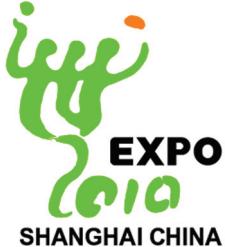


# EXPOShanghai



# Newsletter



SHANGHAI CHINA

Countdown: 584 days to go

[www.expo2010china.com](http://www.expo2010china.com)

Newsletter No.8 September 24 2008

## Shanghai a shining light at Expo Zaragoza

THE Shanghai Week of Expo 2010 in Zaragoza kicked off on September 8 with four agreements signed in the Spanish city, which is holding Expo 2008 with water as its theme.

Croatia signed a participation contract with the Expo 2010 Organizer in its pavilion in the morning, followed by three Spanish cities — Zaragoza, Bilbao and Santiago — which committed to participate in the Urban Best Practices Area of Expo 2010.

"Today coincides with the 600-day countdown to the opening of Expo 2010 and so far 221 countries and international organizations have officially confirmed their participation," said Shanghai Vice Mayor Yang Xiong.

Yang is also the Executive Vice Chairman of the Executive Committee of World Expo 2010 Shanghai China.

As a major promotion for Expo 2010, the Shanghai Week featured a forum themed "From Zaragoza to Shanghai — to the Harmonious World" held at Zaragoza University and an evening gala show on September 11 at the Congress Palace in the Zaragoza Expo site.

A galaxy of Expo organizers, consultants and experts on architecture and environmental protection delivered presentations on "Water" and "Better City, Better Life," the themes for Expo Zaragoza and Expo Shanghai respectively.



The China Pavilion at Expo Zaragoza

"Expo 2010 will become a fiesta with more than 100 cultural performances to be staged at the site each day during the 184-day event," Chinese delegate to the BIE, Zhou Hanmin said. He said group tickets would go on sale on September 28 priced at 160 yuan (US\$27) each person while individual tickets will start selling on May 1, 2009.

"We hope more Spanish people will visit Expo Shanghai and more

Spanish media will cover Expo 2010," Zhou said.

To attract visitors, the Shanghai Government held Shanghai Week in France last winter and will continue its road show in the United States, United Kingdom, eastern Europe, Southeast Asia and Africa this year and next year.

After China, Spain has the second largest number of chosen cases for the Urban Best Practices Area, with six cases from five

cities. They are — New Horizons for Public Housing (air tree), submitted by Madrid; Bilbao Guggenheim from Bilbao; Ciutat Vella: the Historic Center of Barcelona; District of Innovation from Barcelona; Santiago de Compostela: a Historic City as a Model for the Future, from Santiago; and Urban Development and Environment Sustainability for 10,000 Subsidized Houses from Zaragoza.

**Expo Fact**

So far, 15 countries have declared their national pavilion designs.

# Expo's green home of the future

VISITORS to World Expo 2010 Shanghai China will be able to get hands-on experience with "green technology" and walk through a house of the future that features the latest in energy-saving design.

Construction began this month in the Urban Best Practices Area of the Expo site on a Shanghai-designed concept house that embodies the most advanced energy-saving technology. It is expected to be completed within 12 months.

The "Eco-Home in Shanghai" aims to achieve zero energy consumption inside the structure.

Plants will help cool the building and skylights will filter the sun to help make rooms airy, according to officials from the Shanghai Xian Dai Architectural Design Co Ltd.

In addition, the building will tap solar and wind power. Rain will be collected and light-emitting diode (LED) technology adopted for lighting.

The four-storey building containing eight apartments and covers 3,000 square meters of land in the Puxi section of the Expo site. It features the natural ventilation system of Shanghai's *shikumen* alley houses and a geothermal heating system, another highlight of the "Eco-Home."

The building will display the amount of energy and carbon emission it has saved by using solar power and other modern technology, said Wang Wei of the Shanghai Institute of Architecture



**Construction has begun on a concept house which will feature the most advanced measures in energy-saving technology.**

and Construction Sciences, the main developer of the "Eco-Home" project.

The entire structure will be built with materials recycled from urban solid waste. Its furniture and appliances will be both environment-friendly and user-friendly. For example, the beds can monitor your blood pressure and heartbeat; and domestic robots can do your housework.

Visitors will have a chance to make bricks from waste materials and take them back home as souvenirs.

In addition to "Eco-Home," scientists also discussed the use of

solar energy, indoor and outdoor air cooling technology and lighting for the Expo.

"LED technology, or light emitting diodes, will be used for landscape lighting, indoor and outdoor signage and traffic direction while protecting people's eyesight and avoiding light pollution in the Expo site," said Hao Luoxi of Tongji University and the Expo's chief LED designer.

"Exhibition centers and open squares will have their own lighting design. All the LED systems will be suitable for further use after the Expo," he added.

## In Brief

### Focus on physical challenges

WORLD Expo 2010 Shanghai will feature a special pavilion that shows how life has changed for the handicapped people in China in the past 30 years. Called "Life Sunshine," the 810-square-meter facility will be located inside the Expo's themed pavilions area. All its exhibition items will be moved to the Shanghai Special Olympics Museum after the Expo.

### Innovative designs for Expo products

EXPO Shanghai Organizer will hold a competition for innovative designs for Expo-licensed products in a bid to reach the 5 billion yuan (US\$731 million) sales target. Entries close on November 16. The results will be announced in mid-December. Participants should send their entries, participation forms, and video data to the Expo Bureau at 3588 Pudong Road S. More details at [www.expo2010china.com](http://www.expo2010china.com)

### Delights in store for Expo visitors

THIRTY sightseeing routes designed for the 70 million anticipated visitors to Expo 2010 have been announced by the Shanghai tourism authorities. The 30 routes, drawn by 15 travel agencies, will take visitors to local historic buildings, ancient towns around Shanghai, shopping sites and other tourist attractions. The agencies were selected from more than 800 participants in a competition organized by the Shanghai Tourism Administration in July.

### Transit buses and hubs underway

SHANGHAI plans to complete 60 comprehensive public transport hubs prior to the opening of Expo 2010. The facilities include the under-construction Hongqiao transport hub, which will host Metro express trains between Shanghai and Beijing, transit buses and long-distances buses as well as easy access to Hongqiao Airport. Authorities plan to complete 110 kilometers of special transit bus lanes across the city to prepare for a sharp increase in commuters during the Expo.

## What is Expo Online?

### WHAT'S the difference between Expo Online and the Expo 2010 official Website?

Expo's official Website ([www.expo2010china.com](http://www.expo2010china.com)) is mainly focused on online information and providing participation services.

Expo Shanghai Online, an important part of World Expo 2010 Shanghai China, is an

introduction, a supplement and an extension of the event.

Utilizing Web 3D, video-on-demand and virtual communities, World Expo has become more than a simple collection of exhibits for visitors.

By taking Expo 2010 online, visitors will be able to actively participate and interact according to their different needs and personal interests.

It serves as a comprehensive, international platform that combines promotions, tour guides, virtual tours with loads of Expo education.

Countries and international organizations, including Uzbekistan, Turkey, Cameroon, Dominica, Hungary and 16 UN organizations have confirmed their participation in Expo Online.

## Expo Fact

Expo 2010 will show 59 cases of Urban Best Practices from cities around the world.

World Expos are known for their breathtaking architecture, just like the Eiffel Tower that opened at the 1889 fair. With Expo 2010 having just entered its 600-day countdown, our staff reporter Hu Min looks at major Expo structures in the city.



Three of the star attractions at Shanghai Expo are (from left) the China Pavilion, the Expo Center and the Expo Village.

# Architectural stunners

CHINA is already known for its heart-stopping structures, like the National Stadium or Bird's Nest, which hosted the Beijing Olympics opening ceremony, and Shanghai's awe-inspiring skyline.

So it's a good bet that Expo 2010 will knock your socks off, architecturally speaking.

Astounding structures at previous Expos have served as hallmarks of mankind's industrial, technological and artistic development. The best known is the Eiffel Tower, built for the 1889 Paris World Exposition.

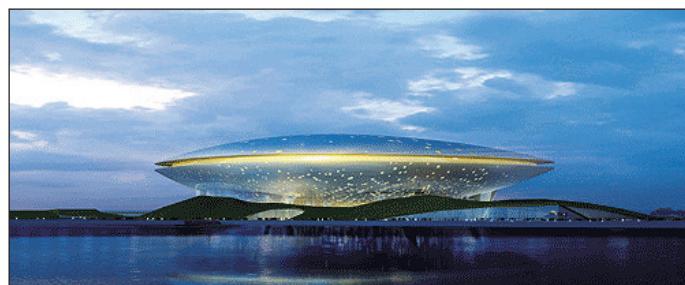
Expo Shanghai will mark 159 years in the Expo history when it opens on May 1, 2010. With less than 600 days before the curtain rises, construction on five permanent structures is well under way. Let's take a look at these monuments.

## China Pavilion

**Construction start:** Dec 18, 2007  
**Location:** Pudong site, east to the Lupu Bridge

The red 63-meter-high China Pavilion, "The Crown of the East," is the most anticipated and stunning modern interpretation of traditional Chinese architecture. It is rich with Chinese symbols, from auspicious red paint to latticed windows and calligraphy on walls.

The most distinctive feature is the roof, something of an inverted pyramid, with layer upon layer precisely fitted *dougong* brackets of the type in use for more than 2,000 years.



The Expo Performance Center (above) will be dazzling with its flying saucer shape while the Theme Pavilions (below) will feature an intriguing roof design.



The 20,000-square-meter pavilion explores the theme "Chinese Wisdom in Urban Development" and emphasizes traditional Chinese values of harmony, spirituality and balance with nature.

## Expo Center

**Construction start:** Jun 7, 2007  
**Location:** Pudong site, east to the Lupu Bridge

The seven-storey glass-roofed building, with one level underground, will be the information and media center and a venue for

official ceremonies, meetings and forums. The large conference hall can seat 2,600 people. There are a total of 108 meeting rooms inside.

About 20 percent of the wood and steel for construction was taken from other structures demolished on the site.

After the Expo, the building will be used as an international convention center with space for exhibitions and cultural events.

## Expo Village

**Construction start:** Feb 8, 2007  
**Location:** Pudong site

Only part of the village will be retained after Expo 2010. The rest will be demolished and the materials recycled.

The village will accommodate Expo delegations from participating countries and organizations as well as Expo service staff. It includes several luxury and economy hotels. Hanting Hotel has already opened there in February.

## Theme Pavilions

**Construction start:** Nov 10, 2007  
**Location:** Both in Pudong and Puxi sites

The huge US\$175 million pavilion will have an intriguing roof that reminds visitors of folded white paper birds, ready to fly.

The pavilion will explore the Expo theme "Better City, Better Life" in three aspects: City, Humanity and Earth, and illustrate the intrinsic relationships among them.

Two other aspects of the Expo theme — "Footprints" and "Dreams" — will be explored in an renovated old factory building in the Expo's Puxi section.

## Performance Center

**Construction start:** Dec 30, 2007  
**Location:** Pudong site

The 45,000-square-meter Performance Center looks like a huge flying saucer. The futuristic building can stage all kinds of performances and art shows with state-of-the-art facilities. It will become a regular venue for entertainment after the Expo in Shanghai.

## Madrid reveals energy-saving bamboo house

SPAIN'S capital city Madrid has given a glimpse of its highly ecological exhibition for the Urban Best Practices Area at Expo 2010 — a bamboo building and an eco-boulevard, the two most outstanding architectural designs in the city.

The city's display, entitled "New Horizons for Public Housing," stood out among 106 proposals from 87 cities worldwide.

The idea of the 18-meter

building of bamboo, which will help control temperatures and reduce noise, originated from a residential block in southern Madrid. It will be rebuilt in the Expo site to demonstrate its energy efficiency.

The building represents an advanced habitation model, incorporating the concept of environment via the use of renewable energy and materials,

Spanish officials said.

Energy-saving glass, which can absorb light, will be installed in part of the building to adjust to the climate of Shanghai and minimize the effect of emissions.

Visitors will be able to explore how water, wind and sunlight are transformed into electricity with zero pollution inside the building, which will be fully self-efficient in energy generation.

They will also be able to witness an energy recycling system which collects hydrogen substances in water and solar power for renewable energy.

The system is currently being used in Madrid to achieve zero gas emission from the local power supply. In addition, changes to residential structures in Madrid as well as urban facelift projects will also be on display.

## Little Mermaid may grace Danes fairy tale pavilion

THE Denmark Pavilion at World Expo 2010 Shanghai China will showcase a fairy tale world with the Little Mermaid, the country's symbol, making her first visit to the city.

But the Danes won't miss their mermaid too much — her stay in Shanghai will be filmed and screened back in Denmark.

The Little Mermaid statue is one of Denmark's major tourist attractions and sits on a rock in Copenhagen harbor. The winning team behind the design of the pavilion hopes to bring it to Shanghai.

Carsten Boyer Thogersen, Denmark's Shanghai Consul General, said he is confident the statue will make the journey to Shanghai.

"We are applying for approval from the Danish Government and it is almost certain the copper statue will sit on a piece of marble to welcome visitors to the pavilion during the Shanghai Expo," Thogersen said.

The idea of the statue came to Carl Jacobsen, son of the founder of Carlsberg, after he became fascinated by a ballet about the fairy tale. Sculptor Edward Eriksen then created the statue in 1913.

The Denmark Pavilion consists of an outdoor and an indoor area which are united in one circle. The pavilion aims to give visitors the



chance to savor the best aspects of Danish urban life.

The pavilion, called "Welfairytales" — a blend of the words "welfare" and "fairy tales" — will also feature a salt water pool filled with water from the Danish harbor. The mermaid is expected to make its Chinese debut at the pool.

Thogersen said the harbor suffered industrial pollution 20 years ago, but had been purified and now local people even swim at the sea, which is a "good showcase of Denmark's style of sustainability."

Meanwhile, Chinese artists have been invited to submit

outstanding sculptures for public display during the six-month Expo event. One masterpiece will be chosen each month to be on display at the Expo site, said the Shanghai Organizer.

**Above:** An artist's impression of how Denmark's famed "Little Mermaid" statue would look in the Danish Pavilion at Expo 2010.



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