



Facets of Belgium

# 比利时风采

中国2010年上海世博会比利时—欧盟馆

Expo 2010 Shanghai China

Belgian-EU Pavilion

2010年上海世博会比利时政府总代表办公室/编

General Commissionership of the Belgian Government  
Shanghai Expo 2010



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SHANGHAI BOOKSTORE PUBLISHING HOUSE

中国2010年上海世博会国家馆丛书

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2010年上海世博会  
比利时政府总代表  
Leo Delcroix 戴明哲



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献辞

除了介绍比利时及其一些主要特色和景点外，本书还对比利时展馆做了介绍。在上海2010年世博会的200多个参展国家和组织的展馆中，我们展馆赢得了广泛的关注和好评。

设计团队特地选择了一个实用的设计：为展馆建造一栋质朴的建筑，在世博会结束以后，这栋建筑可以用于其他用途，从而完美地契合了世博会的主题：“城市，让生活更美好”。比利时的各个行政区、省份和公司共同努力，将比利时—欧盟馆打造成比利时形象的重要窗口，并使比利时—欧盟馆给世博会参观者留下深刻的印象。

上海世博会是一次让我们的国家和各个行政区紧密合作，来促进比利时旅游业发展的良好机会，更是促进商业合作的平台。我们一起成功地展示了我们国家的实力，并将一些鲜为人知但可吸引外商投资的重要信息介绍给了参观者，譬如我们在科研和学术界的领先地位。

Apart from an introduction to Belgium and a selection of its major attractions and sights, this book is the story of a pavilion that earned a very worthy place amongst the more than 200 contributions from countries and organisations at the World Expo 2010 in Shanghai.

The project team deliberately chose a pragmatic design: we built a modest building that can take on a new identity after this Expo, and that was therefore perfectly in line with the theme of “Better City, Better Life” . The Belgian regions, provinces and companies helped to make this pavilion an important calling card for our country, and to make a visit to our Belgian-EU pavilion more than worthwhile for the hundreds of thousands of Expo visitors.

The Expo in Shanghai was a unique opportunity for our country and our regions to work in close cooperation to promote Belgium as a tourist destination, but, most of all, also as a place to do business. Together we have succeeded in showcasing our strengths and ensuring that the less well-known sides of Belgium that play such an important role in attracting foreign investors and companies, such as our leading position in the scientific and academic world, received the attention they deserved.



Commissioner General of the Belgian Government

World Expo Shanghai 2010

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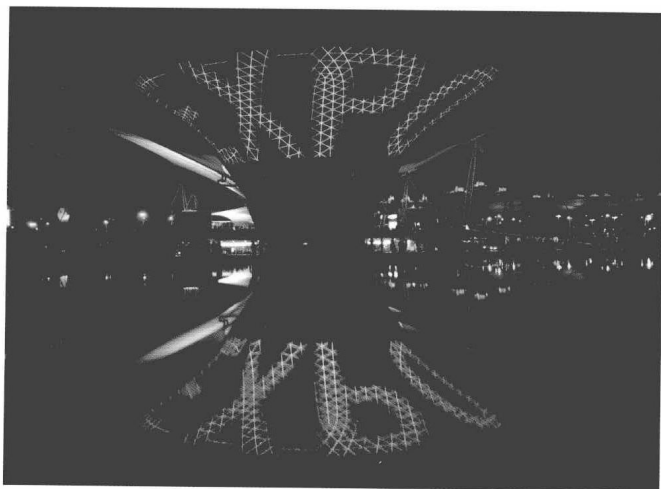
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## 2010年上海世博会： “城市，让生活更美好”

2010年上海世博会在5月1日至10月31日之间举行。届时将有七八千万名参观者前往参观两百多个国家和组织的展馆，这是世博会一百五十多年历史上的最高纪录。

这次上海世博会的主题是“城市，让生活更美好”：呼吁



上海世博园 Expo site Shanghai





比利时—欧盟馆外观 Façade Belgian-EU Pavilion

精心考虑城市规划政策以及可持续发展，以便人们能在未来城市更好地生活。

“城市，让生活更美好”是指将自然环境变成我们的风景、可持续建设、高质量的社会环境并且保证我们的福利和舒适。同时主题也注重不富有的人们、价值观和文化共享、以及能帮助我们共同找到解决方案的和平对话。

该主题体现了中国和国际社会的对可持续未来的忧虑，这与今天比利时的日常生活也息息相关。我们城市里现代密集型的生活让我们意识到环境保护的紧迫性，必须在能源消耗和环境管理之间找到平衡。因为我们的身体和精神健康都取决于环境。

## Shanghai 2010: “Better City, Better Life”

Between the 1st of May and the 31st of October 2010, Shanghai plays host to the World Expo. The city expects 70 to 80 million people to visit the pavilions of more than 200 participating countries and organisations—a record number in the more than 150-year history of the World Expo.

The theme of this Expo in Shanghai is “Better City, Better Life”: a call for a better existence in our cities of the future through a well-considered urban planning policy and sustainable development.

“Better City, Better Life” is all about integrating the natural environment into our landscapes, sustainable construction, a high-quality social environment and guaranteeing our well-being and comfort. However, the theme also focuses on the less well-off, the sharing of values and cultures and peaceful dialogue to help us identify solutions together.

The theme, which expresses the concerns of China and the international community for a sustainable future, is in keeping



with our day-to-day reality in Belgium. The modern, intensive lives that we lead in our cities have instilled in us a belief that it is more important than ever to protect our environment, and to achieve a balance between energy consumption and environmental management. After all, our physical and emotional wellbeing depends on it.

## 比利时—欧盟馆的构思

建造2010年上海世博会的比利时—欧盟馆需要从特殊的地方入手。中国文化与比利时生活方式截然不同，欧洲的规模和密度无法与上海相提并论。

为了完全理解2010年上海世博会的背景及其对中国的真正含义，比利时的项目组前往中国与当地政府、建筑师们和市民们沟通，希望由此更深刻地领会他们对世博会和对比利时—欧盟馆的期望。

比利时—欧盟馆需要依照上海充满活力的气氛来提供方案。理解中国文化并达到对比利时—欧盟馆的期望是一项巨大的挑战。

展馆还需要清晰地反映比利时的丰富内涵。

在历史、政治和社会意义上，比利时都代表了变革之地和多种文化、民族和信仰的团结共存。比利时位于欧洲主要国家之间，它一直是“平衡之地”，有共同利益的人们在这里聚在一起，这种共同利益远远超出了每个人的国家需要。比利时是工业革命和欧盟的摇篮之一。展馆希望通过和谐的平衡来反



钻石区 Diamond Corner



“脑细胞”结构 Brain Cell structure

映比利时人口的多元性。

今天的比利时与周边国家被高效的交通工具紧密连接起来了：高速火车、公路以及航道。无论是在运输还是信息网络方面，比利时的交通网络都是欧洲最有效的之一。

比利时充满生机，并且在永恒地进化着。共同需要和个人志向之间的微妙平衡给2010年上海世博会比利时—欧盟馆的设计灌注了灵感。

比利时—欧盟馆的目标是诱导对话以及吸引最多的人。它向全世界介绍比利时这个国家：各个地区、文化、人民的创造力以及比利时聪明的人民和企业。

## Approach of the Belgian-EU Pavilion

Constructing the Belgian-EU pavilion for the World Expo 2010 in Shanghai required a special approach. The Chinese culture differs radically from the Belgian way of life, and the scale and density of Shanghai are not comparable to the European context.

In order to fully understand the context of the Expo 2010 and its true meaning for China, the Belgian project team travelled to Shanghai where it engaged with the local authorities, architects and residents, hoping to gain a deeper understanding of their expectations for the event and for the Belgian-EU pavilion.

The Belgian-EU pavilion had to provide a solution to the dynamic atmosphere of the city of Shanghai. Understanding the Chinese culture and meeting the expectations for a Belgian-EU pavilion were a major challenge.

The pavilion also needed to reflect the essence of Belgium in a very clear way.

Historically, politically and socially, Belgium represents a

place of transit and union of diverse cultures, races and beliefs. Belgium, efficiently plugged in to all major European countries, has always been a “place of balance” where people have gathered with common interests that surpass their national needs. It is one of the birth places of the Industrial Revolution and the European Union.

In a harmonious balance, the Belgian-EU pavilion aims to reflect the diversity of the people gathered in Belgium.

Today, Belgium is closely connected to its surrounding countries by highly efficient means of transport: high-speed





railways, motorways and shipping lanes. Our country is characterized by one of the most efficient communication networks in Europe, both for its population and for its goods and information network.

Belgium is an organic country; a living element in perpetual evolution. This delicate balance between collective needs and individual aspirations has inspired the development of the Belgian-EU pavilion for the Shanghai Expo 2010.

The Belgian-EU pavilion aims to provoke conversation and to attract as many people as possible. It introduces our country to the entire world, as well as the cultures of our country, the different regions, our creativity and our talented people and companies.