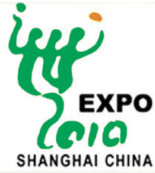
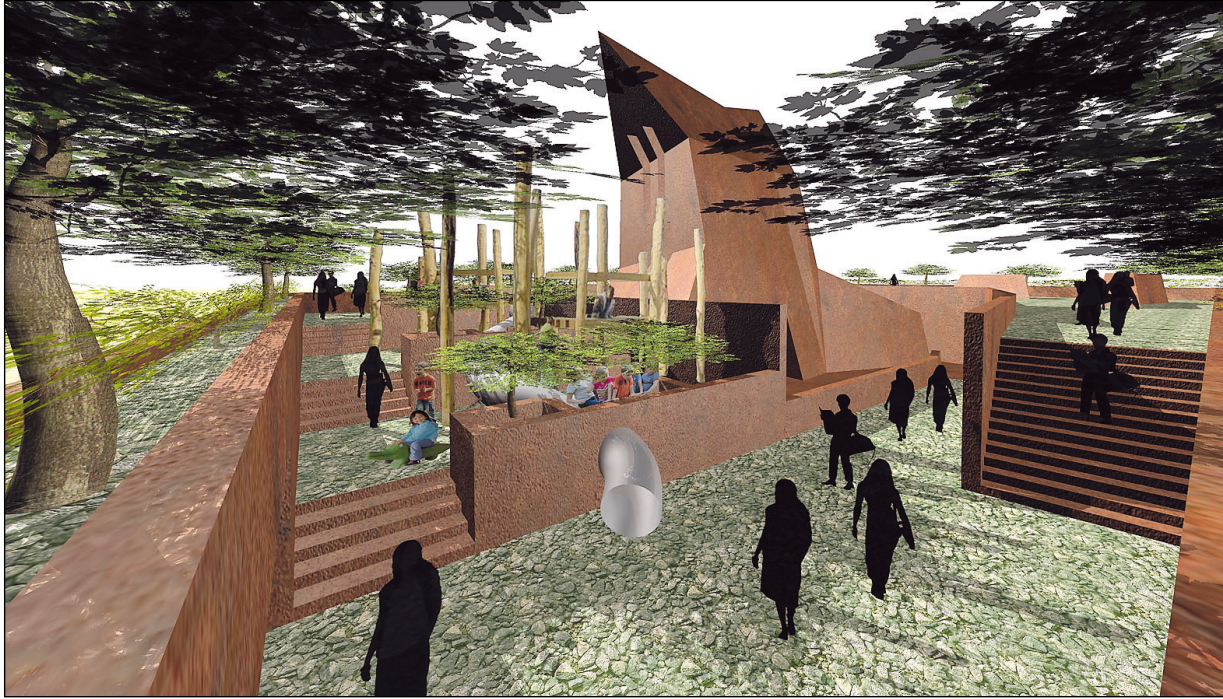


A8 SPECIAL



EXPOINSIGHT



The layout of the open area of the Luxembourg Pavilion in World Expo Shanghai 2010.

The Grand Duchy of Luxembourg's Expo Pavilion will be an imperial fortress-type structure topped by a medieval tower. Designers will invoke ancient castles, vineyards and forests, writes Chen Yiqin

Luxembourg pavilion displays 'green heart of Europe'

The Grand Duchy of Luxembourg, the "green heart of Europe," is even smaller than half of Shanghai, but it is a must-see destination for many people visiting Europe.

Tiny Luxembourg attracts visitors with its imperial fortresses, peaceful vineyards and green forests — all to be condensed into a 3,000-square-meter pavilion in World Expo Shanghai 2010.

Luxembourg has unveiled its Expo Pavilion design, giving people a peek at its ideas on presenting its ancient stately character and modern technology — and, taking in classical Chinese sensibilities. The cost estimated between US\$9 million and US\$11 million.

Designers call it a special "forest and fortress" scene. The idea comes from the literal Chinese translation of Luxembourg — *lu sen bao* — "forest and fortress."

"The objective of the project is to demonstrate the concept of sustainable development through the structure and the content of the pavilion," said Robert Goebbels, the commissioner general of Luxembourg in Shanghai.

The unique design not only presents Luxembourg's

reputation as the "green heart of Europe," but also embodies the theme of Shanghai Expo, "Better City, Better Life," said Hong Hao, director of the Bureau of the Shanghai World Expo Coordination.

The 15-meter-high main structure of steel, wood and glass is an open fortress and castle structure with large openings, overlooked by a medieval-type tower.

Large entrances and exits will allow a continuous flow of visitors to avoid long queues and make visitors feel comfortable.

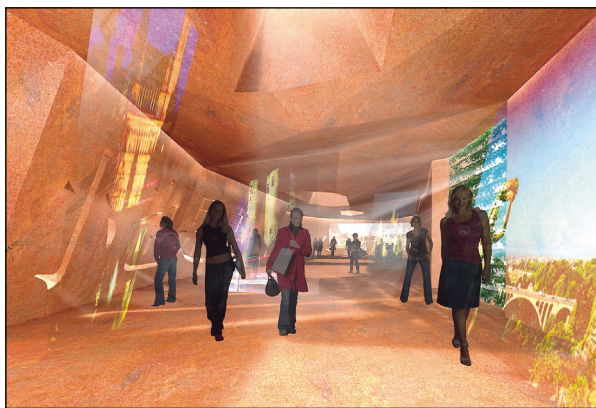
To increase the feeling of openness, the outer walls will be include translucent panels, each representing a Chinese character.

Luxembourg emphasizes making the pavilion environment-friendly. It will be energy-efficient and energy-saving and will use renewable energy.

"All the materials are recyclable," said pavilion architect Francois Valentiny.

The exhibition area itself will feature two-way audiovisual transmissions via satellite between Luxembourg and Shanghai.

"Visitors can talk with Luxembourg people and we will bring live programs of Luxembourg events here, so



The layout shows the interior look of the Luxembourg Pavilion in World Expo 2010. — Courtesy of Consulate General of Luxembourg in Shanghai

that we can bring the country closer to Chinese people," said Jeannot Krecke, the country's minister of economy and foreign trade. There will be translations in French, English and Chinese, going both ways.

The two-way program aims to represent the harmonious coexistence of different cultures and a harmonious life made possible by modern technology, notably communications.

Large flat screens that use light-sensitive technology will illustrate in three dimensions the achievements of the Luxembourg economy.

The exhibition in the medieval tower will feature the theme of mobility, using

a super-sized model of a futuristic car.

A children's nursery will be set up within the castle beside a restaurant. The menu will offer special Luxembourg beer, fine wines, sausages and traditional dishes, as well as Chinese food.

Visitors can buy Shanghai stamps, printed in 2010 by the Luxembourg Post, and Shanghai Euro coins issued by Luxembourg Central Bank to celebrate the Expo.

The pavilion design was unveiled when Luxembourg signed its Expo participation contract on November 1. It is the fourth country to sign the contract, after Ukraine, Hungary and Switzerland.

Bye-bye e-era, hello 'u-era'

Kelly Chen

LCD screens are out of date. Every wall, desk and even eye glasses can be turned into touchable screens.

In the office of the future, presentations and meetings will be much easier and "greener" — you can just copy your report image projected on the table, make as many copies as you want and "toss" them right in front colleagues with a hand gesture. No papers, no waste.

Four well-known companies, recommended services suppliers for World Expo Shanghai 2010, together staged a workshop, "United Factory," to demonstrate possibilities.

"The e-era will soon be gone, now we are welcoming the u-era — the ubiquitous era — in which, people can have instant interaction with computers everywhere," said Hu Jun, general manager of Zhangjiang Leapidea

Multimedia. He spoke at the workshop at the China International Industry Fair.

The changes in interactivity are revolutionary, said Hu. Some concepts exhibited in the workshop might be utilized at the Expo.

The three other members of the group are Shanghai Technology Convention and Exhibition Co Ltd (STCEC), Crystal CG, and Shanghai Syma-Expo Limited — all have their own specialties.

STCEC is in charge of organizing, Leapidea is good at technology, Crystal CG helps the Expo with multimedia content presentation, and Syma has rich experiences in pavilion construction

"We are in different industries, but by gathering in a cooperative way, rather than being merged into one company, we will be able to provide one-station all-round services to World Expo participants," said Kings Chau, assistant general manager of Syma.

GM-SAIC to showcase 'personal mobility' cars

Xiao Qin

The "personal mobility concept" — clean, sustainably powered small or micro vehicles — will be featured in the joint corporate Expo pavilion of the Shanghai Automotive Industry Corp Group (SAIC) and General Motors Corp.

SAIC and its joint venture partner GM have submitted the theme statement for their pavilion that will present cutting-edge technologies and concepts. The emphasis is on flexible personal urban transportation in keeping with the Expo theme "Better City, Better Life."

SAIC-GM will present the sustainable personal mobility concept and a modern transportation system that puts the environment in the forefront and improves the quality of city dwellers' lives.

The personal mobility concept envisions an emerging class of clean-energy vehicle, such as solar-powered cars, that takes single-person transport to a new level. It's a hot trend in

the automobile industry.

"GM has participated in a number of global expositions dating back to the 1933 Chicago World's Fair," said Kevin Wale, president and managing director of the GM China Group.

"We look forward to working with SAIC to re-create the magic of those past events and making our corporate pavilion one of the most popular and talked about at World Expo Shanghai 2010."

SAIC Chairman Hu Maoyuan said, "SAIC and GM are proud to be extending our relationship into the important area of corporate social responsibility."

GM and SAIC, exclusive auto partners of the Expo, confirmed in July they would build a joint corporate pavilion. Global Expo partner China Mobile also will build a pavilion.

Expo organizers plan 16 company pavilions on the Puxi side of the Expo site, around 10 of them will be allocated to Chinese enterprises.