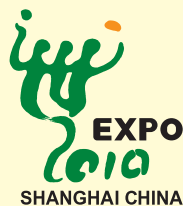


World Expo 2010 Shanghai China Theme Content Guide



Bureau of Shanghai World Expo Coordination

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Foreword

This document, based upon the official “the Theme Development Working Plan of World Expo 2010 Shanghai”, serves as a guide to the theme content for participants of World Expo 2010. The “key message” and “theme content structure” included in this document is an official reference for participants in developing their exhibition content. While it is not requested that participants select a particular “conceptual area” as the theme for their pavilions, it is expected by the Organizer that participants make efforts to interpret the “content structure” in their own contexts and contribute to the thematic framework of World Expo 2010 through exhibitions as well as other forms of theme presentation.

I. General

1. Theme and Sub-themes

The theme of World Expo 2010 Shanghai is “Better City, Better Life”, with five sub-themes – “blending of diverse cultures in the city”, “economic prosperity in the city”, “innovation of science and technology in the city”, “remodeling of urban communities” and “rural-urban interaction”. The 138th Session of the BIE General Assembly approved the Application for Registration of World Expo 2010 on December 1, 2005. The chapter III of the report carries a detailed description of the theme and five sub-themes.

2. Key Message

Under the theme “Better City, Better Life”, the organizer of the Expo 2010 seeks to answer the following three major questions through exhibitions, events and forums:

What kind of city makes life better?

What kind of life makes cities better?

What kind of urban development makes the Earth a better home for mankind and all its inhabitants?

To lead exhibitors and participants to answer the three pending questions, the organizer of Expo 2010 has developed a conceptual structure by interpreting and reorganizing the five sub-themes. The structure, based on the view that city is a living organic system, analyzes it in two perspectives: structurally and temporally. In this sense, the following is the key message for the structure.

The city is not just a group of individuals, but a real unity in its own, an spiritual organism, and that is why there is a strong analogy among its constitution and structure and those of man; Nowadays, with cities having a growing impact on our planet, the same analogy can be applied between the cities and the planetary scale. Better cities and better life rely on our ability to create a harmonious coexistence and interaction between the three organic systems – man ,city and earth, very different in scale but similarly complex

The key message is the starting point of theme content development and will be reflected through a whole range of projects of Expo 2010.

3. Goals of Theme Content Development

As the first universal World Expo dedicated to “City”, the organizer of Expo 2010 aims to achieve the following goals through theme content development:

- 1) To elevate the public awareness of the challenges in the “urban age” and identify the potential solutions;
- 2) To facilitate the conservation of the heritage of our cities; to raise public awareness of healthy urban development;
- 3) To disseminate concepts, successful practices and innovations in sustainable urban development; to seek models of sustainable urban development for developing countries;
- 4) To enhance the communication and understanding within human society.

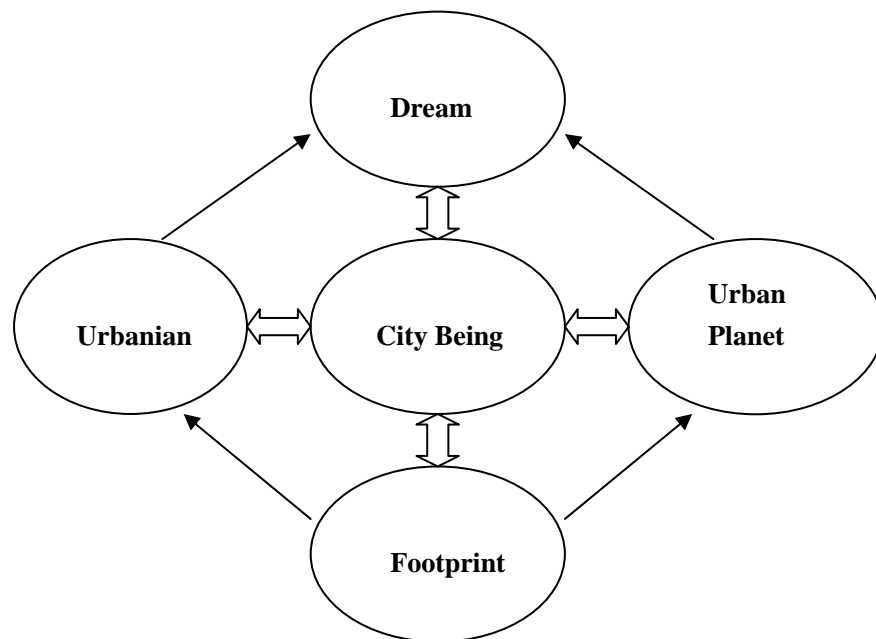
II. Theme Content Structure

1. The Graph

The content structure is concisely explicated by the following graph, which revolves around two axis or clusters.

- 1) **Structural** – The structural analysis of the theme focuses on the three different “dimensions” of the structure related to City and Life.
 - a. The “human-scale” dimension, concentrated on the “elemental” component of the cities: the citizens. Each person is a cell and a microcosm of the City. With the accelerated urbanization underway, the influence of the city is so strong over the rest of the population that, we could say, Homo Sapiens, our specie, is becoming Homo Urbanus. The citizens of the world are becoming Urbanians. This is how we are going to name this area.

- b. The “urban” dimension, devoted to analysing the city as a system, indeed as a very complex, integrated and interlinked system: a system as complex as a living organism. It shall be named CITY BEING.
 - c. The “global” dimension. Cities are not isolated units but part of the planet. Cities interact constantly with their macro-ecosphere as well as with each other. Based on the fact that from this year on, the Earth will have a predominant urban population, this dimension will be named URBAN PLANET.
- 2) **Temporal** – This axis develops a temporal view and shows human’s persistent quest for “better life” in cities throughout human history. It develops a dynamic reading of city evolution, from the past lessons and wisdoms towards a better future, thus completing the intention of the Theme, “Better City, Better Life”. It will unfold in two perspectives: that of the past and of the future. The historical dimension will be named FOOTPRINT and the dimension of immediate future DREAM.



Graph: Theme Content Structure

The following part is development of content of the five “conceptual fields”, i.e. “Urbanian”, “City Being”, “Urban Planet”, “Footprint” and “Dream”.

2. Explanation of each “conceptual field”

1) Urbanian

Message: Man is the cell of a city, and also its soul. It is man who gives city its culture, character and innovative power. With mankind increasingly turning into an “urban species”, city needs to accommodate larger and more diversified population. People beyond the urban boundary are equally put under the spell of urbanization for their well being. City needs to take the lead in creating life of quality for mankind. City should also become an incubator of human innovation and creation.

Topics:

- Urban culture and the “social capital” (traditional / pop culture, local/imported cultures, consumerism, creative industry, communication in the digital ages, etc.)
- Urban communities (“urban social map”, low-income and ethnic communities, needy groups, change of family structures, women and children, etc.)
- Urban dwellers’ demand for services and utilities
- Evolution of occupational structure and types
- Urban society and its population age structure
- Migrants (cross-border migration, urban-rural migration, multi-cultural society, employment opportunities and social mobility)

Flowing population of cities (people whose life and work are separated geographically across city borders)

Challenges:

- Basic needs and rights
- Respect for diversity

- Equal opportunities
- Encouragement of innovation and creations of individuals

2) City Being

Message: Cities have evolved from primitive human habitats into complex organic systems. Cities have their common traits, but every individual city is also unique. Liveability and sustained dynamism of cities are built on the respect of the “rule of life” of the organic systems by mankind and the rational behavior in day-to-day life and in practices of urban development and administration.

Topics:

- City and its hinterland (resources consumption, waste treatment and discharge, eco-environment, rural-urban linkages, leisure, etc.)
- Spatial texture of a city and its evolution
- Urban infrastructure (pipelines, channels, transport, cultural infrastructure, etc.)
- Public space (people-friendly, facilitate inter-person communications)
- Urban administration (state and cities, urban planning, tax and fiscal system, land ownership, treatment of “urban diseases”, clean and efficient government, “safe cities”)
- Economic structure and growth potential (commodity flow, capital flow, information flow, human resources and innovative potential, etc.)

Challenges:

- Ideal urban forms and habitat models
- Benign cycle of resources
- Public participation in urban administration
- Innovation and sustained growth potential

3) Urban Planet

Message: At this moment, the ecological footprints of cities around the world have covered up the whole surface of the earth. City has a massive impact on the eco-systems of the Earth and its resources. The future of the Earth and cities are interdependent on each other. A healthy interaction must be created between

human habitats and the Earth in order to preserve a liveable home for the future generations.

Topics:

- Prospect of world population growth
- Urban impact on global environmental system (model of minimal impact on environment through urban development)
- City's role in globalization (city networks, cities as important nodes and major players in globalization, competition and cooperation among cities, etc)

Challenges:

- Reduction of cities' ecological footprint
- Communication and cooperation among cities in sustainable development
- Role of civil society and international organizations

The above three “conceptual fields” shed light on the interdependency between the three types of organic system of man, city and the Earth. Since the day when cities were born, the three types of systems have been evolving and exerting influence on each other. The history of urban development is a history of such interaction. Their harmonious co-existence and co-development foretells the path of urban development in the future. The following two conceptual fields are intended for the retrospect and prospect of such relationship.

4) Footprint

Message: The history of urban development is full of passionate and complex episodes. As crystallized human civilization and evolving organic systems, cities have left their footprints in human history. These footprints, proving success or failure, serve as guidance of human development in the future.

Topics:

- Exchange and integration of urban civilizations
- Human habitat and natural environment, a historical perspective

- Life and death of cities (cities that last and those which have disappeared for various reasons)
- Urban heritage in spatial forms (texture, structure, buildings, monuments, etc.)
- Intangible heritage of cities

Challenges:

- Reconcile conflict between heritage preservation and development
- Learn from ancestors for sustainable development
- Our heritage for the city of tomorrow

5) Dream

Message : Throughout human history, man has never stopped the quest for “ideal cities”. With the advent of an “urban age”, it is imperative to find solutions for sustainable urban forms and ideal development models and in this context was born the main aim of Shanghai’s Expo: “Better City, Better Life”.

Topics:

- Blueprints and experiments of “ideal cities”, in both historical and contemporary perspectives
- Creation of “City of Harmony”
- Innovation and new technology born out of dreams and their impact on urban development;
- Rationale, practice and paradigm of sustainable development (<21 Agenda>, eco-city, Compact City, 3R, etc.)

Challenges:

- To reconcile the conflict between the “ideal model” and reality
- The way of thinking is the precondition for sustainable development
- Technology is a double-edged sword

III. Thematic Offer

1. Theme Pavilions

There will be five theme pavilions in Expo 2010. Three of them, adjacent to each other are found in the central area of the eastern side of Huangpu River, corresponding to “Urbanian”, “City Being”, and “Urban Planet” respectively.

The rest two are located on the other side of the river, themed as “Footprint” and “Dream” respectively. The pavilion covering “Footprint” is commonly known as the Urban Civilization & Art Museum. It will showcase the path of the world’s urban development through art pieces, i.e. architecture, sculpture, paintings, displayed in either real or virtual forms. Standing in strong correlation with this pavilion and also contributing to the “Footprint” concept is the World Expo Museum, which offers a tour through the history of World Expo since 1851 with its rich collection of documents and exhibits of previous expos as well as multi-media presentations of the Expo stories. The pavilion “Dream”, with a content centering upon urban future, will be housed in an industrial heritage building, which in this way forms an intriguing contrast.

2. Theme Areas

Around the theme pavilions, there are three thematic areas.

The main thematic area is the outdoor space of the main theme pavilions, which features thematic landmarks, sculptures and images reflecting the “Urbanian-City Being-Urban Planet” concepts.

The “Urban Best Practice Area” constitutes the thematic area around the “Dream” pavilion. It will showcase the best practices of cities around the world in building livable cities, achieving sustainable growth, as well as in heritage conservation and innovations in built environment. Cities will be the main participants in the area. People will find in the area a real city block, built after the “best practice” cases, as well as several exhibition halls, converted from old industrial buildings, filled up with exhibits of the “best practices”.

Another thematic area links the World Expo Museum and the Urban Civilization & Arts Museum. It will present through outdoor installations and images the concept of “Footprint”.

3. Theme Plazas

A 45,000-square-metre Theme Plaza is found amongst the cluster of theme pavilion on the Pudong side. As a major gathering place on the Expo site, the plaza, through installations such as screens and stages, will offer visitors relaxation, interaction as well as intense thematic experience.

Along the skywalk, there is a string of continental plazas, bearing the names of Asian Plaza, African Plaza, American Plaza, European Plaza, and Oceanian Plaza. Each is located close to the pavilion cluster of their respective continents and will be developed with rich cultural elements, featuring thematic structures, sculptures and cultural events.

4. Theme Facilities

The Expo site will feature facilities that have strong links with the theme and key message, such as the water purification system, rainwater collection and reuse system, the solar energy powered facilities, the wind farm, the thermal water heating system, the wastewater treatment and the clean energy vehicles. These facilities not only guarantee efficient operation of the Expo, but also can be viewed as an important part of the thematic offer.

5. Thematic Paths

Spatially the theme paths link up all thematic areas, theme plazas and theme facilities into a network. They are mainly outdoor walkways on the Expo site, including theme axis, the skywalk and thematic pathways, etc.

Feeling convenience and comfort, visitors will meanwhile receive thematic message by taking the thematic paths. The messages will be delivered by visual signs,

landmarks, streetscapes, artistic works, devices, and interactive facilities. It is an integral part of the thematic offer system on the site.

6. Forums

Forum is one of the most direct ways to explore the themes and to form the spiritual legacy of the Expo. Forums of World Expo 2010 forums will be dedicated to explore models, successful practices and innovations of sustainable urban development philosophies, successful practices and innovations, to exchange experience of developing countries in urbanization management, education and healthcare in their rural areas, and to predict challenges of the urban future and formulate possible remedies.

Forums are classified into high-end forums, theme forums, and public forums. The high-end forums will explore development philosophies and the relationship between habitat, globalization and sustainable development from a macro point of view; theme forums will concentrate on discussing how the city system and management models work; while the public forums offer a broad platform of expression and sharing of day-to-day concerns and wisdom. It will involve a large number of speakers and audience in it and will serve to encourage peoples' participation.

7. Events

The events of World Expo, including major thematic events and day-to-day entertainment, will satisfy three functions: theme presentation, atmosphere vibrating, and visitors flow management.

The major thematic events brought by the Organizer shall include opening and closing galas, China National Day, and other key events. The day-to-day entertainment covers eight categories, i.e. gala shows, interactive moments, exhibitions, media shows, ethnic shows, culture parades, contests, and gourmet events.

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