SINGAPORE PAVILION WORLD EXPO 2010 SHANGHAI CHINA

About World Expo 2010 Shanghai China
World Expo is a 150-year-old global and non-commercial exposition aimed at developing world economy, culture, science and technology, promoting the exchange of ideas and strengthening international relations. Themed “Better City, Better Life 城市，让生活更美好 ”, World Expo 2010 Shanghai China will centre on innovation and interaction, exploring the full potential of urban life in the 21st century. This will be held in Shanghai, Pudong as well as Puxi, from 1 May to 31 October 2010 and is expected to attract 70 million visitors in six months. For more details on World Expo 2010 Shanghai China, please visit www.en.expo2010china.com.

The Singapore Pavilion
Singapore’s participation in the World Expo 2010 Shanghai China is its largest to date at the World Expo, signifying its strong and close bilateral ties with China. The Singapore Pavilion will showcase Singapore’s achievements in urban planning, water technology and environmental services while promoting closer people-to-people relations between China and Singapore. The pavilion will also highlight Singapore’s ability to offer a high-quality and integrated environment to live, work and play within a compact area through sustainable planning and development.

Location
The Singapore Pavilion will be located in Zone B, Oceania and Southeast Asia area of Pudong – a site between Nanpu and Lupu bridges, immediately adjacent Lupu Grand Bridge, along both sides of the Huangpu River. For more details on the Singapore Pavilion, please visit www.SingaporeAtWorldExpo.com.sg.

Theme
The theme Urban Symphony 城市交响曲 was inspired by the harmony of unique elements in Singapore: Progress and sustainability, urbanisation and greenery, tradition and modernity and the different races living in harmony together. The two environmental areas that Singapore has successfully made headway with in balancing progress with sustainability - water and garden - will form the softscape of the pavilion as its two design elements.

The Singapore Pavilion will span 3,000 sq m and is designed to resemble a music box. Only four columns of varying sizes support its structural system and floors above, symbolising Singapore’s races living, working and playing happily on the same ground. Ramps and stairs suspended off trusses will lead to the upper floors.

Design
• The ground floor of the pavilion will showcase projected images, live theatre performances and activities within the atrium space and main hall. Singapore exhibits will also be displayed along the ramp up to the next floor.
The 600sqm column-free second floor will host an amphitheatre screening videos of Singapore to reveal lesser known aspects beyond its economic success, such as its creativity, cultural diversity and natural beauty.

- There will be *A Garden in the Sky* – a roof-top garden of tropical flora specially landscaped to re-capture the essence and the beauty of living in a garden city.

- *Urban Symphony* aims to articulate Singapore's rhythm and beat through the Pavilion's architecture of water fountain movements, window and sunshade fins layouts on the façade, interplay of sounds and visuals on different levels and a mélange of flora on the roof garden.

- In line with the theme of sustainability, recyclable materials such as aluminum and steel will be used for the facade and structural framework. The foundation will be made of spun piles and only the foundations, floor slabs and columns will be built of reinforced concrete.

- The design will incorporate façade slits and chilled water along the perimeter of the ground floor will encourage a cool breeze in the heat of summer to reduce energy consumption on air-conditioning.

*Dendrobium Singapore Shanghai Symphony*

*Dendrobium Singapore Shanghai Symphony* (新沪交响曲) is an orchid hybrid exclusively created to commemorate Singapore's participation in the World Expo 2010 Shanghai China. The striking jade and gold-hued hybrid is adorned with delicate parallel veins, symbolising the beauty of Singapore and Shanghai and the two cities' correspondent transformation into vibrant global destinations. The resilient nature of the hybrid reflects the strong bilateral relations between China and Singapore who will join together at the World Expo 2010 Shanghai China to share our approaches to innovation and sustainable development. It also underlines the Singapore Pavilion's over-arching theme Urban Symphony.

*Singapore Pavilion Logo*

The visually distinctive and endearingly memorable Singapore Pavilion logo is conceived by Singapore design firm Epigram. The logo, inspired by the pavilion design and musical instruments, such as the chimes, piano and xylophone, resonates with the serendipity, fun and delight awaiting visitors to Singapore's *Urban Symphony*.

The colour red, which represents Singapore, evokes passion and features prominently in the logo design. The element of red in Singapore's national flag symbolises “universal brotherhood and equality of man”. Traditionally, in Chinese culture red is also widely known as an auspicious colour, associated with happiness. The colour gradient in the logo embodies Singapore’s continuous efforts to balance sustainability and innovation.
amidst the urban vibrancy of our city state’s transforming landscape. Grey echoes the island-state’s modernity.

Liu Lian Xiao Xing - Singapore Mascot

Drawing inspiration from our iconic Merlion and The King of Fruits, the Durian, Singapore Tourism Board conceived Liu Lian Xiao Xing – a lovable and easily recognisable character.

Liu Lian Xiao Xing is a five-year-old Singaporean boy who travels around the world with his musician parents. This year, his parents will be travelling to Shanghai for the World Expo 2010, allowing Liu Lian Xiao Xing to realise his dream of visiting China.

Liu Lian Xiao Xing is an open, friendly and upbeat boy. His friends love having him around because he is always so bubbly and makes them laugh. He is an inquisitive boy with endless questions. He is like a sponge, absorbing information, always learning, always eager for more and always finding out why.

He wears red overalls emblazoned with a picture of the Merlion in homage to his favourite toy – a Merlion beanie he cuddles to sleep every night. His cap, shaped just like a durian was inspired by his love of the fruit and his sketches of the Esplanade!

Liu Lian Xiao Xing loves to eat diverse and sumptious Singapore delights like black pepper and chilli crab durians, Hainanese chicken rice, laksa lemak and roti prata. He has recently discovered a new favourite dish, Shanghainese xiao long bao.

He is fond of drawing durians as well as his favourite building, the iconic Esplanade – Theatre on the Bay, one of the world's busiest arts centres, hiking at the Bukit Timah Nature Reserve, picnicking at the Botanic Gardens with his family. He enjoys playing the piano, violin and ethnic instruments such the Chinese erhu and the Indian tabla which he learnt from his parents.

Milestones

- June 2009 - Commencement of pavilion construction
- November 2009 – Pavilion topping out ceremony
- April 2010 - Completion of pavilion construction & preview of the pavilion
- 1 May 2010 - Official pavilion opening ceremony
- 31 October 2010 - Official pavilion closing ceremony
- 1 November – 31 December 2010 - Dismantling of pavilion
A multi-agency effort led by the Singapore Tourism Board, with support from the following Singapore Government agencies:

- A*STAR
- Housing & Development Board
- Infocomm Development Authority of Singapore
- International Enterprise Singapore
- Land Transport Authority
- Media Development Authority
- Ministry of Community Youth & Sports
- Ministry of Education
- Ministry of Foreign Affairs
- Ministry of Health
- Ministry of Information Communications & the Arts
- Ministry of Manpower
- Ministry of National Development
- Ministry of Trade and Industry
- National Environment Agency
- National Parks
- Sentosa Development Corporation
- Singapore Economic Development Board
- Singapore Sports Council
- Singapore Youth Olympic Games Organising Committee
- Urban Redevelopment Authority