

# EXPO 2010

## 上海世博园



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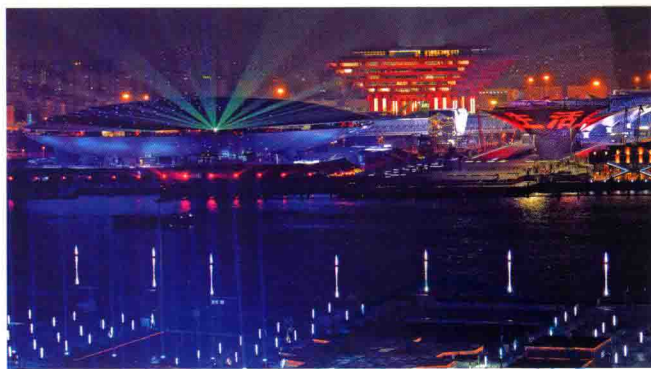
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# EXPO 2010, SHANGHAI CHINA

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SHANGHAI PEOPLES FINE ARTS PUBLISHING HOUSE

## 中国2010年上海世博会

2010年上海世博会是由中国政府主办、上海市承办的一届全球盛会，是第一次在发展中国家举办的综合类世界博览会；是世博会历史上第一次以城市为主题，探讨人类城市生活的盛会；是一曲以创新和融合为主旋律的交响乐，将成为人类文明的一次精彩对话。

时间：2010年5月1日至10月31日。

地点：黄浦江两岸，南浦大桥和卢浦大桥之间的滨江地区。

主题：城市，让生活更美好。

副主题：城市多元文化的融合、城市经济的繁荣、城市科技的创新、城市社区的重塑、城市和乡村的互动。

## EXPO 2010 SHANGHAI CHINA

World Expo 2010 Shanghai China is a major international event held by the Chinese government and hosted by the city of Shanghai. It is also the first registered world exposition in history to be hosted by a developing country. Being the first World Exposition on the theme of city, Exposition 2010 will be also a grand international gathering to explore the full potentials of urban life. It will centre on innovation and interaction. In addition, Expo 2010 Shanghai China will offer a wonderful opportunity for cross-culture dialogues.

Duration: May 1 to Oct 31, 2010.

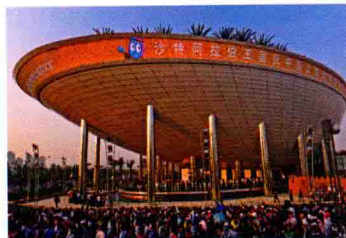
Location: Between Nanpu Bridge and Lupu Bridge along both sides of the Huangpu River.

Theme: Better City, Better Life.

Sub-themes: Blending of diverse cultures in the city; Economic prosperity in the city; Innovations of science and technology in the city; Remodeling of communities in the city; Interactions between urban and rural areas.



006 中国国家馆 / China Pavilion



026 沙特阿拉伯馆 / Saudi Arabia Pavilion



048 澳大利亚馆 / Australia Pavilion



054 菲律宾馆 / Philippines Pavilion



060 俄罗斯馆 / Russia Pavilion



062 波兰馆 / Poland Pavilion



112 中国航空馆 / SPACE Pavilion



124 汉堡案例馆 / Hamburg's UBPA Case







## 中国国家馆 CHINA PAVILION

### 主题: 城市发展中的中华智慧

中国馆分为国家馆和地区馆两部分，国家馆主体造型雄浑有力，宛如华冠高耸，天下粮仓；地区馆平台基座汇聚人流，寓意社泽神州，富庶四方。整体布局隐喻天地交泰、万物咸亨。国家馆居中升起、层叠出挑，采用极富中国建筑文化元素的红色“斗冠”造型，由地下一层、地上六层组成；地区馆由地下一层、地上一层组成，外墙表面覆以“叠篆文字”，呈水平展开之势，形成建筑物稳定的基座，构造城市公共活动空间。

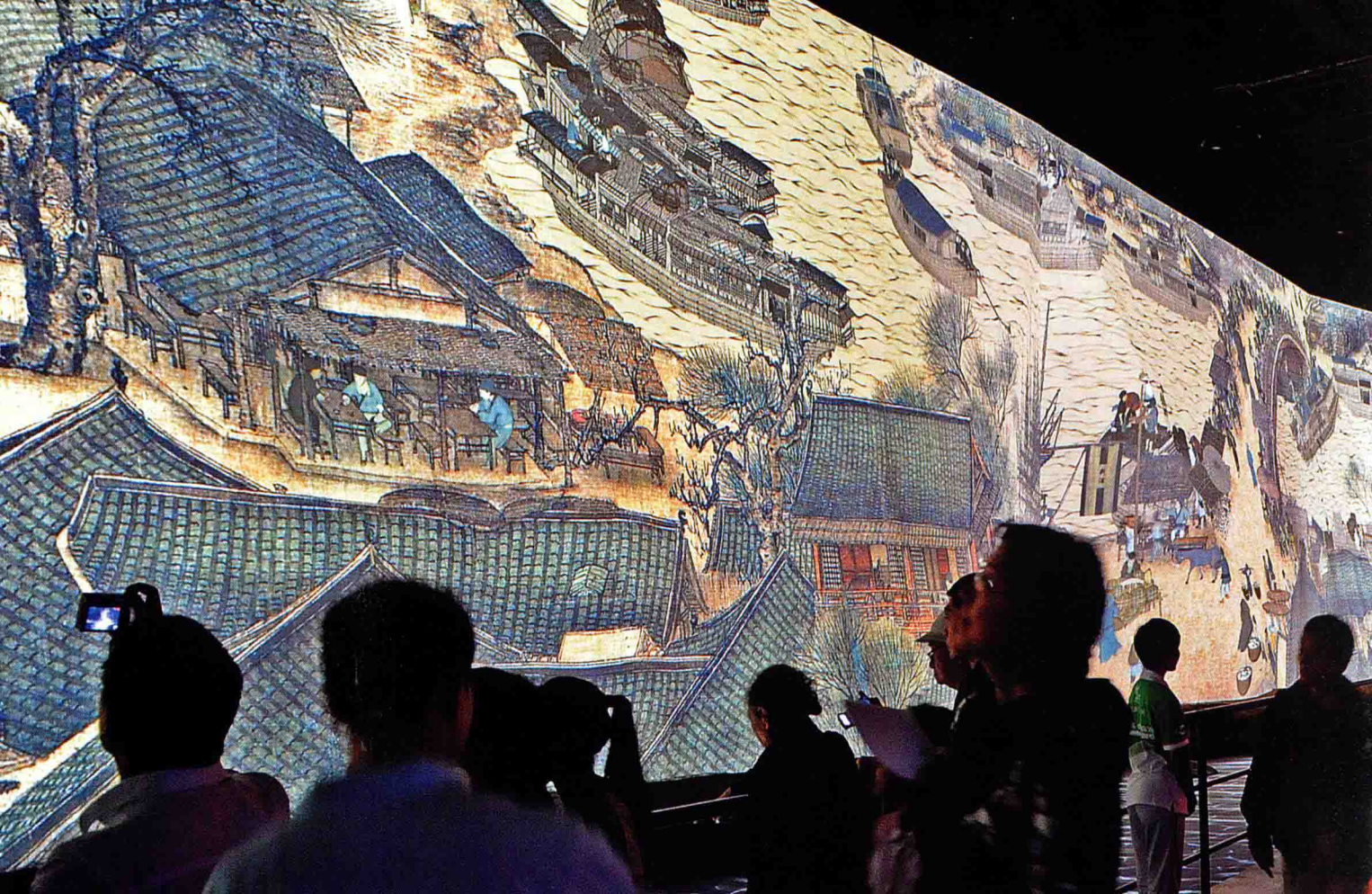


### THEME: Chinese Wisdom in Urban Development

China Pavilion is divided into two parts: National Pavilion and Regional Pavilions. The contour design of China Pavilion is based on the concept of "Oriental Crown, Splendid China, Ample Barn, and Rich People," to express the spirit and disposition of Chinese culture. The overall layout implies the universe is harmonious and everything goes well. National Pavilion rises in the middle with interlocking brackets projecting at every higher level. It is shaped like a red "Dou Crown" full of elements of Chinese architectural culture, composed of one storey underground and six layers above. Regional Pavilions are composed of the underground storey and the ground floor, the external surface covered with "seal characters." Regional Pavilions are extended horizontally, forming a stable base of the building, constituting an urban public space.











### 百米墙面重现《清明上河图》

在中国国家馆最核心、也是最高的49米层展区北面，100多米长的整面墙都将被放大了数百倍的宋代名画《清明上河图》覆盖。而国宝级名画《清明上河图》原件也将出现在世博期间的中国馆，传达中国古典城市的智慧。

### Hundred-meter Wall Representing "Riverside Scene at Qingming Festival"

In the northern part of the core exhibition area at the top forty-nine-meter floor, the wall of over one hundred meters will be covered with the famous Song Dynasty painting "Riverside Scene at Qingming Festival" magnified by hundreds of times. Besides, the national treasure, the original picture of "Riverside Scene at Qingming Festival," will also make its appearance in the China Pavilion to illustrate the charms of ancient Chinese cities.



## 阳光谷 SUNNY VALLEY

位于世博园核心区的世博轴，是通向主题馆、中国馆、世博中心、文化中心和轨道交通8号线西藏南路站的“大动脉”。其中的阳光谷是中国第一、世界罕见的索膜结构建筑，具有“自洁”功能，能在雨水冲刷下自行清洁。其特殊之处在于柔性，白色膜布的最大风摆幅可以达到上下3米，大风吹来，膜布能随风起舞。世博轴也是上海循环经济的一块“试验田”，下面铺设了250公里长的管道，使这个巨大的公共通道运用自然资源实现冬暖夏凉。

Located at the central area of the Expo Site, the Expo Axis is the “main artery” leading to the Expo Theme Pavilions, the China Pavilion, the Expo Center, the Expo Culture Center and Metro Line 8. Sunny Valley is of the membrane structure built in China first and it is seldom seen all over the world. It has the self-cleaning function, able to be cleaned by rainwater. The striking feature is its flexibility that the maximal swing extent of glass cloth membrane can reach to three meters up and down when a gust of wind blows. The Expo Axis is also an “experimental field” of Shanghai circular economy. Under the giant public walkway lie 250-kilometer long pipelines making the giant public passage cool in summer and warm in winter with natural resources.





## 世博中心与世博主题馆 THE EXPO CENTER AND THE WORLD EXPO THEME PAVILION

世博中心是2010年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，它的南面为世博会主题馆，东面为世博轴、文化中心及中国馆。

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。



The Expo Center functions as the World Expo operation and command center, Ceremony conference center, News center and Forum center. The World Expo Theme Pavilion is on its south and the Expo Axis, the Expo Theme Pavilions and the China Pavilion are on the north. 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 in Zone B the design of which is inspired by the art of “paper folding”, making it one of the landmarks of the Expo. The roof is designed to mimic the Shikumen’s “dormer” in both the appearance and spirit which features the architectural charm of Shanghai Shikumen.





## 文化中心 THE CULTURE CENTER

世博文化中心是一座世界一流水准的现代化演艺综合场馆，集综合演艺、艺术展示、时尚娱乐于一体的文化集聚中心，作为上海世博园的永久性建筑之一，将成为位上海乃至全世界的文化娱乐新地标。整体造型呈飞碟状，在不同角度与不同时间呈现出不同形态，白天如“时空飞梭”、“艺海贝壳”，夜晚则梦幻迷离，恍如“浮游都市”。



Being a world-class integrated performing art center, the Expo Culture Center functions as a main cultural center involving in performance, exhibition and entertainment. As one of the four major permanent pavilions, it will become the Shanghai's and even the world's new landmark of culture and entertainment. It resembles a flying saucer as a whole but it can be adjusted to form different shapes in different angles and time. It looks like a “flying machine” and a “seashell” during the day and a mysterious castle in the night.



