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EXPO 2010 SHANGHAI CHINA

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主编单位

上海现代建筑设计(集团)有限公司

摄影 邵峰

撰文 隋郁

翻译 传神翻译公司

责任编辑 周慧玲

装帧设计 房惠平



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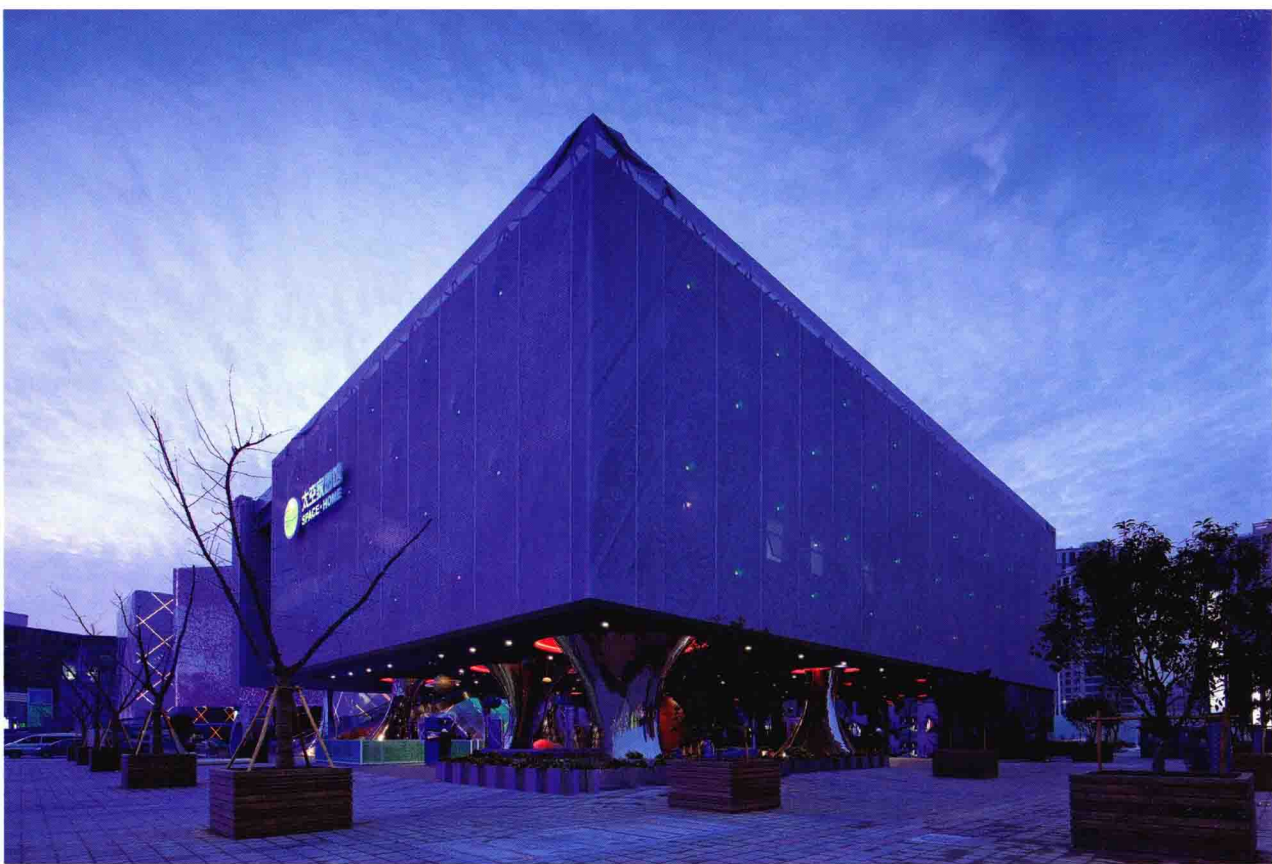
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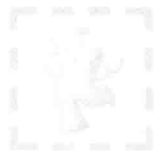
- 本次世博会共有18个企业馆，分布在世博园区浦西片区，除思科馆、日本产业馆、中国船舶馆为老厂房改建外，其他均为新建建筑。与外国自建馆不同，企业自建馆基本由国内建筑师创作设计，充分体现出中国建筑师的创作水平。各参展企业从自身的企业特点和视角出发，表达了对未来人类城市生活的关注，各种环保技术和环保材料在建筑设计中被广泛应用。

There are 18 enterprise pavilions in total in Shanghai Expo, which are all located in Puxi Plot of the Expo site. Except for Cisco Pavilion, Japanese Industry Pavilion and China State Shipbuilding Corporation Pavilion, which are reconstructed from old plants, the others are all new buildings. Different from the foreign self-built pavilions, the enterprise self-built pavilions are basically designed by domestic architects, which reflect the highest design level of domestic middle-aged and young architects. The enterprise participants express their concern on the human city life in the future from their own enterprise characteristics and points of view. Various kinds of environmental protection technologies and materials are widely applied in the architecture design.

- 世博会公共活动设施是为园区游客提供文化休闲娱乐的活动场所，它包括世博会博物馆、综艺大厅、城市足迹馆、宝钢大舞台四个工程。这四个建筑均是利用园区内的旧厂房改建而成，使上海的老工业基地在保留了历史积淀的同时绽放出新的生命。

The public activity facilities of World Expo Shanghai China provide the culture-entertainment service for visitors in Expo site, including four projects: World Expo Museum Pavilion, Arts Hall, Pavilion of Footprint and Baosteel Stage. These four buildings are refurbished from the old factories in the bases. They keep the historical accumulation and also blossom new life of Shanghai's old industrial bases.





太空家园馆 Space Home Pavilion

Pavillon de maison cosmique Weltraum Pavillon

宇宙の家館 우주존관

太空家园馆仿佛是太空飘来的散发着奇幻色彩的神秘魔方，悬浮在空中，以异型的支柱与轻盈的透明盒子与地球接触，形成一种摆脱重力束缚的形态，召唤我们去探寻太空的奥秘。

Space Home Pavilion looks like a mysterious Magic Cube suspended in midair, emitting magic colors from the universe. It touches the Earth with intricate pillars and a light transparent box, forming a shape that breaks the bonds of Earth's gravity and calls us to seek the mysteries of space.



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中国人保馆 PICC Pavilion

Pavillon de PICC der Pavillon der PICC

中国人保馆 중국인민보험관

中国人保馆从PICC（中国人民保险公司）的LOGO出发，将四个字母作为建筑分割空间的主要元素。夜晚，建筑透出红色光晕，使明显的企业标识成为企业馆的一道亮丽的风景线。

Starting from the Logo, PICC (People's Insurance Company of China), PICC Pavilion uses four letters as the main element for dividing the building space. In the night, the building sends out a red glow, making the visible enterprise Logo a beautiful landscape of the enterprise pavilion.



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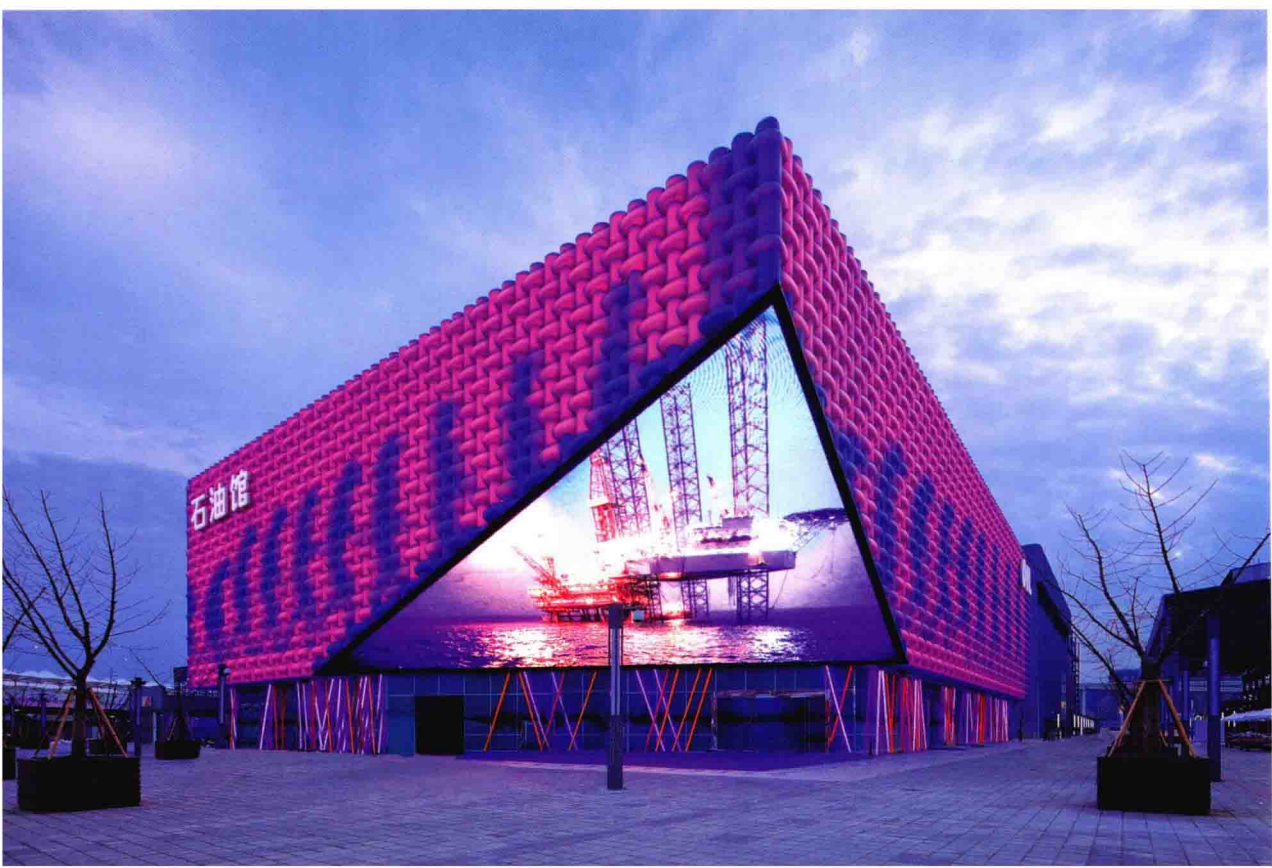
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石油馆 Oil Pavilion

Pavillon Pétrole CNPC Pavillon

石油馆 中国 석유관

石油馆由管状聚碳酸酯(PC)材料编织并覆盖,给人们以石油管材的联想,略带透明的石油衍生产品聚碳酸酯寓意着展馆的石油特性。入口处硕大的三角形LED屏幕代表了“能量之角”、“油海平台”等主题。

Oil Pavilion is weaved and covered by PC materials in a tubular shape, resembling an oil tube. The slightly transparent oil derivative product polycarbonate highlights feature of the petroleum at the pavilion. The huge triangular LED screen at the entrance presents the themes of "Energy Angular" and "Giant Oil Field Platform".



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可口可乐馆 Coca-Cola Pavilion

Pavillon Coca-cola Coca-Cola Pavillon

コカコーラ館 코카콜라관

可口可乐馆围绕着一个巨大的LED可口可乐瓶展开，通体的“可口可乐红”金属板墙面、醒目的可口可乐LOGO、经典的弧形瓶、波浪形飘带图案以及缤纷气泡图等元素，表达了经典的品牌形象。

Coca-Cola Pavilion is spread around a sky-scraping LED Coca-Cola bottle. The whole body is a "Coca-Cola Red" wall surface made of metal sheets and covered with the vivid Coca-Cola Logo. The classic brand image is expressed through the classic curved bottle, wavy ribbon pattern and colorful bubble elements.



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万科馆 Vanke Pavilion

Pavillon Vanke Vanke Pavillon

万科馆 중국 완커관

万科馆的命名为“2049”，是希望通过这个馆名加深公众对未来的关注。万科馆的七个圆台宛如七座金灿灿的麦垛矗立在浦江之畔，它选用麦秸秆压制而成的麦秸板作为最主要的建筑材料，此举将减少资源的消耗量。

The name of Vanke Pavilion is "2049". People's concern about the future is expected to be strengthened through this pavilion name. The seven round platforms of Vanke Pavilion resemble seven golden ricks standing on the west bank of Huangpu River. The straw plates pressed from straw are selected as the main construction materials to reduce the resource consumption.



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上汽集团－通用汽车馆 SAIC-GM Pavilion

Pavillon SAIC-GM SAIC-GM Pavillon

上汽 GM 自動車館 상하이 GM 관

上汽集团－通用汽车馆的设计表达了机械的动感，外立面上的LED屏幕被喻为“天使之眼”，建筑表皮采用金属材料，上旋的倒锥形建筑形体通过铝板金属幕墙来表现，具有强烈的、流畅的线条，隐喻了速度、科技及未来。

The design of SAIC-GM Pavilion shows mechanical activeness. The LED screen fitted on the facade is called Angle's Eyes. Metal materials are adopted for the surface of the building. The spiraling inverted-cone shape of the building is represented by metal curtain walls of aluminum sheets with strong flowing lines, implicating speed, science and technology and future.



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中国航空馆 China Aviation Pavilion
Pavillon Aviation China Luftfahrt Pavillon

中国航空馆 중국 항공관

中国航空馆的设计取自天空上自然的“云朵”形态，兼与飞机的形象结合抽象而成，建筑造型由等候大厅的玻璃半球体、休息大厅的椭圆球体和不规则的圆滑曲面膜屋顶组成。

The design of China Aviation Pavilion comes from the natural "cloud" shape in the sky, abstractly combined with the image of an airplane. The building shape consists of a glass hemisphere in the waiting lobby, an ellipsoid in the lounge and a roof with an irregular smooth curved surface membrane.



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