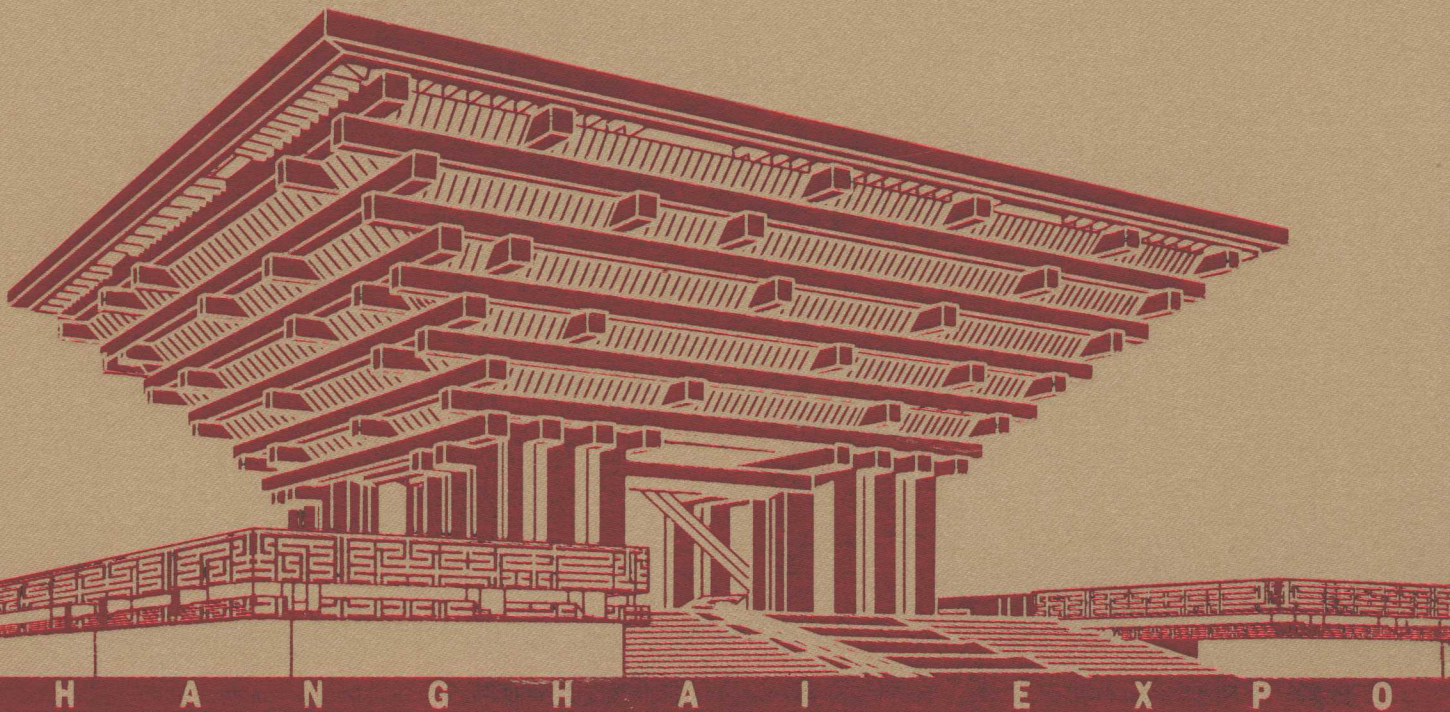


2010年上海世博会展馆

Pavilions of 2010 Shanghai Expo



2010年上海世博会城市馆

2010年上海世博会城市馆

中国城市馆
CHINA CITY GALLERY
2010年上海世博会城市馆



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上海世博会展馆
SHANGHAI EXPO PAVILIONS

不出国门 看遍世界
"Travel Around The World", at Expo 2010

Preface

Li Wuwei

When winning the hosting right of world expo in the 132nd conference of the Bureau of International Expositions ("BIE") on 3 December 2002, China promised to the whole world "Grant Us an Honor and China Will Reward the World with More Splendor" and China will present a "successful, wonderful and unforgettable" world expo.

World expo is the world's highest level of exhibition that acts as an arena to showcase the progress of mankind civilization. Each expo fuses new technology, concepts and culture brought by each country, with a variety of thoughts, concepts and views being exchanged to inspire mankind to learn, compete and progress further.

Sponsored by Chinese government and hosted by Shanghai, Expo 2010 Shanghai China is a gala for the mankind and it is the first international exhibition registered with the BIE held by a developing country. For China as a developing country, the Expo is not only a platform for countries to exchange and cooperate with each other, but also an opportunity to talk with and learn from the rest of the world closely.

Expo Shanghai, with theme of "Better City, Better Life", is the first expo themed on city. Focusing on the theme, all the countries and people will fully showcase fruits of urban civilization, exchange experience on urban development and promote advanced urban concepts to explore new ways of housing, living and working for people in the new century and provide vivid examples for the creation of an eco-friendly society and sustainable development of mankind.

Under the leadership and with the care of the central government and the State Council, with the active participation of governments of provincial-level administrative divisions and with the support of BIE and governments and companies from the rest of the world, Shanghai has put all its efforts in the construction of Expo site. thanks to the effort of all the people from Shanghai, marvelous pavilions of a variety shapes appear along the beautiful Huangpu River.

The album "Pavilions at World Expo Shanghai" introduces the following elements of the pavilions through words and pictures and from various perspectives: location, area, highlight, themes, etc. providing a guide to visitors during their journey in the exhibition area of 5.28 square kilometers along the Huangpu River; and bring the readers into a mood to appreciate a "successful, wonderful and unforgettable" world expo and its theme of "Better City, Better Life".

I believe that Expo 2010 Shanghai surely will be a gala for mankind to explore the urban life, a symphony with creativity and fusion as its theme rhythm and a wonderful cross-culture dialogue.

(The author is Vice Chairman of CPPCC)

序 言

万无畏

2002年12月3日我们在国际展览局第132次大会上赢得世博会主办权之时，中国就向世界庄严承诺：“中国如有一份幸运，世界将添一份异彩。”中国将举办一届“成功、精彩、难忘”的世博会。

世博会是世界上最高级别的展览活动，是展示人类文明进步的大舞台。每一届世博会都融合了世界各国带来的新技术、新理念、新文化，各种思想、理念、观点在这里交流碰撞，从而激发人类新的学习、竞争和进步。

中国2010年上海世博会是由中国政府主办、上海承办的一届全人类盛会，这是第一次在发展中国家举办的国际展览局注册类国际展览会。对发展中国家的中国而言，上海世博会既是世界各国搭建交流合作的平台，也是进一步加强与世界交流，近距离对话世界文化、向世界学习的重要契机。

上海世博会的主题是“城市，让生活更美好”，这是世博会历史上第一次以城市为主题的世博会。世界各国政府和人民将围绕主题，充分展示城市文明成果，交流城市发展经验，传播先进城市理念，从而为新世纪人类的居住、生活和工作探索新的模式，为生态和谐社会的缔造和人类的可持续发展提供生动的例证。

在党中央、国务院的领导和关心下，各省区市政府的积极参与下，国际展览局和世界各国政府、企业的支持配合下，上海举全市之力，形态各异、精彩纷呈的展馆呈现在美丽的浦江两岸。

《上海世博会展馆》画册，把参展馆的位置、面积、造型亮点、演绎主题等元素，图文并茂、多角度地一一作了介绍，给游客在浦江两岸5.28平方公里的展区中参观、游览、欣赏以指引；把读者的视线带入上海世博会的“成功、精彩、难忘”，“城市，让生活更美好”的境界。

我相信，上海世博会定将是人类探索城市生活的一次盛会，以创新和融合为主旋律的一支交响乐，人类文明的一次精彩对话。

（作者为全国政协副主席）

2010年上海世博会园区鸟瞰图

Bird's Eye View of 2010 Shanghai Expo Site











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后记 *Afterword*

2010年 上海世博会展馆概况

Overview of 2010 Shanghai Expo Pavilions

上海世博会场地位于南浦大桥和卢浦大桥之间，沿着上海城区黄浦江两岸进行布局。世博园区规划用地范围为5.28平方公里，其中浦东部分为3.93平方公里，浦西部分为1.35平方公里。围栏区域（收取门票）范围约为3.28平方公里。

上海世博会规划方案综合步行适宜距离、人体尺度和参观者的认知度等因素，提出了“园、区、片、组、团”5个层次的结构布局，即：

园——5.28平方公里的世博会园区建设用地范围，包括围栏区和围栏区外的配套设施用地，其中浦东3.93平方公里和浦西1.35平方公里；

区——3.22平方公里的世博会围栏区，其中浦东2.47平方公里和浦西0.75平方公里；

片——5个编号分别是A、B、C、D、E的功能片区，平均用地面积为60公顷；

组——12个平均用地规模为10~15公顷的展馆“组”，包括浦东8个组和浦西4个组；

团——26个平均用地规模约为2~3公顷的“展馆团”，每个“展馆团”可布置40~45个办展单元，每个“展馆团”的总建筑面积约2~2.5万平方米。每个团按方便和就近的原则，设置小型餐饮、购物、电信、厕所、母婴服务等公共服务设施。

国外馆按照该国所在洲的地理位置以“展馆团”为基本单位，划定和布置办展单元，共分三类：第一类为自建馆，第二类为租赁馆，第三类为免费向发展中国家提供的联合馆。

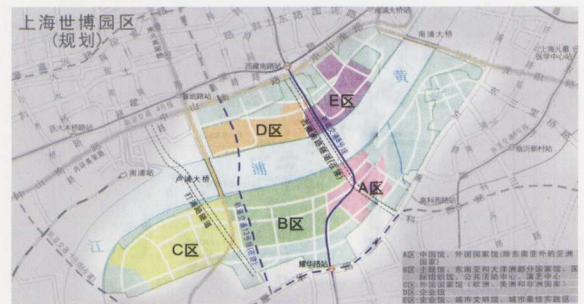
A片区位于浦东世博轴以东、云台路以东、白莲泾以西的A片区，集中布置除中国馆以及东南亚外的亚洲馆。

B片区位于A片区西侧、浦东卢浦大桥以东，包括主题馆、大洋洲馆、国际组织馆和公共活动中心以及演艺中心等建筑。

C片区位于浦东卢浦大桥以西的后滩地区，规划布置布置欧洲、美洲、非洲馆和国际组织馆。在入口处布置一处约10公顷的大型公共游乐场。

D片区位于浦西世博轴以西，保留中国现代民族工业的发源地江南造船厂大量历史建筑群的特色，改造设置为企业馆。在其东侧利用原址内保留的船坞和船台，规划室外公共展示和文化交流场所。

E片区位于浦西世博轴以东，新建独立企业馆，设立最佳城市实践区。



Located between Huangpu Bridge and Lupu Bridge, the Expo Site is distributed along both sides of Huangpu River in urban area. Covering a planned land use boundary of 5.28 square kilometers, the Expo Site is divided into two parts, namely, 3.93 square kilometers in Pudong and 1.35 square kilometers for Puxi, with the Enclosed Area (admission by ticket) reaching around 3.28 square kilometers.

Taking proper walking distance, dimensions of human figure and cognitive aspect of visitors into consideration in the Expo planning program, the Expo Site is designed into a five-level structure, namely "Park, Area, Zone, Group, and Cluster".

"Park" refers to the land scope of 5.28 square kilometers for Expo 2010, including the Enclosed Area and its infrastructure area, of which 3.93 square kilometers is in Pudong and 1.35 square kilometers in Puxi;

"Area" refers to the Enclosed Area of 3.22 square kilometers, of which 2.47 square kilometers is in Pudong and 0.75 square kilometers in Puxi;

There are five functional zones within the "Park", each of which is known as "Zone". The five functional zones are marked A, B, C, D and E respectively, with the average land use area reaching 60 hectares;

"Group" represents 12 pavilion groups, each of which occupies an area of 10-15 hectares; that is, eight in Pudong and four in Puxi;

"Cluster" refers to 26 pavilion clusters, each of which occupies an area of 2-3 hectares to contain 40-45 units for holding exhibition. The total area of each pavilion cluster is around 20,000-25,000 square meters. For the sake of convenience, each pavilion cluster will contain small canteens, shops, telecommunication center, toilets, nursing services and other public facilities.

Foreign national pavilions, to be grouped by the continent they belong to, will include 3 types: Type 1, pavilions designed and built by official participants; Type 2, stand-alone pavilions built by the Organizer and rented to participants; Type 3, joint pavilions constructed by the Organizer and offered spaces to developing nations free of charge.

Zone A is located east to Pudong Expo Axis and Yuntai Road and west to Bailianjing. It includes Asia Pavilions except for China Pavilion and Southeast Asia Pavilion.

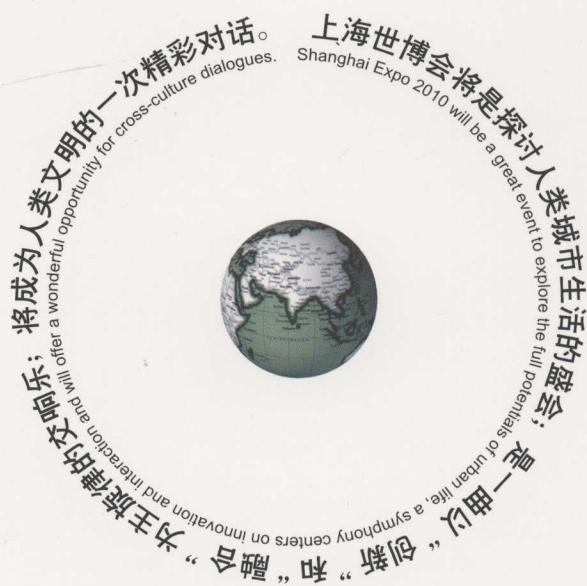
Zone B is located west to Zone A and east to Lupu Bridge in Pudong. It contains the Theme Pavilion, Oceania Pavilion, International Organization Pavilion, Public Activity Center, Culture Center and other buildings.

Zone C is located in Houtan section and west to Lupu Bridge in Pudong. It comprises European Pavilion, American Pavilion, African Pavilion and International Organization Pavilion, with a large public amusement park covering 10 hectares available at the entrance.

Zone D is located to the west of the Expo Boulevard in the Puxi Section. The land is one of the original places of modern Chinese national industry and the site of the Jiangnan Shipyard. Some of the old industrial buildings will be kept and renovated into corporate pavilions. The docklands and slipway to the east of the corporate pavilions will be reserved and made into space for outdoor public exhibition and cultural exchange.

Zone E, located east to Puxi Expo Axis, hosts stand-alone Corporate Pavilions and Urban Best Practices Area (UBPA) are established.

EXPO 2010 SHANGHAI



CHINA

上海世博会核心区

Core Area of 2010 Expo Shanghai

中国馆 16
China Pavilion

世博轴 34
EXPO-AXIS

文化中心 30
Cultural Center

主题馆 20
Theme Pavilion

世博中心 26
EXPO Center



世博轴是世博园区的中央景观轴线，它不仅是连接着其它几大馆的主要通道，更是世博会的主出入口。“阳光谷”是世博轴建筑最重要的形象标志，自然光透过“阳光谷”倾泻出来，加强地下空间的采光效果，同时又能体现环保办博和节约办博的理念。

上海世博会设有五个主题馆，其中城市人馆、城市生命馆和城市地球馆三个主题馆位于浦东B片区的主题馆建筑内。展馆外形设计从“折纸”的创意出发，屋顶则模仿了上海里弄“老虎窗”正面开、背面斜坡的特点，显示上海传统石库门建筑的文化魅力。主题馆的南广场、北广场和下沉式广场将在世博会

期间举办各类活动、庆典和仪式。城市足迹馆和城市未来馆分别位于浦西的D片区和E片区，两座展馆建筑利用原工业建筑进行设计改建，构成传统与现代相互呼应的崭新空间。

世博中心位于卢浦大桥东侧世博园区B区滨江绿地内，世博中心作为世博永久性场馆中最重要的场馆之一，承担世博会运营指挥中心、庆典会议中心、新闻中心、论坛活动中心等功能。

中国馆将呈现中国在城市化发展过程中作出的努力、取得的成就、未来所面临的挑战，它不仅是国家精神和中国理念的集中体现之地，也是上海世博会主题演绎的主要展示区和重要载体。中国国家馆将展示主题设定为“城市发展中的中华智慧”，并从“自强不息”、“厚德载物”、“师法自然”、“和而不同”4个分项来

演绎中国城市发展实践的独特内涵，馆内丰富的展示手段，全面、立体地展示全国各地、各民族多彩多姿的文化、各具特色的文明和最新的发展成就，从而让世界人民更加全面深入地了解中国。

世博文化中心造型呈贝壳状，不同角度和不同空间会呈现出不同形态。白天如“时空飞梭”、似“艺海贝壳”；夜晚则梦幻迷离，恍如“浮游都市”。建筑以西北侧卢浦大桥作为底景集中式布局，柔和的建筑形体融于滨江公园绿地之中；与世博庆典广场有机结合、形态交融；与西侧的世博轴、世博中心和南侧的中国馆相呼应、相协调。

As the central landscape axis of the Expo Site, the Expo Axis serves as not only the main passageway leading to several other major pavilions, but also the main access to the Expo site. As the most important logo for Expo Axis architecture, the natural light pouring down into the "Sunshine Valley", it can strengthen light effect of underground space, reflecting the concept of environmental protection and energy efficiency.

Expo 2010 will have five theme pavilions, namely, Urbanian, City Being, Urban Planet, Footprint and Future. The first three are housed in the Theme Pavilion building in Zone B where is one of the Expo landmarks, for which the designing is inspired by the concept of the "paper folding." As an attractive feature, the roof is designed to imitate the dormer window that is often found in Shikumen houses (a traditional Shanghai architectural style). During the period of Expo, a wide range of events and ceremonies will be held in the building's three squares. The other two pavilions, Footprint and Future, are located in two modified industrial buildings in Zone D and Zone E respectively; they represent a fascinating mix of tradition and modernity.

The Expo Center is seated inside the riverside green space in Zone B of the Expo Site which is east to Lupu Bridge. As one of the foremost pavilions among the permanent buildings, the Expo Center will serve as the operation management center, ceremony & conference center, press center, and forum & activity center during the Expo.

With a view to presenting the efforts, and achievements made and challenges faced with in the future amid urbanization process in China, China Pavilion will not only showcase national spirit and traditional Chinese values, but also will be primary area and important carrier for theme performance during the Expo. China Pavilion is themed on "Chinese wisdom in urban development", and it will present the unique connotation during China's urban growth in the aspect of "Self-discipline", "Social Commitment", "Learning from Nature" and "Harmony in Difference". In addition, it will showcase in an all-round and tridimensional manner the diversified cultures and civilizations and up-to-date progress of all ethnic groups by a variety of techniques to make China be better understood by the world.

The Culture Center is in the shape of a seashell, which looks different from different angles. For instance, it looks like "Time Shift" or "A Shell in Art Sea" in daytime, and like a "Moving City" at night. With the Lupu Bridge to its northwest as the background, the Center's gentle shape fuses with the green land of Riverside Park, integrates organically with the Expo Celebration Square, and echoes with the Expo Axis and Expo Center to its west and China Pavilion to its south.

