

The World Expo 2010 Shanghai

China's 159-Year of Endeavor

常州大学山书伽藏书章

图书在版编目 (CIP) 数据

159年的沉淀:世博会中国档案:英文 / 本书编委会编.

一北京:外文出版社,2010

ISBN 978-7-119-06270-9

Ⅰ. ① 1… Ⅱ. ①本… Ⅲ. ①博览会-史料-世界-英文

IV. ① G245

中国版本图书馆 CIP 数据核字(2010)第 034416 号

责任编辑: 兰佩瑾 杨 靓

图片提供: 仝冰雪 郭 群 袁志军 上海图书馆等

翻译: 姜晓宁 徐新歌 王 玮 徐汀汀 严 晶 周晓刚 李 洋

英文审定: Paul White 徐明强 装帧设计: 元 青 吴 涛等

印刷监制:张国祥

159年的沉淀——世博会中国档案

本书编委会 编

© 2010 外文出版社

出版发行: 外文出版社

地 址:中国北京西城区百万庄大街24号 邮政编码 100037

网 址: http://www.flp.com.cn

电 话: (010) 68320579/68996067 (总编室)

(010) 68995844/68995852 (发行部)

(010) 68327750/68996164 (版权部)

印 制:北京雷杰印刷有限公司

开 本: 787mm × 1092mm 1/16

印 张: 11.5

版 次: 2010年3月第1版第1次印刷

书 号: ISBN 978-7-119-06270-9

08000(平装)

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China's 159-Year of Endeavor

First Edition 2010

ISBN 978-7-119-06270-9
© Foreign Languages Press, Beijing, China, 2010
Published by Foreign Languages Press
24 Baiwanzhuang Road, Beijing 100037, China
http://www.flp.com.cn

Printed in the People's Republic of China

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Foreword

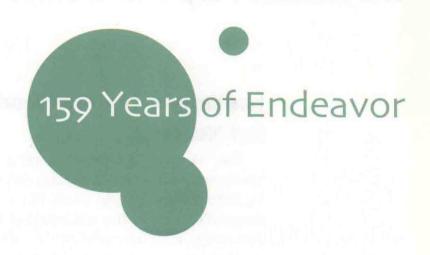
The World Expo 2010 Shanghai China is a grand international event hosted by the Central Government of People's Republic of China and undertaken by the Shanghai Municipality. It is the first registered World Exposition approved by the International Exhibitions Bureau (BIE) to be held in a developing country. The 2010 World Expo is a great cooperation and communication arena for all nations as well as a significant opportunity for China as a developing country to promote close cultural dialogue with the rest of the world and to learn from other nations.

China has invited 200 countries and international organizations to participate, as it promised in its bid, aiming to host the largest number of global participants in World Expo history. Under the auspices of the State Council of the PRC and the Shanghai 2010 World Expo National Organizing Committee, promotional work for the Expo is being handled by a "4+1" group composed of the Ministry of Foreign Affairs of the PRC, Ministry of Commerce of the PRC, Shanghai Municipal People's Government and China Council for the Promotion of International Trade (CCPIT), plus China's Commissioner General of the Chinese Government for the World Expo 2010 Shanghai China.

On March 22, 2006 the official invitations signed by Premier Wen Jiabao of the PRC State Council were delivered to 168 nations which have diplomatic relations with China through diplomatic channels, marking the start of the all-round international promotion of the World Expo Shanghai China. By February 4, 2009 the number of confirmed participants had reached 231, which exceeded the number previously expected and also set a record in World Expo history.

In 2010, Shanghai will host a great gathering of people from all over the world with the theme of "Better City, Better Life" to look into the promising "urban" future. The World Expo Shanghai China will be a grand event epitomizing the fine prospects for future urban life, highlighting innovation and interaction, a splendid dialogue in the process of human civilization and a grand stage for the promotion of understanding, communication, reunion and cooperation for the whole of mankind.





The Chinese People at World Expos

Lord Hesing and Merchant Vessel "Keying" at the First World Expo

The "Keying," a Chinese merchant ship named after the then governor of Guangdong and Guangxi, was bought by British merchants in 1846. The purchasers hired Chinese sailors under the command of Lord Hesing, a Qing Dynasty government official, to sail the ship loaded with exotic Chinese wares to London.



Porcelain plaque bearing a colored painting of the opening ceremony of the 1851 Great Exhibition in London, dia. 130 mm, by Thomas, John & Joshua Mayer. A Chinese official in court dress of the Qing Dynasty (1644-1911) appears in the painting.

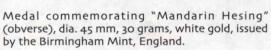


The Opening of the Great Exhibition, oil on canvas, by English painter Henry Courtney Selous, shows the China section of the exhibition and "Mandarin Hesing" from Guangdong, China.

Leaving Guangdong in December 1846, the ship arrived in London in March 1848, via Cape of Good Hope and New York. The exquisite Chinese handicrafts exhibited on the "Keying" attracted a large number of local people in both New York and London. Britain's Queen Victoria and the renowned English novelist Charles Dickens were among the celebrities who visited the "Keying." Hesing was invited as an honored guest to attend the opening ceremony of the Great Exhibition (often regarded as the first World Expo) at the Crystal Palace in London in 1851.

The local press reported on Hesing's presence, noting that he bowed elegantly to Queen Victoria.









Medal commemorating the Chinese junk "Keying" (obverse), dia. 43 mm, 30 grams, white gold, by Joseph Davis in Birmingham, England.

A Chinese Family at the 1851 Great Exhibition

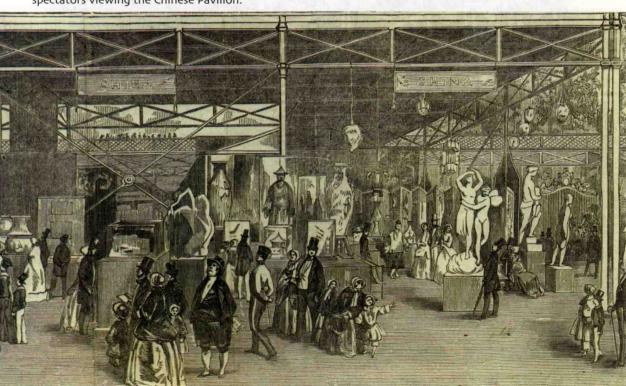
At the 1851 Great Exhibition, besides Hesing and his companions, a mysterious Chinese family also appeared frequently.

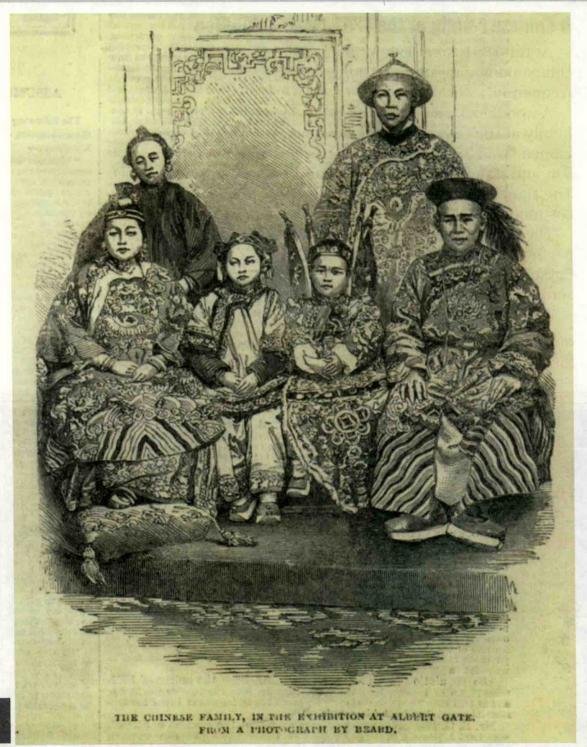
A woodblock printing of the time depicts the Chinese family at the Crystal Palace—a woman with bound feet named Pwan-Yee-Koo, her musician husband, and their son and daughter as well as a maid and a translator. The figures are all wearing traditional Chinese opera costumes.

The Chinese family, with the maid and translator too, performed traditional Chinese opera sketches at the Crystal Palace, combining singing, reciting, acting and acrobatic combat. Each played several roles.

Unfortunately, who they were has eluded researchers.

Chinese Pavilion (180x120 mm), from the *Panorama of the Great Exhibition of All Nations*, hand-colored engraving, after daguerreotypes by Richard Beard, published in the *Illustrated London News* (November 22, 1851), showing Western spectators viewing the Chinese Pavilion.



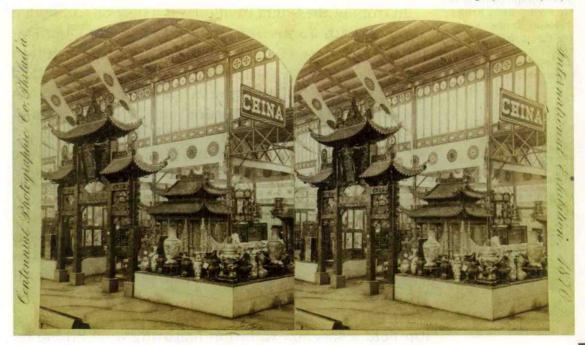


Li Gui and the 1876 Philadelphia World Fair

In 1876 Li Gui, a customs official from the port city of Ningbo, was sent by the Qing government to attend the World Fair in Philadelphia, USA. Together with a translator and an American employee of the China Pavilion, he spent a month traveling by sea to San Francisco and rail to Philadelphia.

The Philadelphia World Fair had 37 participant countries, including China. According to Li Gui, the Philadelphia World Expo was an exceptionally grand and exciting event with fascinating and impressive items on display which presented a true feast for the eyes. There was a main exhibition hall and venues for all participant countries, as well as special sections for machinery, painting and stone-carving, agriculture, horticulture, women's crafts, and others.

Stereograph of a decorated gateway inside the Chinese pavilion, World Fair 1876 Philadelphia (also known as the Centennial Exposition), 180x110 mm, albumen paper, by the Centennial Photographic Company.



A Chinese family at the 1851 Great Exhibition, 160x110 mm, engraving based on daguerreotypes by Richard Beard, published in the *Illustrated London News* (May 24, 1851).



Stereograph of the interior of the Chinese Pavilion, Centennial Exposition 1876 Philadelphia, 180x110 mm, albumen paper, by the Centennial Photographic Company.

In front of the China Pavilion was a decorated wooden archway with an inscription reading "Great Qing Empire" in Chinese characters. A horizontal inscription "Land Blessed with Treasures", flanked by two vertical scrolls reading "A Collection of 18 Provincial Products Presenting the Works of Nature" and "A Celebration of 100 Years' Grand Gathering for Profound Friendship," were composed and written by Li Gui. On display were 720 boxes of items, including local products, handicrafts, silk, tea, porcelain, carved ware and cloisonné.

Impressed by the interest in these Chinese products, Li Gui learned much about world market demand for them, and proposed that Chinese commercial representatives be sent to the next World Fair, to be held in France.

At the Philadelphia World Fair, the American Pavilion held a special exhibition featuring works done by Chinese students in the US on painting, cartography, mathematics, nature studies and other advanced mod-

ern subjects, all collected by Connecticut State Library. Li Gui was especially excited about the potential this presaged for the progress of Chinese manufacturing.

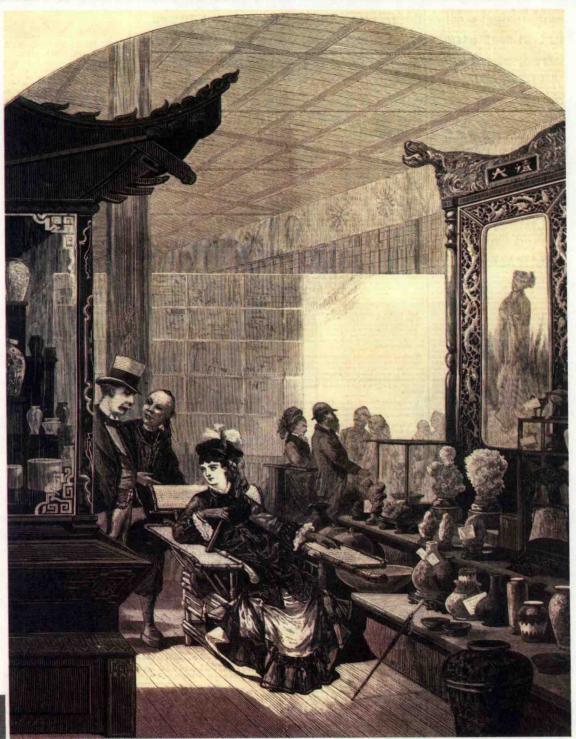
Li Gui visited Washington, New York, London and Paris before returning to Shanghai via Lyon and Marseille, and sailing across the Mediterranean, the Red Sea and the Indian Ocean. Li Gui's trip lasted nine months and covered 25,000 miles. Back in China in 1877 he wrote *The New Global Travel Notes*, an account of his trip, with a special section on the World Fair Philadelphia. As the first Chinese official to attend a World Fair, Li Gui started China's industrial and commercial business communications with Western countries.







Title page of *New Account of World Travels* by Li Gui, 1878. Minister Li Hongzhang wrote the preface to this book, commenting on the far-reaching and profound significance to China of Li Gui's participation in the Paris International Exposition.



111