# THE ORIENTAL CROWN A BOOMING CHINA

Collection of Architectural Design Schemes for China Pavilion of World Expo 2010 Shanghai China

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作品选



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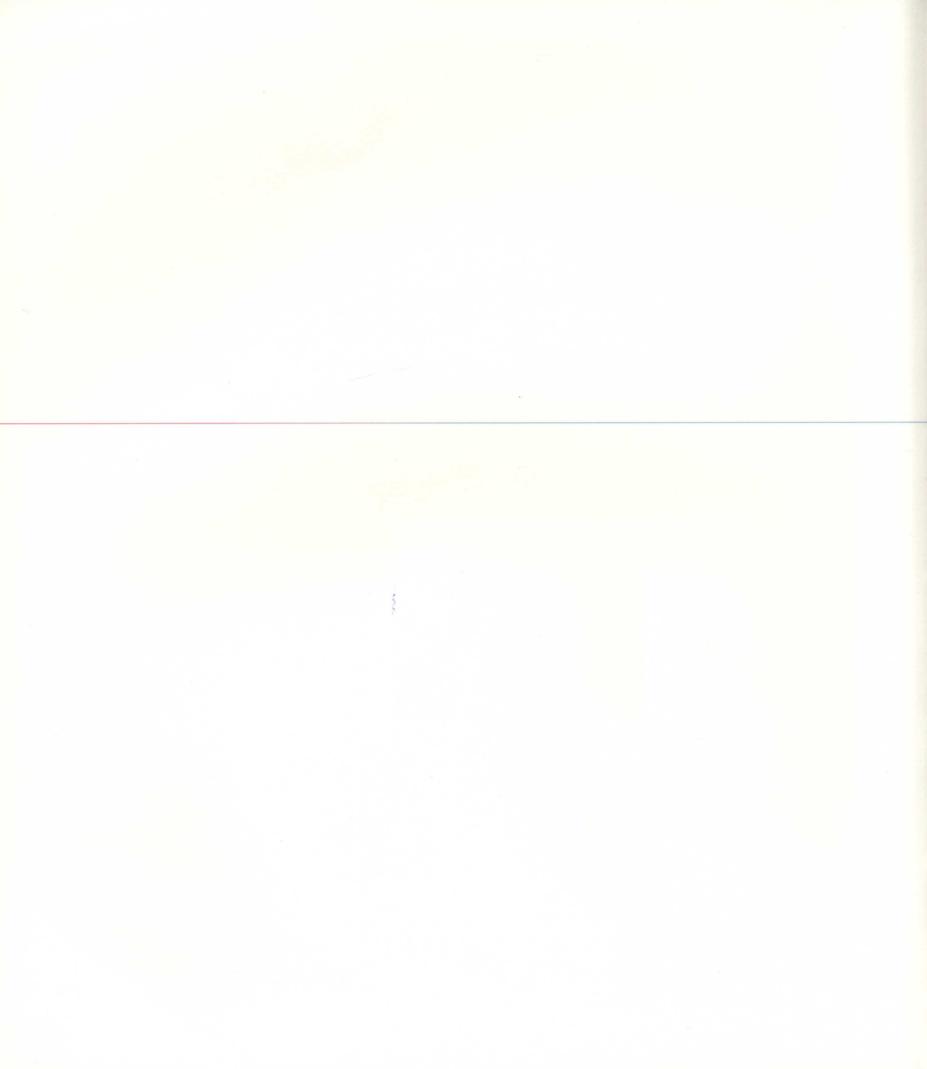
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# 东方之冠 鼎盛中华

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—Collection of Architectural Design Schemes for China Pavilion of World Expo 2010 Shanghai China



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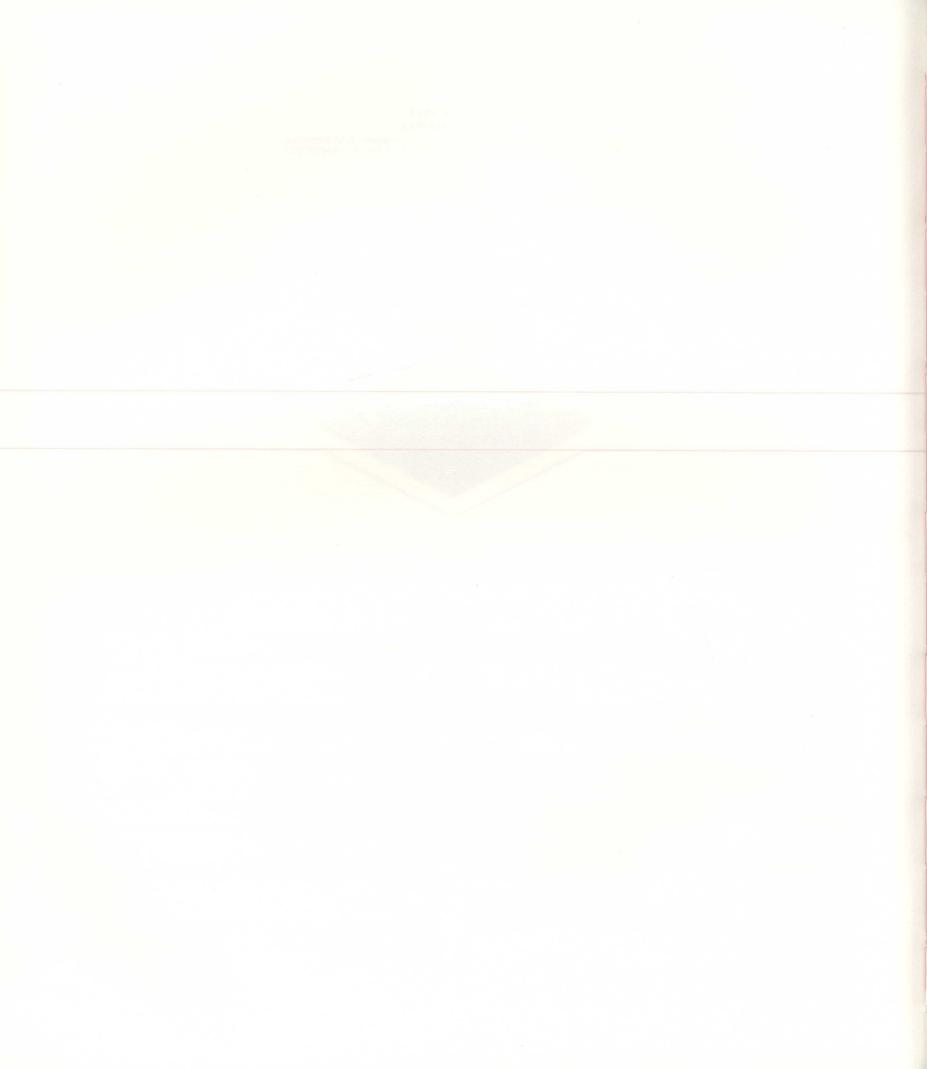
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Preface 序 王仲伟 WANG ZHONGWEI

21世纪的第一个十年里,中国有两件举世瞩目的盛事,一件是举办承载着中国人百年梦想的 2008 年北京奥运会,另一件就是承办 2010年上海世博会。已经成功举办的北京奥运会,表达了中国人对"更快、更高、更强"的奥运精神的理解,实现了五环旗帜下人类大家庭追求和平、友谊的聚会;进入倒计时阶段的上海世博会则是中国融入世界,世界推动中国的又一个发展里程碑。

北京奥运会的主题词"同一个世界,同一个梦想",以"团结、友谊、进步、和谐、参与和梦想"的普遍价值观,表达了全世界在奥林匹克精神的感召下,追求人类美好未来的共同愿望,上海世博会的主题是"城市,让生活更美好",秉承"理解、沟通、欢聚、合作"的精神,彰显"以人为本、科技创新、文化多元、合作共赢、面向未来"的宗旨,展示人类社会、经济、科技的发展所带来的美好生活,表达全人类共有美好家园、同享文明成果、携手共创未来的崇高理想。

上海世博会的举办为上海展示城市形象提供了千载难逢的契机,也为各参展国提供了展示和交流的平台,各参展国都不遗余力地打造各具特色的国家馆,力求在世博会举办期间向来自全世界的参观者展示各自国家的特色文化和最新科技成就,作为2010年上海世博会东道主国家馆的中国馆无疑是万众瞩目的焦点。

上海世博会是属于世界的,也是属于中国的,在当今全球化与地域共存的大环境下,中国

In the first decade of the twenty-first century, China has two great events that have attracted worldwide attention. One is the 2008 Beijing Olympic Games, a dream that has been chased for more than a hundred years. The other is the Shanghai World Expo 2010. The Beijing Olympics have been held successfully, fully displaying Chinese people's understanding of the Olympic spirit—"Swifter, Higher, Stronger". The event was a great party under the Olympic flag, where the entire human family celebrated peace and friendship. Now, the countdown to the Shanghai World Expo has begun, which marks yet another milestone in China's integration into the world, and in the development that the world affords China.

The Beijing Olympic motto of "One World, One Dream" symbolizes the universal value of "unity, friendship, advancement, harmony, participation, and dream", expressing human race's common wish to pursue a beautiful future when inspired by the Olympic spirit. Likewise, the motto of the Shanghai World Expo—"Better City, Better Life"—carries the spirit of "understanding, communication, gathering, and cooperation", demonstrating the aim of "focusing on people, innovating science and technology, diversifying culture, collaborating to make win-win achievements, and gearing to the needs of the future". The motto also reflects the higher living standard brought about by the development of society, economics, science and technology, and expresses the lofty ideal for humankind to share a peaceful homeland, to benefit from the common achievements of civilization, and to build a prosperous future hand in hand.

Shanghai World Expo provides the city with a golden opportunity to demonstrate the city image. It is also a platform for all the participating countries to present themselves and communicate with each other. These countries make every effort to build their unique national pavilions, trying their best to show their particular culture and latest scientific achievements to visitors from all over the world. The China Pavilion, built by the host of the Shanghai World Expo 2010, is no doubt the focus of the world's attention.

The Shanghai World Expo belongs to China as well as it does to the world. In the current atmosphere of globalization and regional coexistence, the China Pavilion bears the responsibility of embodying 馆担负着从东方哲学的角度对世博会的主题进行演绎的职责。上海世博会是关于城市文明的,也是关于自然和谐的,在当今环境与能源问题日益突出的大趋势下,中国馆也担负着诠释和谐发展观,和谐人居和环保、节能、可持续发展道路的职责。上海世博会是关于当代的,也是关于历史和未来的,在当今全球对后工业文明进行重新审视的大背景下,中国馆更担负着凝聚历史文化传统、展现当代和谐社会理想的职责。

因此,上海世博会事务协调局、上海世博集团对中国馆的建设非常重视,在中国建设部和中国建筑学会的指导下,通过向全球华人公开征集的方式,经过数轮专家评审,遴选出中国馆的建筑方案——"东方之冠"方案。

中国馆建筑方案的征集过程反响强烈,影响广泛,是一次成功的活动。2007年4月25日,上海世博集团召开中国馆建筑方案向全球华人公开征集的公告发布会,并通过报纸、电视、网络等多种媒体广泛宣传。征集活动引起海内外华人强烈反响,也激发了华人建筑师的民族豪情和创作欲望。到征集截止日,共收到有效应征作品344件,应征者不仅涵盖了中国大陆、港、澳、台地区,也有来自美国、加拿大、德国等国家和地区的华人建筑师。征集活动不仅给全球华人建筑师搭建了一个展示风采和创意的舞台,也在国内外的建筑界掀起看东方、看上海、看华人建筑师的风潮。

中国馆建筑方案征集也是中国文化向世界的一次集中展示。中国馆建筑方案面向全球华

the World Expo theme from the perspective of the oriental philosophy. While the event is about urban civilization, it is also about nature and harmony. In the global tendency of the aggravation of environmental pollution and energy scarcity, the Expo has the responsibility of promoting the harmonious concept of development and the human habitation that is concordant with natural law by advocating environmental protection, energy saving and sustainable development. While the great event is about the present, it is also about the past and the future. The world is reexamining the post-industrial civilization. In this sense, the China Pavilion is responsible for concentrating history, culture and tradition, and demonstrating the ideal of building a harmonious society.

For all these reasons, the Bureau of Shanghai World Expo Coordination and Shanghai World Expo (Group) Co., Ltd. attach great importance to the construction of the China Pavilion. Guided by the Ministry of Construction of China and the Architectural Society of China, the bureau and the group collected building plans from the Chinese all over the world. Experts judged these plans for several rounds and selected the winner—The Oriental Crown.

Generating much interest and having extensive influence, the process of selecting the building plan for the China Pavilion was a big success. On April 25, 2007, the Shanghai World Expo (Group) Co., Ltd. held a conference to make the announcement that the building plan for the China Pavilion would be collected from the Chinese all over the world. The announcement was publicized through newspapers, television broadcasting and the Internet, and attracted the attention of people from both home and abroad. Chinese architects were inspired and were eager to create a building that expresses their enthusiasm for the nation. By the closing date, the group had received 344 effective plans from various countries and regions including Mainland China, Hong Kong, Macao, Taiwan, the USA, Canada and Germany, etc. This event not only set up a stage for Chinese architects to demonstrate their styles and ideas, but also started a trend for the whole construction industry to pay attention to the East, to Shanghai, and to Chinese architects.

人征集并不是出于单纯的民族的原因,而是基于中国馆建筑中要体现的中国元素、中华文化,遍布全球的华人们对本民族的文化有着更真切、更感性、更深厚的理解。数百件的应征作品已充分表现出这一点,这使得中华文化在与世界文明的比照和借鉴中得到更深入的挖掘和体现。

征集过程中涌现出一大批既有文化内涵, 又有新奇创意的优秀方案,虽未能最后中标,但 它们跃动的灵感、闪烁的思想,令人叹服,不忍 束之高阁,因此,优中选优,编撰成集,以飨读者。

《东方之冠,鼎盛中华——中国 2010 年上海世博会中国馆建筑设计方案作品选》一书,不但对中标作品和征集评选的优胜作品进行了较为详尽的介绍,也收录了或具有独特视角,或蕴涵先进理念,或凸显人文思想的优秀作品。在这些作品中,既有中华玉器、青铜方鼎、中国结等传统器物在建筑造型上的体现,也有水墨山水、叠篆、中国红等文化意象与建筑意的糅合,更有天圆地方、太极五行、天人合一等宇宙观、自然观在建筑理念上的表达。应征作品通过文化与建筑的结合,向世界展示了中华文化的博大精深,是对中华文化通过建筑语言进行的又一次诠释。

在祝贺这些设计作品赢得赞许和掌声的同时,我们也热切期待着中国馆的诞生和 2010 年上海世博会的成功、精彩、难忘。

作者系中共上海市委常委、宣传部部长

Through this event, Chinese culture was put together and displayed to the world. The reason for collecting plans from Chinese architects alone is not nationalism. It is out of the consideration that Chinese culture and elements should be embodied in one building, and it is the Chinese architects all around the world that have the real, emotional and profound understanding of their own nation's culture. Hundreds of designs fully demonstrate this. They have developed Chinese culture comparing with world civilization and borrowed a lot from other cultures.

A large number of excellent plans which are original, innovative and profound in cultural elements emerged in the event. Although most of them did not win the bid, they still compel admiration with their lively inspiration and brilliant thoughts. There is no reason to shelve and forget them. Therefore, we have selected the best of them and compile them into a book to share with readers.

This collection is a book that provides detailed introduction to the bid-winning design and other prize-winning designs that had taken part in the event. It also includes some excellent designs that have unique perspective, incorporate advanced concepts, or underline thought of humanities. Among these designs, you can find that traditional objects, such as Chinese jade, bronze tripod caldron and Chinese knot, have been incorporated in the architectural structure. Cultural images like ink landscape, overlapped seal scripts and China red have been combined with architectural images. The designs also express the universal outlook of "round sky and square earth", the natural outlook of "five elements—metal, wood, water, fire, and earth", and the belief that "man is integral part of nature". The combination of culture and architecture shows the extensiveness and profoundness of Chinese culture. The culture has been spoken for in architectural language.

We are happy to see that these designs have won admiration and applause, and we are looking forward to the birth of the China Pavilion. We believe that Shanghai World Expo 2010 will be a great event that is successful, wonderful and unforgettable.

The author is Member of the standing Committee of the Shanghai CPC Committee and Head of the Publicity Department of the Shanghai CPC Committee



Foreword 前言

> 戴 柳 DAI LIU

将于 2010 年 5 月至 10 月举行的中国 2010 年上海世界博览会,是历史上首届以"城市"为 主题的综合类世博会。这一全球性的盛会,承载 着中华民族对科技发展和社会进步的梦想,将在 更深的层次上推动人类不同文明之间的交流。

在规划中,作为上海世博会永久性场馆之一的中国馆,与世博轴、世博中心、演艺中心和主题馆构成"一轴四馆",成为上海世博会园区的主要核心与亮睛之作。中国馆是中国与国际展览局合作举办2010年世博会的标志,也是主题演绎的一大重要展示载体,世博会期间,将在此通过各种视听效果和手段,展示古今中国社会、经济、文化等多方面内容。可以说,中国馆的建筑规划、展览布局都代表着中国的国家形象和文化精神。

在国家建设部和中国建筑学会的支持下, 上海世博(集团)有限公司于2007年4月25日向全球华人发布中国馆建筑方案征集活动公告,截至6月15日共计收到344个有效应征方案。经过专家两轮初审,从344件应征方案中推荐出8个入围方案。之后,经法定招标程序评审,从8个经深化后的入围方案中确定三个为优胜方案,再经过严格评议,最终确定一个中标方案。 The World Expo 2010, which is going to be held in Shanghai, China from May to October 2010, is the first integrated world expo in history that uses "city" as its theme. This global event, bearing the weight of China's dream of developing science and technology and advancing society, will promote communication between different civilizations to a deeper extent.

In the plan, the China Pavilion, as one of the permanent buildings of the Shanghai World Expo, is part of the "one axis and four centers", the rest being the Expo Axis, the Expo Center, the Performance Center and the Theme Pavilion. The China Pavilion is in the core position and is the jewel in the crown of the Expo Site. It is the symbol of the World Expo 2010, held by China and the Bureau of International Expositions in collaboration. It is also the primary exhibition area and an important carrier of different themes. During the World Expo, various video and audio methods will be utilized to display Chinese society, economics, culture, and so forth at all times. It is justified to say that the plan, layout and arrangement of the China Pavilion is representing the national image of China and the spirit of Chinese culture.

Supported by the Ministry of Construction of China and the Architectural Society of China, on April 25, 2007, Shanghai World Expo (Group) Co., Ltd. made the announcement to collect building plans for the China Pavilion from the Chinese all over the world. By June 15, the event had received 344 effective plans. Experts judged these plans for two rounds and put 8 of them on the shortlist. After that, a lawful bidding procedure began to evaluate them, which resulted in a further shortened list with 3 prize-winning plans. After stringent evaluation, a bid-winning plan was finally determined.