EXPOShanghai Newsletter

EXPO 2010 SHANGHAI CHINA

BIE

Countdown: 93 days to go | www.expo2010.cn | Newsletter No. 49, January 28, 2010

Left: Jackie Chan, a World Expo 2010 Shanghai ambassador, sings at a celebration at the Shanghai Grand Stage on January 21 to mark the 100-day countdown to Expo. Above: Li Mingjie, 6, from the Yanchang Road Kindergarten, holds a banner saying "Shanghai is ready." Commemorative stamps were issued and a home-stay recruitment drive has been launched.

Eminent thoughts

ONE hundred eminent people from around the world will contribute their views on the World Expo theme — "Better City, Better Life" — every day from January 21, marking the 100-day countdown to opening.

They include politicians, scientists, philosophers and entertainers.

Their remarks will be shared with readers at Expo Shanghai official website: www.expo2010.cn and main local newspapers.

Leaders to attend

MORE than 50 incumbent heads of state or government have said they will visit Shanghai to see the World Expo 2010, the Organizer said on January 21 as the city marked the 100-day countdown to the opening.

The city marked the occasion noted the countdown with ceremonies, commemorative stamps and a drive to recruit home-stay families for Expo visitors.

At a gathering at the Shanghai Grand Stage, Shanghai Party Secretary Yu Zhengsheng encouraged the entire city to spare no effort in preparing for the World Expo.

The Shanghai government has made security its top priority and will ensure the "perfect safety" of the Expo Site, Yu told about 6,000 participants, including government officials, local residents, Expo volunteers and security guards.

The World Expo Organizer will hold five trial operations in April to minimize the possibility of things going wrong. Officials will be testing exhibition pavilions, security and volunteer arrangements, visitor services and logistics.

In the final trial, 500,000 people will fill the Expo Site as the Organizer see how all the preparations check out.

Lu Chuan, director of the award-winning film "City of Life and Death," has started shooting a short film for the iconic China Pavilion.

A total of 192 countries and 50 international organizations have confirmed their participation in the global event.

Many heads of state already have visited to check their countries' progress, including Uruguayan President Tabare Vazquez, Chilean President Michelle Bachelet and Canadian PM Stephen Harper.

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

70,943 volunteers signed

MORE than 610,000 people, including 3,001 foreigners, signed up to be volunteers at World Expo 2010 Shanghai, an Expo official said on January 19. A total of 70,943 people have been recruited to work inside the Site.

The majority of volunteers are Shanghai residents aged between 16 to 35 and processing a higher education background, said Xia Kejia, director of the Volunteer Department of the Bureau of Shanghai World Expo Coordination. The foreigners are from 109 countries and regions.

Most of the foreign volunteers live in Shanghai and can speak Chinese. The Organizer has also recruited some volunteers who served at the 2005 Aichi Expo in Japan and some from Milan in Italy, which will host the 2015 World Expo.

They will soon start training with the Chinese volunteers.

Volunteers will be used as information consultants, assistant receptionists, aids for physically challenged people, event coordinators, assistant guides, interpreters, media coordinators and management assistants for volunteers.

Five ferry runs to service Expo

ON January 21, the Shanghai Maritime Safety Administration announced five ferry routes to carry visitors to the Expo Site.

Expo Organizer will build six wharfs to service the Expo — three on both sides of the Huangpu River — and four others outside the Site, with 35 ferries expected to operate 600 times a day.

Whether the ferry services will be free is still under discussion, officials said. The ferries, which each have 500 passengers capacity, will run from 8am to midnight, longer than the Expo opening hours of 9am to 11pm.

Haibao on high

A Haibao figure was projected onto the building of the Expo village on the night of 100-day countdown to the opening of the event, adding a splash of color to the sky.

Host families recruited

THE Shanghai Tourism Administration on January 21 started recruiting families to host World Expo visitors.

Families who want to receive tourists can sign up at district branches of the Shanghai Women's Federation, which is jointly running the project with the tourism administration. The administration said it expected to recruit 500 families downtown and 200 on the city's fringes.

Some of the families will provide accommodation while others will just demonstrate community culture in China, such as traditional folk art or cooking.

A Canadian father shows off his cooking skills with his wife and son during a cooking demonstration.

Expo Online

Meet Thailand Pavilion's 'Tai' mascot online

THE Thailand Pavilion unveiled its online display on January 21, allowing visitors to take a virtual journey and explore its exhibits with a simple mouse click.

The pavilion is the first to open its interior showcase at www.expo.cn, while the exteriors of 100 pavilions can be viewed. Online visitors will meet "Tai" — a cute, friendly and cheerful child-giant who is Thailand's Expo 2010 pavilion mascot, and a mythical giant Indrajit, a traditional figure with a fierce gaze who stands sentinel at temple entrances. Visitors can also watch films online.

Expo Shanghai Online's Chinese version went live in November and the English version went online in January.

In Brief

Call for photos

SHANGHAI Pavilion organizers are inviting residents in Shanghai, both native and foreign, to take photographs to decorate its outside wall during the World Expo. Fifteen thousand Shanghai images will be selected to be shown through 5,000 prisms on the wall. Each prism will have three pictures illustrating the themes of "Forever Xintiandi," "Shanghai bless you" and "World Expo City." The 5,000 prisms will rotate at the same time on the wall of Shanghai Pavilion, showcasing the city's "open mind, energy and innovation."

High-tech Japan

JAPANESE companies will highlight cutting-edge technologies at the Japan Pavilion, including a machine that can turn sewage into drinking water, floorboards that can generate electricity when walked on as well as intelligent robots and the country's most advanced vehicles, a pavilion official said on January 20. A camera from Japanese maker Canon that can take three-dimensional photos will make its world debut.

Height advice

AT a forum entitled "Vertical Density, the Public Dimension: A Dialogue between Hong Kong, Shanghai and New York," Shanghai was warned about extreme height density and unfriendly streets in its urban development, drawing on the experience of Hong Kong and New York. The forum was held in Hong Kong on January 21 to mark the 100-day countdown to World Expo 2010 Shanghai.

Macau's screen

A CINEMA with a 360-degree screen will be a highlight of the Macau Pavilion during World Expo 2010 Shanghai, officials said at an Expo forum in Macau on January 19. Visitors will take an escalator in the pavilion's atrium to watch films displayed on the huge screen, said Ieong Pou Yee, director of the Office Preparation of Macau's Participation in the Expo.

Expo Fact 610,000 people from both home and abroad have applied to be volunteers in the Expo Site.

Shaping into a major spectacle

Workers clean the glass face of Sunny Valley in the Expo Site.

YOU may be too impatient to wait another 100 days to see the magnificent World Expo 2010. With more than 90 percent of construction work on the Site finished, we have been able to get a rough idea of the scene and its progress to describe what it will look after the opening on May 1.

Although the Organizer deters access to the construction site, people can get a bird's-eye view of the Asian section from Nanpu Bridge and the European and American sections from the Lupu Bridge. Both sections are in Pudong.

Taking a boat along the Huangpu River, it's possible to see the five main Expo icons — China Pavilion, Theme Pavilions, Expo Center, Performance Center and the Expo Boulevard.

So what does the Expo Site look like now? More than 70 percent of construction has been done on about 100 foreign pavilions.

The 42 stand-alone pavilions built by participants have taken shape. The pavilions look smaller than artist's original impressions but are as beautiful as the artwork depicts.

All the parks and green areas, accounting for one third of the 3.28-square-kilometer enclosed area of the Expo Site, will be established by the end of January. Looking across the Site, the parks appear to be a series of green ribbons laid out along the Huangpu River.

Iron pylons roughly divide the main eastern entrance in Pudong into a dozen gate areas where ticket machines similar to those in the city's Metro stations will be installed. White umbrellas will provide shade for visitors waiting at the entrances.

There will be eight such entrances on both sides of the Huangpu River and all will be completed by March 10, the same time as the parking area which will provide 6,000 spaces for tour buses.

The most complete structures on Site should be the five permanent buildings: China Pavilion, Theme Pavilions, Expo Center, Performance Center and the Expo Boulevard.

Visitors will first be attracted by the iconic China Pavilion, a magnificent structure draped in red cloth. The 69-meter structure can be seen from all vantage points.

External work on the China Pavilion has been completed and the Organizer will test the lighting system from time to time.

So if you take a drive on Nanpu Bridge after 6pm, and if you are lucky enough, you will be among the first to witness the extremely beautiful night view of the China Pavilion.

Taking a boat along the Huangpu River, it's possible to see the five main Expo icons — China Pavilion, Theme Pavilions, Expo Center, Performance Center and the Expo Boulevard.

The country's 31 municipalities and provinces will present their exhibitions in the silver joint-provincial pavilion around the China Pavilion, a huge "Crown of the East."

The 24 Chinese traditional solar terms have been carved on the outside wall in *zhuan*, the seal style of calligraphy from China's Qin Dynasty (221-207 BC).

The seashell structure of the Performance Center along the Huangpu River has been finished. Construction workers are installing lights on the facade to make it more beautiful at night.

The Expo Center is the second of the iconic structures to have its facade and outfitting complete following the completion of the Theme Pavilions. The 350-meter-long rectangle structure along the river is the longest structure on the waterway.

Expo Boulevard looks like a jade belt on the Site with six "Sunny Valleys" resembling flowers. The boulevard, the main underground entrance linking Metro Line 13, can be seen from both the Huangpu River and Hongshan Road.

BIE boss expecting 2 records

THE World Expo orchestrator is expecting the Shanghai event to be a history-making platform for cultural and technological exchanges.

"I can't wait to see an excellent Expo as the date approaches," said Vicente Gonzalez Loscertales, secretary-general of the Bureau of International Exhibitions, on January 21 in Paris.

Having visited Shanghai several times, the chief of the Paris-based BIE said preparations had entered their final stage with the main pavilions basically completed and interior decorating well underway.

Loscertales is expecting two records to be set — a record number of exhibitors will attract a record number of visitors.

"We hope this Expo can be a dialogue summit about cities, and each pavilion will lay out tradition as well as innovation to the future," Loscertales said.

Expo Fact The proportion of male to female toilets will be 1:2.5 in the Expo Site.

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UK's shimmering palace

National Pavilion

THE United Kingdom is called "the home of the World Expo" because it hosted the first Expo, then known as the Great Exhibition, more than 150 years ago at Hyde Park.

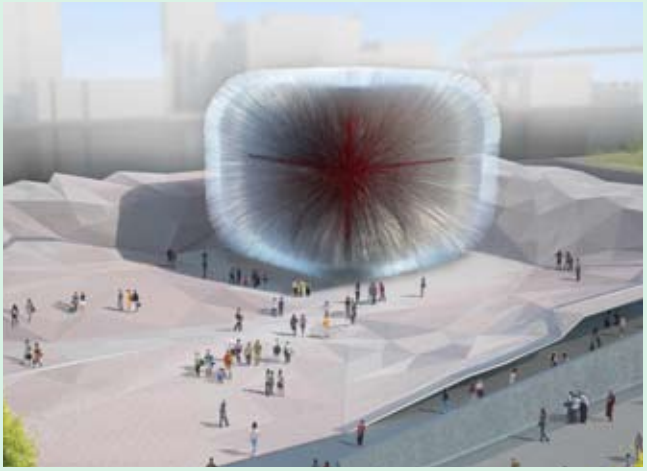
That exhibition displayed industry and products from around the world and kicked off the Expos that for many years were the "Olympics of science and economy." The UK Pavilion has always been a highlight at Expos.

The Crystal Palace, the majestic metal-and-glass edifice that symbolized the world's fair, was considered one of the iconic structures in the world — until it was destroyed by fire half a century ago.

This year, the United Kingdom will present a different kind of palace, but one that also shimmers with light and ideas illustrating the Expo theme "Better City, Better Life."

The UK Pavilion is one of the most brilliant and challenging pavilions on the 5.28-square-kilometer Expo Site. It is also the one with the most basic shape, a cube, but one that glitters.

To attract more visitors, the pavilion design has been modified many times and is still changing. It is a huge, 20-meter-high "light box" with 60,000 crystalline spines projecting into the air. The spines sway in the breeze and are tipped with tiny, colored lights.



What to see?

The pavilion is a huge "light box" with 60,000 spines projecting into the air. The spines swing in the breeze and are tipped with tiny, colored lights, each signifying 60,000 seeds.

Want to have fun?

The area around the "cathedral" is designed to look like wrapping paper, signifying a gift of friendship to China. Visitors will feel that they are stepping on a piece of paper when they approach it.

9.2 million

The pavilion aims to attract 9.2 million visitors. Its look has been modified many times.

6,000 sq m

The 6,000-square-meter pavilion is among the largest at the Expo Site.

The exhibits aside, the pavilion itself is a major exhibit, also known as the "Seed Cathedral" because each of the 60,000 spines will contain seeds of 24,000 plant species collected in a biodiversity project. They will be planted later.

The 6,000-square-meter structure is among the largest pavilions but it seems light to touch the ground gently.

The area around the "cathedral" is designed to look like wrapping paper, signifying a gift of friendship to China.

International broadcasting center deal signed

Expo Partner

Scene of the signing ceremony.

THE Organizer of World Expo 2010 on January 18 signed a service provider for its International Broadcast Center (IBC) project.

Beijing-based Newauto Company will assist in the design and operation of the center and be responsible for its development and maintenance, according to a project sponsorship deal signed with the Bureau of Shanghai World Expo Coordination.

The company, which specializes in audio-visual solutions and technology is experienced in overseas broadcasts and worked with the organizers of the 2008 Beijing Olympics and the 11th National Games, among other big events.

Newauto has finished the overall design of the project which has been approved by the Organizer.

The IBC in the Expo Center covers about 3,500 square meters.

UBPA case

Rotterdam's underwater creativity

THE Rotterdam Pavilion will invite visitors to enjoy the rhythm of falling rain produced by an artificial cloud while never getting their feet wet.

The artificial cloud will create a nine-minute selection of various weather patterns to be experienced, from sunshine to excessive rainfall.

These will be similar to the unpredictable and challenging climate in the busy Netherlands port city, which is largely below sea level.

The rainfall will be accompanied by lightning and thunder produced by advanced technology in the pavilion, "Rotterdam Water City," inside the Urban Best Practices Area at World Expo 2010 Shanghai.

"However, you don't have to fear that you will get wet in the downpour in our pavilion," said Richard E. Ouwerkerk, dean and board chair of the board of the Willem de Kooning Academy, the pavilion's designer.

"We have introduced the city's innovative technologies and expertise, such as the use of 'water plazas' to keep your feet dry."

Water plazas, used in the center of Rotterdam, collect water in man-made ponds when it rains and serve as normal public places on sunny days.

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