

WELFARE VALUES

梦想城市 The Danish Expo 2010 Pavilion

WELFAIRYTALES

2008年 中国 经济 危机 之后 的 故事

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2008年 中国

丹麦2010年上海世博会的展位是由BIG公司、Z41创意公
司、ARUP公司、Studio Laurb Campbell 丹 麦 印 刷 局 共同设计
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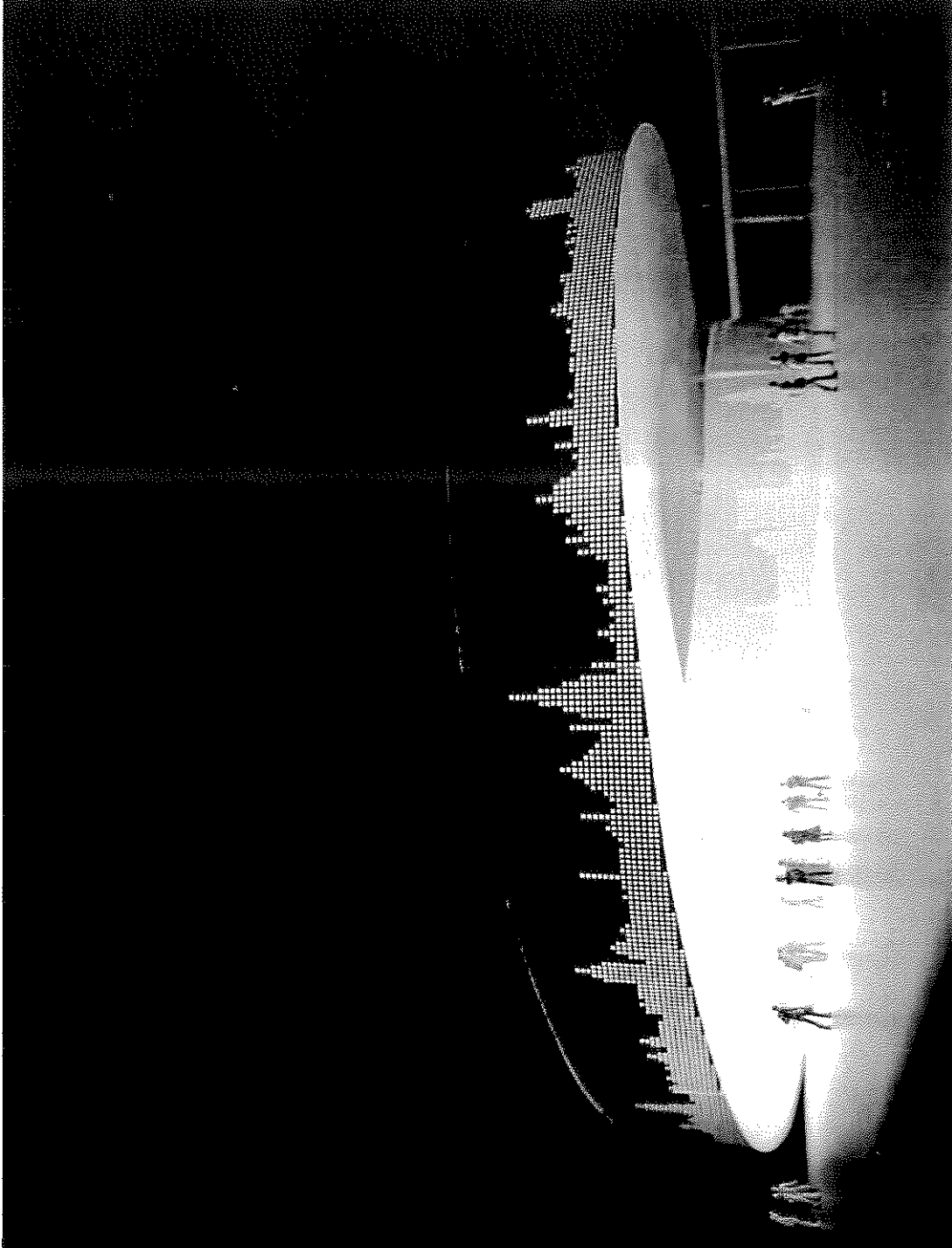
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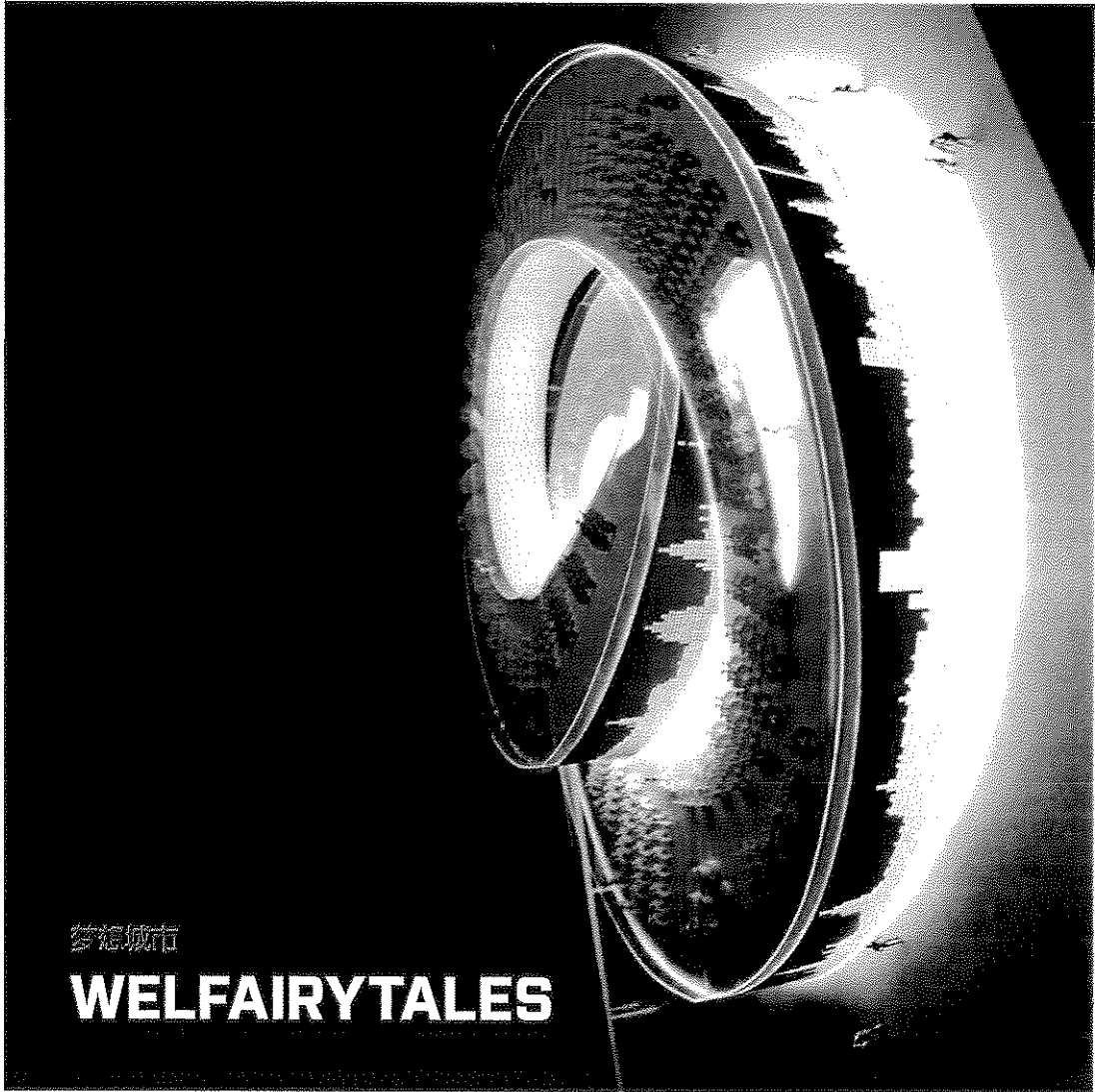
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梦想城市

WELFAIRYTALES

WELFAIRYTALES

梦想城市

WELFAIRYTALES
Pavilion
Exhibition

BRANCHING STRATEGIES
COPENHAGEN

ORGANIZATION
THROUGHOUT COPENHAGEN

The Danish pavilion at EXPO 2010 is called Welfairytales. In an exciting and interactive way, it presents our country using elements that Denmark and China have in common.

With Welfairytales, we want to show that welfare is not just about wealth. It is the opportunity to live a life that is humanly as well as environmentally coherent.

A Welfairytale is when lifestyle, consumption and growth go hand in hand with sustainability and social consideration. Welfairytales are stories about what we are good at in Denmark, namely to act holistically with an eye for both the human factor and the global implications.

Welfairytales is more than a traditional exhibition pavilion. It is an opportunity to try out Danish city life. You can jump on a city bike, meet the Danes, their lives and dreams. You can let the children loose on the nature playground. You can enjoy an organic picnic and sip your toes in the water by the Little Mermaid.

Welfairytales is an invitation to take part in a new fairy tale. A fairy tale about quality of life and how to design a city where human well-being and a better environment are two sides of the same coin.

What is your Welfairytale?

2010年世博会上95丹麦展馆将以“梦想城市”而闻名。展馆将以采用饶有趣味的互动形式，充分运用丹麦和中国的共同元素，立体地展示丹麦的国家形象。

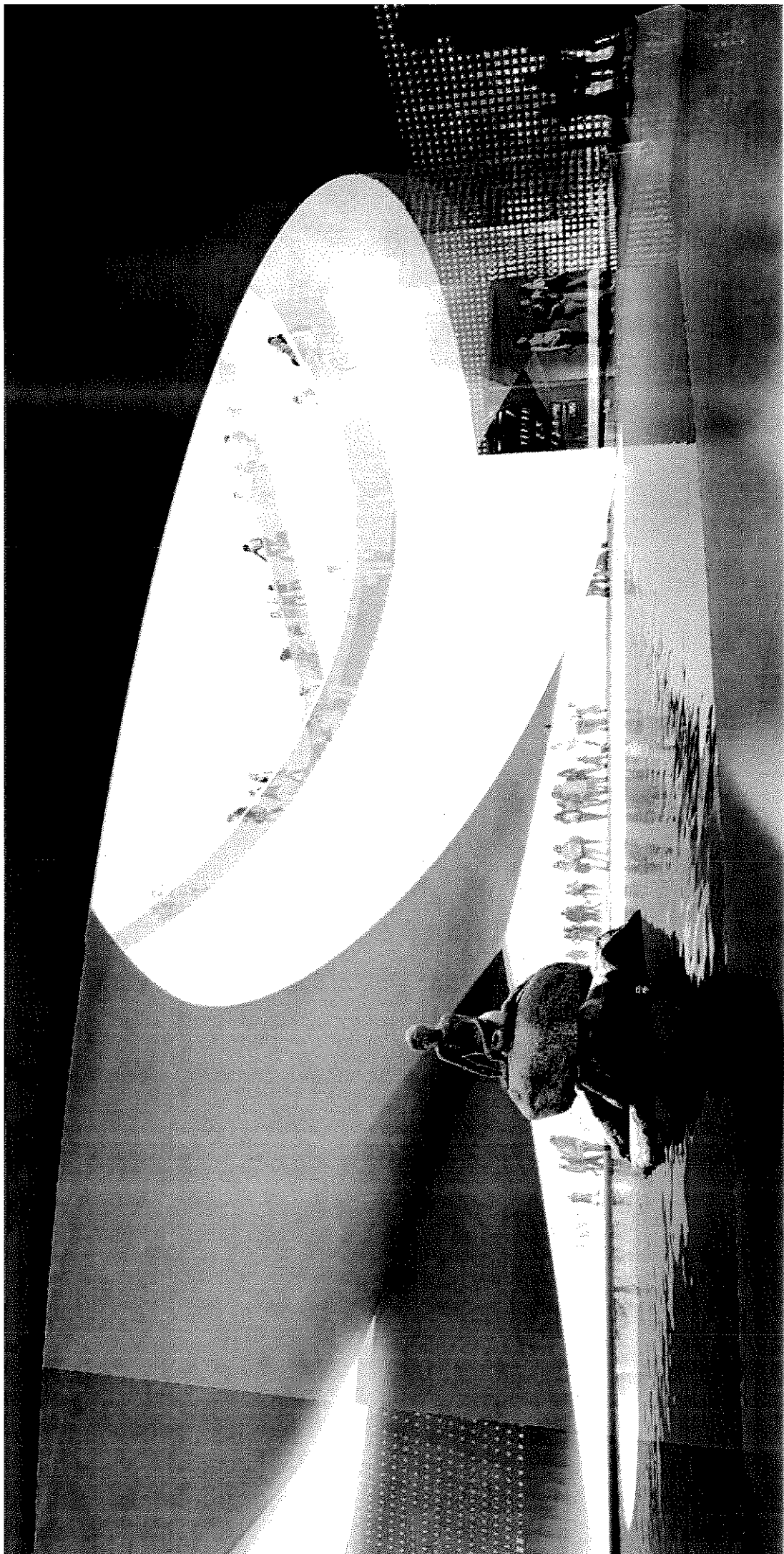
在梦想城市中，我们希望呈现的福利不仅仅关于财富，而是为充满人文关怀以及与环境和谐发展的生活方式提供一个机会。

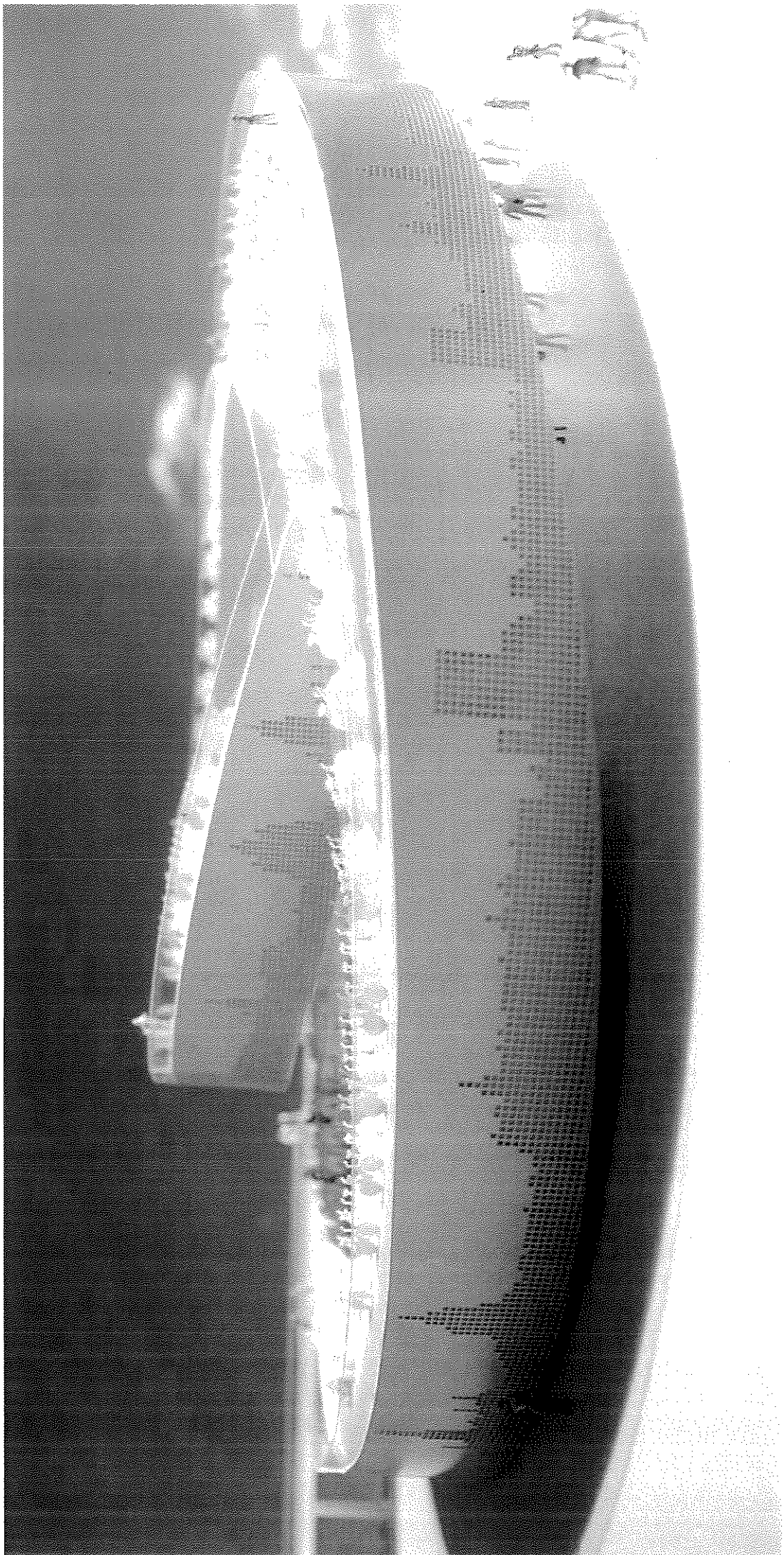
梦想城市将生活方式、消费和发展与可持续性和社会因素紧密结合在一起。它讲述了丹麦所擅长的方方面面，即像发展建立在全面关注人类因素和全球影响的基础之上。

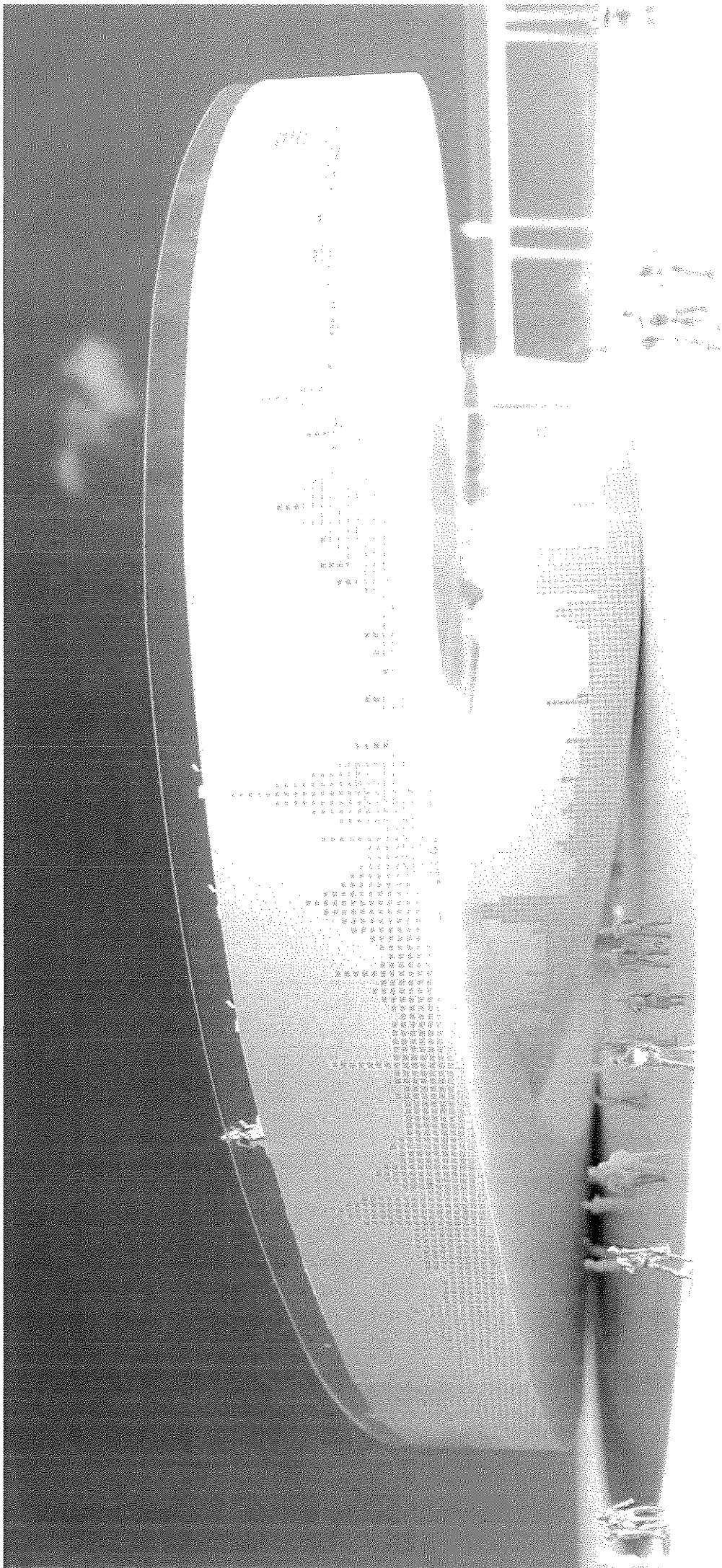
梦想城市不只是一个传统意义上的展馆。它为人们提供了一次体验丹麦城市生活的机会。您可以骑上一辆自行车，见识丹麦人，走近他们的生活和梦想，也可以让孩子们在天然游乐场中追逐嬉戏；或者，一边享用健康的有机食品，一边惬意地躺在小美人鱼雕像旁，将脚趾浸泡在舒适的水中。

梦想城市诚邀您步入一个全新的童话世界，一个有关优质生活的童话、一个在兼顾福利和美化环境的同时进行城市规划的童话。

您的梦想城市呢？







THE REAL DEAL

真实再现

The Danish pavilion will give visitors the experience of what it is really like in Danish cities. Because, something you have tried yourself is much more memorable than something you have just seen on display.

As it is impossible to build an entire Danish city in Shanghai, the pavilion will give visitors the opportunity to try some of the best aspects of Danish city life themselves. You can ride around the pavilion by city bike, visit a great playground or have an organic picnic in the roof garden.

The winning project depicts the Little Mermaid from the harbour of Copenhagen sitting in a harbour pool at the centre of the pavilion. The winning team's idea is to transport the mermaid from Copenhagen to Shanghai. This will be a gesture of cultural generosity and also an invitation to a cultural dialogue between Denmark and China. While the mermaid is in Shanghai her place in Copenhagen will be replaced by sculptures created by Chinese artists.

让游客感受丹麦真正的城市生活，这是丹麦展馆的宗旨。因为，亲身尝试过的景物将远比您见过的任何展品更能让您难忘。

尽管我们无法在上海构筑一座完整的丹麦城市，但展馆将让游客有机会亲身体验丹麦城市生活最棒的地方。游客可以骑自行车绕展馆一圈；参观美妙的游乐场；或在屋顶花园上进行一次美味的有机食品野餐。

这个获胜项目描绘的是来自哥本哈根港湾的小美人鱼雕像端坐于展馆中央的海港水池中。获胜团队的想法是将真正的美人鱼雕像从哥本哈根运至上海。这不仅体现了我们在文化上的慷慨大度，同时也展示了我们促进丹麦与中国之间文化交流的积极姿态。美人鱼雕像将在上海展览期间，他在哥本哈根的位置将由中国艺术家的雕塑作品替代。



展馆

PAVILION



EXPERIENCE DENMARK

体验丹麦

Like a Danish city, the Danish pavilion is best experienced on foot and by bike. The pavilion is designed as a traffic centre for city bikes and pedestrians.

The pavilion consists of two orbits – an outdoor and an indoor – which are united in one coherent story. The outdoor orbit connects the pavilion to the Expo area's elevated deck and constitutes a Danish cycle path, a roof park with a nature playground and parking for bicycles. The indoor orbit connects to the Expo area's ground plan and houses the exhibition, conference rooms and workplaces.

The loops are connected in two places. Coming from the inside, the visitors can move out onto the roof, pick up a bike and re-visit the exhibition by bike as the outdoor cycle path becomes an indoor cycle path that runs through part of the exhibition.

The exhibition can be experienced in two speeds, as a calm stroll with time to absorb the surroundings and as a dynamic bicycle trip, where the city and city life rush past.

Welfare Tales re-launches the bicycle in Shanghai as a symbol of lifestyle and sustainable urban development. When Expo closes, the pavilion can be moved to another site in Shanghai and could function as a transfer point for Shanghai's new city bikes.

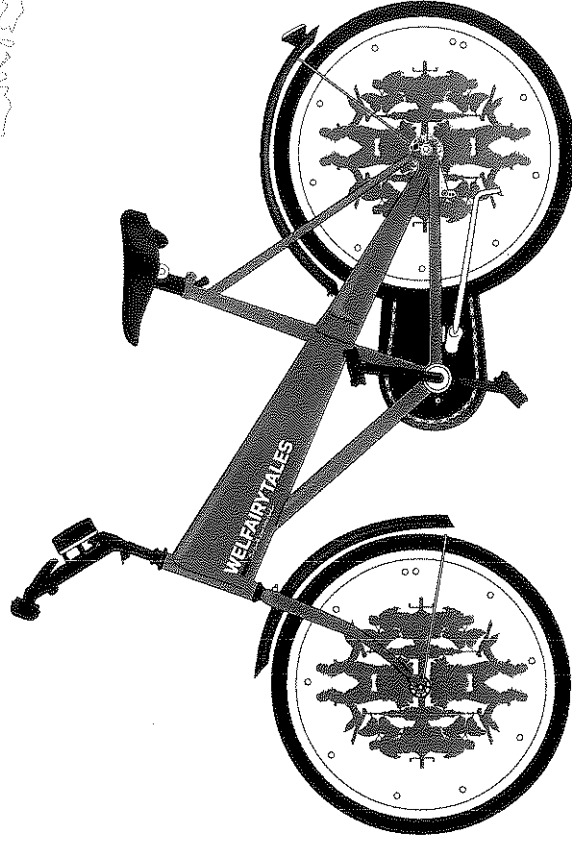
与体验任何一座丹麦城市一样，徒步和骑自行车是体验丹麦展馆的最好方式。按照设计，展馆将成为自行车和行人的交通枢纽。

展馆包括室内和室外两条轨道，两者共同结合于同一主题之下。室外轨道用于连接展馆和展区的高架露台，包括一条丹麦式自行车道、一个带有自然景观游乐场的屋顶花园和自行车停车区。室内轨道则通往展览区底层，并包括展厅、会议室和工作区。

环形轨道将两个不同的区域有机地连接起来。游客可以从室内出发，移步于屋顶之上，然后挑选一辆自行车，沿室外车道驶入室内车道，并在穿越展厅时重新观赏展览。

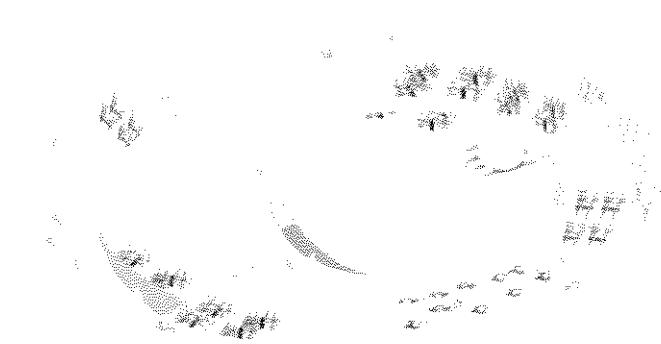
体验展览，游客拥有两种速度选择：一种是悠闲地漫步，饱览周围的美景；另一种是劲感的自行车之旅，快速穿越城市和城市生活。

梦想城市在上海重新推出的自行车标志着一种生活方式以及城市的可持续发展。世博会结束后，展馆可迁至上海另一处场所，并可作为上海新型城市自行车的中转站。



ROOF TERRACE AND
DANISH CYCLE PATH

屋顶平台和丹麦自行车道



The roof terrace constitutes a Danish cycle path, a roof park with a nature playground and parking for bicycles. The cycle path runs from the pavilion's top to the bottom and is covered with a light blue material, known from the Danish cycle paths.

展馆的屋顶平台上设有自行车道、自然游乐场和自行车停车位。自行车道从上到下均以淡蓝色材料铺设而成，是丹麦国内最常用的自行车道的典型材料。

FACADE BAND

展馆围板

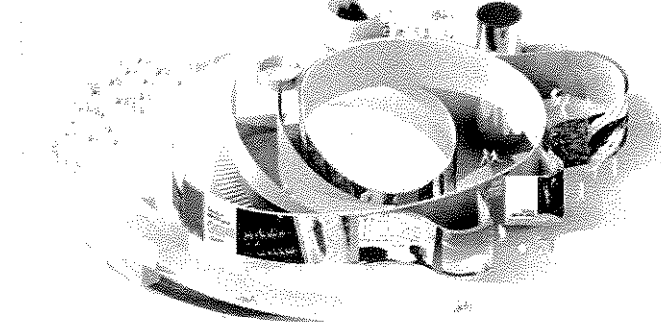


The steel of the facade band is perforated in a pattern that creates the silhouette of a Danish metropolis. From the inside, cyclists will get a glimpse of a Danish urban landscape while moving through the exhibition. From the outside, the pavilion's inner life will shine through the shapes of the silhouette.

展馆正副标志金属围板钢板穿孔，钢上穿孔以形成丹麦大都市的剪影轮廓。从展馆内部，骑自行车的人在穿过展馆时可以看到丹麦的城市轮廓。从展馆外部，人们也可以透过剪影看到展馆内的灯光和活力。

EXHIBITION WALL

展馆围墙

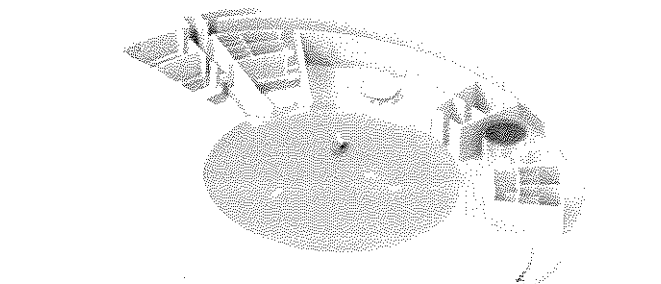


The pavilion exhibition is an unfolded living fairytale boat. The pavilion's wall displaying the Welfairytale is curved, creating a longer exhibition course and small niche areas with room for objects connected to the exhibition.

整个展览是一场全情打开的童话绘本。展馆的围墙曲线曲折，不但创造较长的展示路径“童话城堡”的展位，而且形成很多角落展示相关物件的小空间。

BASEMENT &
CONFERENCE FACILITIES

地下室和会议厅



Conference facilities, as well as kitchen and staff facilities are placed in the basement with the possibility of an independent entrance. A big window running along the edge of the pool supplies the conference room with light and a clear view of the Little Mermaid.

会议设施、厨房和工作人员设施均设置在地下室，以便开设独立出入口。人工水池与生鏽铁中的美人鱼雕像一窗之隔，窗边也拥有从展厅顶部照进来的自然光。

MATERIALS, CONSTRUCTION AND LANDSCAPE

材料、构造和景观

The pavilion is a monolithic structure in white painted steel. The white facade gives the pavilion a characteristic maritime look that reflects the Danish maritime tradition. The white colour also helps to keep the pavilion cool because of its heat-reflecting characteristics.

The roof is covered with a light blue artificial material, known from Danish cycle paths. Inside, the floor is covered with light epoxy and also features the blue cycle path where the bikes pass through the building.

The steel of the facade is perforated in a pattern that creates the silhouette of a Danish metropolis. From the outside, the pavilion's inner life will shine through in the shape of the silhouettes of cyclists and pedestrians as they pass by.

The pavilion will be constructed on a shipyard and the high degree of prefabrication enables simple transport, a swift assembly process on site as well as rational and effective dismantling and relocation.

The pavilion ground will be constructed as a slightly elevated lawn for picknicking on the grass under shady Weeping Willows. The blue cycle path and white concrete surfaces will define the arrival and exit areas.

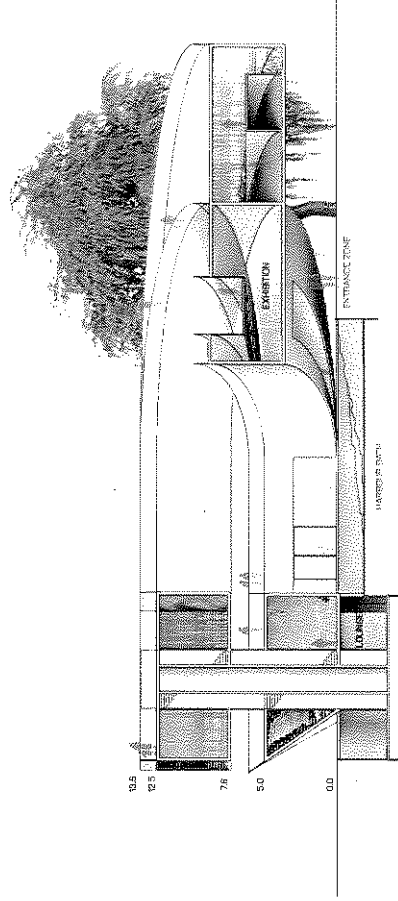
展馆将采用喷涂为白色的单体钢结构。白色幕墙赋予展馆以标志性的航海气质，意在体现丹麦悠久的航海传统。此外，具有散热特性的白色还将有助于保持展馆的凉爽。

屋顶将覆盖淡蓝色的人工材料——众所周知这是丹麦自行车道的颜色。在展馆内部，地面将覆盖浅蓝色环氧涂料，而且同样设有一条蓝色自行车道。通过这条蓝色的自行车道，自行车可以穿越整栋建筑。

幕墙的钢结构采用穿孔设计，其图案构筑出丹麦都市的剪影。立于展馆之外，透过镂空的自行车手和行人的剪影，仍隐约可见馆内的生动场景。

展馆的建设将在造船厂内完成，高度预制化的工艺确保了简单的部件运输、迅速的现场拼装，以及合理而有效的拆卸和搬移。

展馆的地面将建成为略带坡度的草坪，以供人们在阴凉处野餐。蓝色的自行车道和白色混凝土地面进行界定。





展览
EXHIBITION

**THE LIVING
FAIRYTALE BOOK**
逼真的童话书

The pavilion exhibition is an unfolded living fairy tale book. The fairy tale book is an interactive picture book, which invites the audience to contribute with their own tales and thereby create a dialogue between Danish and Chinese ideas about good city life.

THE LIVING FAIRYTALE BOOK HAS THREE CHAPTERS:

TALES OF HOW WE LIVE
Tales of Danish city life where sustainability is a lifestyle choice.

TALES OF WHAT WE LOVE
Tales of what we Danes love most in our cities.

TALES OF WHERE WE'RE GOING
Tales of Danish technologies and solutions that can improve life in the cities of tomorrow.

展馆中的展览是一本打开且逼真的童话书。童话书是一本互动式图画书，它鼓励观众分享自己的故事，交流中国和丹麦有关优质城市生活的想法。

这本逼真的童话书包含三个章节：

我们如何生活
讲述丹麦城市生活的故事，讲述将可持续性发展作为生活方式的故事。

我们如何快乐
讲述丹麦人城市生活最爱的故事。

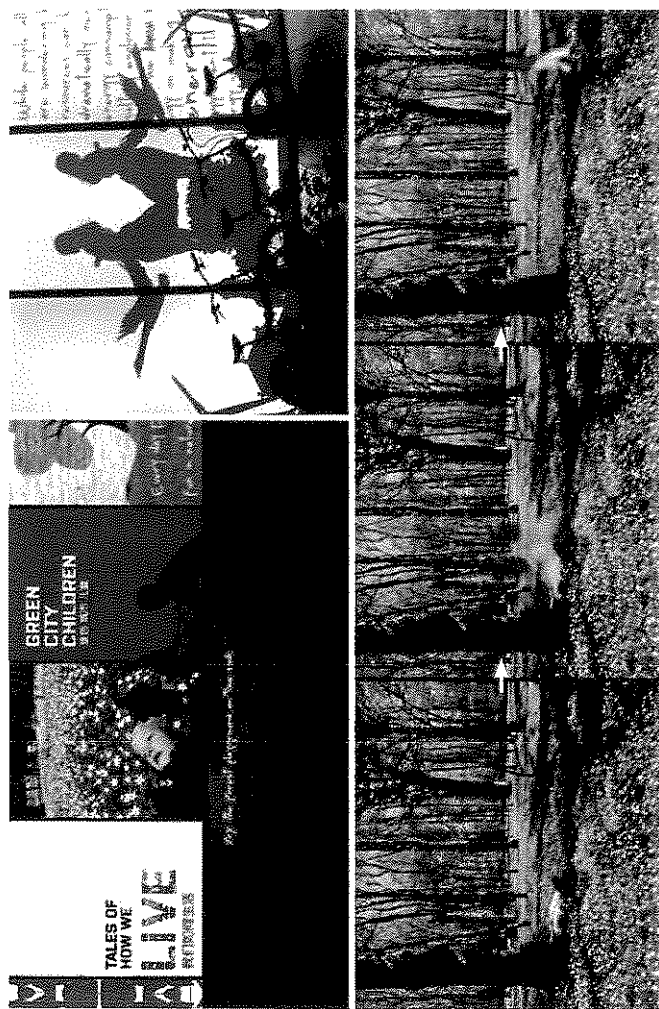
我们如何展望未来
讲述丹麦技术和解决方案改善未来城市生活的故事。

SHOW, TELL & TRY

展示·述说·尝试

The exhibition will combine images, film, words and sound and invites visitors to try out the Wefairytales themselves. You don't just read about the city bike, you can ride it. You don't just read about nature and ecology in the city, you can visit the nature playground on the roof and have an organic picnic.

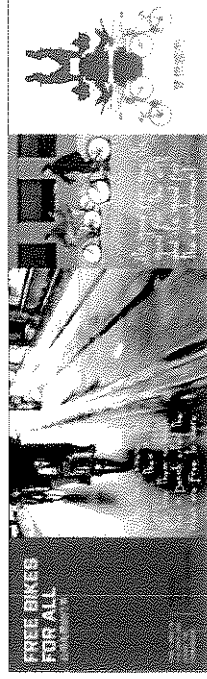
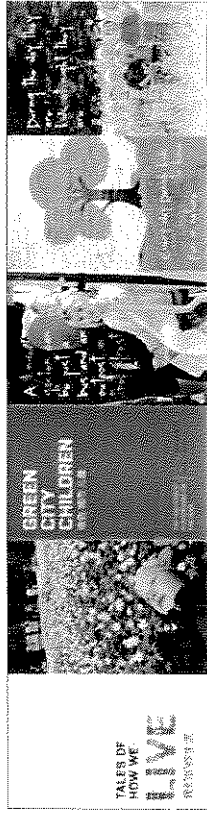
The following is a set of examples of how very different stories of Danish cities and city life can be told within the conceptual framework of the exhibition.



展览将充分结合图片、影片、文字和声音等方式，邀请游客亲身体验梦想城市。您将不仅能阅读到有关城市自行车的介绍，还可以亲自驾驶自行车；不仅能了解有关城市自然和生态的情况，还可以游览屋顶的自然景观游乐场并享用有机食品。

以下一组例子旨在证明我们如何在展览的概念框架下讲述丹麦城市和城市生活的不同故事。

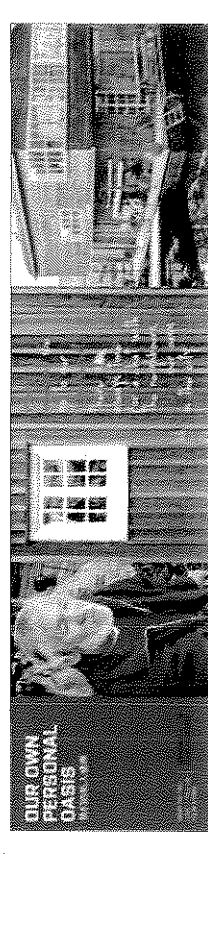
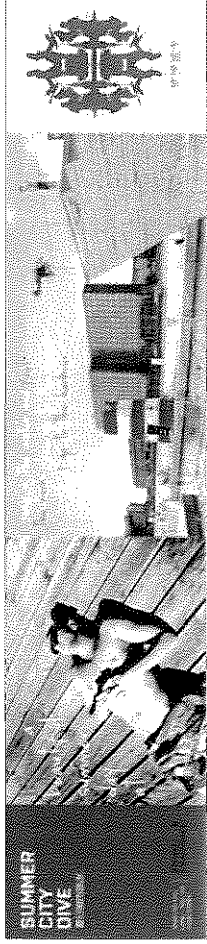
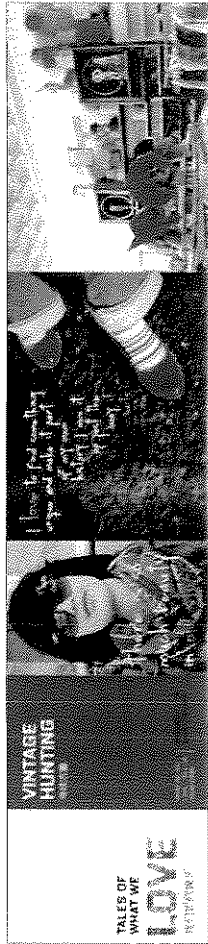
TALES OF HOW WE LIVE · 我们如何生活



Tales of how we live in Danish cities. This could be the story of the harbour bath, the city bike, the forest kindergarten, the finger plan or other examples of sustainable city life.

讲述我们丹麦城市中如何生活的故事。这些故事可以来自港灣水池、自行车、森林幼儿园、“手指型”城市规划，也可以是其它可持续发展的城市生活方式。

TALES OF WHAT WE LOVE 我们如何娱乐

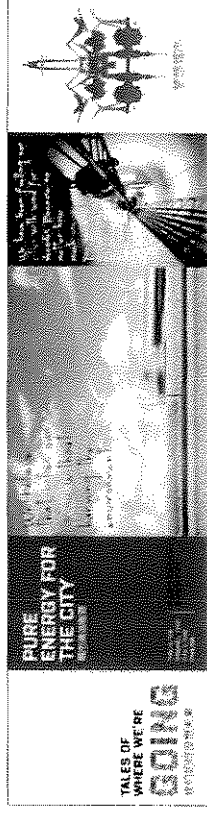


Personal stories of what Danes love most in our cities. It could be about going to the flea market on a Sunday, taking a swim in the harbour or enjoying the sun on the deck of a houseboat or other examples.

讲述丹麦人城市生活最爱的个人故事。这可以是在周末逛跳蚤市场、在港湾中游泳或是在游艇甲板上日光浴，也可以是丹麦人喜欢做的其它事情。

TALES OF WHERE WE'RE GOING

我们如何设想未来



Tales of Danish technologies and solutions that can improve life in the cities of tomorrow. This could be the story of wind energy, heating, building techniques or fashion and design – or other examples of sustainable ideas for improving the future.

讲述丹麦技术和解决方案改善未来城市生活的故事。这可以是风能、供热、建筑技术或时装设计的故事，也可以是改善未来生活品质的其它可持续性理念。

A FLEXIBLE AND OPEN EXHIBITION CONCEPT

灵活开放的展览概念



Welfareytales is a very flexible exhibition concept that can integrate many different business partners and many different stories of Denmark.

The pavilion's business partners can contribute with technological solutions that exemplify the stories told with concrete experiences of how solutions can be applied in practice. Some of the Welfareytales will be interactive and invite the pavilion's visitors to contribute with their own ideas about the good life in the city.

梦想城市秉承了一个极其灵活的展览概念，联合了许多不同的商业伙伴，融入了许多不同的丹麦故事。

参展商业伙伴可以提供旨在佐证所述故事的技术方案，以具体的经验说明解决方案如何在实际中得到应用。其中部分故事将采用互动形式，并邀请展馆游客分享他们有关优质城市生活的想法。



BRANDING STRATEGY

品牌战略

BRANDING STRATEGY 品牌战略

WELFAIRYTALES
PAWLOON
EXHIBITION

WELFAIRYTALES
PAWLOON
EXHIBITION

WELFAIRYTALES
PAWLOON
EXHIBITION

The Danish participation in Expo Shanghai is a great investment that needs to be transformed into as much positive branding value for Denmark and the participating partners as possible.

DENMARK'S POTENTIAL IN CHINA

At present, China is experiencing an enormous demand for wealth and symbols of wealth. With regards to consumerism and city development, this is expressed through achieving Western symbols of wealth, security and luxury. Often these are isolated symbols that are not bound together in a comprehensive mindset about how growth and wealth and individual consumerism could be combined with sustainability. In this context, Denmark's potential lies in that we have the tools needed for the next phase of this economic boom. The phase - where growth and welfare have to be considered side by side and where consumerism also has to express responsibility.

CHINESE DEMANDS TODAY: WEALTH

CHINESE DEMANDS TOMORROW: WELFARE

Welfare/tales demonstrates that we can fulfill this demand.

丹麦参与上海世博会是一项重大投资, 尽可能将其转化为高级的品牌价值对于丹麦和参展合作伙伴而言都具有重要的意义。

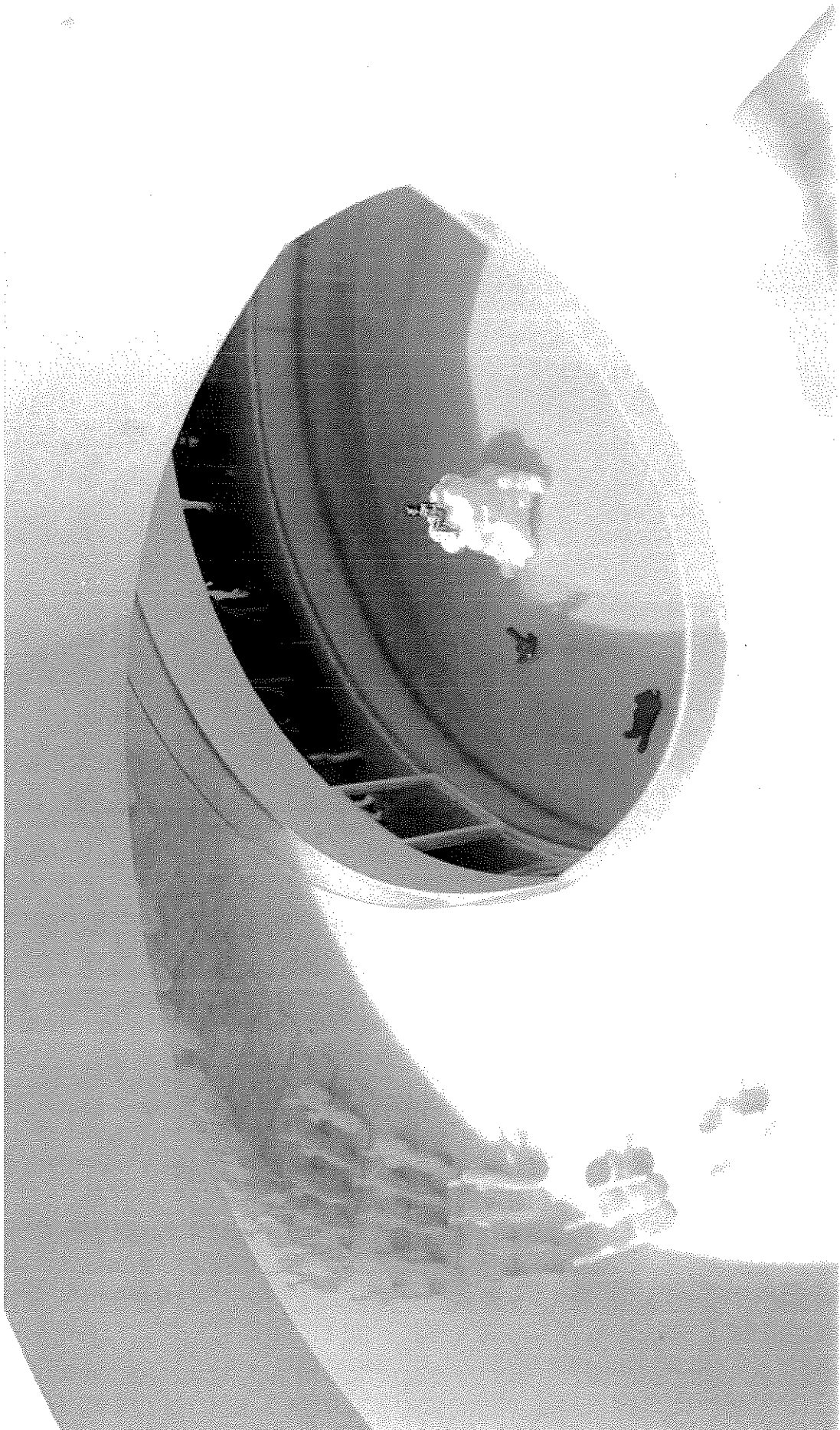
丹麦在中国的潜力

如今, 中国正面临对财富和财富象征的巨大需求。在消费主义和城市发展前景, 这体现在追求西方财富、保障和奢侈的标志。但这些标志往往是孤立的, 无法在发展、财富、个人消费主义和可持续性融为一体。全面的理念中得到统一, 在此背景下, 丹麦的潜力是我们拥有下一阶段经济繁荣所需的工具。在这一阶段, 必须同时考虑发展和福利, 消费主义也必须体现责任。

如今中国的需求: 财富

未来中国的需求: 福利

Welfare/tales 证明, 我们有能力满足这一需求。



DANISH VALUES

丹麦价值

Welfairtales will tell a tale of Denmark that corresponds with the global Danish branding strategy that is interpreted strategically with regards to the Chinese market and creatively with regards to the target audience. Welfairtales will communicate the following Danish values:

Denmark thinks holistically in the sense that consumerism and growth go hand in hand with sustainability and social responsibility.

Denmark stands for the natural, healthy, quality of life and passion for life.

Denmark respects tradition in renewal.

Denmark stands for transparency – we want to active a society with well-informed citizens.

爱想城市将以战略的眼光瞄准中国市场，以创新的视角面对目标受众，诠释一个符合丹麦全球品牌策略的丹麦童话。爱想城市将传达如下丹麦价值：

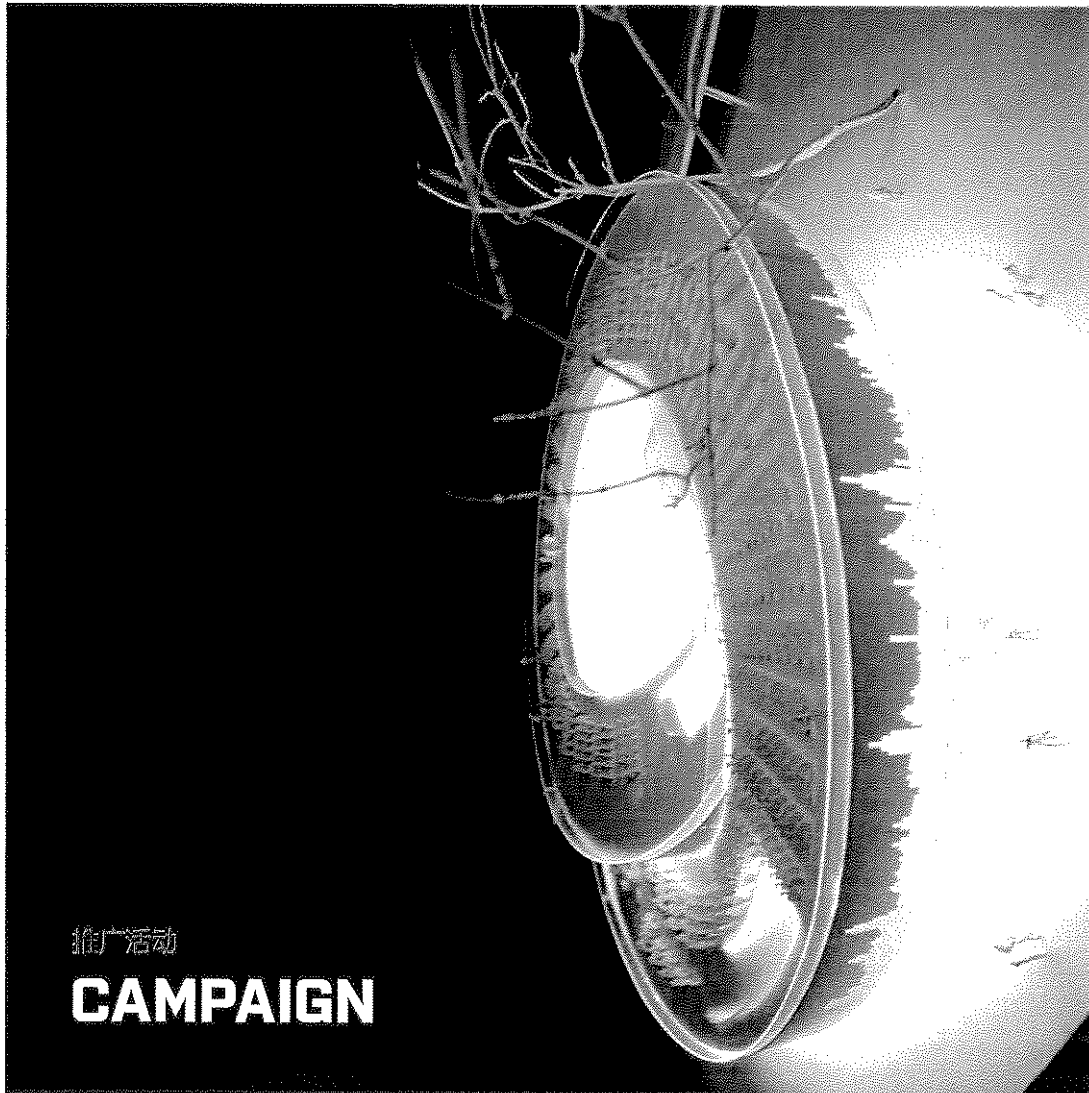
丹麦从消费主义和发展与可持续性和社会责任紧密关联的角度出发，全面考虑发展问题。

丹麦象征着自然、美好、优质生活和生活激情。

丹麦尊重传统，锐意创新。

丹麦代表着透明度——我们希望创造一个公民充分知情的社会。





推广活动

CAMPAIGN

CAMPAIGN

推广活动

The Danish participation in Expo Shanghai is of great branding value not only for Denmark and the participating partners but also for the Danes per se. Expo Shanghai is an event of such scale and potential that the project should be presented for the entire Denmark. Openness will enable the Danes to follow the project closely and learn about Denmark's position in this global arena.

In order to achieve maximum brand value as well as an open communication about the project, Denmark's participation in Expo will be regarded as a campaign that peaks in 2010 but begins already in 2008.

THE CAMPAIGN STRATEGY IS BASED ON TWO FUNDAMENTAL IDEAS.

The content of the exhibition will be developed in dialogue with the Danish public over the next two years.

Denmark and China will exchange mermaids.

丹麦参加上海世博会不仅为丹麦和参展合作伙伴带来了巨大的品牌价值，实际上对于丹麦人而言，也是如此。上海世博会将是一次规模空前、潜力巨大的活动，为此，应当从全球的角度展示这一项目。开放的视点使得丹麦人能够密切关注这一项目，并了解丹麦在全球舞台上的位置。

为了实现最大的品牌价值以及公开发布项目信息，丹麦参加世博会将是一场从2008年开始启动并在2010年达到高潮的推广活动。

推广活动策略基于两大基本理念：

展览的内容将在今明两年内通过与丹麦民众的对话而确定。

丹麦和中国将交换美人鱼雕像。

DIALOGUE WITH THE DANISH PUBLIC

与丹麦民众对话

DENMARK AND CHINA EXCHANGE MERMAIDS

丹麦和中国交换美人鱼雕像



A campaign website and collaboration with one or more media partners will be established in late 2008 or early 2009.

Hereafter, the collaborating media partners and the website will act as a platform for dialogue with the Danish population regarding the exhibition.

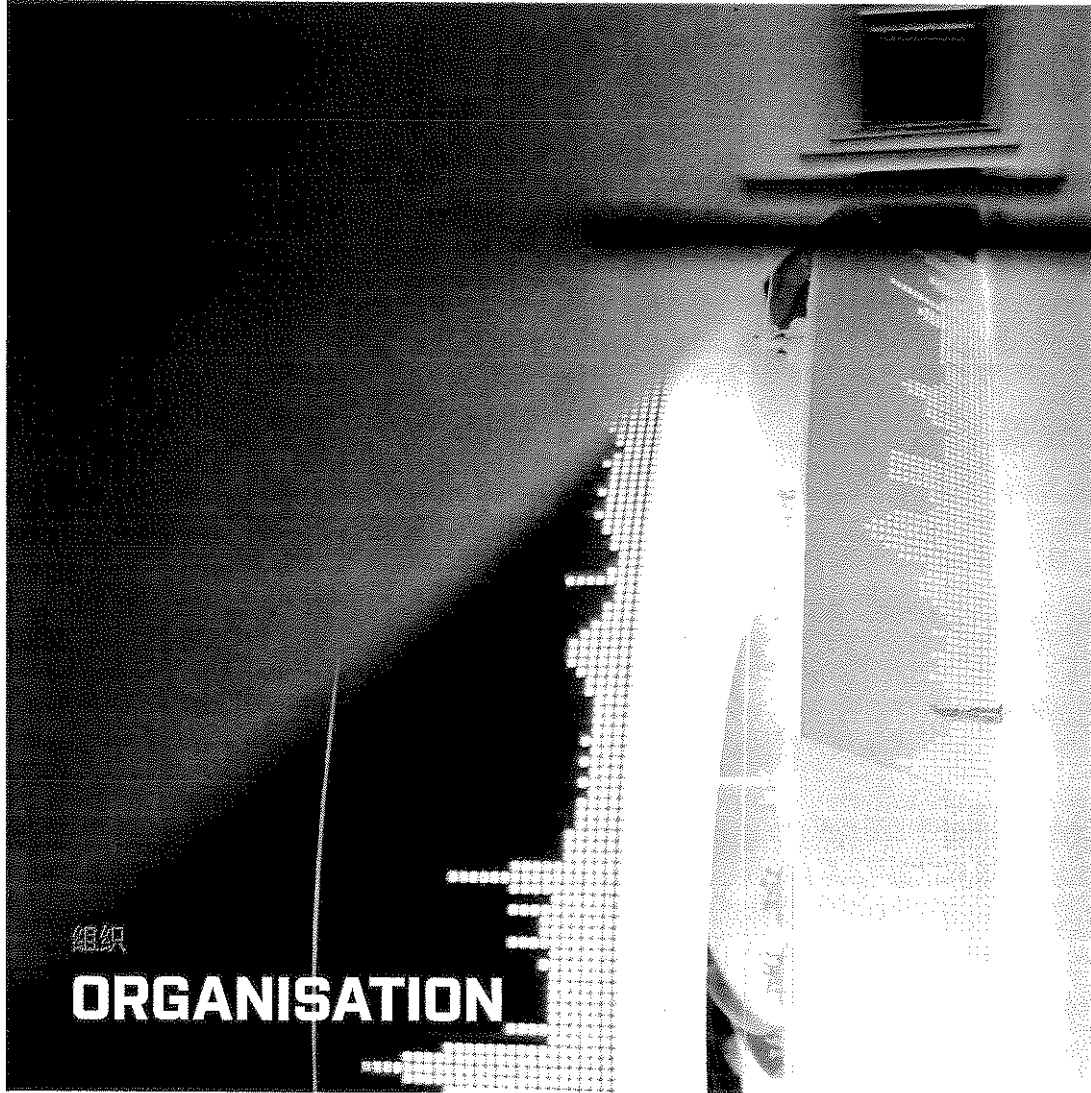
在2008年末或2009年初,拟建成推广活动网站,并与一家或多家媒体达成合作。

此后,协作媒体合作伙伴和网站将成为与丹麦民众就展览问题进行对话的平台。

The mermaid exchange will be an event that will create attention and ongoing global media coverage for Denmark on TV, radio and in newspapers as well as various periodicals.

In China, advance publicity will contribute to making the Danish pavilion an obvious focal point for the international TV-corporations' coverage of Expo. It will also be a chance to experience young Chinese art in Copenhagen while the Danish mermaid is in Shanghai.

交换美人鱼雕像将是一项引起全球媒体关注的重大举动,届时,媒体将纷纷通过电视、广播、报纸和各种期刊聚焦丹麦。在中国,广泛的知名度将有助于丹麦展馆成为国际电视公司报道世博会时竞相关注的焦点。同时,这也为人们在歌本哈根欣赏年轻中国艺术家的艺术,以及在上海欣赏美人鱼雕像提供了一次千载难逢的机会。



组织

ORGANISATION

ORGANISATION

组织

THE NATIONAL COMMITTEE

A National Committee has been set up with the primary task to present Denmark's participation to the general public, Danish businesses and other interested parties.

HRH THE CROWN PRINCE

Chairman of The National Committee

MINISTRY OF ECONOMIC AND BUSINESS AFFAIRS

Mrs. Lene Espersen, Minister

REALDANIA

Mr. Flemming Børreskov, Chief Executive Officer (CEO)

A.P. MØLLER - MÆRSK

Mr. Tom Behrens-Sørensen, Chairman of Maersk China Ltd.

BRUNDEFS

Mr. Niels Due Jensen, Chairman of the Board

VESTAS WIND SYSTEMS A/S

Mr. Ditlev Engel, President & CEO

DANISH AGRICULTURAL COUNCIL

Mr. Freddy Svane, Chief Executive Officer (CEO)

THE NEW CARLSBERG FOUNDATION

Mrs. Maria Fabricius Hansen, Member of the Board of Management

全国委员会

丹麦已成立全国委员会, 主要事务是向公众、丹麦企业和其他相关方展示丹麦形象。

王储殿下

全国委员会主席

经济和商业事务部长

Lene Espersen 先生

REALDANIA 基金会

Flemming Børreskov 先生, 行政总裁

A.P. MØLLER - MÆRSK 集团

Tom Behrens-Sørensen 先生, 马士基(中国)有限公司主席

BRUNDEFS 集团

Niels Due Jensen 先生, 董事会主席

VESTAS WIND SYSTEMS A/S

Ditlev Engel 先生, 总裁兼执行长

丹麦农业委员会

Freddy Svane 先生, 行政总裁

新嘉士伯基金会

Maria Fabricius Hansen 女士, 董事会成员

THE PROJECT MANAGEMENT

The Expo 2010 group from The Danish Enterprise and Construction Authority (EBST) manage the project and an Expo Secretariat has been established to undertake organisation and implementation.

THE ADVISER TEAM

Denmark's contribution to Expo 2010 has been developed by BIG, 2+1 Ideas Agency, ARUP and Studio Louise Campbell.

BIG (contractor/architecture), 2+1 Ideas Agency (exhibition/communication) and ARUP (engineering) will be affiliated to the EXPO Secretariat in an advisory capacity during the further development of the project.

FURTHER INFORMATION

For further information about Denmark's participation in EXPO 2010, visit www.expo10.dk

项目管理

丹麦企业和建设管理局 (EBST) 下属2010年世博会小组将负责项目管理工作, 并成立世博会秘书处负责项目的组织和实施。

顾问小组

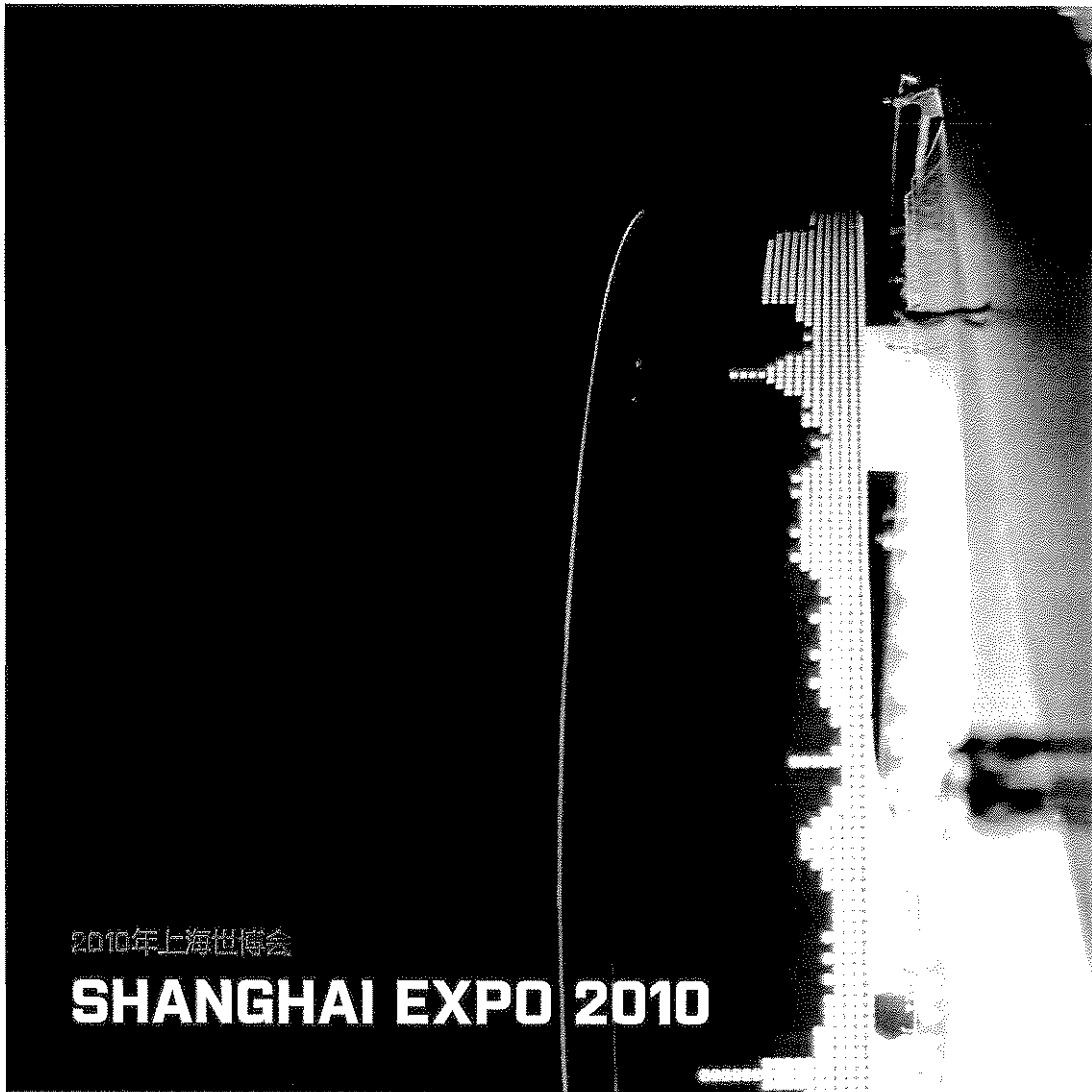
丹麦向2010年世博会提交的文件材料已由BIG、2+1 Ideas Agency、ARUP 和 Studio Louise Campbell 编制。

BIG 公司 (建筑承包商)、2+1 Ideas Agency (展览/交流) 和 ARUP 公司 (工程) 隶属于世博会秘书处, 并将在今后的项目开发过程中提供咨询服务。

更多详情

有关丹麦参与2010年世博会的更多详情, 请访问 www.expo10.dk。

	2008	2009	2010
DEVELOPMENT OF EXHIBITION THEMES	S O N D	J F M A M J J A S O N D	J F M A M J J A S O N D
PAVILION DESIGN			
CAMPAIGN			
PRODUCTION OF EXHIBITION			
CONSTRUCTION OF PAVILION			
MOUNTING OF EXHIBITION			
EXHIBITION PERIOD			
EVALUATION			



2010年上海世博会

SHANGHAI EXPO 2010

SHANGHAI EXPO 2010 2010年上海世博会

OFFICIAL TITLE

The World Exposition Shanghai China 2010

ABBREVIATED TITLE

Expo 2010 Shanghai China

OFFICIAL THEME

Better City, Better Life

EXHIBITION PERIOD

1 May 2010 to 31 October 2010 (6 months or 184 days)

EXPO AREA

5.28 km² (the actual exhibition area: 3.28 km², additional service area: 2 km²)

LOCATION

Situated on the banks of the Huangpu River between Nanpu Bridge and Lupu Bridge, downtown Shanghai

PARTICIPANTS

Official pavilion: 200 countries and international organisations. In addition to this – Urban Practice Area with 60 cases and 16 corporate pavilions

VISITORS

70 million – 90% Chinese and 10% other nationalities (estimated)

EXPO 2010

The World Expo is a global, large-scale, non-commercial exhibition. It is an international meeting place with focus on cross-cultural dialogue, the strengthening of international relations and the exchange of solutions to global challenges, as well as being instrumental in branding cities, regions and countries. With a history that spans more than 150 years, World Expo is considered the equivalent of the Olympics within the economic, research and technology fields.

官方名称:

中国 2010 年上海世界博览会

缩写名称:

中国上海 2010 世博会

官方主题:

城市,让生活更美好

展期:

2010 年 5 月 1 日至 2010 年 10 月 31 日 (6 个月 / 184 天)

展区面积:

5.29 平方公里 (实际展区面积: 3.28 平方公里, 附属服务区: 2 平方公里)

地点:

位于上海市区南浦大桥和卢浦大桥之间, 沿黄浦江两岸布局。

参展者:

官方展馆: 200 个国家和国际组织
此外, 还包含设有 60 个案例区和 16 个公司展馆的展示区

游客:

7000 万 – 90% 为中国人, 10% 为外国人 (预计值)

2010 世博会

世博会是最大规模的全球性非商业性展览。作为一个国际盛会场所, 世博会为跨文化对话、增进国际关系、交流应对全球挑战的解决方案, 并逐渐成为树立城市、地区和国家形象的最佳手段。跨越 150 多年的发展历史使世博会在经济、研究和技术领域享有与奥林匹克齐名的盛誉。

BETTER CITY, BETTER LIFE

The theme for Expo 2010 is Better City, Better Life. Expo 2010 is the first world exposition to focus on the city's development.

By 2010, over 50% of the world population will be living in urban dwellings. The city's development is of global interest and concerns all countries - developed and less developed.

LOCATION

The Expo 2010 area is divided up into 5 functional zones:

ZONE A
 National pavilions for the Asian countries, excluding South East Asia.

ZONE B
 Theme pavilions, China's pavilion and national pavilions for countries from South East Asia and Oceania.

ZONE C
 National pavilions for countries from Europe, America and Africa.

ZONE D
 Theme pavilions.

ZONE E
 Urban Best Practice Area

The Danish pavilion will be situated in Zone C as a part of the 'Nordic town', with Finland, Iceland, Norway and Sweden as neighbours.

城市,让生活更美好

2010年世博会的主题确定为“城市,让生活更美好”,这是首届关注城市发展的世博会。

到2010年,50%以上的世界人口将居住在城市。城市的发展引起了全球所有发达国家和发展中国家的发展和关注。

地点

2010世博会区分为5个功能区:

A区
 亚洲国家展馆(不包括东南亚)

B区
 主题展馆,中国展馆及东南亚和大洋洲国家展馆

C区
 欧洲、美洲和非洲国家展馆

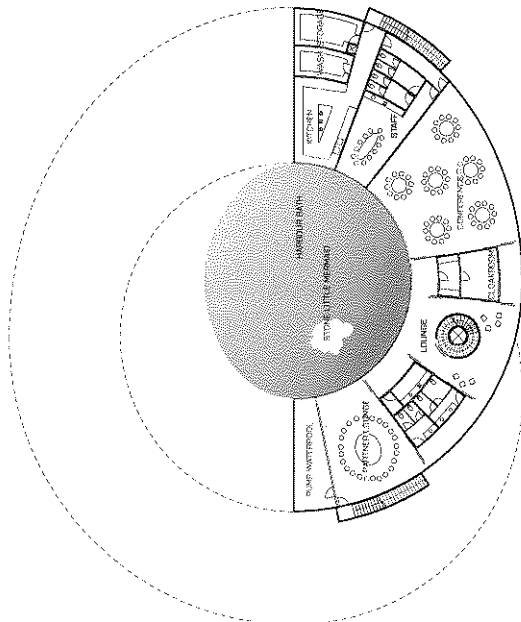
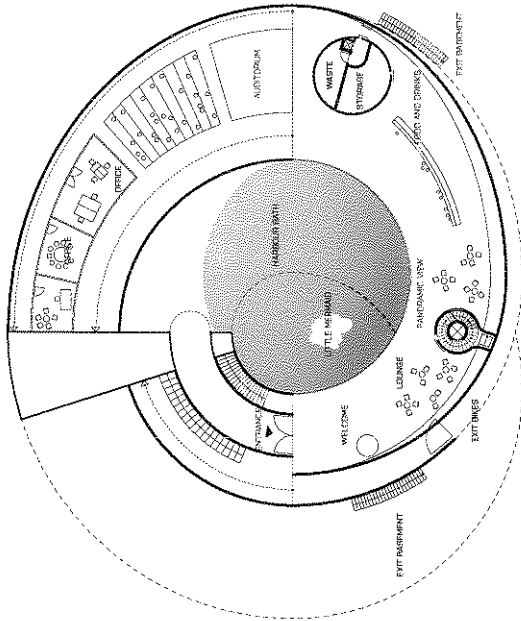
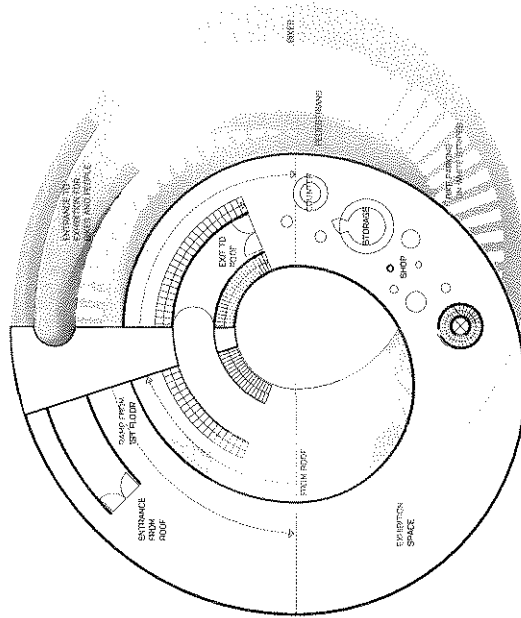
D区
 主题展馆

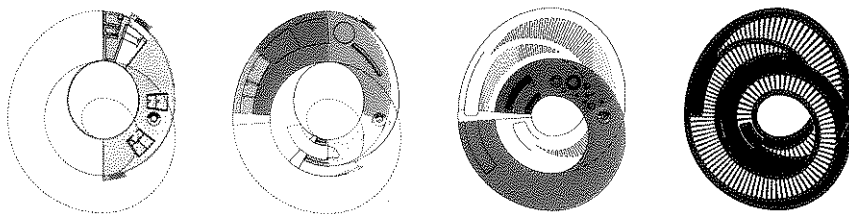
E区
 城市示范区

丹麦展馆位于C区,属于“北欧城”的一部分,将与芬兰、冰岛、挪威和瑞典比邻而居。

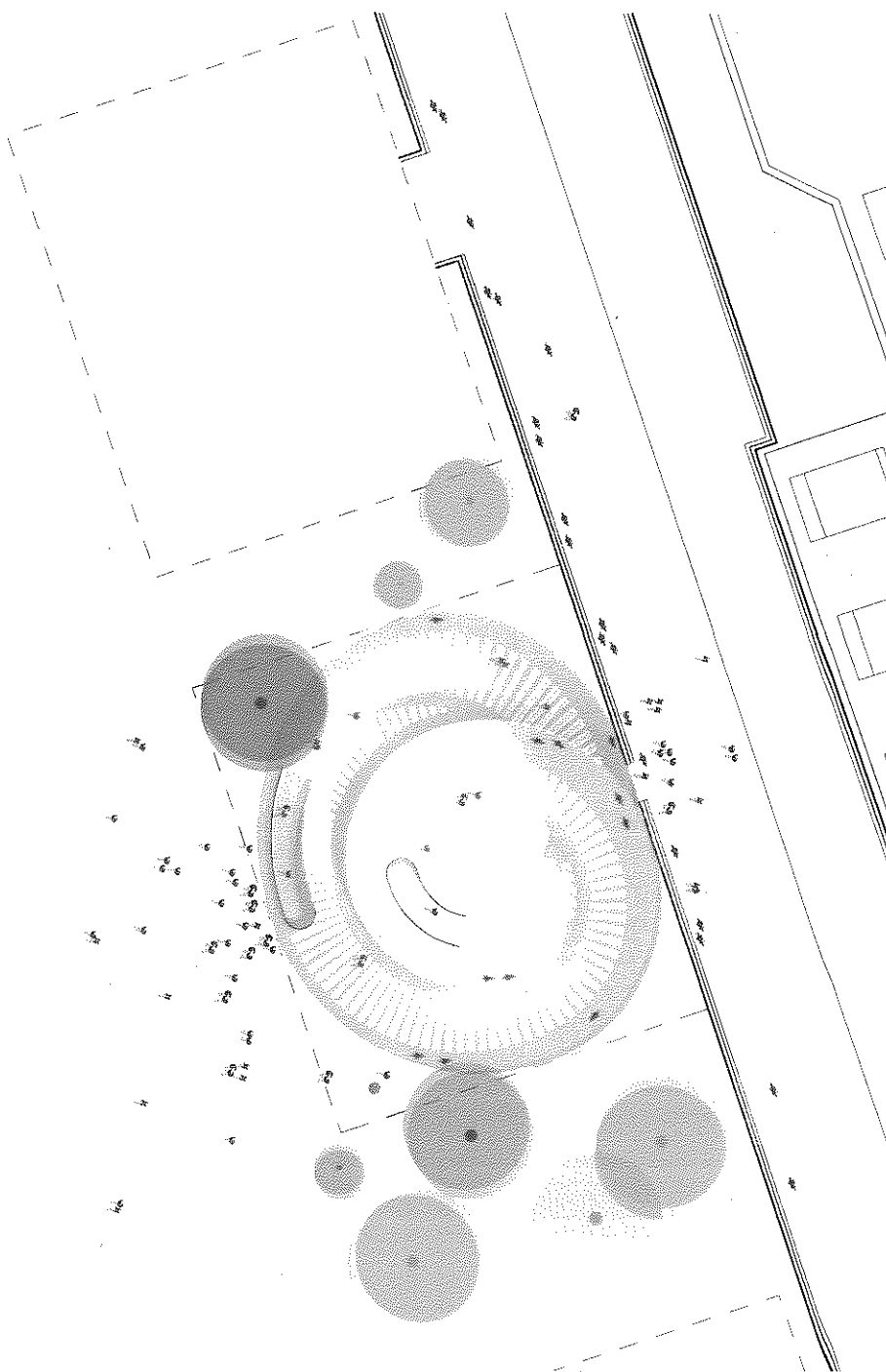








- STAFF
- CONFERENCE AND MEETINGS
- KITCHEN
- FOOD AND DRINKS
- SECRETARIAT
- WELCOME
- LOUNGE "LITTLE MERMAID"
- SHOP
- EXHIBITION SPACE
- ROOF TERRACE



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 Niels Lund Petersen
 Jan Møgelstrøm
 Kemi Stoltebeck
 Catherine Huang
 Sonja Reisinger

2+1 IDEAS AGENCY

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 Rasmus Rune Nielsen
 Signe Bjerrgaard
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 Mikkel Qjølstrup
 Helene Dalgaard

ARUP

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 Florian Gauss
 Paul Jeffries

STUDIO/LOUISE CAMPBELL

Louise Campbell
 Thomas Beitzén

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THE EXPO SECRETARIAT

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The Danish EXPO 2010 Pavilion in Shanghai manifests Denmark as a nation of Welfairytales. This is an open invitation to take part in a new fairytale. A fairytale about quality of life and how to design cities where human well-being and a better environment are two sides of the same coin.

2010上海世博会丹麦展馆将展示丹麦的梦想城市。我们想邀请您步入一个新的童话世界，一个有关优质生活的童话，一个在兼顾人类福祉和美化环境的同时进行城市规划的童话。

