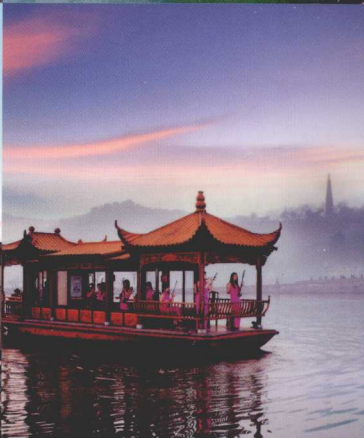
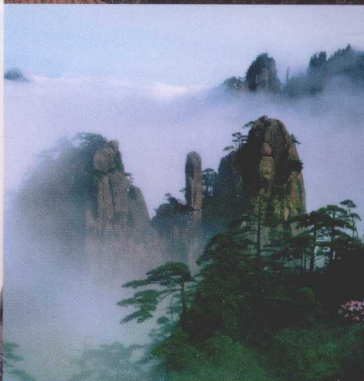




2010年

世博之旅纪念册

TOURISM RESORTS AROUND EXPO 2010



中国地图出版社

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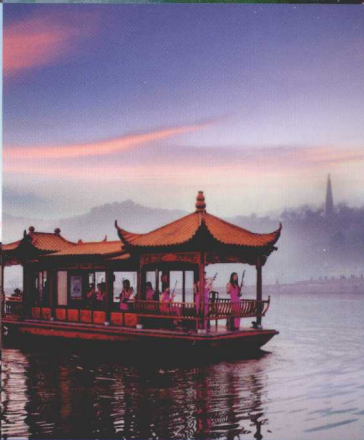
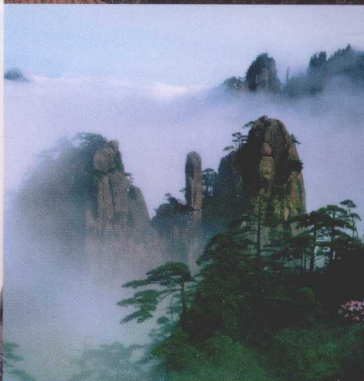
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TOURISM RESORTS AROUND EXPO 2010



中国地图出版社

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卷首语

2010年世博之旅纪念册

TOURISM RESORTS AROUND EXPO 2010



中国地图出版社

卷首语

邀天下友人，体验世博盛会，集聚文明精华；揽八方宾朋，游历万水千山，品味中华风韵。

幅员面积达十万多平方千米的上海及周边长三角地区，培育了中华文明的成长发展，见证了中华民族的崛起壮大，她象一颗璀璨明珠镶嵌在东海之滨、太平洋西岸。环顾这片大地，心向往之：钱潮涌动，惊涛拍岸；黄山奇峰，天下无双；灵岳九华，出神入化；江西名川，钟灵毓秀；江南古镇，星罗棋布；姑苏水城，园林绰约；西湖美景，天上人间。而今逢世博盛会，浦江两岸，万商云集；人文际会，菁英荟萃；穿越历史，辉映未来，交融着华夏精神与世界文明的精华。在这里，我们仅萃取其中一二，汇集成册，飨献于世。

谨此籍《2010年世博之旅纪念册》出版之机，衷心祝愿由游客亲身参与体验的世博之旅，成为与中国2010年上海世博会互应、互通、互动的文化之旅、体验之旅和传承文明之旅。

吕为澄

中国世博图说

PREFACE

Friends from all over the world: you are invited to experience the World Expo, an event designed to bring together the best of what present-day civilization has to offer. After making the long and difficult journey to China, you are invited to taste the charm of this large and varied country.

Shanghai and the surrounding Yangtze River Delta region with more than one hundred thousand-square kilometer area has driven the Chinese civilization's growth and development, and here one can witness the emergence and strengthening of the Chinese people in this resplendent pearl embedded on the coast of the East China Sea and west bank of the Pacific Ocean. Look around you: raging waves of Qian Tang River beating the shore; the majestic sight of Mt. Huangshan's incomparable peak; exquisite, near-perfect Jiuhuashan; the highly rated Jiangxi River; ancient towns of southern Yangtze River laid out like stars in the sky; water towns characterized by pristine gardens; and the heavenly sight of West Lake—all of which play their own roles in this wonderful world. Today you also have the World Expo, on the banks of the Huangpu River, which makes this spot a hub of both elite commercials and humanities, an active intercourse of resplendent history and bright future, a perfect blend of Chinese spirit and world civilization. Here we present to you two integrated books to help enrich your China experience.

By publishing *Tourism Resorts Around EXPO 2010*, we hope to help visitors have a more intimate experience with this year's World Expo by encouraging more interactive, intercommunicative cultural travel in this ever-evolving civilization.

Lv Weicheng

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上海 Shanghai



上海是中国最大的城市之一，也是一座国际化大都市，上海的经济、金融、贸易和航运等多个领域在全国居领先地位。同时，上海也是著名的旅游目的地——林立的商业楼宇，众多的历史古迹，便捷的购物环境，以及丰富多彩的休闲娱乐活动，都具有不一般的吸引力。

2010年5月1日至10月31日，举世瞩目的世界博览会在上海举行，成为上海的又一旅游热点。在“城市，让生活更美好”这一世博会主题下，上海将热情邀请并款待每一位来宾，共同参加这一场全世界人类的盛大聚会。

Shanghai is one of China's largest cities. This international metropolis is the top center of finance, trade, and transportation in China. At the same time, Shanghai is also a famed tourist destination—a great number of skyscrapers, numerous historical sites, fantastic shopping experience, and abundant entertainment options all have a powerful appeal.

From May 1 to October 31, 2010, the World Expo will be another addition to Shanghai's attractions. With the "Better City, Better Life" theme, Shanghai warmly invites every guest to join in the participation of this magnificent worldwide gathering.



第一篇 世博园

Passage 1 Expo Park

位于黄浦江两岸，占地5.28平方千米的世博园区，其面积、参展国家、自建馆数都堪称世博会历史之最。世博园区共分为五大场馆群：独立馆群、联合馆群、企业馆群、主题馆群和中国馆群。园区每天开放15小时，展馆每天开放13小时，每位游客的参观时间预计为7至8小时。

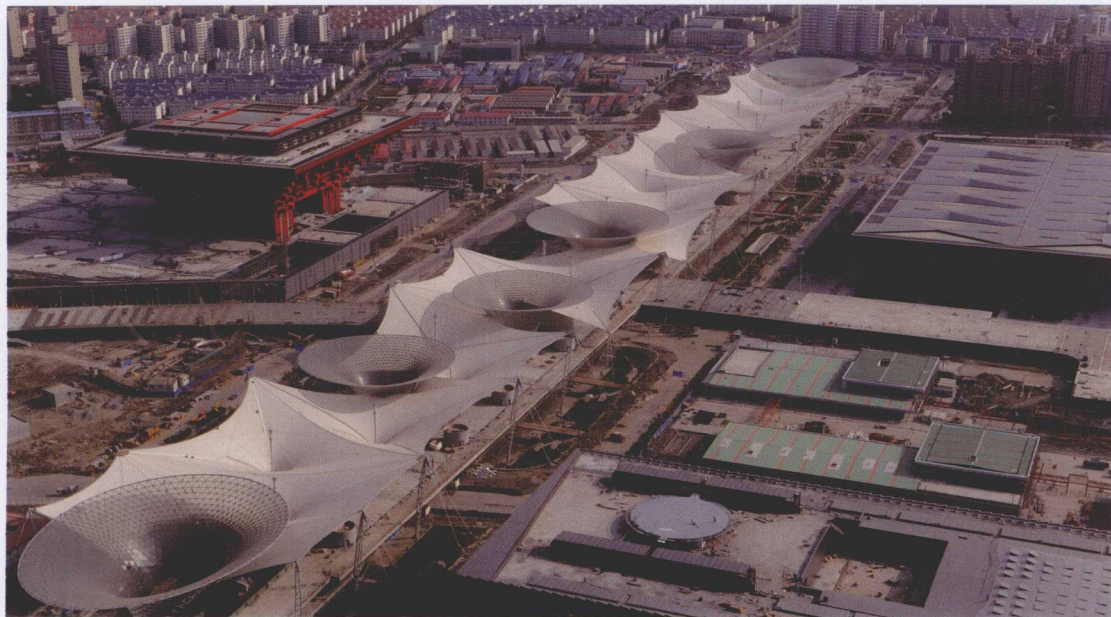
Located on the banks of the Huangpu River, the Expo Park covers 5.28 square kilometers. It has the largest surface area, biggest number of participating countries, and greatest number of exhibition halls in the history of the World Expo. The Expo Park is split into five building groups: standalone, joint, corporate, theme, and China pavilions. The park will be open 15 hours a day, pavilions open 13 hours a day, and visitors will have 7 to 8 hours to visit.

世博轴 Expo Axis

贯通各馆 漫游园区

A Link Between Pavilions

世博轴
Expo Axis



第一眼看到世博轴，所有人都会惊讶于它外形的新颖奇美——流云般舒卷的白色顶棚，玉兰花般怒放的“阳光谷”，宛如一座立体天桥，从空中平台和地下与四大场馆相连，同时还和横穿浦东世博园区的高架步道相通。当你进入浦东园区后可由此通达不同的场馆，就好像城市环线交通的概念一般，便捷贯通。

世博轴是世博园区空间景观和人流交通的主轴线，全长约1 000米，宽约110米，是世博园区内最大的单体项目。世博轴分地下两层、地上一层以及顶篷。6个巨大的倒锥形钢结构建筑“阳光谷”，承担了空气与水循环，是世博轴上最吸引人眼球的建筑。

位置：浦东世博园区中心地带

功能：大型商业、交通综合体，是世博园区最大的单体

项目，是世博园区空间景观和人流交通的主轴线

后续利用：永久保留

A first look at the Expo Axis may surprise people with its originality—with its white roof like flowing clouds and "sunshine valleys" like blooming magnolias. Like a 3D overpass, the Expo Axis manage to lead to the four

different expo zones, and is also connected with the elevated walkway which traverses the Pudong Exarea. In line with the concept that guides the construction of urban ring transportation systems, Expo Axis provides the visitors a quick and convenient access to different pavilions on entering the Pudong Expo Site.

The Expo Axis is the Expo Site's axis of both scenery and pedestrian flow. Approximately 1,000 meters in length and 110 meters wide, this is the largest independent structure at the Expo, and incorporates two underground floors, one ground-level floor, and a penthouse. Six inverted conical steel-structured "sunshine valleys", in responsible for the cycling of air and water, stand as the most eye-catching structure around.

Location: Central Zone of the Pudong World Expo Site

Function: a grand center of commerce and transportation. It is the Expo Site's largest independent project, and the axis of both scenery and pedestrian traffic

Intended post-Expo use: permanently preserved

中国馆 China Pavilion

中华智慧 凝聚东方之冠

Oriental Crown: an Embodiment of Chinese Wisdom

中国馆
China Pavilion



这里是每个中国人最关注的地方，当初差点落选的方案最终成为了世博园区中最受瞩目的一座“东方之冠”。国家馆居中升起，成为凝聚中国元素、象征中国精神的雕塑感造型主体；地区馆水平展开，以平台基座的形态映衬国家馆，成为开放、亲民、层次丰富的城市广场。

中国馆的展示主题是“城市发展中的中华智慧”，展示内容将围绕着这一主题展开一场“东方的寻觅”。以“东方”为角度，以“寻觅”为主线，上承“天人合一”的中华哲学，下启“和谐共生”的美好理想。无论外观还是内在，你都可以看到中华文明的源远流长和现代中国的新生力量。

位置：世博会园区浦东A片区，世博轴东侧

面积：总建筑面积16.01万平方米

后续利用：中国国家馆将作为世博会永久性的专题博物馆保留，中国地区馆则将作为举办各类展览和活动的场所

This is the most important place at the Expo for all Chinese people, and its originally unpopular design has become the most talked-about of all. The Chinese National pavilion rises at the central area, emerging as a combination of Chinese elements and a symbol of the

Chinese spirit. The Chinese Province pavilions spread out as the pedestals of the statue-like national pavilion and together serve as an open and people-oriented platform.

The exhibition in the China pavilion revolves around the theme of “Chinese wisdom during modern development” and demonstrates the oriental culture along the historical line. From an Asian perspective, and with emphasis laid on the concept of “searching”, the exhibition is set to embody the Chinese philosophy that man is an integral part of nature to create a dreamlike “harmonious symbiosis.” From both the interior and exterior it is easy to see both China’s long and rich history, as well as its modern strength.

Location: Pudong Zone A, World Expo Site, east side of the Expo Axis

Area: total building area of 160 thousand square meters

Intended post-Expo use: the national pavilion will be preserved as a permanent World Expo Museum, and Chinese Province pavilions places for activities and exhibitions of various kinds

世博会主题馆 World Expo Theme Pavilions

最令人期待的城市主题

The Theme with the Highest Expectations

主题馆
Theme Pavilions



作为核心场馆，主题馆向所有人传达本届世博会主题——“城市，让生活更美好”。它的外观如同浅蓝色的折纸，极富韵律感的同时也将环保融入到各个细节之中。

世博主题馆由5个展馆组成。“城市人馆”表现真实家庭生活场景；“城市生命馆”的看点是“活力车站”和“灵魂广场”；“城市星球馆”让你在12米高空俯瞰“地球”。这三个场馆位于浦东，为新建的展馆。“城市未来馆”将邀请你一同畅想未来城市，“城市足迹馆”则偏重于回顾城市文明前进的轨迹。这两个场馆位于浦西，为旧工业厂房改造的展馆。漫步五大场馆，你对城市一定会有全新的感受。

位置：位于世博园区B片区世博轴西侧

面积：地上建筑总面积为8万平方米，地下建筑面积为4.9万平方米

后续利用：永久保留

Viewed as the core area, the Theme Pavilions convey to everyone the theme of this Expo—“Better City, Better Life”. Its outer appearance looks like light-blue folded

paper, with a rhythmic feel integrating environmental awareness in every detail.

In total there are five Theme Pavilions. The “Urbanian Pavilion” displays an accurate portrayal of home life; the “Pavilion of City Being” will have a “vitality station” and “spirit square”; the “Pavilion of Urban Planet” enables you to view “the earth” from a 12-meters-high vantage point. These three theme pavilions are located in Pudong, all of which are newly constructed. The “Pavilion of Future” invites you to think freely about the future of the city, and the “Pavilion of Footprint” takes a look back at the track of urban civilization’s advancement. These two are located in Puxi, in remodeled factory spaces. After a slow walk through these five pavilions, you are certain to leave with an entirely new appreciation for the city.

Location: Zone B, World Expo Site, on the west side of the Expo Axis

Area: ground area covers 80 thousand square meters, underground area is 49 thousand square meters

Intended post-Expo use: permanently preserved

世博中心 The Expo Center

现代视觉 未来空间

Modern Age Visual, Space of Tomorrow

世博中心是上海世博会五大永久性建筑之一，也是本届世博会最重要的综合性场馆，它的总建筑面积约14万平方米。在世博会期间，世博中心将承担世博会庆典会议中心、新闻中心、论坛活动中心等功能。

世博中心的建筑布局尤为特别，充分利用沿江景致，通过合理设计，使建筑的大部分功能空间能获得最佳的景观视野，成为真正意义上的全景建筑。世博中心的建筑造型揉合了现代建筑视觉理念，在排列方式上由西向东高低错落，表达出一种既有整体循序而又不失变化的韵律美。

位置：世博园区B片区滨江绿地内

面积：总建筑面积约14万平方米

后续利用：永久保留并转型成为国际一流的会议中心

The Expo Center is the one of the Shanghai World Expo's five permanent buildings, and is the most important comprehensive pavilion at this year's event,

with an building area of approximately 140 thousand square meters. During the World Expo, the Expo Center will act as a center for celebratory events, news media, forums, etc..

The Expo Center's architecture is particularly unique, with a full use of its riverside landscape. With its rational design, the architecture is able to take advantage of its position to set up an ideal view, a genuinely significant panoramic view of the riverside sceneries. The Expo Center's architecture follows the visual concept of modern architecture, with randomly arranged heights from east to west, expressing an orderly existence as a whole while embracing the rhythm of change.

Location: Zone B, Expo Site, Binjiang Green Space

Area: total building area of 140 thousand square meters

Intended post-Expo use: permanent preservation; will be turned into an international conference center

世博中心
Expo Center

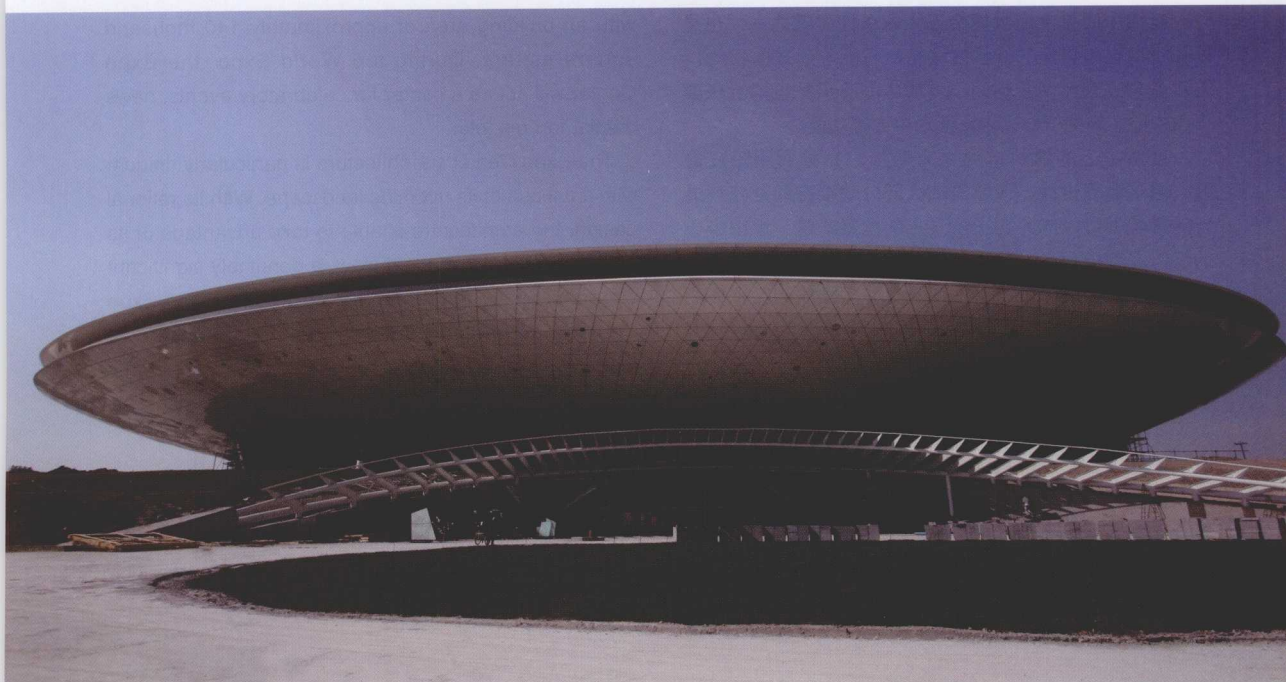


世博文化中心 Expo Cultural Center

飞碟般神奇变幻

A Miraculous Flying Saucer

世博文化中心
World Expo Cultural Center



世博文化中心如同一只飞碟，总建筑面积达到16万平方米，在不同角度和不同时间，这里会呈现出不同的形态。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”。

作为国内第一个容量可变的大型室内场馆，世博文化中心的内部也充满了飞碟般的变幻。观众席可以根据演出需要和观众容量在4 000、8 000、12 000和18 000座中进行选择变换，使之既能举行超大型庆典、演唱会，又能举行篮球赛事，还能进行冰上表演甚至冰球比赛，舞台也能在360度空间中进行三维组合。当你身临其境时，一定会体验到其中的神奇。

位置：世博园区B片区滨江绿地内

面积：总建筑面积约16万平方米

后续利用：永久保留并转型成为国际一流的会议中心

The World Expo Cultural Center looks like a flying saucer, with a total building area of approximately 160,000 square meters, and different appearances

depending on where you look at it. During the day it looks like a “flying space shuttle” and an “artistic seashell”, but at night it becomes more dreamlike, as if it itself is a “floating city”.

As China's first large-scale arena with a flexible capacity, the World Expo Cultural Center's interior is also magnificent. Depending on the event, the center can seat 4,000, 8,000, 12,000, or 18,000 spectators in response to various requirements for celebrations, performances, as well as basketball games, figure skating and ice hockey, and the stage is able to provide 360-degree, 3D views. Only by visiting can you truly understand its magic.

Location: Zone B, World Expo Site, Binjiang Green Space

Area: the total building area is 160 thousand square meters

Intended post-Expo use: permanently preserved, and used as an international first-tier conference center

第二篇 地标

Passage 2 Landmarks

20世纪初，万商云集、繁华摩登的上海，被誉为“远东第一大城市”。改革开放之后，上海的经济、文化更得到了长足的发展，为全中国、乃至全世界的人们展开了一幅美不胜收的都市画卷。游览上海，以下的几处地标区域绝不可错过，它们不仅是城市的名片，也是时尚文化的策源地。

In the beginning of the 20th century, the modern booming commercial center of Shanghai was known as “the far east's number 1 city”. After China's reform and opening, Shanghai's economy and culture resumed its development, presenting a beautiful picture of the modern city in front of people from all over the world. For sightseeing in Shanghai, these landmarks are essential. These are not only the name cards of the city, but also a source of modern culture and fashion.