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

Project lead

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
- Ministry of Education
- Ministry of Foreign Affairs
- Ministry of Health
- Ministry of Information Communications & the Arts
- National Parks
- Sentosa Development Corporation
- Singapore Economic Development Board
- Singapore Sports Council
Evaluation & Selection

From 24 September 2008 – 8 October 2008, a Pre-Qualification Stage (PQS) was conducted, inviting companies to develop designs for the Singapore Pavilion. Five submissions were shortlisted from the 19 received. A PQS Evaluation Exercise ensued from 18–19 December 2008 during which proposals were evaluated by a panel comprising senior management from the Singapore Tourism Board, Urban Redevelopment Authority, Design Council Singapore (Ministry of Information, Communications and the Arts), as well as industry experts.

Advisory Panel

The primary role of the Advisory Panel to the Singapore Pavilion is to provide input and advice on various aspects such as theme and concept; architecture; aesthetics of the exterior and interior; marketing and media communications that would contribute the pavilion’s success. The panel comprises senior executives from relevant industry sectors with an in-depth knowledge of the Chinese audience.

- Chairperson: Ms Lim Sau Hoong, CEO & Executive Creative Director, 10AM Communications
- Co-Chairperson: Ms Aw Kah Peng, Chief Executive, STB
- Panel Members:
  - Mr Lim Neo Chian - Deputy Chairman, STB
  - Mr Chua Chee Lay, Chief Executive, CL Lab
  - Mr Peter Tay, Director, Bull Run Ventures
  - Mr Robin Hu, Executive Vice President, Chinese Newspapers & Newspaper Services, Singapore Press Holding
  - Ms Yap Mong Lin, Principal, YapArchitects

Criteria

- Design Concept
- Architectural
- Visitors’ Journey
- Feasibility
- Master Project TimeLine
- Project Cost
- Fees Proposal
Architects

Kay Ngee Tan Architects was selected for their architectural merits, energy saving innovations and excellent design concept (Urban Symphony). As a renowned architect with extensive experience in Singapore and overseas, Mr Tan Kay Ngee has shown great enthusiasm and dedication to the project.

Established in London in 1990, Kay Ngee Tan Architects has a wealth of experience working on numerous projects of various scales. Whilst the practice is primarily architectural in scope, the firm is also involved in interior and product design.

Kay Ngee is well known for being one of 12 architects selected to design villas for the “Commune by the Great Wall” in Beijing, China in 2001 – a boutique hotel and semi-architectural museum which opened in 2002. “The Commune” was exhibited at the Venice Biennale in the same year and was hailed by Business Week as a “New Architectural Wonder of China”. Amongst others, the office is currently committed to work on villas in Hangzhou, Buddhist Cultural Museum and an upcoming boutique hotel in Singapore.

Kay Ngee has also been involved in many award-winning works such as developing and building the masterplan for Singapore Management University. Its design of the PageOne Bookstore at Vivocity also won a ‘Design of the Year’ award in 2007 under the ‘Exhibition Design, Interior Design & Landscape Design’ category of the President’s Design Award – Singapore’s highest accolade for designers.

Its work on the Kinokuniya book store in Sapporo also received a Japan Design Award and 14th CS Design Award. Uniquely designed to capture the character of this quintessential Japanese bookstore that is more than 80 years old, Kay Ngee had incorporated a contemporary tropical theme to its interiors, in contrast with Sapporo’s cold climate.

Kay Ngee Tan Architects’ partners for the Singapore Pavilion are:

Arup is a global firm of designers, engineers, planners and business consultants offering creative business solutions, project management, multidisciplinary design, planning and engineering consultancy across the areas of buildings, infrastructure and consulting. With over 10,000 staff working in more than 90 offices in 37 countries, the company has over 10,000 projects running concurrently. Notably, Arup has been engaged to work on the Marina Bay SandsTM integrated resort in Singapore, the Beijing National Stadium that was used to host the opening and closing ceremonies of the 29th Olympiad and the CCTV Headquarters in Beijing, China. Arup will be providing the structure/ mechanical/ electrical/acoustic and environmental engineering expertise for the Singapore Pavilion.

Bates 141 is the world’s largest Asia-devoted marketing communications network. Bates 141 is part of WPP, one of the world’s leading communications services groups. Bates 141 has 21 offices in 12 countries across Asia Pacific. Bates 141’s major clients include AIG, Bayer, BMW, Cheung Kong, Dell, E-Trade, Google, Fiat, Heineken, HSBC, Huawei, IKEA, Jollibee, Merck, MSN, Pizza Hut, Remy, Shanghai General Motors, Shell, Sony, S&W, Telkom Indonesia, Uni-President and Virgin Mobile. Bates 141’s integrated offering includes advertising and digital communications, sales promotion, event
marketing and public relations, marketing and analytics, direct marketing, CRM & B2B. Bates 141 will play the role of contents creator for the Singapore Pavilion.

**Davis Langdon & Seah Singapore** is Singapore’s largest quantity surveying practice and a member firm of Davis Langdon & Seah International. The firm provides cost, contract and project management services in traditional contracting arrangements, design-and-build or develop-and-construct as well as various hybrid, custom-made, procurement of construction projects. Davis Langdon & Seah Singapore has previously done work in most sectors such as commercial, educational, residential and infrastructure developments. Examples of prominent projects are the Raffles Hotel, Wisma Atria Shopping Centre, Keppel Bay Bridge and the Singapore Management University. Projects in China and Hong Kong include those of the Li Ka Shing Tower Polytechnic University, the Beijing Capital International Airport Terminal 3 and Shangri-La Hotel, Shanghai. Our services are further supported by our extensive cost and information database from the Cost Research Department coupled with the well-rounded contract administrative cum partnering ethos and approach to projects. Davis Langdon & Seah will be the quantity surveyor and cost consultant for the Singapore Pavilion.

**Epigram** is a premier design firm of twenty professionals and specialists in print design, book publishing, corporate identities and signage consultancy. Their print expertise includes the creative development of such collaterals as annual reports, books, catalogues, brochures and magazines. Their clients in Singapore include companies such as OCBC Bank, CapitaLand, SembCorp, Great Eastern and Accenture and public bodies like the GIC, NTUC, and National Arts Council. Its managing and creative director was selected Designer of the Year in last year’s President’s Design Award. Epigram will be managing the graphic and logo design for the Singapore Pavilion.

**Dear Design Studio** is a design collective that combines environmental experiential design with graphic communication design, retail branding and imaging, product research and development. With a strong interest in sustainable design development, Dear Design Studio has done work for prestigious clients in Singapore such as Hayden Properties, Ritz Carlton Residences, DesignSingapore, DBS, Zouk and Toscano/Tocco. The studio will be the exhibitions curator for the Singapore Pavilion.

**Shanghai Xing Tian Architects, INC** is a multi disciplinary practice that has worked on various large projects in China but always with a personal touch. These works include the Taihu State-House for Foreign Guests at WuXi, Shanghai-Bay International Square, and the Museum for Abacus Maths. The founder Mr Wang Xing Tian graduated from the prestigious Waseda University and worked in Japan for several years. Works accomplished exhibit the high quality and attentive services offered by Mr Wang and his colleagues. These valuable characteristics are rare in the fast moving pace of architectural development in China today. Shanghai Xing Tian Architects, INC will be the local design institute for the Singapore Pavilion.

**National Parks Board (NParks)** is responsible for providing and enhancing the greenery of the Garden City. Beyond green infrastructure, NParks is committed to enhancing the quality of life through creating memorable recreational experiences and lifestyles. NPark manages 10% of Singapore’s total land area which comprises over 50 major parks and 4 nature reserves. Adding to this is the extensive streetscape, or
roadside greenery, that forms the backbone of our City in a Garden. An island-wide Park Connector Network is also being developed to link major parks and residential areas.

As Singapore’s scientific authority on nature conservation, NParks monitors and coordinates measures to ensure the health of Singapore’s biodiversity. This supports the overall thrust of our urban conservation model, which aims to conserve representative eco-systems in land scarce Singapore for future generations. NParks is also the lead agency in the efforts to continually upgrade the Landscape Industry in Singapore. It works closely with industry partners to promote good work practices and create a thriving, innovative and professional industry that will support Singapore’s aspirations of being a City in the Garden. NParks will be the landscape designer for the Singapore Pavilion.