

NEWSLETTER

EXPO 2010 Shanghai China: balancity, the German Pavilion

Issue 1 /2009



balancity 和谐都市

German Pavilion Expo 2010 Shanghai
2010年上海世博会德国馆

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Editorial

Countdown to 1 May 2010...

Dear readers,

With just over a year to go until the EXPO opens its doors on 1 May 2010, there's still lots to do to turn balancity into reality. Every two months, we'll be publishing this newsletter to keep you informed about developments concerning the pavilion construction, the exhibition and all the other preparations for Germany's participation in EXPO 2010 Shanghai. The newsletter will contain background reports on our sponsors, details of exhibits, examples from the cultural programme and information on the work of our EXPO team.

Since pictures say more than a thousand words, we'll also be including a short news film in each newsletter. This issue's film is of the ground-breaking ceremony on the German Pavilion plot in November 2008.

Happy reading and viewing!

Yours,

Dietmar Schmitz

Commissioner General of the German Pavilion
Federal Ministry of Economics and Technology

Marion Conrady

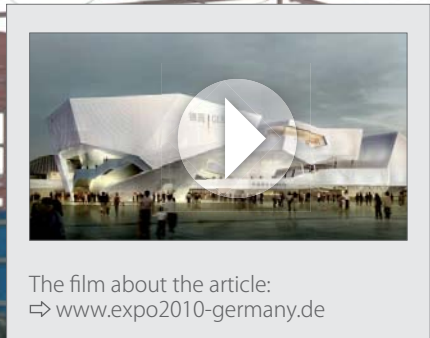
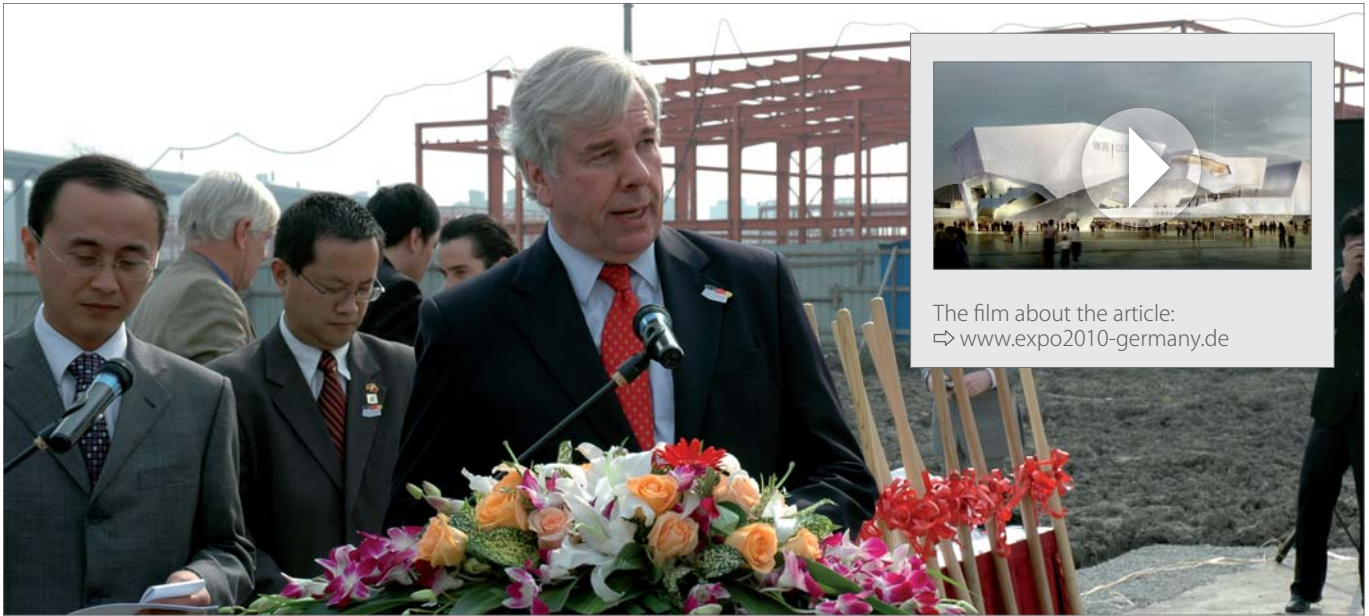
Press Officer for the German Pavilion
Koelnmesse International GmbH



Federal Ministry
of Economics
and Technology



Trip to Shanghai in November 2008: Ground-breaking ceremony



Dr Albrecht von der Heyden, Consul General of the Federal Republic of Germany in Shanghai

Photo: Koelnmesse International

Once a year, the Chinese EXPO organisers invite all of the participants to a "Participants Meeting" in Shanghai. In November 2008, a German delegation, led by Commissioner General Dietmar Schmitz, travelled to the meeting to find out how preparations for the EXPO were progressing.

The trip also provided an opportunity for Germany to take possession of its pavilion plot to the southwest of the Lupu Bridge on the Pudong side of Shanghai so that construction work could get started as soon as possible, the plans having been approved by the Chinese authorities.

After the signing of the plot lease agreement, the German delegation invited the Chinese partners from the EXPO bureau plus representatives of German institutions and companies in Shanghai and numerous media representatives to its ground-breaking ceremony on the EXPO site. More than 100 guests attended.

Germany is leading the way in the preparations, being the first country to hold a ground-breaking ceremony and to start construction work on its 6,000 m² plot. Visitors to the EXPO site were also able to see that China's preparations were on schedule too, with the steel skeleton

"The EXPO bureau's preparations for the EXPO 2010 project are going well and I wish them continued success."

(Consul General of the Federal Republic of Germany in Shanghai, Dr Albrecht von der Heyden)

of the Chinese Pavilion visible from the German plot. In November 2008, the contours of the host pavilion's architecture were already clearly visible.

Impressed with the progress, Consul General Dr Albrecht von der Heyden praised the efforts of everyone involved. "As we've seen, the EXPO bureau's preparations for the EXPO 2010 project are going well and I wish them continued success. Of course, I'd like to take this opportunity to wish the German EXPO team every success in its implementation of the ideas for the German Pavilion, balancity, at which Germany will be presenting its visions for a harmonious urban culture, in line with the EXPO theme of 'Better

City, Better Life'", said Germany's diplomatic representative in his speech.

Potato salad, sausages, ham, bread, goulash soup and German beer provided a taste of the German hospitality the German Pavilion will be offering visitors to its restaurant at the EXPO in Shanghai from 1 May 2010 onwards.



Unveiling of the construction site sign showing a picture of the pavilion.
 Photo: Koelnmesse International



Interview

Three questions for ...

... Dietmar Schmitz, Commissioner General of the German Pavilion, Head of Division for Trade Fair Policy / EXPO Participations at the Federal Ministry of Economics and Technology



Commissioner General Dietmar Schmitz being interviewed by a Chinese reporter.

Photo: Koelnmesse International

How have world exhibitions changed over the years?

>> **Dietmar Schmitz:** The first EXPO took place in London in 1851. Back then, the purpose of world exhibitions was to present technological advances, inventions and new products to a wide audience. They included major feats of engineering such as the Eiffel Tower and the Grand Palais in Paris or Crystal Palace in London.

This phase was followed by the architecture period, from 1920 to 1960, during which the exhibition content took a more secondary role. Instead, the individual countries used the world exhibitions to showcase what, at the time, was state-of-the-art architecture, an activity in which Germany also engaged very successfully.

Between 1960 and 1990 came the technology era, with cutting-edge products on display at the EXPOs. From 1990 onwards, the national pavilions began to focus on global problems. Since then, the participants' task has been to create pavilions that deal with topics of concern to us all and to showcase solutions for them. We've specialised in doing that, we've been participating very successfully in world exhibitions since

1998 and have always received prizes for our German pavilions.

What is the main aim of Germany's involvement in EXPOs?

>> **Dietmar Schmitz:** On the one hand, we take part in events such as these because they're a way of strengthening Germany's image. On the other, as an industrialised country, we can actually offer solutions for current problems and we want to present those solutions in the host countries.

Of course, by doing that, we can also show what a modern country Germany is. And visitors get to see that first hand, so to speak, because at the world exhibition they can explore the whole world, all condensed into one place and one specific period.

Does a good image of Germany at an EXPO have any influence on other areas, such as industry, tourism or exports?

>> **Dietmar Schmitz:** Yes, a good image defi-

nately has an influence on industry and tourism, especially since German pavilions always include touristic aspects. Naturally, the pavilions are meant to show visitors that Germany is a beautiful country. And we also market the "Made in Germany" brand.

In my experience, the people who come to the German pavilions and look at our exhibits always associate them with top quality. And the EXPO is an opportunity for the companies that provide us with exhibits to showcase their products. We also get lots of visitors who are particularly interested in specific exhibits and want to find out more about them.

So I think it's safe to say that, ultimately, participation in an EXPO does promote exports though not to the same degree as participation in trade fair. Finally, the aim is also to build a good reputation for ourselves in the various countries and we use the EXPOs to achieve that.



The evolution of balancity



The ground-breaking ceremony; from left to right: Pavilion Director, Urte Fechter, Managing Director, Dirk van der Coelen (both from Koelnmesse International), Commissioner General Dietmar Schmitz (Federal Ministry of Economics and Technology), Deputy Director General DING Hao (EXPO bureau)
Photo: Koelnmesse International



Image: Schmidhuber + Kaindl / Milla & Partner

Consortium German Pavilion Shanghai

The Consortium German Pavilion Shanghai consists of Schmidhuber + Kaindl from Munich, Milla und Partner from Stuttgart and NUSSLI (Germany) from Roth near Nuremberg. Schmidhuber + Kaindl is responsible for the architecture and planning services, Milla und Partner's task is to design the exhibition and multimedia and NUSSLI (Germany) is in charge of the actual construction and the project management in Shanghai.

» milla und partner
agentur & ateliers

Schmidhuber + Kaindl

NUSSLI

Plans for 2009 and beyond

In 2009, Germany's EXPO Shanghai team will be concentrating on the construction of the pavilion. Following the ground-breaking ceremony in November 2008, 420 piles were driven into the ground to form the foundations for the 6,000 m² building. If the piles were laid top to bottom, their length would total around six kilometres!

The German plot, to the southwest of the Lupu Bridge, is only about 300 metres from the southern bank of the Huangpu River. The earth, a combination of clay, loam and sand, is correspondingly damp, which meant that steel driven-pile foundations were the only possible solution. NUSSLI (Germany)'s civil engineers will soon be finished with the foundation work and then the steel skeleton of the pavilion will go up. More than 1,100 tonnes of steel have already been ordered. The topping-out ceremony is scheduled for summer 2009.

The architects at Schmidhuber + Kaindl have designed a light, temporary supporting structure for the pavilion, made of girders and covered in a membrane shell with an area measuring

12,000 m². balancity's presentation areas will consist of three exhibition structures and a large, theatre-like room, which will house the "Energy Source" and its swinging sphere. There will also be a three-storey administrative wing with a VIP lounge, which will be open to guests and delegations from Germany, China and other countries during the EXPO.

An innovative mesh material, permeable to air and with a metallic, silver-coloured surface, will be used for the membrane shell. It's being developed by a Krefeld-based company called Verseidag and its properties are such that it can reflect a large amount of the energy radiated by the sun.

The plan is for the mesh to be stretched over the exhibition structures, at a distance of around 50 to 150 cm, by October 2009. It will be like a second skin, providing shade for the exhibition structures and preventing heat accumulation thanks to its open-pore, net-like structure. This will help reduce the cooling loads in the exhibition structures.

continued on next page.....



The highlight of balancity will be the show in the "Energy Source", featuring a sphere weighing two tonnes and measuring three metres in diameter. Fitted with hundreds of thousands of LEDs, the sphere will hang from the ceiling by means of a suspension system equipped with sensors, enabling it to react to loud shouting.

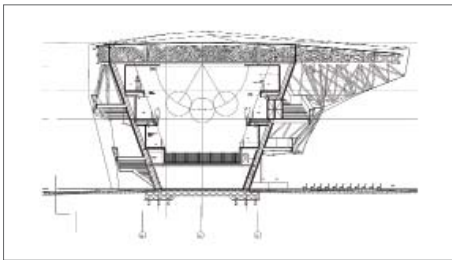
Visitors to the "Energy Source" will spread out along three galleries and will be able to set the sphere swinging purely by shouting. As the sphere swings, images from Germany related to the EXPO theme of "Better City, Better Life" will appear. While the pavilion's façade is being assembled in Shanghai in the autumn of 2009,

the sphere will be being designed and tested in Stuttgart and, once it has been approved by the German TÜV, it will start making its way to Shanghai at the end of 2009, ready to be installed in the "Energy Source" by March 2010.

The Milla und Partner agency in Stuttgart, which is responsible for designing the exhibition in the German Pavilion, will have until the EXPO opening date on 1 May 2010 to coordinate the installation of the exhibits and the decoration of the pavilion's urban spaces. Making an early start, Koelnmesse International's EXPO team will move into its offices in the pavilion in February 2010 so that it can push ahead with the preparations from there.

Partnerships and sponsors

Universität Stuttgart developing interactive sphere

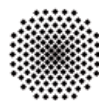


Cross-section of the "Energy Source"
Diagram: Schmidhuber + Kaindl / Milla & Partner

Innovations are a vital element of world exhibitions. One of the reasons why the selection commission chose the design submitted by the Consortium German Pavilion Shanghai for Germany's contribution to the EXPO in Shanghai was the idea of an interactive sphere in the "Energy Source" – exactly the sort of idea that makes an EXPO pavilion a crowd puller. However, having such a sphere developed on the free

market would cost a huge amount of money, which would overstretch the budget for the pavilion. So it's all the more important that Universität Stuttgart is involved in the development. As part of a sponsorship deal, the university is lending its knowledge and its experts to the project.

Three areas of the university are participating: the Institute for Engineering and Computational Mechanics, the Institute of Machine Components and the Institute for Control Engineering of Machine Tools and Manufacturing Units. The university's work on the project mainly involves developing, engineering and designing the entire drive system for the sphere plus its interactive and multimedia control units.



Universität Stuttgart

Considerable interest in matchmaking with German companies and institutions

The considerable interest in the balancity project was also evident at the EXPO round-table event held just before the Participants Meeting in November 2008. In cooperation with the Delegation of German Industry and Commerce in Shanghai, Koelnmesse International GmbH,

which is coordinating the preparations for Germany's pavilion at the EXPO on behalf of the Federal Ministry of Economics and Technology, organised an event for companies interested in matchmaking with the "Consortium German Pavilion Shanghai" and the German EXPO team.

The "Energy Source": the ideas behind the design



Milla und Partner's ideas for the "Energy Source" reveal the complexity of the sphere's design:

Visitors will enter an awe-inspiring room. From a gallery, they'll see the main attraction – a sphere, three metres in diameter and with hundreds of thousands of LEDs on its surface. The sphere's movements will be triggered by the visitors. The volume of noise they produce will be measured by a sophisticated sensor device in the sphere's suspension cable and translated into movement.



The sphere will pick up speed and momentum and start to move in a circular motion. With numerous different images of Germany and balancity racing past the spectators' eyes, projected onto the sphere by the LEDs, pictures will appear on the sphere's surface, pictures of Germany's ideas for a "Better City – Better Life", the EXPO theme.



The show in the Energy Source
Images: Milla & Partner / Schmidhuber + Kaindl



News from EXPO 2010

The 2010 world exhibition in numbers



The EXPO mascot, "Haibao", promoting the 2010 world exhibition
Photo: Koelnmesse International

700 delegates from participating countries, international organisations and cities that will be exhibiting in the "Urban Best Practices Area" came to the 3rd Participants Meeting in November 2008.

More than **230 countries and organisations** have already confirmed their **participation** in EXPO 2010 – a record in the 150-year history of world exhibitions.

The **EXPO grounds** will be open **15 hours** a day, **from 9 a.m. to midnight**. The **pavilions** will be open to visitors for **13 hours, from 9:30 a.m. to 10:30 at night**.

At the moment, the EXPO site is certainly one of the largest building sites in the world, with **1.5 million square meters under construction** as underground stations, roads, infrastructure, pavilions, the "EXPO boulevard" and other facilities are being built.

And there won't be any need to go hungry at the world exhibition either, with **100,000 square meters** of restaurants, bistros and other outlets offering **culinary highlights**. The German Pavilion will also have its own **restaurant**, with seating for **300 inside** and **100 outside**.

Finally, the Chinese organisers are planning over **20,000 cultural events** at **32 venues** across the EXPO site.



Looking at the inside of balancity's exhibition spaces.
Image: Schmidhuber + Kaindl / Milla & Partner

Culture in the German Pavilion

Cultural diversity in balancity

Urban performances, "federal state weeks" and classical music

A varied programme of cultural events is an integral part of any world exhibition. The cultural programme is being drawn up by Koelnmesse International GmbH in close consultation with the Federal Ministry of Economics and Technology, the Federal Government Commissioner for Culture and the Media and the Federal Foreign Office and will consist of three areas.

Firstly, taking the lead from the EXPO theme, which puts the spotlight on cities, the pavilion stage will mostly host performances and dance relating to urbanity, popular music and youth culture as well as street artists though there will also be events outside the pavilion, at the numerous indoor and outdoor locations across the EXPO grounds that the EXPO participants will be able to use for their cultural acts.

The second area is a series of events showcasing Germany's federal states. From Mecklenburg-Vorpommern to Bavaria, from Saarland to Saxony, each state will have the chance to present itself in the German Pavilion's event area and on the EXPO grounds for a period of one week. The culture on show in these presentations will, naturally, have a regional flavour, with local folk music and art, culinary specialities and choirs.

A German EXPO contribution wouldn't be complete without classical music. The individual productions, some of which have already been invited by the Chinese EXPO organisers to perform at one of the large venues on the grounds

or in the city of Shanghai, are responsible for arranging their performances. Many of them will be combining these events with planned tours in Asia.

The cultural programme is an excellent opportunity for potential sponsors to contribute to the German Pavilion at EXPO 2010 Shanghai by supporting individual events. If you're interested in becoming a sponsor, please contact the German Pavilion's Cultural Programme Manager, Ms Anja Goette (expo2010-germany@koelnmesse.de), at Koelnmesse International.



The Cologne Opera will perform "The Ring of the Nibelung" at the EXPO in September 2010.
Photo: Cologne Opera



News from the German Consulate General in Shanghai

The EXPO EU Working Group – What is it?



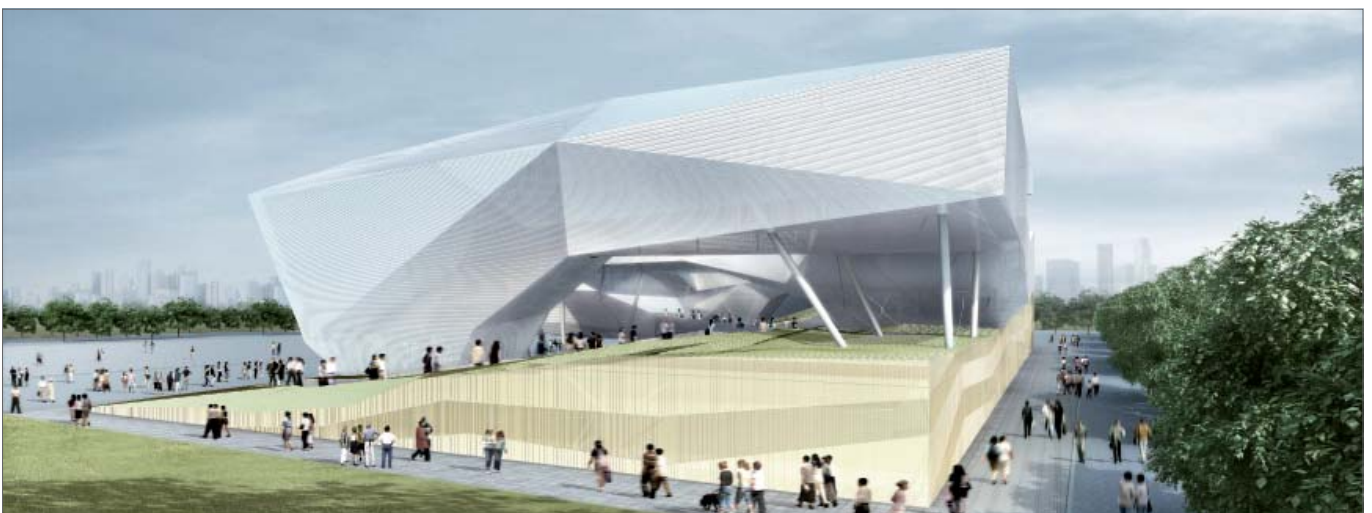
10 March 2009 saw the eleventh meeting of the EXPO EU Working Group. Initiated by the German Consulate General in April 2008, the EU countries (plus Switzerland and Norway) discuss organisational problems that they have come up against during the preparations for their national pavilions and possible ways of solving them. The group is headed by Dr Peter Kreuzberger, Deputy Consul General in Shanghai and Vice Commissioner General of the German Pavilion.

The group's success stems from direct communication and a pragmatic approach. The Chinese

side now also uses the European Working Group as an interface through which to engage in direct dialogue on specific practical questions concerning the preparation and staging of the 2010 world exhibition. Three meetings with representatives of the Chinese EXPO organisers have already taken place.

Instead of having to attend innumerable bilateral meetings with the EXPO bureau on an individual basis, all parties benefit from the saved time and the shared knowledge base. At the request of the Chinese EXPO organisers, regular meetings between the two sides are now planned to

take place every two months. A positive side effect of this information-sharing is that it quickly becomes clear how much progress each participant has made with their preparations compared to the other countries.



German Pavilion – west view

Image: Schmidhuber + Kaindl / Milla & Partner



Background report

Recruitment drive 2009/2010



A hostess explaining an exhibit at EXPO 2005 in Aichi, Japan.
Photos: Hartmut Pohling, Japan-Photo



EXPO 2005 Aichi: The Japanese Emperor and his wife visiting the German Pavilion.

What exactly does a German Pavilion hostess do? That's a question many will have asked themselves upon reading the job advertisements for the German Pavilion on the internet or on the noticeboards at German and Chinese universities. Well, their most important task is to explain to the visitors from China and other countries the idea behind balancity and the rooms, topics and exhibits that it will comprise. In fluent Chinese, German or English.

Visitors and their curiosity about the various countries' characteristics are the essence of a world exhibition. Germany's pavilion design is intended to provide

answers to the EXPO theme of "Better City, Better Life". What does a city have to be like for it to be a good place to live in? The German Pavilion sees the answer in the message conveyed by balancity – a city that provides a balance between renewal and preservation, innovation and tradition, community and individual development, urbanity and nature and work and leisure. That's a sentence people looking to work in the German Pavilion will have to know off by heart!

But looking after queuing visitors, who can sometimes get impatient, and answering questions about oneself like "Why do you speak Chinese if you're German?" (or vice versa) are also part of a hostess' daily work at a world exhibition. It's precisely that sort of personal contact that ma-

kes the job so appealing. But it's not a job for those who want to have every weekend off. On Saturdays and Sundays, the pavilions draw huge numbers of visitors. There's time to rest on days off during the week.

The highlights of an EXPO also always include numerous visits by delegations from the realms of politics, business and society from Germany, China and other countries. A friendly smile and a charming manner are essential when guiding them through the pavilion. At the EXPO in Aichi, Japan, in 2005, the German Pavilion was visited not only by Germany's Federal President, Horst Köhler, and his wife, but also by the then President of France, Jacques Chirac, and the Japanese Emperor and his wife – to name but a few.

So if you know someone who feels at ease meeting new people and communicating with them in a foreign language, who's willing to spend 184 days representing Germany at the EXPO, would enjoy working in a large team with over 400 members and would like to have an exciting time in China in 2010, they should take a look at the German Pavilion website:

⇒ www.expo2010-deutschland.de/informieren/jobs

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