



# FOUNDATION EXPO '88 REPORT: SHANGHAI WORLD EXPO 2010

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Saturday 20 November 2010 State Library of Queensland South Bank

# Introduction



- \$USD 60 billion 6-month Universal (Registered) Exposition, sanctioned by the Bureau of International Expositions Paris, for duration: 1 May to 31 October 2010
- Theme: “Better City, Better Life”
- World’s largest World Exposition, 5.28sq kilometres area, more than 10 times size of Brisbane’s World Expo ‘88
- Record-breaker for number of international participants (192). Previous record breaker was Seville Expo 1992 with 109 nations.
- Record-breaker for highest single day attendance – Saturday 16 October 2010 – 1.03 million visitors, breaking Osaka Expo 1970 record of 843,000.
- Record-breaker for total attendance – 73 million visitors, breaking Osaka Expo 1970 record of 63 million, and beyond target visitor numbers of 70 million

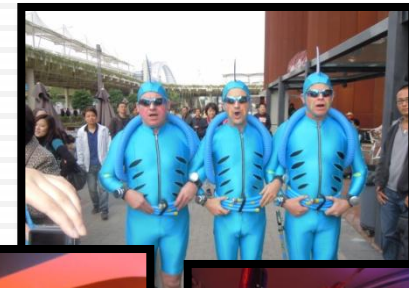
# Site Map





# Australia Pavilion

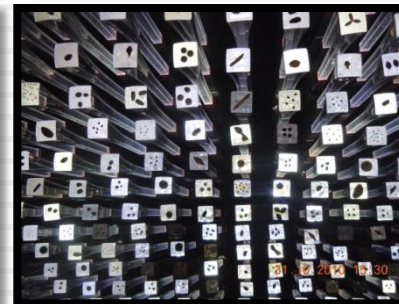
- Funded by Commonwealth Government, State & Territory Partners, and Private Enterprise (Rio Tinto, ANZ etc...)
- Managed by DFAT
- Evocative of the curves, shape and colour of Uluru, by Wood Marsh Architects; and exhibition design by Think OTS! Media (Melbourne)
- \$AUD 83million Pavilion
- 8 million visitors – 1 million more than 7 million target
- Regarded as one of “Top 5” Pavilions at the Expo
- Featured curved ramps introducing visitors to indigenous Australia, and colonial and multi-cultural Australia, with an innovative theatre-in-the-round multimedia presentation as the main show
- Substantial business visitors program and cultural program
- Featured large gift shop and restaurant concession, and VIP room
- Commissioner-General Ms Lyndal Sachs, Pavilion Director Mr Peter Sams



# Best Design Award - UK

## UK Pavilion

- Won best award for Design at the Expo
- Known as the “Seed Cathedral”, promoting bio-diversity and preservation of flora, with 60,000 7.5m long plastic rods, each embedded at each end with seeds from a different part of the UK
- Rods will be given to different Schools in China as a memento of the UK presence at the Expo





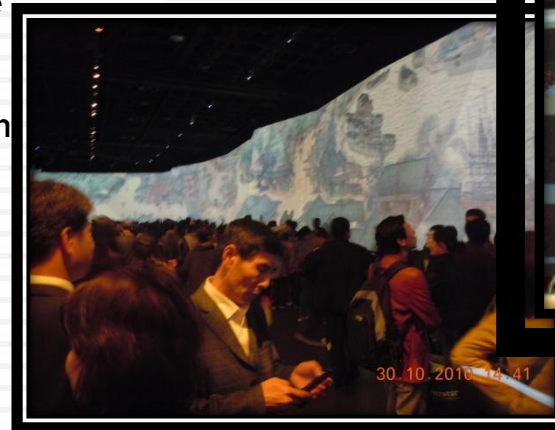
# Best Thematic Content - Germany

- Won Gold Award for Best Thematic content
- Theme: “Balancity”
- ‘Photo Wall’ entry featuring images from each of Germany’s 16 provinces
- Rammed full of interpretive displays on the nature of urban living in Germany and how administrators and innovators are doing their best to attack the challenges.
- Innovative theatre-in-the-round globe theatre, with two live protagonists, one German, and one Chinese.



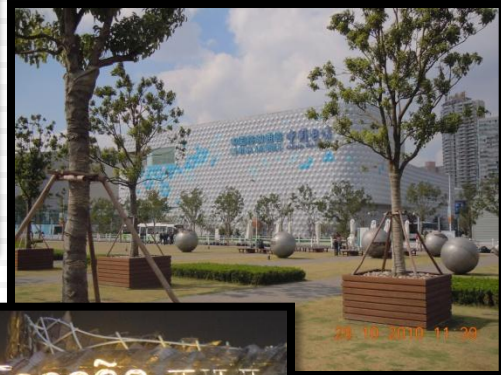
# Flagship Pavilion - China

- Largest Pavilion, 63 metres high, and 55,00 square metres area (most Pavilions were 6,000 square metres)
- \$USD 220 million
- Painted in rich red vermillion tones, reminiscent of the Imperial Palace, Beijing, using interlocking wooden brackets
- Featured three main presentations, including a pre-show movie highlighting the move to the City by China's rural youth; a massive animated scroll of a famous Chinese painting; two, a Museum-curated Gallery of Treasures of China; and three, a presentation of future urban living in China.
- Also featured display space for all of China's provinces.





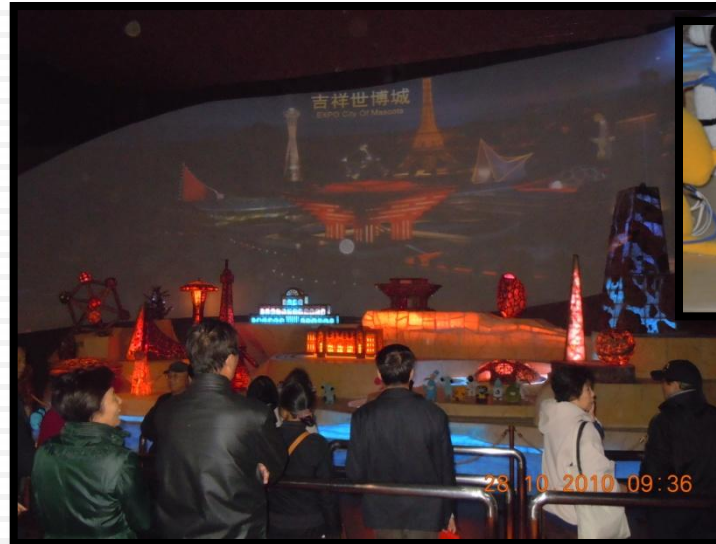
# Other Notable Pavilions





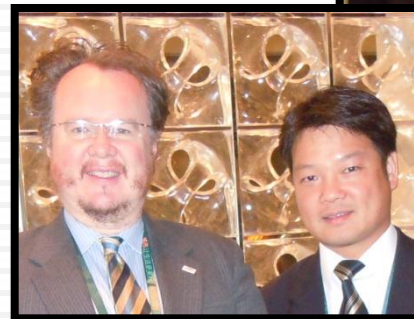
# World Expo '88 at Shanghai Expo

- World Expositions Museum
- “City of Mascots”
- Chronology
- Stamp



# Foundation Expo '88 at A.V.E.

- 4<sup>th</sup> Assembly of Expo Cities and Regions (A.V.E.)
  - BIE established body in Hannover 2000, formal Mayoral-level networking forum for past, present and future Expo Cities and Regions
  - Foundation Expo '88 attended inaugural Assembly in Seville in 2002, hence the birth of the Foundation Expo '88 project
  - Foundation Expo '88 attended again at Shanghai, as Observer for Brisbane City, representing World Expo '88
  - Foundation Expo '88 is lobbying Brisbane City Council for Brisbane to official ratify it's membership.





# Fun Facts and Figures

- 10 million Expo passports sold
- 100 world leaders visited the Expo
- 100 million drinks sold
- 22,000 cultural performances
- 95% visitors from China, 5% from overseas
- Average visitor spent \$74.3 per day on a 3 day visit
- Day of highest attendance – Saturday 16 October  
1,032,800 visitors
- Expo Budget \$USD 60 billion (Beijing Olympics \$USD 45 billion)
- Air Traffic up by 34% (40 million visitors); Hotel and Catering Revenue up by 16.8% (\$USD 7.5 billion); Tourism Revenue up by 20% (\$USD 12 billion)
- Longest Wait for Pavilions – Saudi Arabia, China, Japan – averaging 5 hours and up to 12 hours wait



# With special thanks to....

- Bureau of International Expositions Paris
- Australia Pavilion Shanghai Expo 2010
- Wendy Wu Tours
- The Shanghai Expo 2010 Bureau of Coordination
- The people of Shanghai!



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[Image of the German Pavilion Globe, slide 6, courtesy of Shanghai Expo 2010 Coordination Bureau]





FOUNDATION EXPO '88

*Progressing the World Expo '88 Vision*

*- A non-government not-for-profit entity celebrating Brisbane's World Expo '88 -*

<http://www.foundationexpo88.org>

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