



EXPO 2010 SHANGHAI CHINA OFFICIAL GUIDEBOOK

Bureau of Shanghai World Expo Coordination





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EXPO
2010
SHANGHAI
CHINA

城市,让生活更美好
Better City, Better Life





A bird's -eye view of the site of Expo 2010 Shanghai China

EXPO 2010 SHANGHAI CHINA

Full title: The World Exposition Shanghai China 2010

Short title: Expo 2010 Shanghai China

Expo 2010

Shanghai Expo

Type: Registered International Exhibition to
International Exhibitions Bureau

Theme: Better City, Better Life

Duration: May 1 — October 31, 2010

Area: 5.28 km²



The emblem for Expo 2010 Shanghai China resembles the Chinese character “世” (meaning “the world”) and has the image of three people holding hands, looking like a happy family. It symbolizes the big family of mankind in harmony and happiness, conveys the world expositions’ notion of “understanding, communication, reunion and cooperation”, and showcases the great efforts of Expo 2010 Shanghai China to focus on the humanistic core.



The mascot for Expo 2010 Shanghai China, HAIBAO (literally “sea treasure”), is created from the Chinese character “人” (meaning “people”), which reflects the feature of Chinese culture and echoes the Expo’s emblem design.

The blue color: implying inclusiveness and imagination, symbolizing China which is full of hope and potential of development.

Hair: resembling the rolling waves, lively and distinct, and explaining the mascot’s home and origin.

Face: simplistic cartoonish expression, friendly and confident.

Eyes: big, round eyes, shining with expectation.

Body: round body, evoking beautiful feelings for harmonious life, cute and lovely.

Fist: the thumb is raised to praise and welcome friends from the whole world.

Big feet: standing firmly on the ground and giving strong support to the outspread arms, which implies that China has the capability and determination to hold a wonderful world exposition.

The structure of the Chinese character “人” implies mutual support and signifies that beautiful life needs our joint efforts.

Only by supporting each other and living in harmony between man and nature, people and society and people among themselves, can urban life be better.

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