the Participating cities throughout the world to exchange their experience in urban management, urban planning, urban development and urban construction.

The UBPA is comprised of four exhibition dimensions : livable cities, sustainable urbanization, conservation and utilization of cultural heritage and technological innovations in built environment.

Located in Zone E in the Puxi Section of the World Expo Park, the UBPA covers an area of 15.02 hectares and has an planned construction area of about 120 000 square meters; the whole area is functionally divided into the northern simulated urban block, central series pavilions and southern theme area.

The Urban Best Practices Area (UBPA)



The northern section of the UBPA has 14 cases in the exhibition dimension of technological innovation in built environment, in which built cases are adopted to create a simulated urban block embodying integrated elements of built environments such as buildings, open space and landscaping facilities.

Converted from old factory workshops, the central section of the UBPA has 4 clusters of pavilions comprising of 36 cases in the rest three exhibition dimensions; the central section also has two clusters of public service facilities and a pedestrian overpass.

The southern theme area of the UBPA is formed by the Pavilion of Exploring the Future of Cities, a sub-theme pavilion, and a thematic plaza. The main workshop of the former Nanshi power generation factory is converted to be the Pavilion of Exploring the Future of Cities, in which the seminar hall at the 3rd floor is designed for the display of the Other Exhibition Cases; the newly built theme plaza is named the Urban Plaza.

Miss Gong Zheng, Assistant Manager UBPA
Dept., Expo Shanghai 2010



The Sociedad Estatal para Exposiciones Internacionales (SEEI - State Company for International Exhibitions), in charge of Spain's participation at Expo 2010, intends to make Spain one of the leading countries in Shanghai so that Spain is better known and better understood in China.

Conscious about the initial lack of knowledge concerning the country, Spain has taken on the challenge to present a pavilion of avant-garde architecture, designed by the studio Miralles-Tagliabue, from Barcelona.

Already known under the name, "Spanish basket", it is characterized by a spectacular wicker covering fitted on a steel structure, to make a point of reusing traditional materials. Moreover, the use of wicker membrane, an ancient tradition found both in Spain and in China, will serve as a bridge between the East and the West, to allow the visitors to perceive

the pavilion as something close and familiar to them.

The concept of the pavilion – one of the biggest among those of the participating countries, along with those of France, United Kingdom, Germany, and Italy – is thus the reflection of Spain's concern for the environment and sustainability, all the while drawing its inspiration from the theme of the Expo: *Better City, Better Life*.

The contents displayed in the pavilion are centered on the theme, "From the city of our parents to the city of our children". They aim to

convey to the Chinese audience the profound transformation and development that the big Spanish cities have gone through in the span of three generations as well as the effort that has gone into safeguarding a rich historical and cultural patrimony for the benefit of future generations.

The exodus from the countryside to the city has been the motor of change – a phenomenon that China is currently undergoing in all its intensity. China can therefore take away valuable lessons from the Spanish experience.

Three internationally renowned Spanish directors have been charged to each deal with one of the three domains of the exhibition: Isabel Coixet, Bigas Luna and Basilio Martín Patino.



During the Expo, a vast artistic and cultural program will be presented by the pavilion on the main stages of the Expo site and will offer a live show each night. A "tapas" bar – under the guidance of the chef, Pedro Larume – will offer a gastronomic cuisine based on the best Spanish products.

Since its creation in 2000, the SEEI has presented the pavilions of Spain in the different exhibitions organized under the auspices of the Bureau International des

Expositions – BIE – : The World Expos in Hannover 2000 and Aichi 2005 and the International Expo in Zaragoza 2008. Spain has been actively engaged in the Expo movement, participating in all the exhibitions that have taken place up to now and welcoming four with the last two ones in Seville (1992) and in Zaragoza (2008).

Thanks to the SEEI for its cooperation
<http://www.expo.int.com>



As the new Commissioner-General for Australia, I am delighted to join all participating countries and organisations in working towards this important international event.

The Australian pavilion will showcase the very best Australia has to offer in terms of innovation, creativity and capability, while also reflecting the over-arching Expo theme of 'Better City, Better Life'.

The \$83 million Australian investment at the Shanghai World Expo is unprecedented. Never before has Australia invested in such a striking, purpose-designed building. The technological-advanced and engaging exhibits, and the comprehensive program of business, communications and cultural activities will make the Australian pavilion a "must see" destination.

The Australian pavilion's overarching theme - **ImagiNation** - is a call for people of the world to harness their creativity to address the urban challenges posed by the 21st century. The power of our individual and collective "ImagiNation" holds the key to achieving a sustainable future for the world's cities.

The Australian pavilion is moving forward in leaps and bounds. For up-to-date news on our progress and program, I encourage you to visit our bilingual website www.australianpavilion.com.

I look forward to welcoming you to our pavilion on 1 May 2010.

Lyndall Sachs, Commissioner-General for Australia

The Belgian-European Pavilion for the World Exhibition of Shanghai 2010

A little over half a century after having welcomed in its capital the World Exhibition of 1958, Belgium is preparing with enthusiasm its participation to the Expo of Shanghai in 2010. If the Atomium, representing the shape of a unit cell of an iron crystal magnified 165 billion times, symbolized at the time the progress of science in an industrialized society, it is the structure of neuron, which, today, amidst the knowledge society, inspired the designers of the Belgian pavilion for the Expo 2010.

Indeed, the Belgian pavilion is formed around the structure of a neuron, the dominant conceptual image of the pavilion. The neuron evokes the scientific progress that contributes to the development, influence, and the enrichment of our global cultural and intellectual heritage.



The neuron also reflects Belgium's position at the heart of Europe, at the crossroads of Latin, Germanic, and Anglo-Saxon cultures. It is, moreover, in reference to the European vocation of our country that the Belgian pavilion will also house within its walls the exhibition of the European Union.

The ambition of the Belgian pavilion is to create in the minds of the visitors a pleasant and long-lasting impression of Belgium. To this end, we will attempt to make "tangible" the

essence of our country, its conviviality, as well as its multiple economic, cultural, and touristic attractions. Through the exhibition space and the "business center," the pavilion will also project an image of Belgium as a dynamic and competitive country with high-quality centers of expertise and of knowledge, as much in the public sector as in the private.

Thanks to the **Commissariat general** of Belgium

www.shanghaiexpo2010.be



Canada's Participation in Expo 2010

Beginning on May 1, 2010, thousands of Expo visitors will be venturing into a world that is almost entirely unknown to them: Canada. For many visitors, this will mark the first time they set foot in Canada, and the Pavilion will treat them to an exquisite display reflecting the spirit of our country.

reflect our multicultural diversity, respect the equality and rights of individuals, and are safe, tolerant communities.

Canada's Sustainable Cities strive to attain a balance between the needs of people and the environment, including the interdependence of rural and urban life.

Canada's Creative Cities are modern hubs of innovation and creativity where talent and knowledge in technology, business, science and the arts interconnect.

Imagined and designed by *Cirque du Soleil*, one of Canada's most famous entertainment organizations, the Canada Pavilion is the focal point of our participation in Expo 2010. The pavilion building is shaped like a looped

ribbon or a large letter "C" and is divided into areas for the public presentation, for entertaining special guests, and for administration. Other elements of Canada's participation include a cultural program, Engaging Canadians initiatives, a business and trade program and legacy projects.

We expect approximately 30,000 people to tour the Canada Pavilion each day of the six month Expo. The adventure that awaits them will create an indelible impression of our environment, our culture and our vibrant society.

Thanks to the Department of **Canadian Heritage**

Our theme "*The Living City: inclusive, sustainable, creative*", is derived from the overall theme of Expo 2010, "Better City, Better Life," and will provide a clear focus for Canada's participation. It was developed through research and cross-Canada face-to-face discussions with over 150 organizations and individuals from the private sector, industry associations, federal departments, provincial, territorial and municipal governments, ethno-cultural communities as well as experts in urban studies, tourism, media and cultural industries.

Canada's Inclusive Cities are built on democratic self expression and participation. They



Credit Photos : Patrick Alleyn / SNC-Lavalin

TURKEY "THE CRADLE OF CIVILIZATIONS"
ANATOLIA, THE LAND OF "BETTER CITIES, BETTER LIVES"
ISTANBUL, "TWO CONTINENTS, ONE CITY"



The theme of the Turkish Pavilion was inspired by one of the first known settlements in the world, **Çatalhöyük**, which is currently located in the centre of Anatolia.

Çatalhöyük (fork-mound in Turkish), the centre of advanced culture in the Neolithic period, (7.400-6.000 B.C.) is the main inspiration for the exterior of the pavilion. A mural painted on one of the walls of the village with the twin mountain peaks of a volcano in the back ground, frequently cited as the world's oldest map or plan and the first landscape painting, was given to a group of national and international architects to develop the concept for the external design of our pavilion.

The external design has transformed the existing expo-container type building, into a contemporary architectural design. The 3-D images are mainly the depiction of hunting scenes, red images of the now extinct wild cattle and stags, and eagles swooping down on abstract figures once carved out the walls of Çatalhöyük.

The two colours on the exterior cladding, red and beige are borrowed from the original colour of those wall paintings. The colour red, which signifies good luck in Chinese culture, is interpreted in dialogue with the colours of the Turkish national flag, red and white.

Çatalhöyük was composed of domestic buildings that were 4500 years older than the pyramids. It was outstanding not only because of the artistic expressions and its claim of seniority as the world's oldest permanent settlement, but also for the skills developed by its inhabitants. At its peak, there were almost 10,000 people who developed new techniques in agriculture, domestication of animals and the social life they formed together for more than 1000 years; with evidence of them trading their goods such as seashells and flint.

While the house types were simple structures without any distinctive features, they manifested the traces of a relatively equal status in social life. Recent findings revealed no social distinction based on gender, with both men and women receiving equivalent nutrition and apparently, having relatively equal social status in life and death.

Thus, this settlement was chosen for its relation to the general theme of the EXPO: "Better city, better life"; and Anatolia was enounced as the "cradle of civilisations", with its rich history full of "better cities and better lives".

Dreaming of the Past

The production of obsidian tools was the major contribution of the inhabitants of Çatalhöyük to the development of future civilisations. Thus the entrance of the pavilion is covered in black glazed surface to represent the prosperity manifested by the obsidian stone. The shiny smooth surface of the stone is reflecting the hidden secrets of once lived "better life".

The map indicating the ancient sites of Turkey at the entrance shows the difficulty of mapping the complex nature of our past in the literal and metaphorical meanings of the term. Hence the past is interpreted as a "dream" by the architects and is fragmented into the snap shots of images and objects.

The evolvement from the primitive hut to a more sophisticated shelter, the evolvement of building materials and construction techniques, the emergence of the first cult buildings, circular planned shelters, first examples of domestic goods, furniture and utensils, first planned settlements are the major sources of inspiration for the first section of the display.

As the visitors walk through the memory lane of Anatolia, they will learn about the "firsts in its history". Three information walls are sometimes intersecting, sometimes breaking apart to tell the stories of the past using various media.

The "firsts in Anatolia", starting from the first mirror or the first thermos to the first man-built dam or the first planned city in history, are presented to inspire further excavations and research.

The virtual map depicts the dissemination of "better city, better life" models, starting from 8500 B. C in Anatolia, to the West of Europe, passing through Istanbul in 7.500 B.C, the Balkans in 6000 B.C, the Central Europe in 5300 B.C, and reaching the West of Europe in 5000 B.C and North Europe in 4.500 B.C.



Turkey is rightly known as the cradle of civilisations, cultivating a number of local kingdoms that, in the end, transformed onto global powers. Starting with the Eastern Roman Empire followed by Byzantium, Seljuk, and finally with the Ottoman Empire, the Turkish Republic was the outcome of this continuum.

Dating from 7.500 B.C., Istanbul is highlighted as the capital of three empires, Roman Empire, Byzantine (Eastern Rome), and the Ottoman Empire. The general theme of this section of the Pavilion underlines the intellectual and the physical infrastructure of Istanbul and is represented by structures such as public libraries, aqua ducts and cisterns. The representation of the Silk Road calls for the significance of Istanbul as the starting point of the road that connects the cities on the way to the East: Beijing, Xian and Hangzhou.

The foundation of the Republic of Turkey of today is represented in a simple before-after format to underline the transformations in Anatolia.

Cultivating the Present

The present is depicted at the centre of the pavilion with a 360-degree movie, to establish a contemporary link between the two mega-cities Istanbul and Shanghai. Scenes from the streets of Istanbul reflect the pride of the city as the European Capital of Culture for the year 2010.

Aspiring to the Future

Aspiration for the future is represented with a symbolic figure calling for Phoenix. The mythical bird, Phoenix, that dies in flames and is reborn from the ashes, is the symbol of arts, which only nurtures in the presence of peace, wealth and freedom. The changing colour of the bird is representative of Turkish and Chinese myths: another strong link embodied in the bird Phoenix called Zümrütü Anka in Turkish, Fenghuang in Chinese. Under the flamed wings of the bird, the abstract images of urban development projects in Turkey are represented to show the conservation and construction of a "better life" in Turkish cities.

In sum, the Turkish Pavilion is a box transformed into a maze of dreams that will later be remembered as part of a personal memorabilia. The objects of this remembrance will also be enriched by artefacts common in both cultures such as the art of marbling, porcelain and calligraphy.

Thanks to **Sencar Ozsoy**, Commissioner General, Pavilion of Turkey,
www.turkishpavilion2010.com



Finland Sharing the Inspiration at Expo 2010



The theme of the World Expo 2010, "Better City, Better Life", is one of the most important reasons for Finland's participation. The theme refers to urbanization, which in addition to population ageing, globalisation and climate change, presents huge challenges for all the countries in the world.

Finland is ready and willing to introduce innovative solutions for cities in the context of the Expo 2010 and beyond. We know how to use energy efficiently and how to save it. We create technologies that change how people connect and interact with each other. We build our success on the human capital that is increasingly important in tomorrow's world.

The exposition of Finland Pavilion revolves around the elements of the EXPO 2010 main theme. The 'better life' – well-being, competence and the environment, forms a solid foundation of 'a better city'. Well-being indicates welfare services, technology, food safety, and lively urban culture. Competence comes from Finland's strategy to build its society through its emphasis on education, research, innovation and lifelong learning. Meanwhile, environment issues are also part of the Finland's competence since Finns are always applying advanced solutions to improve energy efficiency and resource sustainability.

Finland Pavilion is called *Kirnu* in Finnish, *Giant's Kettle** in English, *Chaudière de Géant* en français, and *Binghu* in Chinese. The slogan of Finland's

Pavilion is "*Sharing Inspiration*" which bridges views and ideas between different people.

Kirnu's architecture was inspired by Finnish nature. The pavilion is a demonstration of sustainable building, presenting Finland's solutions to future urban construction. The pavilion has energy-efficient, low-emission and eco-friendly solutions in terms of property maintenance and after use.

The exhibition in Kirnu opens up a deep insight into Finland and Finnishness. Applied with high technology, the outer surface disappears transforming it to a fantastic living world. The immersive space showcases the elements of well-being, competence and environment, through world-class animation and images. The Story is told with ambient soundscape created by Sibelius-Academy. The elements of balanced, sustainable and enjoyable urban-oriented life are presented in many aspects.

During the Expo, Finland will organize around

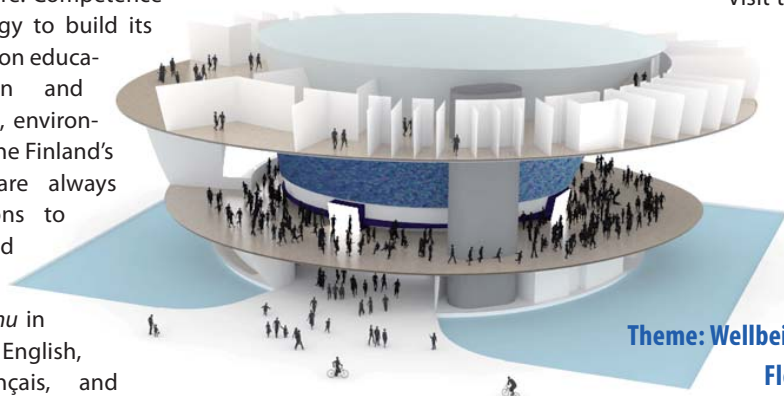


50 events including music, design, visual arts, film screenings and dramas. Finland Day, May 27th, events will be held throughout the whole Expo area. Visitors can enjoy a wide array of international cream of Finnish music from world music, electronic and heavy metal to classical. Other productions include dance and ballet performances, musical and theatre.

Visit the pavilion and enjoy the opportunity to "Share the Inspiration" of Finland in Expo 2010!

<http://www.finlandatexpo2010.fi>

Thanks to **Mikko Puustinen**, Deputy Commissioner General, Communications Director, for his cooperation.



Theme: Wellbeing, Competence and Environment
Floor Space of the Pavilion: 3100 m²

*T.N. - Term of geology. Cavities or holes also known as giants cauldrons or potholes, which appear to have been drilled in the surrounding rocks by eddying currents of water-bearing stones.

visit www.bie-paris.org
for more news & information about the Expos

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