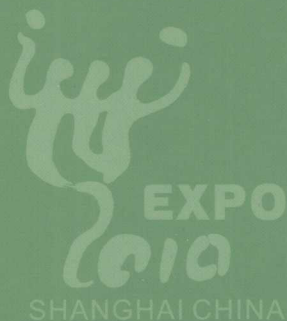




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World Expo 2010 Shanghai China

SHANGHAI JIAO TONG UNIVERSITY PRESS

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SHANGHAI JIAO TONG UNIVERSITY PRESS

图书在版编目(CIP)数据

世博英文读本=World Expo 2010 Shanghai China:
英文/徐剑编;(美)张爱华译. -上海:上海交通大学
出版社,2010

ISBN 978-7-313-06044-0

I. 世... II. ①徐...②张... III. 博览会—概
况—上海市—英文 IV. G245

中国版本图书馆 CIP 数据核字(2009)第 180959 号

世博英文读本

World Expo 2010 Shanghai China

徐剑 编 (美)张爱华 译

上海交通大学出版社出版发行

(上海市番禺路 951 号 邮政编码 200030)

电话:64071208 出版人:韩建民

上海锦佳装璜印刷发展公司 印刷 全国新华书店经销
开本:850mm×1168mm 1/32 印张:5.375 字数:140 千字

2010 年 3 月第 1 版 2010 年 4 月第 2 次印刷

ISBN 978-7-313-06044-0/G 定价:43.00 元

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Introduction to the Content

With concise language, clear categories, and abundant pictures and illustrations, this book introduces the World Expo 2010 Shanghai to worldwide readers. The book is divided into four parts. The first part, “Introduction to the World Expo,” describes the history and development of the World Expo. The second part, “Most Everything Begins in the World Expo,” discusses many well-known inventions which were introduced to the world at previous Expos, which are symbols of human creativity and imagination. The third part, “The World Expo 2010 Shanghai”, introduces Shanghai Expo’s theme, sites, sign, mascot, major facilities, and pavilions. The fourth part, “A Glimpse of Shanghai Culture,” highlights the many splendid Shanghai cultural treasures and tour attractions.

Content

I . Introduction to the World Expo	001
1. The Origin of the World Expo	002
2. The First World Expo	005
3. The Concept of the World Expo	009
4. The Bureau of International Expositions (BIE)	011
5. The Theme of the World Expo	014
6. The Classification of the World Expo	017
7. The Exhibition Pavilion	020
8. World Expo's Forum and Activities	022
9. The World Expo with the Largest Attendance ...	024
10. The World Expo with the Most Participants	027
II . Most Everything Begins with the World Expo	031
1. The Elevator	032
2. French Wine	034
3. The Saxophone	037
4. Reinforced Concrete	040
5. The Statue of Liberty	042
6. The Phonograph	045
7. The Eiffel Tower	048
8. The Zipper	051
9. The Ferris Wheel	054
10. Blue Ribbon Beer	056
11. Cracker Jacks	058

12. Motion Pictures	060
13. The Ice Cream Cone	062
14. Television	063
15. The Atomium	066
16. The Space Needle	068
17. Moon Rock	070
18. Rubik's Cube	072
III . The World Expo 2010 Shanghai	075
1. Introduction to Shanghai	076
2. The World Expo 2010 Shanghai	078
3. The Expo Site	080
4. The Expo Logo	082
5. The Expo Mascot	083
6. The Expo Theme	085
7. The Urban Best Practices Area	087
8. The Web Expo	088
9. The Expo Axis	089
10. Theme Pavilions	091
11. The China Pavilion	094
12. The Expo Center	096
13. The Expo Performance Center	098
14. The Expo Museum	100
15. Nations' Pavilions	101
Swiss Pavilion	101
British Pavilion	103
Spanish Pavilion	104
Dutch Pavilion	106
Saudi Arabian Pavilion	108

Canadian Pavilion	109
French Pavilion	110
Italian Pavilion	112
German Pavilion	114
New Zealand Pavilion	116
Australian Pavilion	117
Danish Pavilion	118
Finnish Pavilion	120
Japanese Pavilion	122
Israeli Pavilion	123
South Korean Pavilion	125
Singapore Pavilion	127
Meteo World Pavilion	128
China Aviation Pavilion	130
United States Pavilion	131
IV. A Glimpse of Shanghai Culture	133
1. The Shikumen	134
2. The People's Square	137
3. The Shanghai Big World	139
4. The Kunqu Opera	141
5. The Maglev Train	143
6. The River Village—Zhouzhuang	145
7. The Oriental Pearl Tower	148
8. The Nanjing Road	150
9. The Bund	153
10. The Xintiandi	155
11. The City God's Temple Market—Yuyuan Garden ...	158
12. Chongming Dongtan	161

I . Introduction to the World Expo

The history of the World Expo can be traced back to the periodic gathering of European merchants in ancient times. The gathering was called “the county fair,” a popular place for merchants to engage in commodity exchanges. The county fair mainly dealt with primary goods, such as agricultural products, domestic fowls and animals, tools, and instruments of labor. The trade was conducted in the traditional way-exchanges of goods. To fulfill their needs in production and life, people regularly went to county fairs for business. Thus, the commodity exchange markets became increasingly prosperous. The scale of county fairs gradually expanded; the line of goods got bigger and richer; and the number of participants increased day by day. To make transactions easy and convenient, people begun to use currency as the universal equivalence in the market, which made the county fair more attractive and popular.

The first recorded national fair was in the 5th century. Aiming to show off his empire’s abundant resources and wealth, a Persian king held an exhibition that was far superior to the county fair in size and function. The exhibition put huge quantities of rare treasures on display to deter the neighboring countries.

In 1791, the first exhibition that only displayed products without commodity sales took place in Prague.



Ausstellung böhm. Gewerbs und Fabrikprodukte im deutschen Saale der k. Hofburg.

An Illustration of Langweil's Model of Prague, on Display
at the Industrial Exhibition at Prague Castle in 1833

<http://www.langweil.cz/fmodel/5.1.jpg>

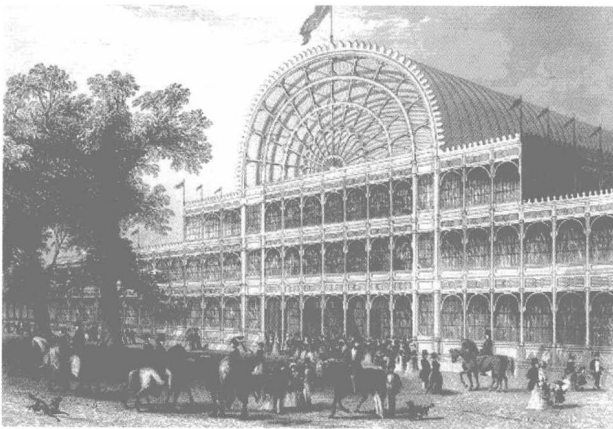
Meanwhile, the great Industrial Revolution launched in Europe, one country after another. The Industrial Revolution promoted swift development in science and technology. One of the most remarkable contributions of technological development was that machines began to replace manpower, which significantly increased productivity. New types of machinery and equipment were widely used in the textile and iron and steel industries, manufacturing and agriculture. As a direct result of the Industrial Revolution, abundant manufactured products became available. But restrained by the lagging development in transportation and communications, the

world had an urgent need for a central place to demonstrate new products and technologies from different countries. The worldwide exposition was ideal to meet such need. Hence, in 1851 the first World Exposition was born in London.

2. The First World Expo

In 1851, Great Britain hosted an international industrial fair, also known as the Great Exhibition, in London. Representing her nation, Queen Victoria invited a dozen European countries and the United States to participate in the fair. The exhibition lasted for 140 days. During that time a variety of cultural activities also took place, such as art and craft displays, and competition among exhibits.

The British Royal Committee invited bids for the design of the exhibition pavilion. British garden designer Joseph Paxton submitted his plan in nine days, which immediately became popular among the public. Paxton believed that



The Front Entrance of the Great Exhibition, London, 1851

http://en.wikipedia.org/wiki/File:Crystal_Palace.PNG

Nature should be the core of an engineering design. His design was based on an imitation of the structure of lotus leaves. The committee readily accepted his plan, and added a large-scale vault for the building to accommodate a big tree from Hyde Park. The building, with the leaf shape and made of steel, iron and glass, became an instant hit, and was honored with the name “Crystal Palace.” It became the model of functionalism in architectural history.

Construction of the Crystal Palace began on September 26, 1850 and finished, in only 17 weeks, in January, 1851. The scale of the building is huge: 563 meters (1,848 feet) long, and 124 meters (407 feet) wide. The central pathway is 33 meters (108 feet) long and 22 meters (72 feet) wide. On the sides are corridors and balconies on the upper level. Altogether the building consumed 4,000 tons of iron, 274 square kilometers (106 square miles) of glass, and 325



The Interior of the Great Exhibition

http://en.wikipedia.org/wiki/File:Crystal_Palace_interior.jpg

kilometers (202 miles) of connective frames. Since experts worried about the stability and endurance of the structure, a model was made before the real construction. 300 workers walked and jumped up and down on the model to test the strength of the structure. Some think that the Crystal Palace is the pioneer of modern architecture because of its iron structure, the entire glass wall and the pre-manufactured structures.



Queen Victoria Presides Over First World Expo Opening Ceremony

[http://en.wikipedia.org/wiki/File:Crystal_Palace_-_](http://en.wikipedia.org/wiki/File:Crystal_Palace_-_Queen_Victoria_opens_the_Great_Exhibition.jpg)

[Queen_Victoria_opens_the_Great_Exhibition.jpg](http://en.wikipedia.org/wiki/File:Crystal_Palace_-_Queen_Victoria_opens_the_Great_Exhibition.jpg)

British Queen Victoria attended the Great Exposition and recorded her feelings in her diary: “I entered the Crystal Palace with enormously huge crowds. I saw the innumerable waving hands, fresh flowers and statues, and then the sound of trumpets erupted. Taking a broad view, I saw the crystal fountain that was so mysterious, vast, beautiful and glorious. At the moment my heart was filled with devotion—rarely had any other ceremonies given me such magnificent feelings.”

The Great Exhibition attracted 6 million visitors in 23 weeks. The Exhibition demonstrated that the world had evolved from primitive merchandise transactions to technology and cultural exchanges. It laid a solid foundation for future Expos. As an unprecedented event, the London Great Exhibition is regarded as the first World Expo. Because of its success, other countries began to compete for hosting a World Expo.

What is the World Expo?

The World Expo is a large-scale international exhibition sponsored by a nation's government, and participated in by many countries and international organizations. It is a special occasion to demonstrate the newest achievements in science, technology and culture worldwide. Because of its big scale, many participants, long exhibition period and long lasting impact, the World Expo is therefore regarded as being equivalent to the Olympics for economics, culture and technology.

The World Expo has not only unfolded human achievements and social progress but also demonstrated people's demands for advanced civilization and dreams for a better future. In 1851, the London Expo demonstrated the great strength and pride of the Empire on which the sun never set. In 1853, the second World Expo in New York unveiled the freedom and prosperity of an emerging power; in 1855, the Expo in Paris presented romantic color and style in French art and culture.

Since the first exposition in London over 150 years ago, the World Expo has evolved from its original primary goal of commodity exhibition and exchange to today's focus on promoting new ideas, information and technology. The World Expo has provided a grand opportunity for people around the world to learn from and understand each other. The Expo is

also great fun and entertainment.



The 1900 Paris World Fair

http://en.wikipedia.org/wiki/World_Expo