

Y 年度盘点 early Review

2010

CONTRIBUTION TO THE
EXPO
REALIZATION OF THE
DREAM
奉献世博
铸就梦想

184天，公司负责的九大世博场馆、世博巡展以及其他相关系列活动顺利完成。从扬帆起航的五月，到铸就梦想的十月；从筹备初的异常艰辛，到落幕时的硕果累累；科技会展人用自己的双手谱写了别样精彩的世博纪事。

365天，公司成功举办一系列具有影响力的会展活动。科技会展人秉承“科技特色，展会并重”的发展特色，坚持“激情创造，热情服务”的公司理念，深耕品牌项目，携行科技创新。

Lasted for 184 days, the 9 Expo pavilions, Expo exhibition and other relative events organized by STCEC have come to a successful ending. From the debut in May to the dream realization period in October, from the hard days in preparation to the fruitful closing, the staff in STCEC has the strength to create excellent stories for the Expo.

During the past 365 days, a series of influential exhibition activities were successfully organized by STCEC. With the speciality - Specializing in Science & Technology, Majoring in Exhibition & Conference and concept - Creating with Passion, Serving with Enthusiasm, the company is in its capacity to build the brand and present technology innovation.



Chapter 1 世博篇 WORLD EXPO



上海世博会新能源馆

New Energy Pavilion

低碳城市——世博在实践、上海在行动

A Low-Carbon City

World Expo in Practice, Shanghai in Action

设计理念

新能源馆以实时数据记录上海世博园区新能源开发应用的足迹，通过生动案例反映上海市乃至全国新能源研究发展的成果，诠释低碳理念，倡导低碳生活。

展馆亮点

整个展馆以“竹”为主要装饰元素，因为竹是世界上生长最快的植物之一，吸收二氧化碳量是普通树木的4倍。

展馆将世博园区一轴四馆、城市未来馆与上海案例馆——沪上生态家的新能源应用成果量化展示，体现新能源应用与环境之间的紧密关系。

社会反响

展馆获“世博园区文明场馆”称号。

Design Concept

New Energy Pavilion records the footprints of the development & application of new energy in Expo Site with real-time data. It reflects the achievements of new energy research & development in Shanghai with vivid cases, interprets the concept of Low Carbon and advocates the Low Carbon Life.

Pavilion Highlights

The design element of the Pavilion is bamboo for it is the fastest growing plant in the world and it could absorb 4 times more carbon dioxide than other plant.

The Pavilion displays real-time data of new energy technology applied to "Six Pavilions with One Axis"



上海世博会红十字会与红新月会国际联合会馆

International Red Cross and Red Crescent Pavilion

生命无价，人道无界

Humanity without Border

设计理念

展馆入口处的外立面造型，以人道救援物资——帐篷为展示元素，营造了“在现场”、“在行动”的真实感。展馆内部，以“黑色记忆”、“人道之光”、“行动你我”三个主题划分展馆。

展馆亮点

“时空长廊”里的影像内容通过原子镜面幕墙后的数码显示屏呈现，镜面反射制造出亦真亦幻的效果，让参观者时光交错，身临其境。

展馆中央的“环幕剧场”，放映了国际红十字与红新月运动在保护人类生命健康、维护人类尊严、防止与减轻人类苦难等方面所做出的不懈努力与杰出成就。

社会反响

红十字会与红新月会国际联合会馆在上海世博期间受到诸多参观者的关注，已有累计超过100万人次参观了展馆。

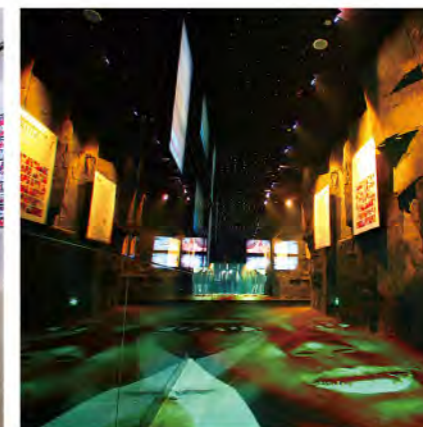
Design Concept

The entrance of this pavilion is designed to be a white tent which is the most common item for disaster relief. The tent-structure of the pavilion sends a visual impact of being "on site" and "in action". The pavilion is illustrated by three themes: 'Dark Memories', 'Light of Humanity' & 'Your move'.

Pavilion Highlights

The film content from 'corridor of time and space' is shown on the digital display screens behind the mirrored curtain wall and makes reflections through the mirror, producing a fantastic visual effect.

'circular-screen cinema' in the centre demonstrates the continued efforts and outstanding achievements of the International Red Cross and Red Crescent Movement in protecting the life, health, and dignity of human beings and in disaster relief actions.



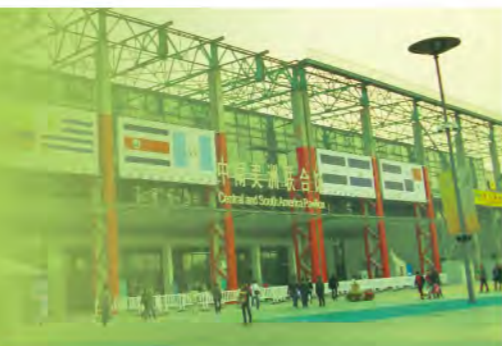


上海世博会中南美洲联合馆

Joint Pavilion of Central and South American Countries

中南美洲联合馆

Joint Pavilion of Central and South American Countries



设计理念

展馆利用中南美洲的共同元素，如瀑布、图腾等贯穿整个展馆的公共区域，衬托中南美洲各国相似又各具特色的文化风格。

展馆亮点

展馆外立面进行老厂房再生设计，洋溢着浓浓的中南美洲风情。

主入口大厅的巨大瀑布状弧形墙，呈现诸多瀑布水滴相重叠的弧形结构，寓意了中南美洲丰富的水资源。

社会反响

国际展览局主席蓝峰先生盛赞本届中南美洲联合馆为“史上最好”。

Design Concept

The common area of the pavilion uses common elements among the Central and South American Countries like waterfalls and Totems, etc which showcase unique and similar culture features among these countries.

Pavilion Highlights

The Pavilion follows the rule of “remain, transform & construct” of the steel plant’s workshop during the design. It keeps the main structure and part of the roof and renovates the pavilion to have Central & South American features.

Water drop shape ornament in the main entrance symbolizes abundant water resources in Central and South American. The 11 countries have broad geographical distribution but they all have abundant water resources.



上海世博会乌拉圭馆

Uruguay Pavilion

品质生活，城市诺言

Quality of Life, A Commitment to Your City



设计理念

乍看，乌拉圭馆犹如一个环绕在迷人景色之中的城市中心广场，给人以宁静都市生活和美妙自然景色的双重享受。展馆契合“品质生活，城市诺言”这一参展主题，展示了“乌拉圭，纯天然的地域”这一国家形象。

展馆亮点

乌拉圭人视“奶牛”为国宝，在展馆门口，设计者极具创意地竖立起一座奶牛形状的拱顶雕塑，雕塑内用中文和西班牙文描述着“奶牛”在乌拉圭经济和生活中的强势地位。

社会反响

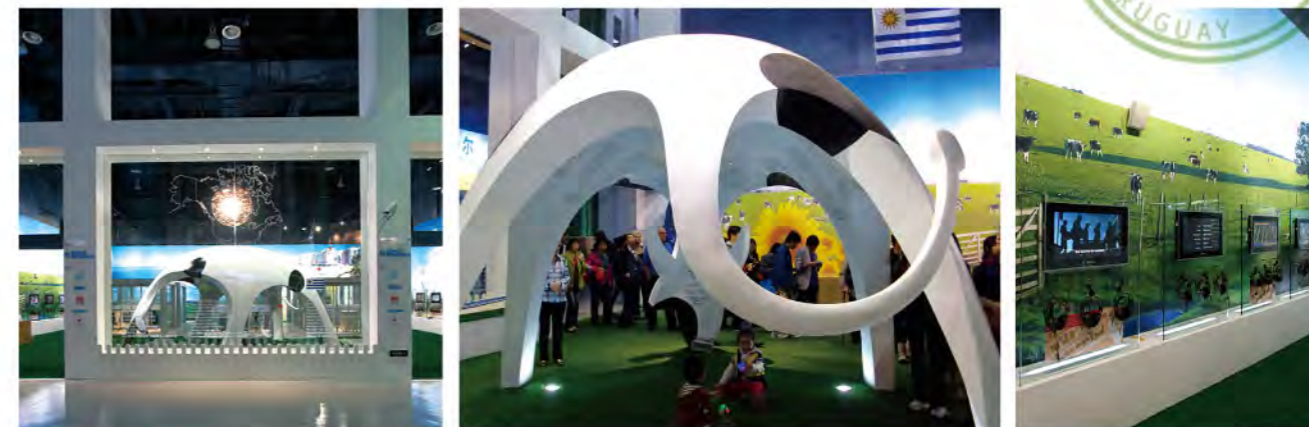
由于拥有2010南非世界杯金靴奖得主弗兰，乌拉圭在整个世博期间都备受参观者，尤其是球迷参观者的青睐。而馆内的玻璃纤维雕塑——“上升”，也成功入围网友心目中的世博十大记忆评选榜。

Design Concept

At the first glimpse, Uruguay Pavilion is like a square in the city surrounded by beautiful sceneries which provide quiet city life and marvelous sceneries for people. It suits the pavilion theme and displays Uruguay as a pure natural national image.

Pavilion Highlights

Uruguay people treat Cows as national treasures and that's why designers place an arch-like sculpture of a cow at the entrance. ‘Cow’ in Chinese and in Spanish is written on the sculpture which indicates the powerful place of this animal in economy and life of Uruguay.



上海世博会哥斯达黎加馆

Costa Rica Pavilion



上海世博会津巴布韦馆

Zimbabwe Pavilion



没有人工元素的国度
No Artificial Ingredients



改造社区家园，创造美好生活
Transforming Our Communities
for a Better Life



设计理念

展馆以哥斯达黎加远古的文化符号——球形为主要装饰元素，寓意重新恢复和创造本国的文明画卷；以纯净的绿色为设计主基调，寓意哥斯达黎加丰富的雨林资源及哥斯达黎加人绿色健康的生活理念。

展馆亮点

石球是哥斯达黎加独特的文化象征，故展馆中央的影片放映厅便是以石球的外观形态呈现，并与一座位于其左侧的人类托举“石球”的雕塑形成遥相呼应，旨在向每一个参观者凸显“石球”这一连接哥斯达黎加民族过去与未来的重要符号。

社会反响

哥斯达黎加的咖啡举世闻名，这也自然成为其在本博期间吸引众多游客驻足停留的重要因素。游园疲惫之余，喝上一杯醇正浓厚的哥斯达黎加咖啡，细细品味哥斯达黎加人曼妙的城市生活。

Design Concept

Costa Rica is a country in search of harmony with nature so it has identified as its objective that tourism, business, economic and social development in balance with nature. The pavilion's design is inspired by the stone sphere symbolizing the aborigines who first inhabited this land, also a cultural symbol characterizing Costa Rica. Four core themes are developed: Peace, Industry Investment, Education, and Environment.



设计理念

展馆围绕津巴布韦的三大特色：石头城、津巴布韦鸟与维多利亚瀑布，展现津巴布韦务实的智慧、特有的风貌和非洲文明。

展馆亮点

整个展馆外形仿造津巴布韦著名的石头城遗址。展馆前部屹立着代表津巴布韦国家象征的“津巴布韦鸟”，它不仅是石头城文化的标志，同时也代表石雕艺术的极高成就。

社会反响

津巴布韦总统穆加贝参观展馆后赞扬“津巴布韦展馆”无疑是非洲联合馆中最好的”。

Design Concept

Zimbabwe Pavilion showcases the country's three features of House of Stone, Zimbabwean Bird and Victoria Falls and its practical wisdom, distinctive landscape and unique African civilization via posters, videos and slideshows.

Pavilion Highlights

The simulated stone house in the pavilion creates a vivid ambiance for visitors. In the centre of this area perches the "Zimbabwean Bird," the symbol of the country and its citizens. The bird not only is the cultural icon of Zimbabwe, but also represents the extraordinary achievements in the art of stone sculpture.



上海世博会卢旺达馆

Rwanda Pavilion

基加利市：新生的卢旺达
经济繁荣的中心

*Kigali City: Heart of Rwanda's
Economic Prosperity of the Nation Reborn*



设计理念

展馆通过三个茅草亭展现了卢旺达特有建筑装饰、优美自然风光以及首都基加利市新面貌。卢旺达著名的茶叶、咖啡、手工艺品等也一同呈现。

展馆亮点

展馆入口处举牌欢迎参观者的是卢旺达的山地大猩猩，是极度濒危的物种之一。基加利于2008年被联合国人居署授予“联合国人居奖”，它的城市建设在展馆中得到了体现。

社会反响

卢旺达馆合理优美的设计在非洲联合馆中首屈一指，让参观者感受基加利这个非洲典范城市独有的舒适与惬意，为卢旺达吸引更多的游客。

Design Concept

Surrounding the three traditional kiosks, Rwanda Pavilion showcases Rwanda's unique architectural decoration, beautiful sceneries and capital Kigali's brand-new appearance. Rwandan specialties like tea, coffee and handicrafts are also be on display.

Pavilion Highlights

Visitors are welcomed by the endangered Rwanda's Mountain Gorillas at the entrance. The city building of Kigali is also illustrated in the pavilion, the city of which was awarded the UN Habitat Scroll of Honor in 2008.



上海世博会冈比亚馆

Gambia Pavilion



为美好生活改变我们的城市

*Changing Our Cities
for a Better Life*



设计理念

冈比亚馆通过“自然生活”和“城市生活”两个展区，营造人与自然和谐共处的关系，让参观者感受到冈比亚——非洲微笑海岸的魅力。

展馆亮点

展馆整体设计巧妙复制冈比亚首都班珠尔市入口的拱门，地面是河流形状的冈比亚地图，停靠着帆船模型。展馆展示了冈比亚丰富生态资源、举世闻名的朱富雷村、具有代表黑奴解放象征的雕像和世界遗产詹姆斯岛等。

社会反响

冈比亚馆展现了非洲小国的独特魅力，许多参观者都对冈比亚丰富的旅游资源表现出了浓厚的兴趣。

Design Concept

Gambia Pavilion exposes visitors to the charm of Smiling coast of Africa by showcasing two areas 'natural life' and 'urban life' of Gambia.

Pavilion Highlights

The entrance of the pavilion is a simulation of the Arch 22 in Banjul, leading you to the city of Banjul, the capital of Gambia. Passing the arch and entering the pavilion, you will be impressed with the Gambia map shaped like a river on the ground and a sailing boat model. The pavilion showcases Gambia's rich ecological resources as an ecotourism destination, world-famous Juffureh Village, the statue commemorating the liberation of the serfs, and the James Island, which is a World Heritage Site.



上海世博会布隆迪馆

Burundi Pavilion



人与自然共存

Co-existence between
Man and Nature



设计理念

布隆迪馆与观众分享其可持续发展实践中所取得的成果，以及国家重建和经济复兴过程中，其首都布琼布拉与乡村繁荣发展、互利双赢的成功经验。

展馆亮点

布隆迪馆的基本造型采用了非洲最典型最传统的茅草屋，让参观者仿佛置身于布隆迪人民家中。

鼓是非洲音乐的灵魂，而布隆迪大鼓尤为出名。参观者可以在舞台区欣赏世界上最优秀的大鼓演出。

社会反响

布隆迪鼓乐带来了西非的问候，观众为布隆迪鼓手精彩表演所震撼，隆隆的鼓声让观众清晰感受到，这是他们生命的呐喊！

Design Concept

Burundi share with visitors its achievements in sustainable development, and its successful experience regarding the win-win relationship between its capital Bujumbura and the countryside in the process of national reconstruction and economic revitalization.

Pavilion Highlights

The basic design of Burundi Pavilion is the most typical and traditional house in Africa. Burundi's world-famous drum artists, along with renowned dancers in traditional costumes delivered indigenous performances to the visitors.



上海世博科技巡回展

World Expo Tour Exhibition on Technology

由国家科技部、上海市人民政府共同主办的上海世博科技巡回展于2月至4月分别在黑龙江省哈尔滨市、陕西省西安市和重庆市三地举办。巡回展组织近百个项目、优选20余件展品参展，展览总面积1200平方米。巡回展共设有6个展区，即总况展区、世博规划与建设展区、世博绿色能源与节能减排展区、世博环境与生态展区、世博信息与服务展区、世博安全与健康展区。期间举行了三场题为“世博会与科技创新”的主题报告会，共吸引参会代表近800人。本次巡回展旨在迎接5月开幕的上海世博会，进一步扩大上海世博在全国各地的影响，充分展示“世博科技行动计划”实施五年来取得的成果，同时宣传“科技让世博更精彩”的理念，促进世博科技成果在全国城市的推广应用。

World Expo Tour Exhibition on Technology, hosted by Ministry of Science and Technology and Shanghai Municipal Government, were respectively held in Harbin (Heilong Jiang Province), Xi'an (Shaanxi Province) and Chongqing from February to April. More than 100 programs were presented and 20 optimized products exhibited. The exhibition area was about 1200 square meters including General Background Area, Expo Plan and Construction Area, Expo Green Energy and Energy Efficiency Area, Expo Environment and Ecology Area, Expo Information and Service Area, Expo Security and Health Area and etc. The three seminar held simultaneously, with the theme-Expo and Science Innovation, attracted about 800 attendees.



哈尔滨站 Exhibition in Harbin

2月2日，巡回展首展仪式在黑龙江省招生考试大厦举行。科技部副部长杜占元、上海市副市长沈晓明、黑龙江省副省长王玉普、上海市科委主任寿子琪在开幕式上分别致辞并共同为上海世博会的吉祥物海宝冰雕亮灯，巡回展正式拉开帷幕。

The debut ceremony for the tour exhibition was held on the 2nd of February in Heilongjiang Entrance Examination Building. Vice Minister, Mr. Du Zhanyuan, Shanghai Vice Mayor, Mr. Shen Xiaoming, deputy governor of Heilongjiang Province, Mr. Wang Yupu, delivered speeches at the event and lit on the mascot Haibao ice light for Shanghai World Expo.



西安站 Exhibition in Xi'an

3月30日，巡回展第二站在西安市人民大厦隆重举行。上海市科委副主任陆晓春和陕西省科技厅总工程师安西印等领导出席巡展活动的启动仪式，共同点亮了2010年上海世博会吉祥物海宝形状的LED灯。

The second stop for the tour exhibition was held solemnly on the 30th of March in Xi'an People's Building. Government representative from Shanghai and Shaanxi Province, together with around 200 staff from government department and enterprises participated in the launch of the tour exhibition and jointly lit on the mascot Haibao shaped LED lights for Shanghai World Expo.

重庆站 Exhibition in Chongqing

4月8日，“世博科技馆—暨上海世博科技巡回展重庆站”借助“第九届中国重庆高新技术交易会暨第五届中国国际军民两用技术博览会”平台在重庆国际会议展览中心隆重举行。国务委员刘延东、重庆市委书记薄熙来、市长黄奇帆等领导参观了世博科技馆。上海市科技党委书记陈克宏带领的上海代表团，出席了大会的相关活动。

With the 9th China Chongqing High-tech Fair and the 5th China International Exposition of Military & Civil-use Technology served as a platform, the Science and Technology Museum on Shanghai Expo and Tour Exhibition of Expo Science in Chongqing was held successfully on April 8. Mr. Liu Yandong, State Councilor, Mr. Bo Xilai, Party Secretary of Chongqing, Mr. Huang Qifan, the mayor of Chongqing visited the Expo Science and Technology Museum.

