

progression

the BIE newsletter



Expo Shanghai in live !

Special Edition n° 3 Expo Shanghai



The 2010 Shanghai Expo Opening Ceremony fulfilled Dreams !

Opening Ceremony of Expo Shanghai, on April 30, 2010 Speech by H.E.Mr Jean-Pierre Lafon, President of the BIE

Mr President of the People's Republic of China,
Madam,
Dear Presidents,
Dear Heads of Government,
Dear Commissioner Generals,
Ladies and Gentlemen,

The Bureau International des Expositions, in the name of its 157 Member States, can but rejoice that on the theme of the city, the 2010 World Expo is held in Shanghai, China, the most populated country of our planet, older than history itself, inheritor of an ancient and advanced civilisation which is undergoing a tremendous change and unprecedented urban revolution.

This grand Exhibition will allow you to show the emergence of China at the beginning of the twenty first century. This exhibition which you have created for the world, through the presence of the pavilions of all our planet's countries and by the creation for the first time in a World Expo of an area for the cities and regions of our world to show their best practices will allow the world to form a source of comparison and dialogue. Finally you have created this Expo as truly planetary, through the broadcasting of images and forums thanks to the technological progress of today's communication.

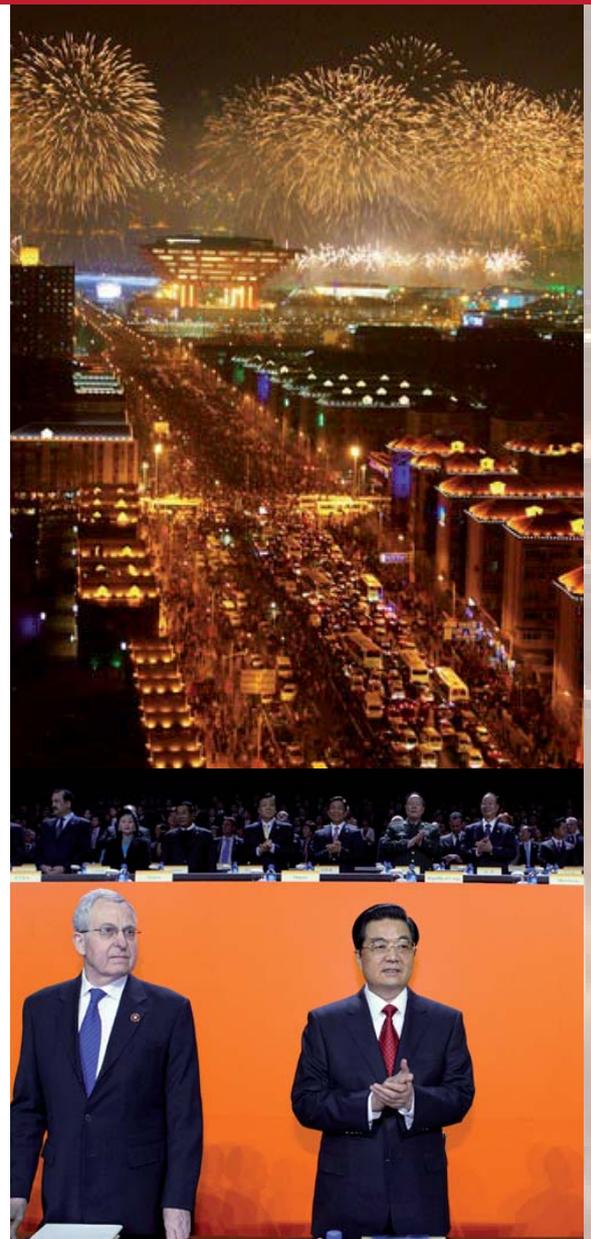
Through its magnitude, its creative richness, through new initiatives, through the chosen themes, the city today in Shanghai, food for our planet tomorrow in Milan or the oceans in Yeosu, the BIE is conscious that World Expos, more alive than ever before, are answering a need of progress, of meetings, of conviviality and dialogue and that the emulation of our time can not just be limited to sports.

The chosen theme of "Better city, Better life", with the majority of our planet's population living in cities today, with the increase of the urban population to almost 3 billion men and women in the decades to come must drive us to improve the quality of life for the citizens not only for developing countries, but also for developed countries; who all too often suffer from pollution, poverty, social segregation and insecurity.

We hope that this Exhibition will contribute to a social awakening so that our cities may become more sustainable, fairer, safer and harmonious.

I wish every success to the World Expo 2010 Shanghai.

N.B.: Speech given in English, French, and Chinese





Opening Ceremony of the Expo Shanghai Site, 1st May 2010

Vicente González Loscertales, Secretary General of the BIE

Honorable Mr. Jia Qinlin,
Honorable Vice Premier,
Honorable Mayor Han,
Distinguished guests, Ladies and Gentlemen,

Today we officially open the doors to a world of cultures, innovations and achievements in "Better City, Better Life" that gather in Shanghai for the first time in the history of World Expos.

Thank you, China, for your ability to transform your vision of the Expo into a meeting of nations of an unprecedented scale under the common goal of promoting the development of harmonious and sustainable cities.

Thank you, participants, for all of your contributions which will leave a legacy above and beyond the Expo site through friendship, cooperation and shared best practices.

Thank you, staff and volunteers from China and from around the world, for your tireless efforts and for your dedication in building, preparing and operating the World Expo that will stand out as one of the landmarks of the 21st Century.

I am very honored to have shared with you the past ten years that bring us all here today; and I am also looking forward, in the coming six months, to see the dimension of our international community focused on building a great event together and on carrying out peaceful discussions and constructive confrontations about our future cities.

Every exhibition, every pavilion, every event, every meeting in Shanghai 2010 "Better City, Better Life" will help us better understand our present, have a glimpse into the future, and strengthen the ties of cooperation between our countries and organizations.

Shanghai 2010 is a celebration of human achievements with the goal of inspiring present and future generations to pursue not only the ideals, but also the actions for "Better City, Better Life".

Expos are engines of change for a city, for its people and for all those taking part in it. Between now and October 31st 2010 the Expo will not only educate, entertain and fascinate visitors, but will spark the energies to build the cities of the future on some of its foundations.

Congratulations to all of you for your endeavors, and my most sincere gratitude to the government of the People's Republic of China, all the nations and international organizations participating in the Shanghai Expo, the municipality of Shanghai and its citizens, and all those who have made this Expo possible. I have no doubt that all visitors will experience the most successful, splendid, and unforgettable Expo, and they will hold this Expo dear in their hearts and minds.

Thank you very much!



Japan's Participation in Expo 2010

The theme of Japan Pavilion is "WA—Harmony of the Hearts, Harmony of the Skills" and its message is "Connect for a harmonious future!"

When we look to the future, technology obviously has an important part to play. As human emotions always come first however, it is equally important to ensure harmony between "hearts" and "skills." It is through harmony that we will be able to build the ideal future. This theme inherits the theme "Nature's Wisdom" at Aichi Expo five years ago.

The shape of the Japan Pavilion is very unique, which has been nicknamed "Zi Can Dao", meaning, "purple silkworm island." The pavilion incorporates environmental technology. The pavilion

itself has been made from a lightweight structure and covered all over in a membrane that generates electricity from solar energy. The pavilion also uses technology designed to harness the power of nature in other ways, including an eco-tube system that circulates light, water and air to cool the interior of the pavilion.

The Japan Pavilion has three zones—the Exhibition Zone, the Pre-show, and the Main Show.

The Exhibition Zone presents connections and exchanges between Japan and China in Tang Destiny, Japanese culture and beautiful nature through four seasons of the year, and newest technologies and human activities for solving global environment problems.

In the Pre-show, visitors can see futuristic technologies in fields like robotics and video imagery, including giant screens and camera devices never seen before. Especially the robot, which plays the violin, wins the many visitors' praise.

In the Main Show, a live musical performance takes place on a traditional Japanese wooden stage. During the show visitors can see

the future one-person personal mobility. You will feel the importance of connections between people as you hear child's beautiful chorus.

Besides the Japan Pavilion, there are two pavilions participating from Japan, the Japan Industry Pavilion and Osaka Pavilion.

The Japan Industry Pavilion is designed to demonstrate everything Japanese industry has to offer based on the theme "Better life from Japan," focusing on the concept of "J-Sense," as symbolized by the words "Kirei, Kawaii, Kimochii" (clean, cute and comfortable).

The Osaka Pavilion locates at the Urban Best Practices Area. Having pushed ahead with environmentally friendly urban development to create an advanced city built on water, Osaka can now showcase itself as a successful model city.

I look forward to welcoming to our pavilions.

Hiroshi Tsukamoto, Commissioner General for the Japanese Section

40th Anniversary of Expo Osaka 1970

On March 13th, 2010, Expo Osaka 1970, the first World Expo ever held in Asia, celebrated its 40th anniversary at the Iron & Steel Pavilion of the Expo 1970 Park, a living legacy of the Expo still dominated by its symbol, the "Tower of Sun" of the artist Taro Okamoto.

On this occasion, the Commemorative Organization for the Japan World Exposition 1970 inaugurated a permanent exhibition, in collaboration with the BIE and "EXPO x EXPOS", dedicated to the history of Expo Osaka 1970 and to the future Expos.

Moreover, a line of 100 "smiling umbrellas" celebrated Expo Shanghai in front of the Tower of the Sun representing a symbolic bridge between the two Expo sites of Osaka and Shanghai

This event recalls the positive and long-lasting impact of Expos and their role as links between cultures.



The Pavilion of the Kingdom of Morocco

Morocco Pavilion joins in the theme of the Expo "Better city, Better life" or "Morocco, the art of life"

The Kingdom of Morocco embraced the challenge of building an authentic pavilion. Everything was made to attract the public:

- a majestic architecture and authentic materials,
- aesthetics consideration and an extreme attention to details and strong and powerful images,
- authenticity.

Through its pavilion, the Kingdom of Morocco helps the visitors to understand :

- its knowledge through the architecture and the originality of its building,
- its history,
- the quality of life and the values of its people,
- its level of development and its capacities to exchange.

The Pavilion presents Morocco as:

- a country, which enjoys an exceptional geographical situation, facing Europe and the door of Africa,
- a country connecting two worlds, a link between two civilizations.
- a country, which has benefited from a melting pot, that for centuries, has generated a creative spirit in architecture, in the traditional arts (ceramic, wood, plaster, marble, zellige,) as well as in embroidery, jewellery, costumes, tools and food...

Our Pavilion, with the theme "**Morocco, the Art of Life**", presents a welcoming diverse country, with a strong historic and cultural legacy, in full urban development and social change.

The pavilion of the Kingdom, with its skilfully embroidered facades, its gardens, its ponds of water and its fountains, is conceived to attract the visitors and invite them to discoveries.

Built on a 2000 m² area, with a covered area of



4000 m², the pavilion has 3 levels and a terrace. The ground floor reflects marvellously the permanent concern to create a good living environment. In a museum atmosphere, the visitor roams through shop windows, with a smooth background music and images of Morocco, which scroll slowly on the walls.

On the 1st floor the visitor is plunged into a medina with its alleys and its shops. Already in this structure of the traditional city, the life was organized around the art of life. It is important to show this model of ancestral organisation with an active and harmonious life.

Visitors will appreciate and notice many resemblances with the Chinese traditions.

They will discover the product of the manual labour of "maalmens" in all the domains: calligraphy, embroidery enriched by the Andalusian influence, the jewels, the regional traditional costumes, the pottery and the enamelled ceramic, the brass work, the carpets, for the country or the city (houses in Morocco are very cheerful), cavalry and metal work, music etc. All the colours and the diversity reflects a real art of life.

On the upper floor we can see the Kingdom of Morocco to day.

A fast-growing Morocco, landscapes, new cities, sport activities, harbour infrastructures, free zones, high-tech parks, highways ... Images are passing on a screen of 240 m².



Using the multimedia in an open space, a luxurious architectural space.

The event agenda and the communication programme deserve a particular attention: reports, documentaries and movies, mediatisation of the craftsmen, cooperation with the Chinese Embassy in Morocco, press conferences, reception of delegations and meeting of Commissioners General, creation of the Pavilion's Website, special package with travel agencies for Moroccan people to go to Shanghai, activities with the Moroccan community in China, Pavilion's events, National Day of Morocco on September 30th, 201, etc.

From its opening, on May 1st, the Pavilion has welcomed more than 30 000 visitors a day sometimes exceeding 50 000 visitors.

Ahmed AMMOR, Commissioner General of the Moroccan Pavilion

The Host Country Pavilion China

As Commissioner General of China Pavilion, I together with the visitors from the world, am pleased to witness and share with you the exhilarating and spectacular event of World Expo 2010 Shanghai since its opening on May 1.

Over 8 million visitors from the world not only experienced the expo atmosphere of learning social, economic, scientific and technical, cultural and urban development around the world, but also made friends and discussed cooperation in different fields in the last 30 days. Visitors have been greatly benefited from being part of it.

With its magnificent architecture and unique exhibition, China Pavilion has attracted a daily audience of 50,000 visitors and has become one of the most popular pavilions at this Expo. The exhibition of China Pavilion sheds light on the classical wisdom embodied in China's urban development process, such as ceaseless self-improvement, benevolence through profound virtue, learning from nature and harmony in diversity, and more importantly, their implications for a sustainable future. What I want to mention particularly is the amplifying paint (based on original one painted almost 1000 years ago) Along the river during Qingming festival, which is 128 meters long with 6.5 meter height. The technology of combination of animation and projection make over 1000 figurines moving, letting you have a vivid picture of urban life in the capital city of Beisong Dynasty (960-1127). In the joint pavilion of Chinese provinces, municipalities and autonomous regions, each of the 31 participants develops the theme of the Expo in its respective exhibition area of 600 square meters. Each has its own innovative designs



with distinctive regional characteristics, showing colorful cultures in different parts of China. Each province stages different performances with local characteristics every five days.

Starting from June 1, a new exhibit of another national treasure is on display at the China Pavilion that is the No.1 bronze chariot and horse from world famous Museum of Terracotta Warriors. Since they were unearthed, the bronze chariots



and horses have been hailed as the most important bronze ware and provide a lot of evidence about the metal casting, culture, military affairs etc. in Qin Dynasty (221-206 B.C.). This is the first time for the No.1 bronze chariot and horse to be exhibited out of the Museum of the Terracotta Warriors located in Shaanxi province

I fully believe in the next five months, China Pavilion will continue to gain favor from the visitors, and the expo is the platform for the Chinese people to know more the world and the people of the world know better about China and the Chinese people.

With the common efforts of all participants, World Expo 2010 Shanghai will be successful, excellent and unforgettable.

Wang Jinzhen, Commissioner General of the China Pavilion



Estonia at EXPO Shanghai 2010 sounds the call to save the cities of the world

Estonia is a small and innovative Nordic country that wants to optimize environments for living and creating.

I am honored and thrilled that Estonia seized the opportunity to showcase its innovative technologies and passion for the environment at the Shanghai Expo 2010. Our pavilion theme "Save City" focuses on the concept of optimizing environments for living and creativity. It boasts a beautiful and colorful exterior that embodies the ideas and wisdom of Estonia's citizens in protecting the environment.

At EXPO 2010 in Shanghai, which opened in May of this year, Estonia is unveiling an interactive pavilion that calls on people to join in an initiative to "save" the world's cities. The pavilion will allow people to make their voice be heard regarding urbanization, encouraging all visitors to think about and look for solutions to topics related to growing cities.

The Estonian pavilion is literally clad in bright folk costume. An Estonian flag on the roof of the pavilion will wave to Google Earth. Inside, an art installation offers participatory possibilities – situated throughout the entire pavilion are giant piggy banks that will fill up with good ideas from visitors for making the world's cities better. The big screen in the pavilion will demonstrate to visitors what the world's best city is like.

The last few decades have seen an increase in community-oriented thinking worldwide. The greater level of civic association stems from a desire to do something to make living environments better. Community networking is facilitated by modern information technology solutions – the Internet, and the online telephony application Skype, which was developed in Estonia and continues to be based out of the Estonian capital of Tallinn.

Estonia has put into practice a number of initiatives worth sharing with the world. Consider the "Let's Do It" campaign in 2008, when 50,000 volunteers countrywide took part in trash cleanup event. Valuable experience has been shared on the global arena – similar actions have been carried out in India, Italy, Portugal, Slovenia and Romania, among other countries.

Throughout the duration of the Expo, our pavilion will host thematic seminars on Estonia's technological advances and prime positioning being the closest European Union member to China and next to Russia. Everyday at 6pm, visitors can experience one of our proudest cultural traditions by singing along with Estonian choirs. This is a perfect way to join us in celebrating Tallinn being the European Capital of Culture in 2011. Singing is also a passion shared by both the Estonians and Chinese and I hope this will be a powerful mean in strengthening our friendship.

I hope all Expo attendees have the chance to discover a piece of Estonian culture by visiting our pavilion. Welcome to Estonia!

Toomas Tiivel, Ambassador, Commissioner General of Estonia

Mexico in Shanghai

Mexico played an important role in the efforts made all over the world to propose and learn how to face the challenges presented to humanity today. We arrived to the universal Expo of Shanghai 2010 with the same vocation of international collaboration.

The idea "to live better", that the current Mexican government is implementing, is reflected in our pavilion. Four thousand square meters welcome our propositions in the search of better forms of coexistence based on the links existing between social, human and ecological development. But we also want to show to China and to the whole world our touristic wealth, our technical development and the ideal conditions in the business world, our famous gastronomy, a country with a grand and ancient history with the invaluable art of our creators.

The "kite", the main image of our pavilion, is a clear sample of the relations maintained by

Mexico and China for centuries, but it also reflects the cheerfulness of the Mexicans, their playful spirit and their desire for flying away.

The structure of the pavilion says a lot about our proposition. A green space on a slope is the ideal place so that people meet in a public, funny and joyful place. We noticed that from the first days of the Expo: the "Wood of kites" was transformed into a meeting place for the visitors of the Expo, where children play and families picnic, a place of relaxation for all.

Inside, the Mexican proposition is distributed in three main themes in different spaces. The first room, **City and Nature** shows how the cities are connected to the nature in a fragile balance and how this relation can be found again in public places. They reveal the natural variety of the Mexican territory, its cities enclosed in varied ecosystems and holders of diverse vocations.

The second room is dedicated to **City and Heritage** and its key concept is the memory. There, public spaces are places of identity. Thanks to six circular screens, we can fly over

our cities considered as World heritage, feel their atmosphere and listen to the murmurs of their inhabitants. In this way, Mexico is showing that it has a very real heritage and a memory which continues to be built.

The third room, **the City and its Inhabitants**, presents the public spaces as the meeting place for all the people and their experience. You will discover the variety of Mexican regions and cities, integrating the elements of the national identity. In the same way, the sacred heritage of the country, its languages, traditions, music, dance, literature and gastronomy are becoming a reality. Scenes of Mexican daily life in several public spaces are shown on screens set up inside forty masks.

Along the walk, the pavilion of Mexico presents a rich and inestimable museography. Prehispanic objects, a baroque altarpiece, contemporary art, paintings from some of our greatest artists, the creativity and the talent of all the Mexican people engaged in this project, reflect the work we are carrying out as a united country which wants to show the best it has to offer.

If Mexico is present in Shanghai, it is with the idea to continue its contribution to the development in peace and harmony, of people, communities and nations, so that the new generations can grow and blossom in healthier spaces, in which technology and nature can find a balance and where the modernity brings us a "Better city, a Better life".

Thanks to the **Pavilion of Mexico** and its Commissioner General, **Eduardo Seldner Ávila**.



Great success of « EXPO x EXPOS » at Expo Shanghai 2010!

After Milan, Madrid, Lisbon, Zaragoza, Brussels, Aichi, Osaka, and Seoul, the Travelling Exhibition of the BIE continue its journey all around the world and opens its doors at Expo Shanghai 2010.



Expo Coordination and the Chinese Travelling Exhibition "Path to world Expo".

During the first and half month, the Travelling Exhibition of the BIE has received more than 312,000 visitors!

"EXPO X EXPOS" will be presented at the Asia joint pavilion (zone A of the site Expo Shanghai 2010) until October 31, 2010, a unique opportunity not only to inform the general public about the history, the continuity and the values of Expos, but also to promote the upcoming Expos of Yeosu 2012 and Milan 2015.

The Travelling Exhibition of the BIE "EXPO X EXPOS" opened its doors beginning of May on the site of the World Expo Shanghai 2010. To honour the Country host, the BIE presents for the first time into exclusive a film in 3D of Laurent Antoine on the participation of China in the World Fair of Paris as well as the scale model of Expo Shanghai 2010, thanks to the collaboration of the Bureau of Shanghai World



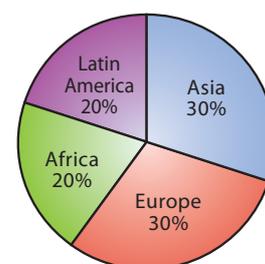
Nominees "BIE-Cosmos Prize, EXPO Shanghai 2010 for Better City, Better Life"



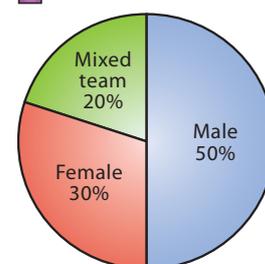
Nom	Organisation et titre	Pays	Titre du projet
Mr. Cherdak VIRAPAT	International Ocean Institute Headquarters Executi ve Director	Thailand	"Tsunami Prevention and Preparedness Practices for Tourism Sector and Private Entrepreneur in Khao Lak, Phang Nga Province of Thailand (TPPP)"
Mr. Riccardo VANNUCCI	FAREstudio (on behalf of AIDOS, Italian NGO) Architect	Italy	"Centre for the Well Being of Women (CBF)"
Miss Keneilwe MOSEKI	Somarelang Tikologo (Environment Watch Botswana) Executive Director	Botswana	"Urban Community Empowerment Project"
Mrs. Irania MARTINEZ	Community sur Isleta, Ciudad Guantanamo, Cuba Local Promoter	Cuba	"Waste management in Cuban local community"
Mr. Ignas BRAZAUSKAS	"Darom 2009" Director	Lithuania	"Waste collection and awareness-raising on a national scale"
Mrs Xiaosong ZHANG	Chain Reaction: Guizhou Rural Tourism Development Center Director	Chine	"For Our Daughters" Combating poverty, disempowerment, and cultural loss for ethnic minority women in Guizhou, China
Mr. Marc LIBESSART	Fondation Internationale de l'Hôpital Albert Schweitzer Lambaréné Gabon Directeur Général	Gabon	"Le Projet Santé Plus » Education and awareness-raising about HIV/AIDS and support to HIV/AIDS patients
Mr. De Pirro, Garcia Lascurain, Gamboa, and Zavala	DGL, De Pirro and Garcia Lascurain Architects S.C. and Instituto Mexicano de Urbanismo, A.C. Architects	Mexico	"The Barefoot Urbanist. Design Guidelines for Progressive Urban Developments"
Mr. Ralph NAUTA and Mrs Lonneke GORDIJN	DRIFT (designstudio) Industrial designers and owners	Netherlands	"Obsidian: A Brilliant Bit of Waste Furniture design: promoting the solution for the worldwide chemical waste problem"
Dr. David Leonides T. YAP	University of the Philippines, School of Urban and Regional Planning Associate Professor and Director of Research	Philippines	"Studies on ways to factor in green urbanism guidelines in planning future human settlements as a strategy to address climate change"



Composition of Nominees (10) :



■ Asia
■ Europe
■ Africa
■ Latin America



■ Male
■ Female
■ Mixed team

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Bureau International des Expositions

34 avenue d'Iéna – 75016 Paris – France - Tél : +33 (0)1 45 00 38 63 / Fax : +33 (0)1 45 00 96 15 / E-mail : bie@bie-paris.org

