

# Yeosu World Expo 2012 Korea

## - An Overview



John McGregor  
Executive Director Foundation Expo '88

Saturday 8 September 2012 2pm State Library of Queensland





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# Our Journey Today

- Awarding of the 2012 World Exposition
- Yeosu City
- Yeosu Expo 2012 – mascots, logo, theme, statistics
- Map of Expo 2012
- Korea & Theme Pavilions
- The Big O
- The Sky Tower
- International Pavilion Zone and the EDG
- Corporate & International Organisations Zone
- Australia at the BIE Pavilion “Expo x Expos”
- The Australia Pavilion
- Foundation Expo '88 at A.V.E. Yeosu 2012
- Future Expositions
- How You Can Help Foundation Expo '88!
- Questions & Answers



THE CONVENTION RELATING TO INTERNATIONAL EXHIBITIONS SIGNED AT PAIRS ON 22ND NOVEMBER 1928, AND SUPPLEMENTED BY THE PROTOCOLS OF 10TH MAY 1948, 16TH NOVEMBER 1966, 30TH NOVEMBER 1972, AND THE AMENDMENT OF 24TH JUNE 1982 AND THE AMENDMENT OF 31ST MAY 1988.

## PART I - Definitions and Objectives ARTICLE 1

1. An exhibition is a display which, whatever its title, has as its principal purpose the education of the public; it may exhibit the means at man's disposal for meeting the needs of civilization, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future.

--- The Convention Relating to International Exhibitions





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# Awarding of the The 2012 World Exposition

- Expo 2012 was awarded to Yeosu, South Korea, at the 142<sup>nd</sup> General Assembly of the Bureau of International Expositions Paris, on 26 November 2007, after two rounds of voting against Wroclaw Poland and Tangier Morocco.
- Yeosu, a port town in the Korean's peninsula's south-eastern point, had previously also bid for the 2010 World Exposition, but had lost to Shanghai.
- The awarding of the Exposition to Yeosu in 2012 represented Korea's second World Exposition after 1993 Taejeon, which commemorated the centenary of Korea's first representation at an Exposition at the 1893 Chicago Exposition.





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# Yeosu City

- Yeosu is a port city of 300,000, and consists of the Yeosu peninsula and 317 islands
- The word “Yeosu” literally means “Beautiful” “Water”, and the city is proudly known to be where famous 16<sup>th</sup> century Korean Admiral Lee planned his counter-attacks against Japanese pirates, and where he invented the Korean warship, the “Turtle Ship”.
- Yeosu City has a total area of approximately 500 square kilometres.
- It is the 36<sup>th</sup> biggest city in Korea.



Yeosu  
여수  
麗水







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# Yeosu Expo 2012

- Yeosu Expo 2012 had as its theme “The Living Oceans and Coasts”, with sub-themes articulated into “Preservation and Sustainable Development of the Ocean and Coast,” “New Resources Technology,” and “Creative Marine Activities.”
- These themes were explored in the flagship Korea Pavilion, and theme Pavilions, using the latest in multimedia projection technologies, at times combined with theatre and dance.
- Over 100 nations and international organisations participated at the Exposition, including Australia, with approximately 250,000 square metres of display space on the 1,740,000 square metre site.





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# Yeosu Expo 2012



The logo of the Exposition was a red-blue-and-green globe, with the red representing the living creatures inhabiting the land and sea; the blue representing the clear, clean seas; and the green representing the environment, enveloped by a white wave symbolizing the sea water.

The two mascots, Yeony and Suny, two anime plankton, represented all marine organisms, and their name derived from the first and last part of the name of the City of Yeosu – Yeo-ny and Su-ny.





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# Yeosu Expo 2012

- The Exposition ran for 93 days from 12 May to 12 August 2012, with operating hours from 8.30am to 10.30pm, with Pavilions closing their doors at 8.30pm in the evening.
- The exposition reached its target of 8 million visitors, with July 29 being the highest attendance day of 272, 527 visitors.
- 4.6 million meals were served to 60% of the visitors.
- The Aquarium Pavilion, with its two beluga whales loaned from Russia, was the most popular Pavilion, with 2,500,000 visitors.
- The Australia Pavilion received approximately 1/5<sup>th</sup> of total visitors to the Expo site, with 1.5 million visitors.



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# Map of Yeosu Expo 2012







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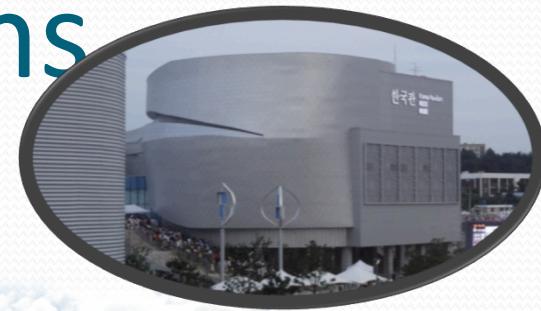
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# Korea & Theme Pavilions

- The flagship Korea Pavilion was the largest national Pavilion, and featured two shows, one on a large cube screen, and one on a large domed screen, that articulated Korea's historical role with the sea, and the role Korean technology may play in bringing energy and water resources to areas of scarcity in the world.
- The Theme Pavilion, Climate & Environment Pavilion, Marine Industry & Technology Pavilion, Marine Civilisation/ Marine City Pavilion, and Marine Life Pavilion further articulated the theme and sub-themes using cutting edge technology and theatre.





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# The Big O

- The star attraction of Expo 2012 was the 45-metre high “Big O”, and the nightly “Big O Show”, a laser, water, fire, multimedia spectacular, which was held twice nightly, for 20 mins, set to classical and rock music.
- A floating stage – a World First
- The Big O stood for the first letter of the word “Ocean”, and featured an innovative water screen upon which images and lasers were projected, and 1200 water jets, which would even make the producers of the Bellagio in Las Vegas faint!







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## The Sky Tower



- 2 unused silo towers were recycled into the Expo's "Sky Tower", and at 57-metres height, this was the best place to get a vantage point for the Expo.
- They also featured the world's largest pipe organ (could be heard up to 6 kms away), on the sides of the tower.
- A compact desalination plant at the base of the tower converted sea water into drinking water, for all to enjoy at the exit to the Tower. Souvenir cup was presented at exit.







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## International Pavilion Zone and the EDG – Electronic Digital Gallery

- The International Pavilion Zone housed the 106 international Participants of the Expo, and was split into Zone A, B, C, and D, with a massive covered boulevard in the centre, called the “EDG” – or “Electronic Digital Gallery”, 415 metres long, and 30 metres wide.







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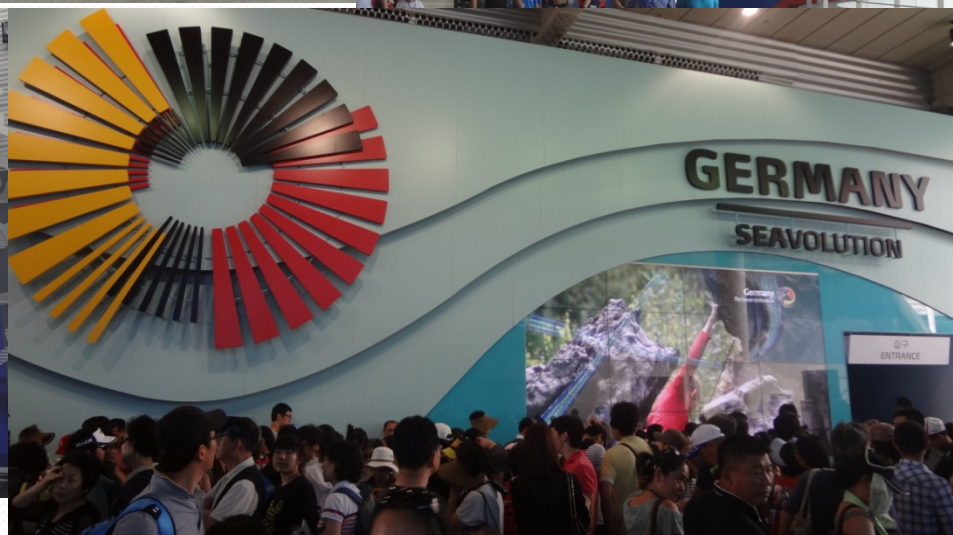
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# International Pavilions







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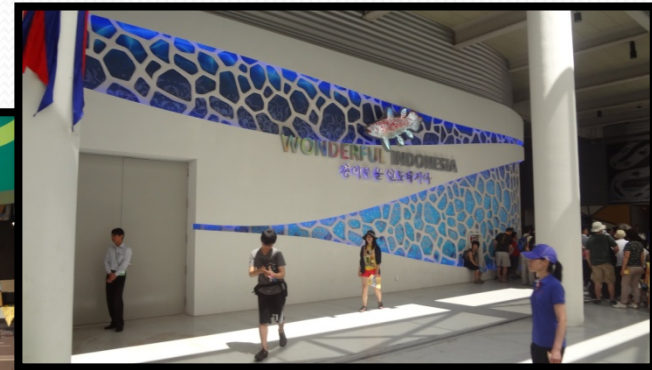
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# International Pavilions







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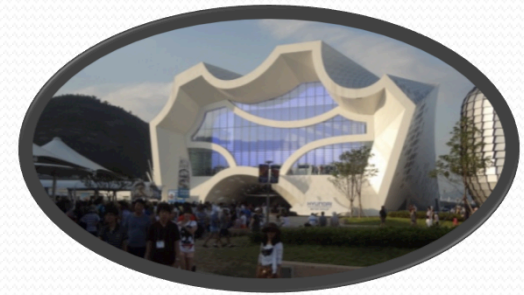
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## Corporate & International Organisations Zone

- At the northern end of the Expo site was the Corporate & International Organisations Zone, where several Korean conglomerates and international organisations had their Pavilions.
- The Korean Corporate Pavilions gave Korean corporations a chance to develop the theme using the latest in theme park wizardry, with Hyundai, Lotte, Posco and Samsung standing out from the crowd.
- International Organisations such as the UN, OECD, and Bureau of International Expositions also had their Pavilions here.





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## Australia at the BIE Pavilion “Expo x Expos”

- Foundation Expo '88 also did a survey of the Australian content at the World Expo Museum Pavilion (or BIE Pavilion – Expo x Expos), which will become part of a permanent World Expo Museum in Shanghai from 2015, as a legacy of the 2010 Shanghai World Exposition.
- Only two Australian World Expositions were covered – Melbourne 1880 and Brisbane 1988. Sydney 1879 and Melbourne 1888 were missing!
- Nonetheless, the content for Brisbane 88 was satisfactory, with 5 images and a few paragraphs of descriptive text. However, the image of the Expo 88 monorail was described as “High Speed Locomotive”!



*Melbourne 1880 is  
displayed, but not  
1879 Sydney or 1888  
Melbourne*





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# Australia Pavilion

- The Australia Pavilion was located in Zone D, and had as its theme “Australia: In Harmony with the Ocean”.
- There was a pre-show, main show, and photo opportunity in the Pavilion, followed by a multi-purpose room, Gift Shop and Restaurant-Kiosk, with a Pavilion mascot “Alpy”, whose name was the result of an international competition (an acronym standing for “Australian Little Penguin Yeosu”).
- The Pavilion received approximately 1.5 million visitors, 1/5<sup>th</sup> of the total visitors to the Expo.





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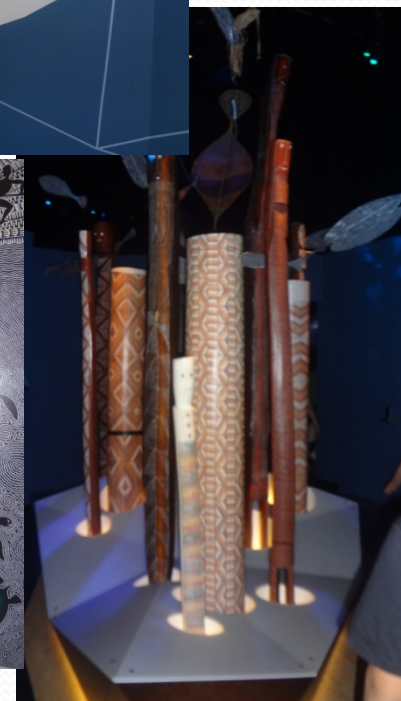
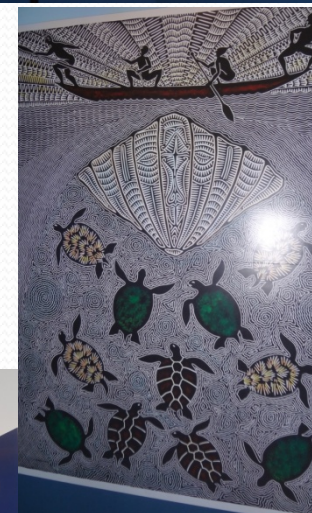
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## Australia Pavilion







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# Australia Pavilion







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# Australia Pavilion







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# The Australia Pavilion

- On BIE Day, the Australia Pavilion won a Bronze Medal for Creative Display, beaten by United Arab Emirates (Silver), and China (Gold).
- This was a fine effort by Australia, who did not win a BIE Medal at Shanghai 2010.
- The Australian Pavilion was also awarded the Exhibitor Magazine's "Best Presentation" for the sculpture projection screen in the Pavilion's main show.
- The creative agency appointed by DFAT for the Pavilion was Melbourne-based THINK OTS! Media, who created the content for the Australia Pavilion at Aichi 2005 and Shanghai 2010.



*Commissioner Kevin Nixon receives the Bronze Medal on behalf of Australia, with Expo Chairman Mr Kang Dong-Suk, at the BIE Day Award Ceremony, 11 August 2012.*



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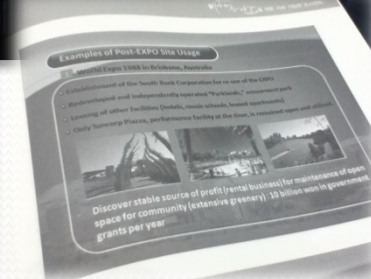
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## Foundation Expo '88 at A.V.E. Yeosu 2012

- Foundation Expo '88 was also represented at the 5<sup>th</sup> Assembly of the Association of Expo Cities & Regions ("A.V.E."), as a self-funded Observer for Brisbane City and Expo 88.
- The Assembly was held on the third-last day of the Exposition, 10 August 2012, at the Expo's official MVL Hotel.
- Over 40 delegates from past, present and future Expo cities were present, and a Symposium held in the afternoon attracted over 300 attendees, which highlighted some of the challenges of post-Expo re-development. Southbank Parklands was also mentioned in one of the papers given.
- Foundation Expo '88 is lobbying the Lord Mayor of Brisbane to ratify Brisbane's membership of the body (Brisbane is yet to do so).
- Foundation Expo '88 attended the inaugural Assembly in Seville in 2002, and also the 4<sup>th</sup> Assembly at the conclusion of Shanghai World Expo 2010, also as an Observer for Brisbane City.
- The Foundation Expo '88 Report on A.V.E. Shanghai 2010 and A.V.E. Yeosu 2012 is available upon application to Foundation Expo '88.







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## Future Expositions



- The next 6-month Exposition is Milano 2015, with the theme “Food: Energy for Life”.
- Antalya Turkey will hold the 2016 International Garden Exposition.
- Bidding cities for 2017 (3 month Exposition) are Astana Kazakhstan and Liege Belgium. Vote will take place in Paris on 22 November 2012.
- Bidding cities for 2020 (6 month Exposition) are Sao Paulo Brazil, Dubai UAE, Ayutthaya Thailand, Ekanteriburg Russian Federation, and Izmir Turkey. Vote will take place in Paris in November 2013.
- Australia is a member of the BIE and places its vote through the Australian Embassy in Paris.
- WHO WILL YOU VOTE FOR????!!!!



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## How You can Help Foundation Expo '88!

- 25<sup>th</sup> Anniversary of World Expo '88 is next year – join The 25<sup>th</sup> Anniversary of World Expo '88 People's Committee group on Facebook
- Join the People's Committee for Australia at Milano Expo 2015 on Facebook
- Tell friends about the World Expo 88 retrospective exhibition at the Museum of Brisbane next year in the newly restored City Hall.
- Join Foundation Expo '88 on Facebook!





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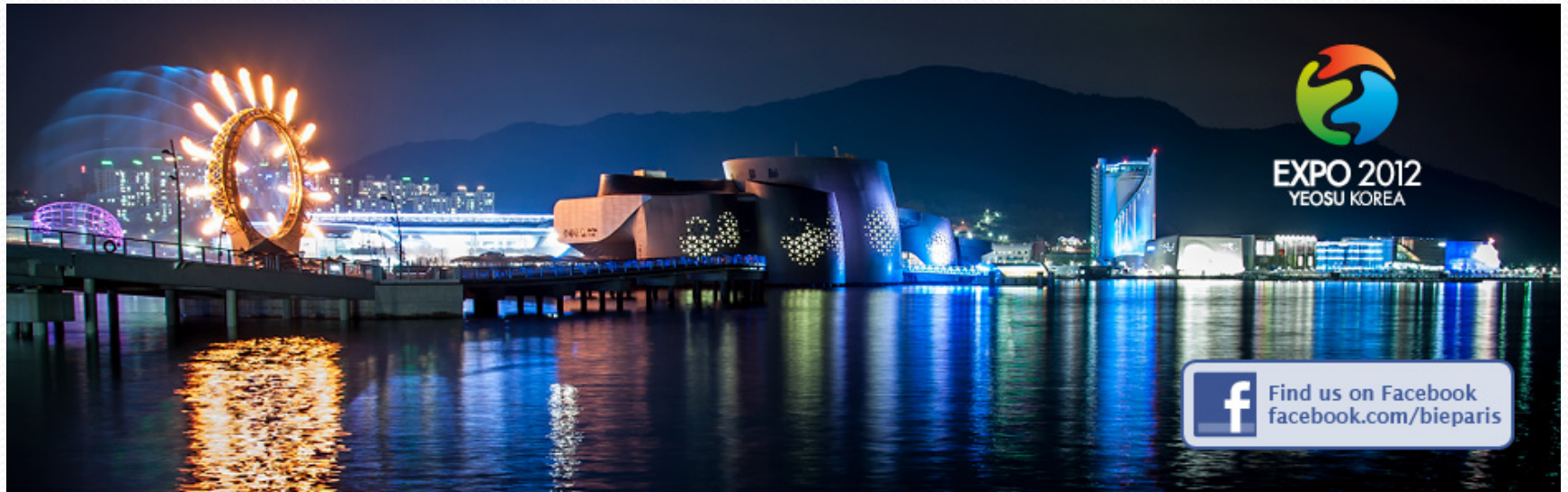
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# Questions and Answers!



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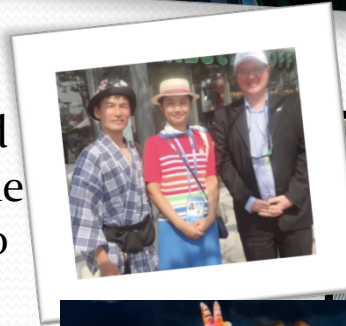
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# Thank you!

- Thank you for your support and encouragement in furthering the legacy of Brisbane's World Expo '88, Australia at World Expositions, and World Expositions past, present, and future!
- Foundation Expo '88 also thanks Commissioner Kevin Nixon and the Australia Pavilion staff, and our wonderful hosts the Bureau of International Expositions, City of Yeosu, and Yeosu World Expo 2012 Organising Committee for their faultless hospitality and warm wishes!
- See you at Milan World Expo 2015!







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