

ONE EARTH

ONE EARTH

in a Chinese

GARDEN

ON EXHIBITION DESIGN OF THE UN PAVILION, EXPO 2010 SHANGHAI

One Earth, One UN in a Chinese Garden--on exhibition design of the UN pavilion, EXPO 2010 Shanghai

Copyright © United Nations Human Settlements Programme (UN-HABITAT) 2010

All rights reserved

United Nations Human Settlements Programme (UN-HABITAT)

P.O. Box 30030 00100 Nairobi GPO KENYA

Tel: 254-020-7623120 (Central Office)

www.unhabitat.org

HS Number: HS/175/10E

ISBN Number: 978-92-1-132286-6

Disclaimer

The designations employed and the presentation of material in this publication do not imply the expression of any opinion whatsoever on the part of the secretariat of the United Nations concerning the legal status of any county, territory, city or area or its authorities, or concerning the delimitation of its frontiers or boundaries regarding its economic system or degree of development. Excerpts may be reproduced without authorization, on condition that the source is indicated. Views expressed in this publication do not necessarily reflect those of the United Nations Human Settlements Programme, the United Nations and its member states.

Photos ©: Tektao, Christian Lindgren

ACKNOWLEDGEMENTS

Principal authors: Lou Yongqi, Lars Reuterswård

Editors: Ding Chan, Yang Lihua, Xu Hangyu

Design and layout: Yang Lihua, Huang Shuting, Jiang Lina

Printer:

One Earth, One UN in a Chinese Garden

on exhibition design of the UN pavilion, EXPO 2010 Shanghai

前言 Foreword

我们很自豪地为您呈现这本关于联合国馆设计的书，它会带您了解我们的整个思考和设计的过程。空间的设计和流线固然重要，但如何使用空间更是一门学问。联合国馆的真正成就在于，它借由出色的设计手段演绎了联合国的精神和价值。尤其是馆中的展览和论坛区，更是营造了交流和对话的平台。这也正是它的特殊之处。联合国馆的另一个成功是它对于联合国的诠释。在馆中，“同一个联合国”不再是一个抽象的概念，而是一个直观呈现。本书向那些没有机会参观联合国馆的观众展示联合国馆，它也带那些曾经身临其境的观众们重温那段难忘的经验。愿您能和我们一样享受这段在联合国馆的经历。

It is with great pride that we present you this book on the design of the United Nations pavilion and on the thought process that led to its elaboration.

Space --its design and its flow-- is important. But so is the way space is used and inhabited.

The real achievement of our pavilion is in how --supported by exceptional design features-- it promoted the values of the United Nations. Through its exhibitions and forum area, the pavilion created genuine platforms for learning and dialogue. This is what made it so unique.

Another triumph of the pavilion is in how it engaged the entire United Nations system. At the pavilion, "One UN" was not an abstraction but a shining reality.


This book gives a glimpse of the United Nations Pavilion to those who were unable to see it. It will act as a "memory map" to those who were there to experience it in person.

We hope you enjoy this stroll through the pavilion as much as we enjoyed working in its midst,



阿瓦尼·贝楠 先生
上海世博会联合国馆总代表
Mr. Awni Behnam
Commissioner General
United Nations Pavilion

目录 Content



2010上海世博会联合国馆 UN Pavilion @ EXPO 2010 Shanghai	02
主题 Theme	04
挑战与原则 Challenge & Principle	06
概念 Concept	08
平面与剖面 Plans & Sections	18
元素 Element	22
游园 Tour	36
过程 Process	78
团队 Team	80
合作单位与赞助商 Partners & Sponsors	82

2010上海世博会联合国馆

UN Pavilion @ EXPO 2010 Shanghai

联合国联合馆总建筑面积3000平方米，位于上海世博会浦东园区B片区，靠近高架步道。场馆外形是一个蓝色的方盒子。主立面上巨大的联合国标志和“UN”两个字母，再配上特有的联合国蓝色，具有很强的辨识度。

联合国的参展主题是“同一个地球，同一个联合国”，集中展示联合国及其系统机构的各国际组织在可持续发展、气候变化、城市管理等领域进行的有益尝试及成功实践。



The United Nations Pavilion covers a gross building area of 3000 square meters, situated in Zone B of the Pudong Site and close to the Elevated Pedestrians' Walk. It looks like a blue square box, on whose main façade there's a huge logo of the United Nations and the two characters "UN", in addition to the characteristic UN blue colour showing a strong identifiability.

With the theme of "One Earth, One United Nations" and together with its various organizations, UN presents how they have made efforts and achieved success in the fields of sustainable urban development, climate change and urban management, among others.

参展机构列表 Participating Agencies

联合国粮食及农业组织带头开展战胜饥饿的国际努力 Food and Agriculture Organization of the United Nations (FAO) www.fao.org
国际农业发展基金会 International Fund for Agricultural Development (IFAD) www.ifad.org
国际劳工组织 (劳工组织) International Labour Organization (ILO) www.ilo.org
国际海事组织 (海事组织) International Maritime Organization (IMO) www.imo.org
国际移民组织 International Organization for Migration (IOM) www.iom.int
国际电信联盟 (电信联盟) International Telecommunication Union (ITU) www.itu.int
联合国艾滋病联合规划署 Joint United Nations Programme on HIV /AIDS (UNAIDS) www.unaids.org
联合国人权事务高级专员办事处 Office of the United Nations High Commissioner for Human Rights (OHCHR) www.ohchr.org
泛美洲卫生组织 Pan American Health Organization (PAHO/WHO) www.paho.org
南南合作特别小组 Special Unit for South-South Cooperation (SU/SSC) www.undp.org
联合国儿童基金会 (儿基会) United Nations Children's Fund (UNICEF) www.unicef.org
联合国宣传小组 United Nations Communications Group (UNCG) unic.un.org
联合国贸易和发展会议 (贸发会议) United Nations Conference on Trade and Development (UNCTAD) www.unctad.org
联合国防治荒漠化公约 United Nations Convention to Combat Desertification (UNCCD) www.unccd.int
联合国经济和社会事务部 United Nations Department of Economic and Social Affairs (UNDESA) www.un.org
联合国维持和平行动部 (维和部) United Nations Department of Peacekeeping Operations (UNDPKO) www.un.org
联合国新闻部 United Nations Department of Public Information (DPI) www.un.org
联合国开发计划署 (开发署) United Nations Development Programme (UNDP) www.undp.org
联合国亚洲及太平洋经济社会委员会 (亚太经社会) United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) www.unescap.org
联合国欧洲经济委员会 (欧洲经委会) United Nations Economic Commission for Europe (UNECE) www.unece.org
联合国教育、科学及文化组织 (教科文组织) United Nations Educational, Scientific and Cultural Organization (UNESCO) www.unesco.org
联合国环境规划署 (环境署) United Nations Environment Programme (UNEP) www.unep.org
联合国全球契约 United Nations Global Compact www.unglobalcompact.org
联合国难民事务高级专员办事处 United Nations High Commissioner for Refugees (UNHCR) www.unhcr.org
联合国人类住区规划署(人居署) United Nations Human Settlements Programme (UN-Habitat) www.unhabitat.org
联合国工业发展组织 (工发组织) United Nations Industrial Development Organization (UNIDO) www.unido.org
联合国训练研究所 (训研所) United Nations Institute for Training and Research (UNITAR) www.unitar.org
联合国国际减灾战略 United Nations International Strategy for Disaster Reduction (UNISDR) www.unisdr.org
联合国地雷行动处 United Nations Mine Action Service (UNMAS) www.mineaction.org
联合国法律事务厅编纂司 United Nations Office of Legal Affairs, Codification Division (OLA) www.un.org
联合国法律事务厅海洋事务和海洋法司 United Nations Office of Legal Affairs, Division for Ocean Affairs and the Law of the Sea (UNOLA., DOALOS) www.un.org
联合国毒品与犯罪问题办公室 United Nations Office on Drugs and Crime (UNODC) www.unodc.org
联合国人口基金 (人口基金) United Nations Population Fund (UNFPA)
联合国邮政管理处 United Nations Postal Administration (UNPA) unstamps.un.org
联合国采购司 United Nations Procurement Division (UNPD) www.un.org
联合国职工娱乐委员会合唱团 United Nations Staff Recreation Council Singers (UNSRCS) www.unsringsingers.org
联合国志愿人员组织 United Nations Volunteers (UNV) www.unv.org
世界银行 World Bank Group www.worldbank.org
世界粮食计划署 World Food Programme (WFP) www.wfp.org
世界卫生组织 World Health Organization (WHO) www.who.int
世界知识产权组织 World Intellectual Property Organization (WIPO) www.wipo.int
世界气象组织 World Meteorological Organization (WMO) www.wmo.int
世界旅游组织 World Tourism Organization (UNWTO) www.world-tourism.org
世界贸易组织 (世贸组织) World Trade Organization (WTO) www.wto.org

“同一个地球，同一个联合国。”

古往今来，城市对于全球社会、政治、经济、文化、科技、环境的发展趋势都起着不容忽视的影响作用，有积极的一面，也有消极的一面。目前，五成的人口居住在城市里，加之城市贫困现象、环境污染问题以及犯罪率的上升，国际社会面临的一个最大的挑战是可持续城市化。

变化的严峻考验，像磁铁一样吸引来自世界各地的人，城市好比人类的实验室，同时也是可持续经济增长和发展的引擎。

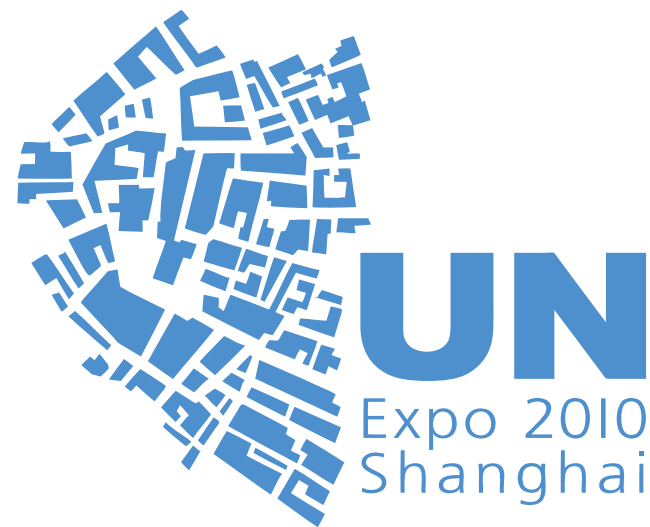
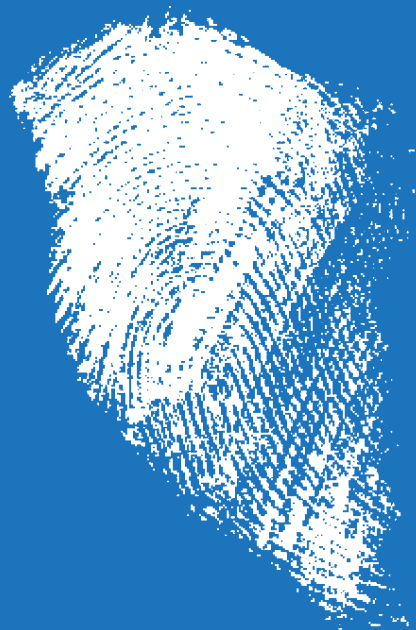
联合国举办国际论坛，在此，所有的国家处于同等地位，并坚持“同一个地球”的目标。在联合国联合馆内，2010上海世博会将向联合国的每个下属国际组织和机构提供展示新思想的机会，提出应对城市问题的解决方案，展现全球化带来的挑战和机遇。

联合国馆的目标观众群从一开始就被认定是中国籍的游客，这个比例预计在95%左右。事实上，有超过99%的参观者来自于中国。2008年举办北京奥运会，中国开启了通往世界的大门，这很可能是中国近代史上的第一次伟大创举。

而对于上海世博会来说，则恰恰相反，在这里，我们向世界打开了通往中国的大门。联合国以“同一个地球，同一个联合国”为此次上海世博会联合国场馆的主题，本着在一个脆弱的星球上建立共同的联合国的精神，通过突出强调下属国际组织和机构的各种城市活动，将其紧密地团结在一起。

主题

Theme



“One Earth, One UN.”

Since ancient times, cities have set the social, political, economic, cultural, scientific and environmental trends of the world – both good and bad. With half of humanity now living in cities, and with urban poverty, pollution and crime rising, one of the biggest challenges facing the global community is sustainable urbanisation.

The crucible of change, a magnet for people from everywhere, the city is the laboratory of our humanity, the engine of sustainable economic growth and development.

The United Nations is the international forum where all nations meet as equals in the common interest of our One Earth. The Shanghai World Expo 2010 gives every United Nations agency the opportunity to showcase new ideas and solutions for cities in a dazzling One United Nations pavilion presenting the challenges and opportunities of globalisation.

At the Beijing Olympics, China opened up to the outside world, arguably for the first time in modern history. Our concept at the Shanghai World Expo is the reversed – here we open up the whole world to China. The UN exhibition theme “One Earth, One UN” also served to rally UN Agencies by highlighting their urban activities, in the spirit of a joint UN on a fragile planet.”

挑战

Challenge

联合国馆展示设计是一个巨大的挑战，设计工作围绕以下问题展开：

Exhibition Design of the UN Pavilion was a tremendous challenge, and the following questions were brought forward before the design started:

1 通过什么载体表达联合国精神？

What material or media shall we use to well express the UN Spirit?

2 如何跨越文化和语言的障碍，让中国的参观者在短暂的游览中了解联合国？

How can Chinese visitors get a general idea of UN through a short visit in spite of cultural and lingual barriers?

3 联合国下属机构众多，参展内容纷杂，如何在已经成形的建筑空间内创造独特整体而印象深刻的体验？

UN has a great number of agencies with various exhibits, In this case, how to create a united experience in the existing space?

原则

Principle

将联合国馆的展示设计遵循以下原则：

The exhibition design of UN Pavilion follows the following principles:

1 可被认知——将联合国希望通过该展馆传递的信息准确无误、深入浅出地传达给参观者。

Recognition – correctly and simply communicate the information that the UN wants to deliver to visitors.

2 象征意义——将展示设计中各元素赋予独具特色的象征意义，传递联合国的国际角色和本届世博的中国情境。

Harmony – integrating exhibits and contents submitted by UN agencies, to form a unified whole.

3 和而不同——整合联合国众多下属机构提交的展项，并形成统一的整体，共同演绎联合国精神。

Penetration – the theme of “One World, One United Nations” exists throughout the pavilion, with each element incarnating the theme.

4 贯穿始终——“同一个地球，同一个联合国”的主题贯穿场馆始终，在设计中每一个元素均体现这个主题。

Symbolism – endowing each element a characteristic symbolic meaning in exhibition design and delivers the international role of the UN and the Chinese context of EXPO 2010.

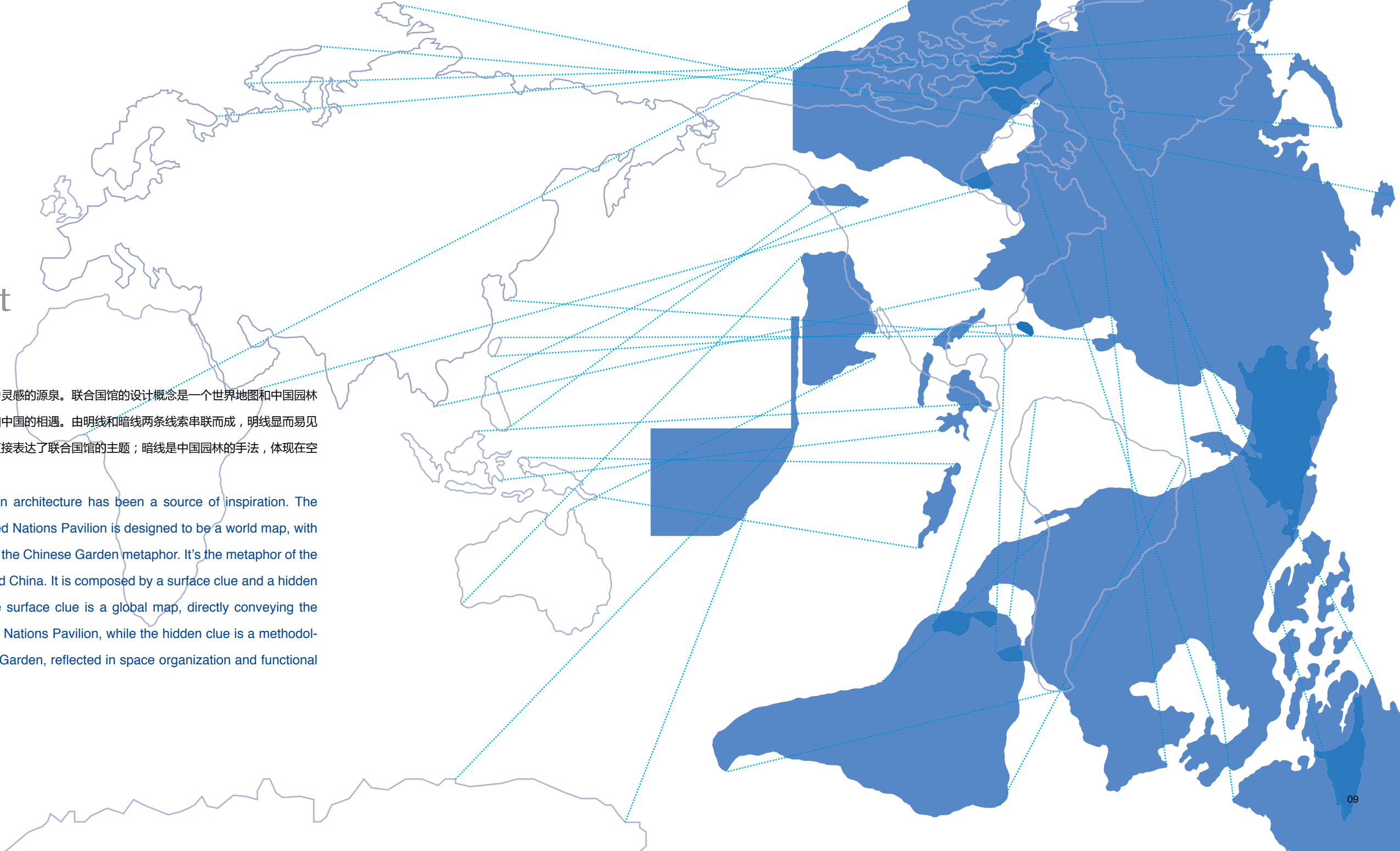
5 独特体验——在游线中创造与众不同的体验环节，使游人在参观中形成难以忘怀的记忆。

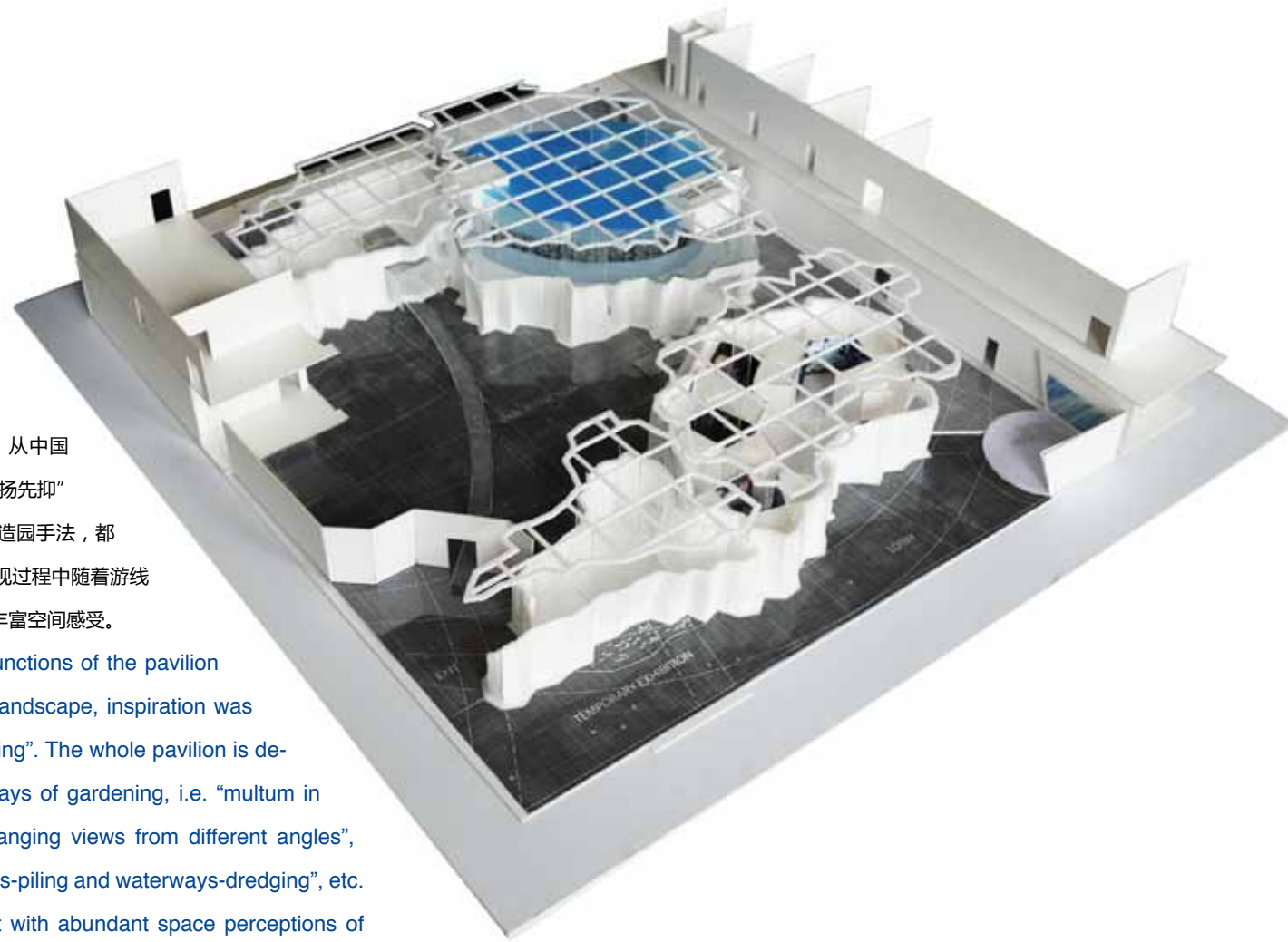
Creating Experience – creating distinctive experiences in the streamlines, to give strong impressions to the visitors.

概念 Concept

中国园林建筑已然成为灵感的源泉。联合国馆的设计概念是一个世界地图和中国园林的叠加，隐喻了世界和中国的相遇。由明线和暗线两条线索串联而成，明线显而易见是一个世界地图，它直接表达了联合国馆的主题；暗线是中国园林的手法，体现在空间组织和功能架构上。

The Chinese garden architecture has been a source of inspiration. The concept of the United Nations Pavilion is designed to be a world map, with the superposition of the Chinese Garden metaphor. It's the metaphor of the meeting of world and China. It is composed by a surface clue and a hidden clue. Obviously, the surface clue is a global map, directly conveying the theme of the United Nations Pavilion, while the hidden clue is a methodology of the Chinese Garden, reflected in space organization and functional frameworks.

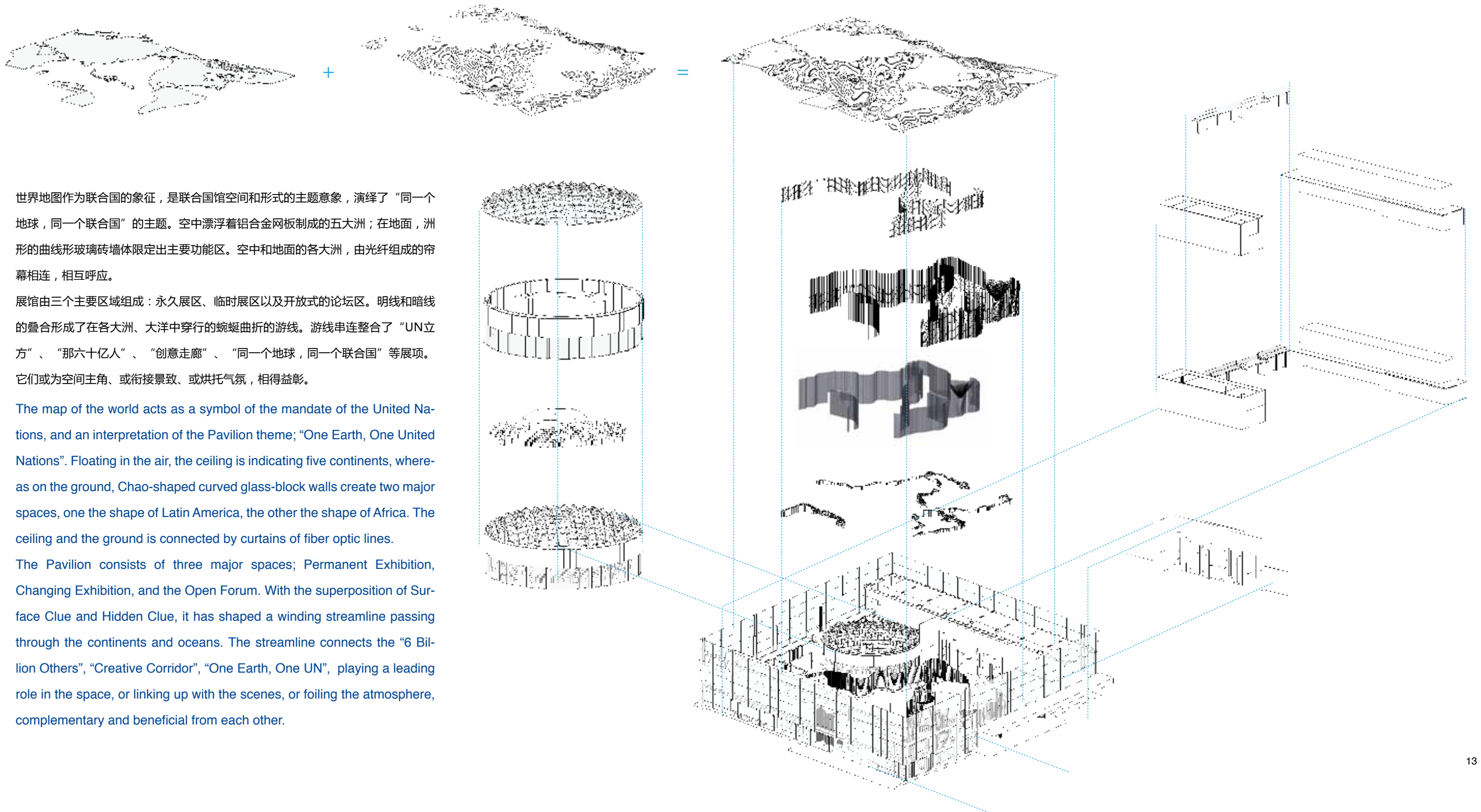




场馆空间和功能的架构以及交通和景观的组织，从中国传统的“造园”中汲取灵感。“以小见大”，“欲扬先抑”“移步换景”、“借景框景”、“叠石理水”等造园手法，都被含蓄地应用在整个场馆的设计中。参观者在参观过程中随着游线可以获得“径缘池转、廊引人随、顾盼生景”的丰富空间感受。

In the process of framing the space and functions of the pavilion as well as organizing the stream and the landscape, inspiration was absorbed from Chinese traditional “Gardening”. The whole pavilion is designed in implicit application of different ways of gardening, i.e. “multum in parvo”, “suppressing before praising”, “changing views from different angles”, “framing scenery by borrowing views”, “rocks-piling and waterways-dredging”, etc. Following the streamlines, visitors are met with abundant space perceptions of “paths winding around the pond, long corridors leading forward, and landscape standing beside”.





世界地图作为联合国的象征，是联合国馆空间和形式的主题意象，演绎了“同一个地球，同一个联合国”的主题。空中漂浮着铝合金网板制成的五大洲；在地面，洲形的曲线形玻璃砖墙体限定出主要功能区。空中和地面的各大洲，由光纤组成的帘幕相连，相互呼应。

展馆由三个主要区域组成：永久展区、临时展区以及开放式的论坛区。明线和暗线的叠合形成了在各大洲、大洋中穿行的蜿蜒曲折的游线。游线串连整合了“UN立方”、“那六十亿人”、“创意走廊”、“同一个地球，同一个联合国”等展项。它们或为空间主角、或衔接景致、或烘托气氛，相得益彰。

The map of the world acts as a symbol of the mandate of the United Nations, and an interpretation of the Pavilion theme; "One Earth, One United Nations". Floating in the air, the ceiling is indicating five continents, whereas on the ground, Chao-shaped curved glass-block walls create two major spaces, one the shape of Latin America, the other the shape of Africa. The ceiling and the ground is connected by curtains of fiber optic lines.

The Pavilion consists of three major spaces; Permanent Exhibition, Changing Exhibition, and the Open Forum. With the superposition of Surface Clue and Hidden Clue, it has shaped a winding streamline passing through the continents and oceans. The streamline connects the "6 Billion Others", "Creative Corridor", "One Earth, One UN", playing a leading role in the space, or linking up with the scenes, or foiling the atmosphere, complementary and beneficial from each other.



临展区
Changing Exhibition



入口
Entrance



互动信息台
Interactive Information Center



永久展区I
Permanent Exhibition I

创意走廊
Creative Corridor





永久展区II
Permanent Exhibition II

论坛
Forum

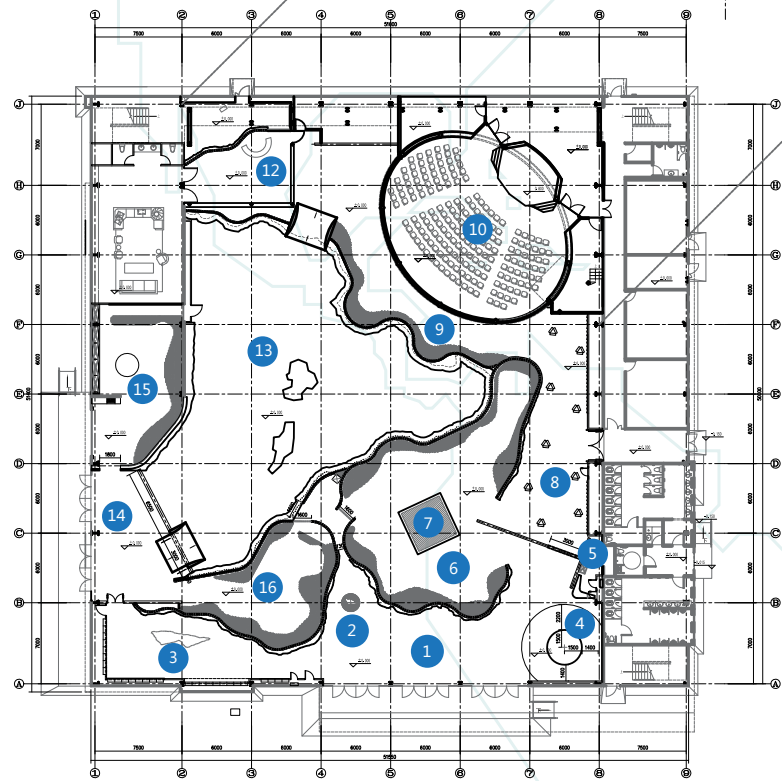


“同一个地球，同一个联合国”
“One Earth, One UN”



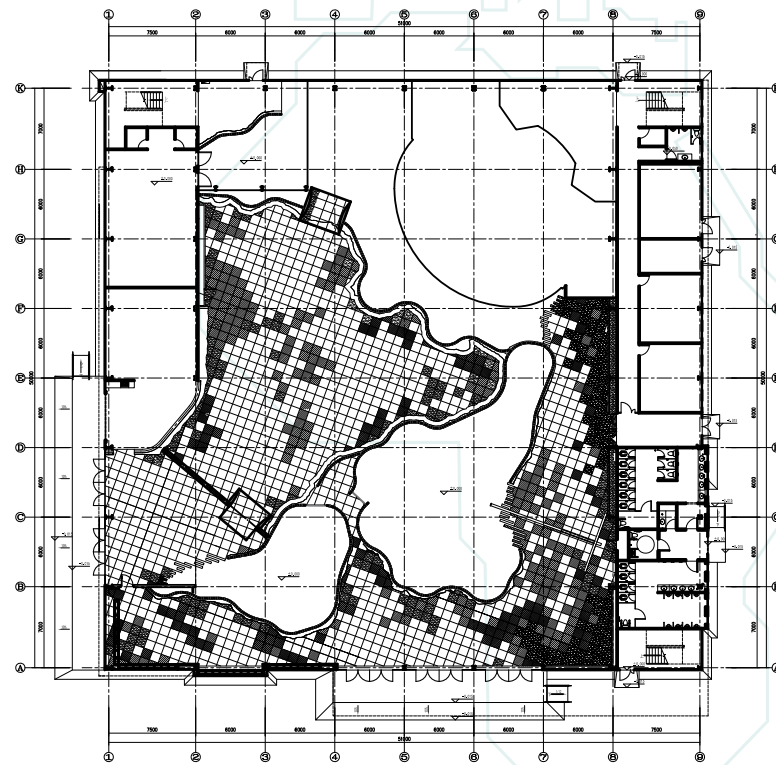
平面 Plans

一层
1st floor



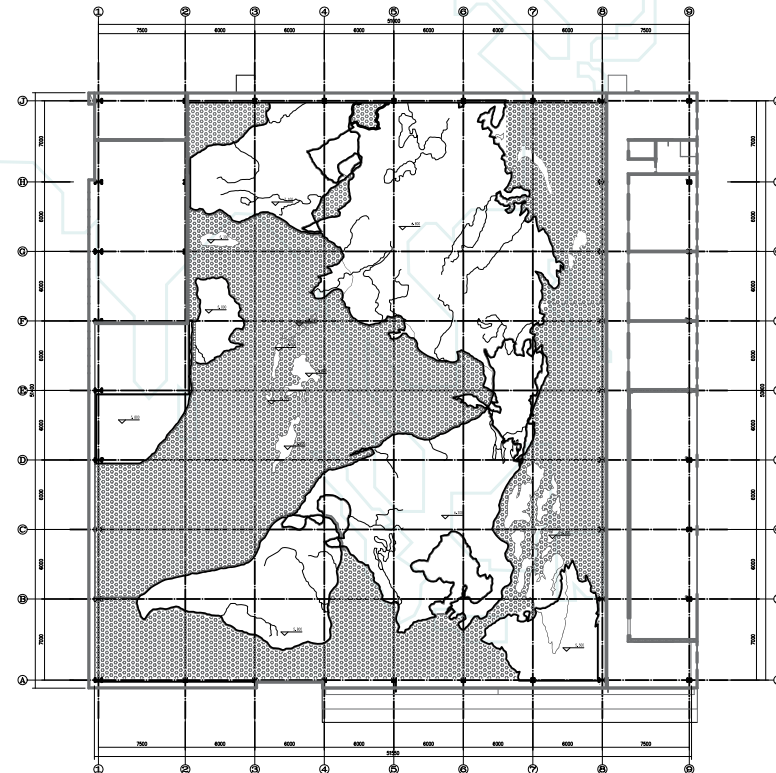
- ① 入口区 Entrance
- ② 联合国秘书长像和联合国旗帜
UN Secretary-General image & UN flag
- ③ 临展区 Changing exhibition
- ④ 互动信息台
Interactive Information Desk
- ⑤ 接待台 Reception
- ⑥ 永久展区 I
Permanent exhibition I
- ⑦ UN立方 UN Cube
- ⑧ 创意走廊 Creative Corridor

铺地
Ground



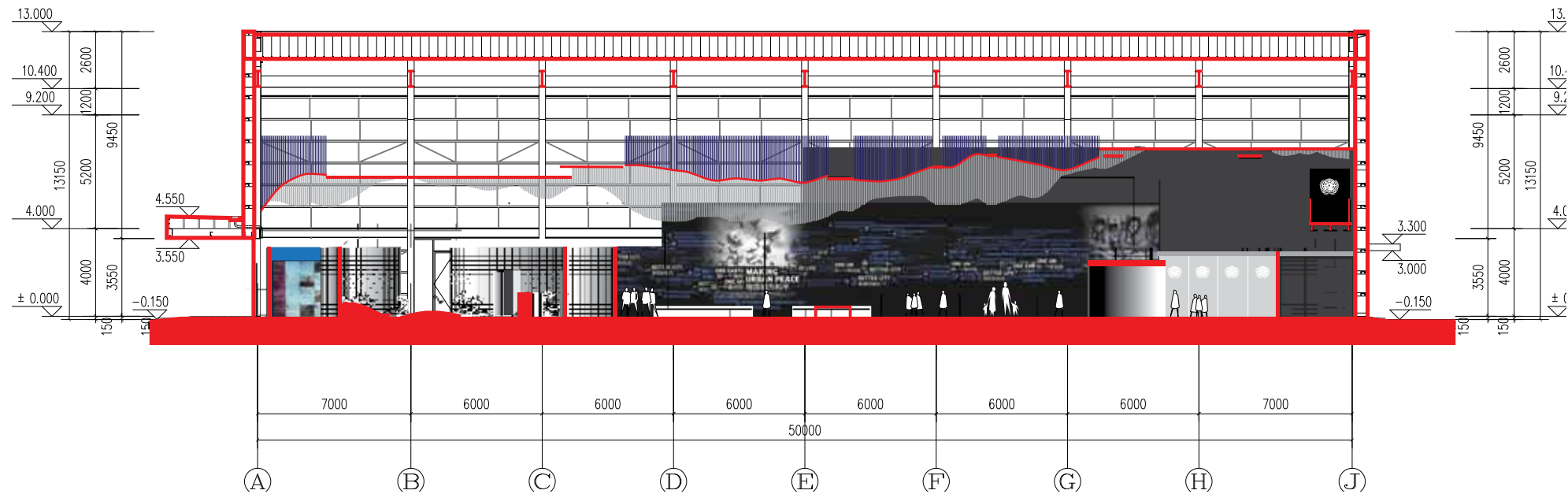
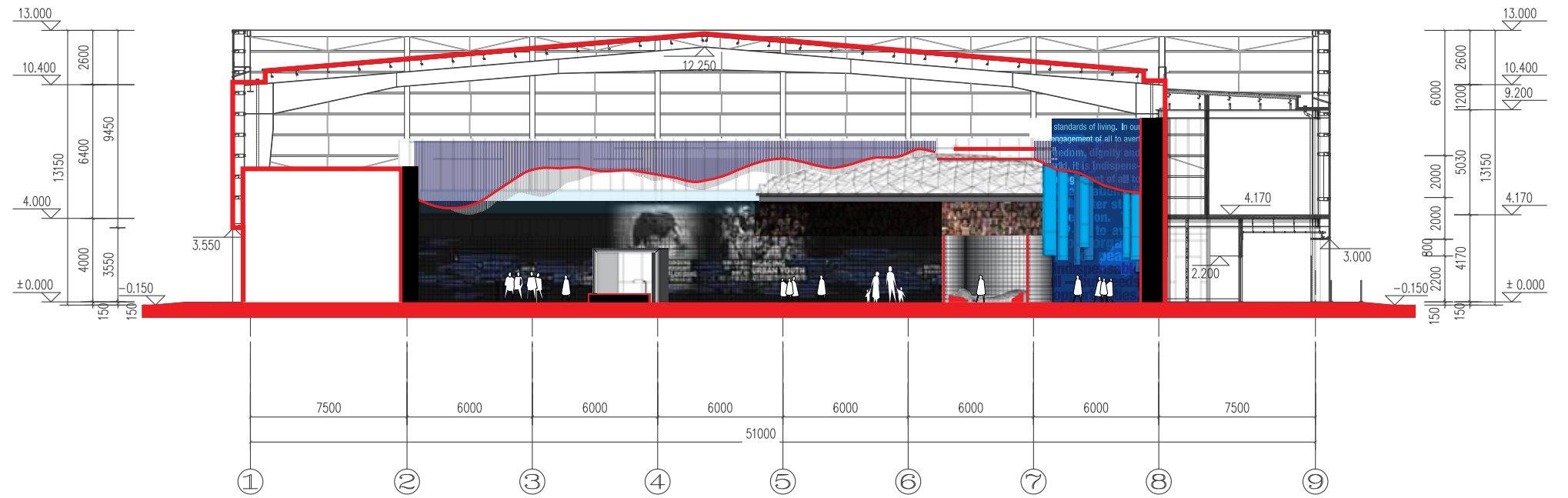
- ⑨ 永久展区 II
Permanent exhibition II
- ⑩ 论坛 Forum
- ⑪ 同声传译室
Simultaneous interpretation
- ⑫ 贵宾室 VIP Room
- ⑬ 同一个地球同一个联合国
One Earth One UN
- ⑭ 出口区 Exit & UN Shop
- ⑮ 茶室 Tea Room
- ⑯ 赞助商展示区
Sponsors Exhibition Area

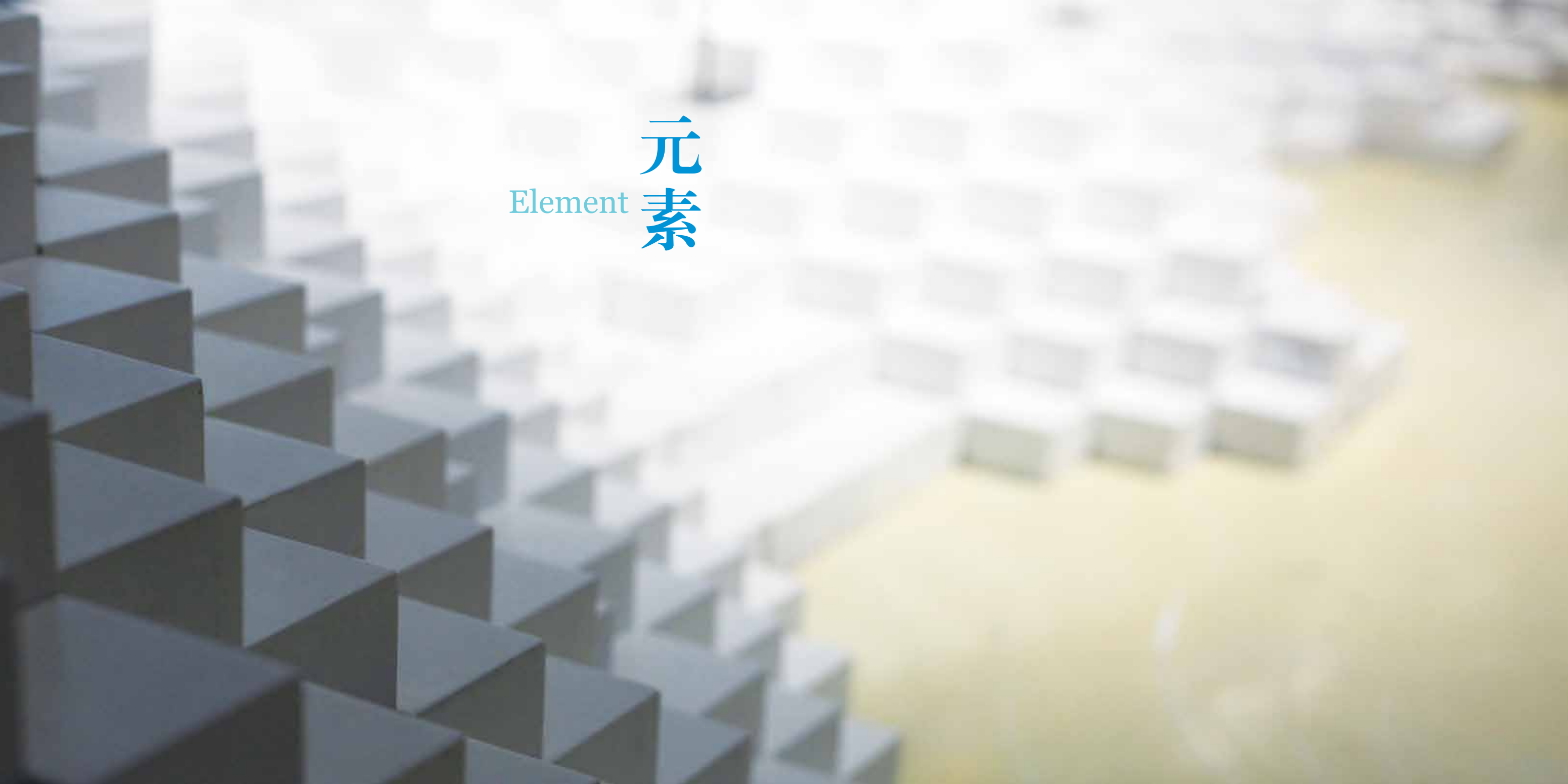
吊顶
Ceiling



- ⑰ 连廊 Corridor

剖面 Sections





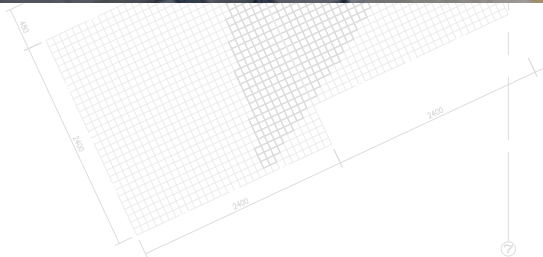
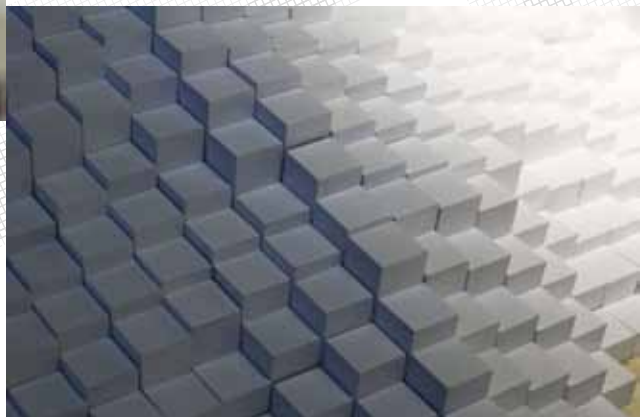
Element 元素



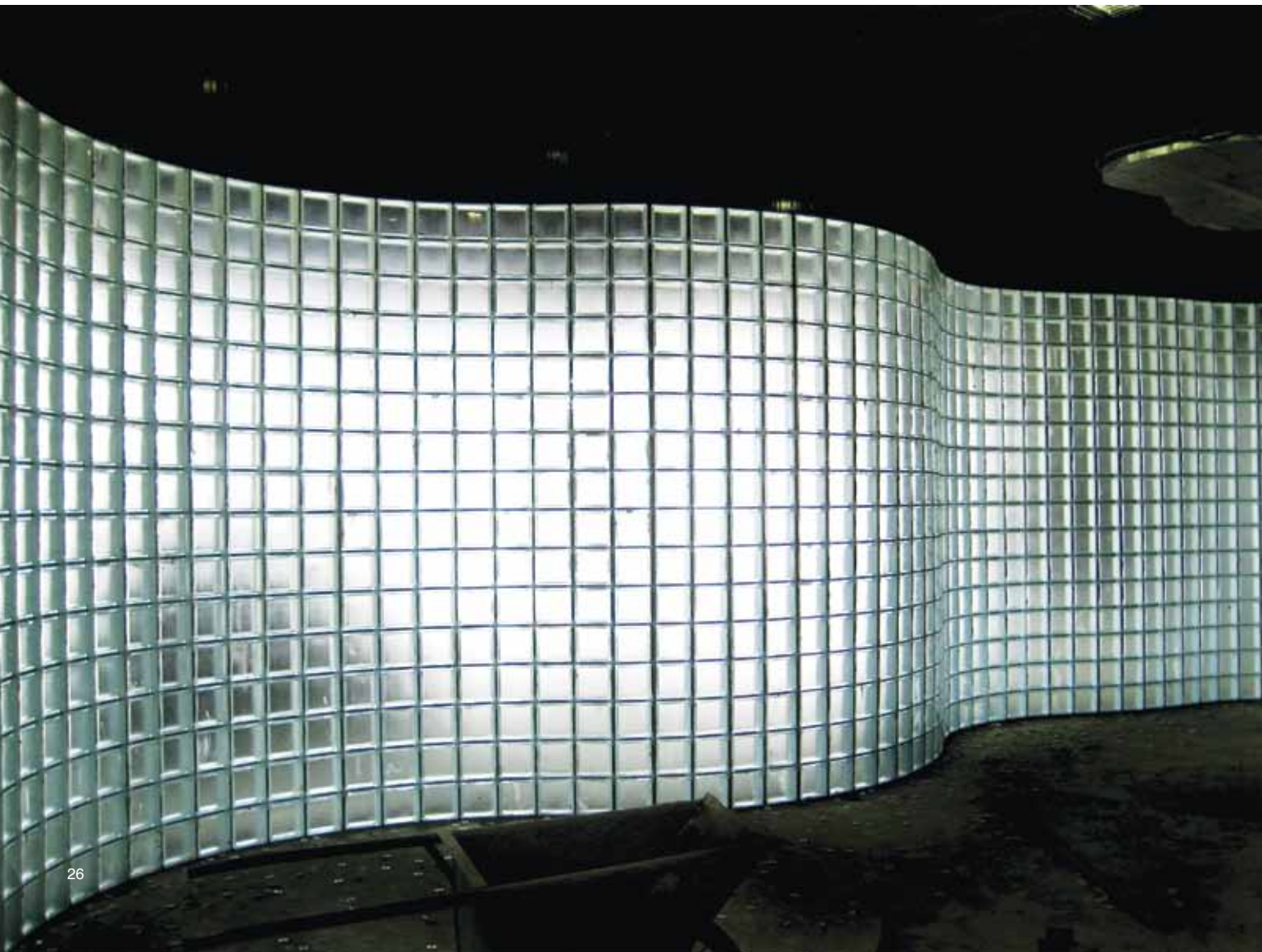
The stage of the Permanent Exhibition is designed as a wave, on the juncture between the Ocean and the Continent. It also depicts the surge of urbanization, the global doubling of urban population over this generation. The stage design provides for a flexible and scattered display of the exhibition material.



展台位于展区边缘，在地图上的位置上位于大陆和海洋交接处，概念就来自于海陆交接处层层的海浪。高差错落有致的波浪形的展台，便于展板成组、错落的布置，让展示内容彻底摆脱传统的呆板的平铺直叙。

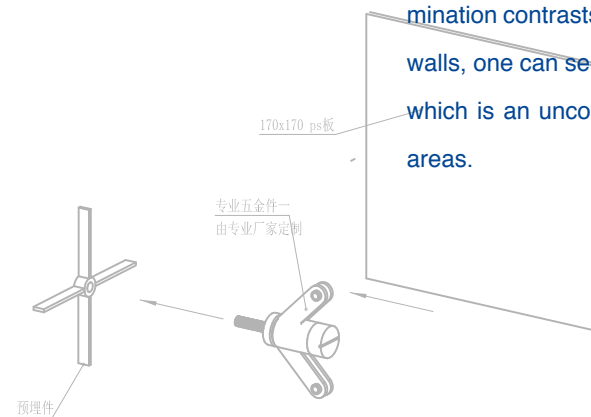
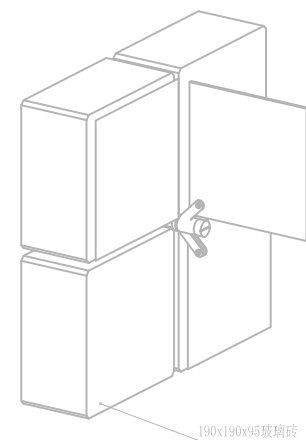


墙 Wall



墙体是分割空间区域的重要元素，用玻璃砖墙体将陆地板块和海洋区域分割开，形成不同的展示区域。在大空间的展馆中选用半透明材质的墙体进行空间划分，使各区域间光线可以互相穿透、融合，不会形成反差过于强烈的光照区域。半透明的墙体使各个展示空间既相互独立，又成为有机的整体。同时，透过墙体可以隐约看到另外一侧的活动，这也是在传统展示空间中从未有过的参观体验。

As an important element in the partition of exhibition spaces, glass tile walls divide the Continents and the Ocean to form rooms. Translucent walls are used to allow light penetrating and merging the spaces together, instead of producing lighting regions with excessive illumination contrasts. Meanwhile, through the translucent walls, one can see shadow activities on the other side, which is an uncommon experience in most exhibiting areas.





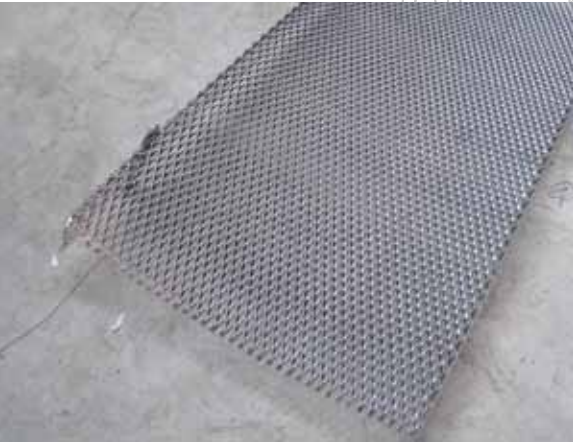
幕 Curtain



半透明的光纤帘幕将铝合金“洲型”天花和玻璃砖墙连为一体，从而形成了立体地图的意象，颇有“藕断丝连”的意味。

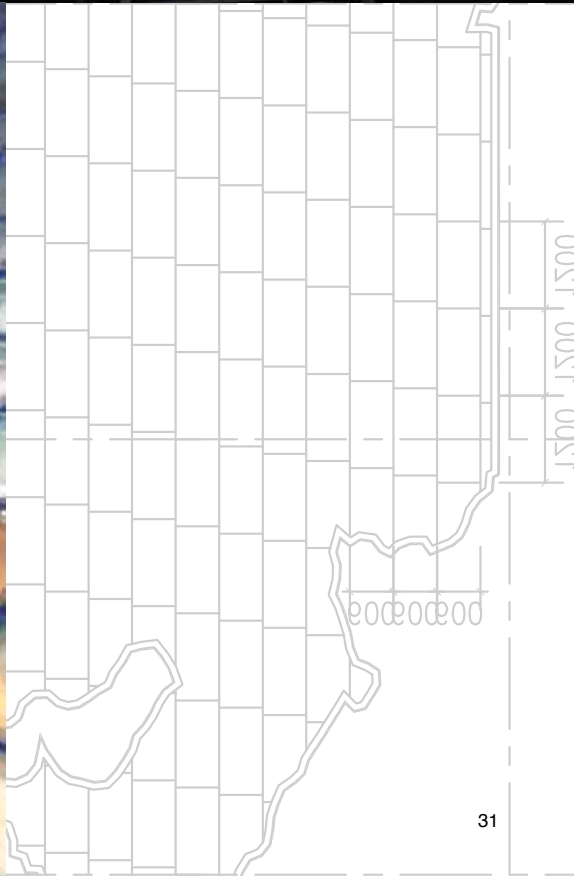
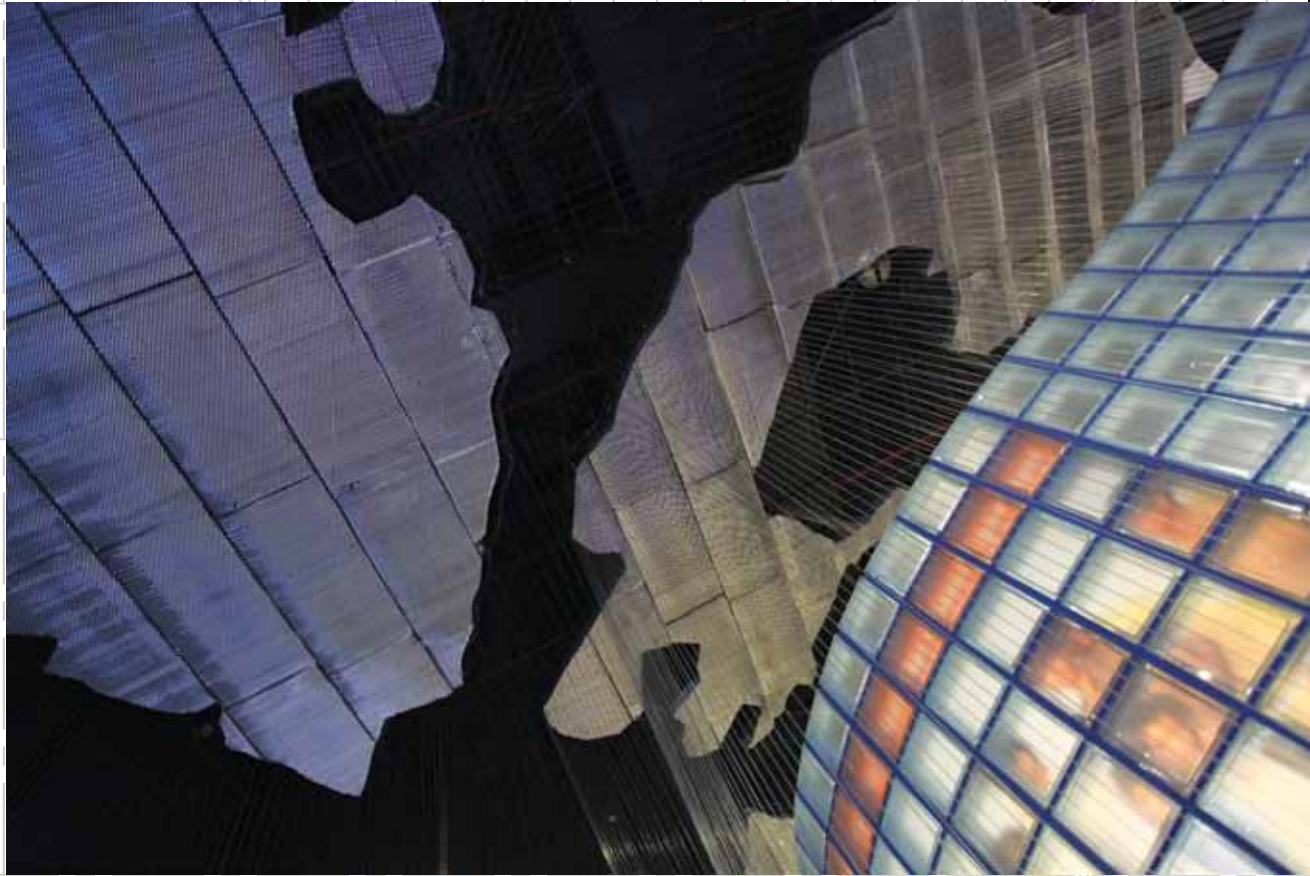
The semi-transparent optical fiber curtain connects the ceiling and the glass wall as a whole, bring the image of a three dimensional “continent“. And the fiber builds up a space without being too solid and stiff.

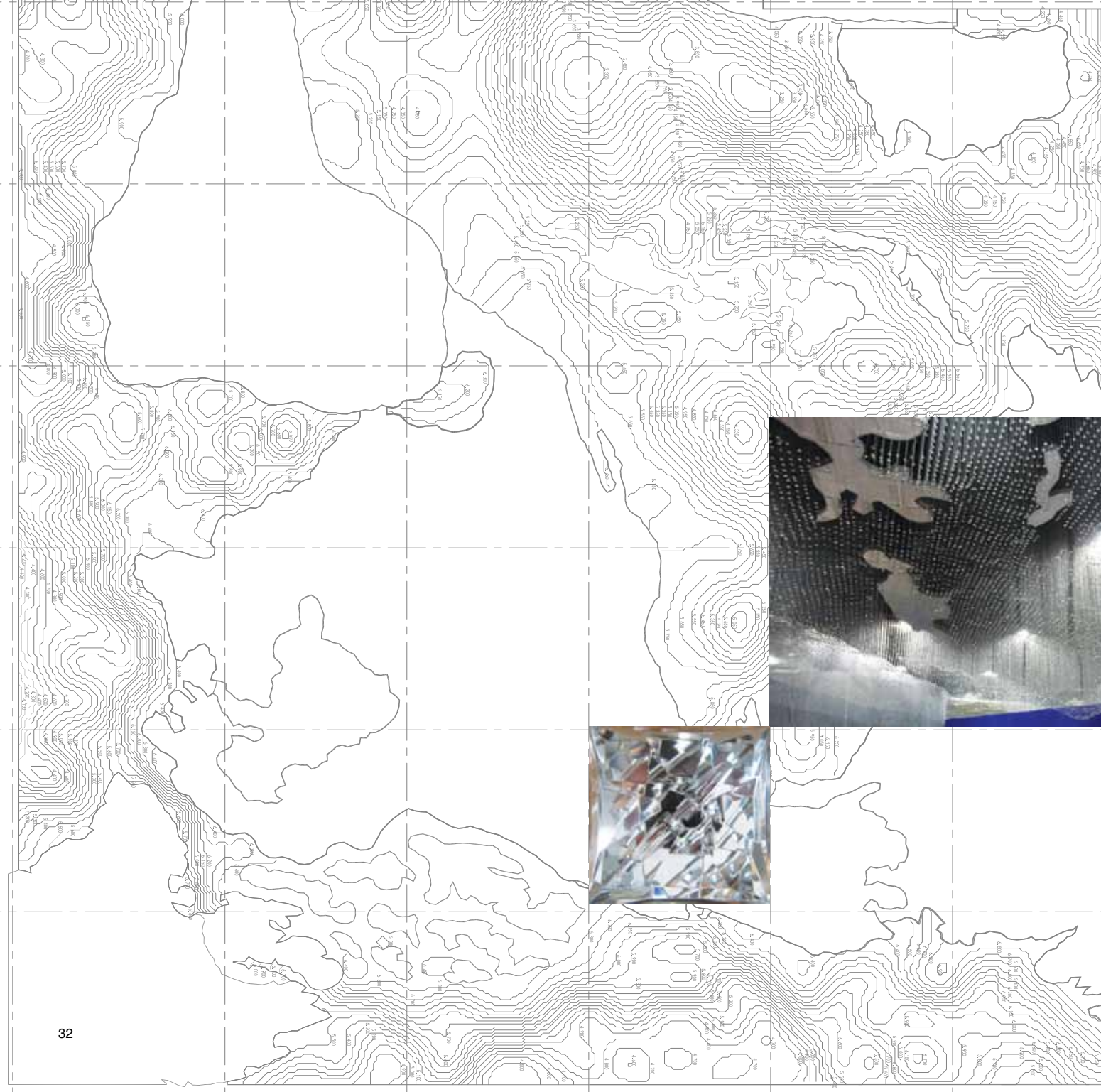
顶 Ceiling



展区内的吊顶是一幅世界地图，游人位于任何展区，如果抬头仰望就可以看到一个完整的世界。采用金属网板表示“陆地”，波浪形的挂珠表示“海洋”。

On the suspended ceiling hangs a symbolic world map. Anywhere in the pavilion, visitors can have a view of the entire world by looking up on the ceiling, with metal gridding board as “the Continent” and wave-shaped suspended wires as the “Ocean”.

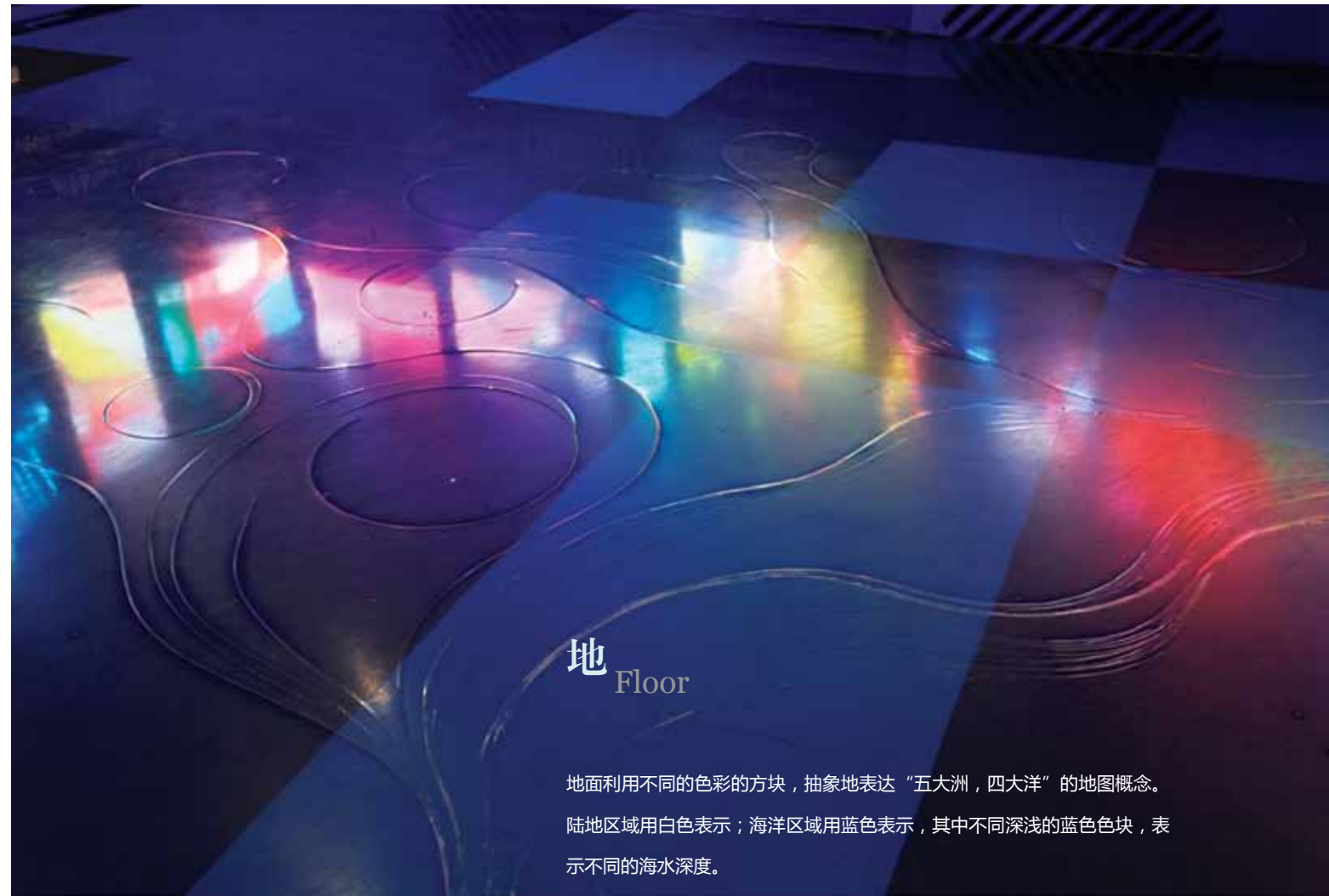
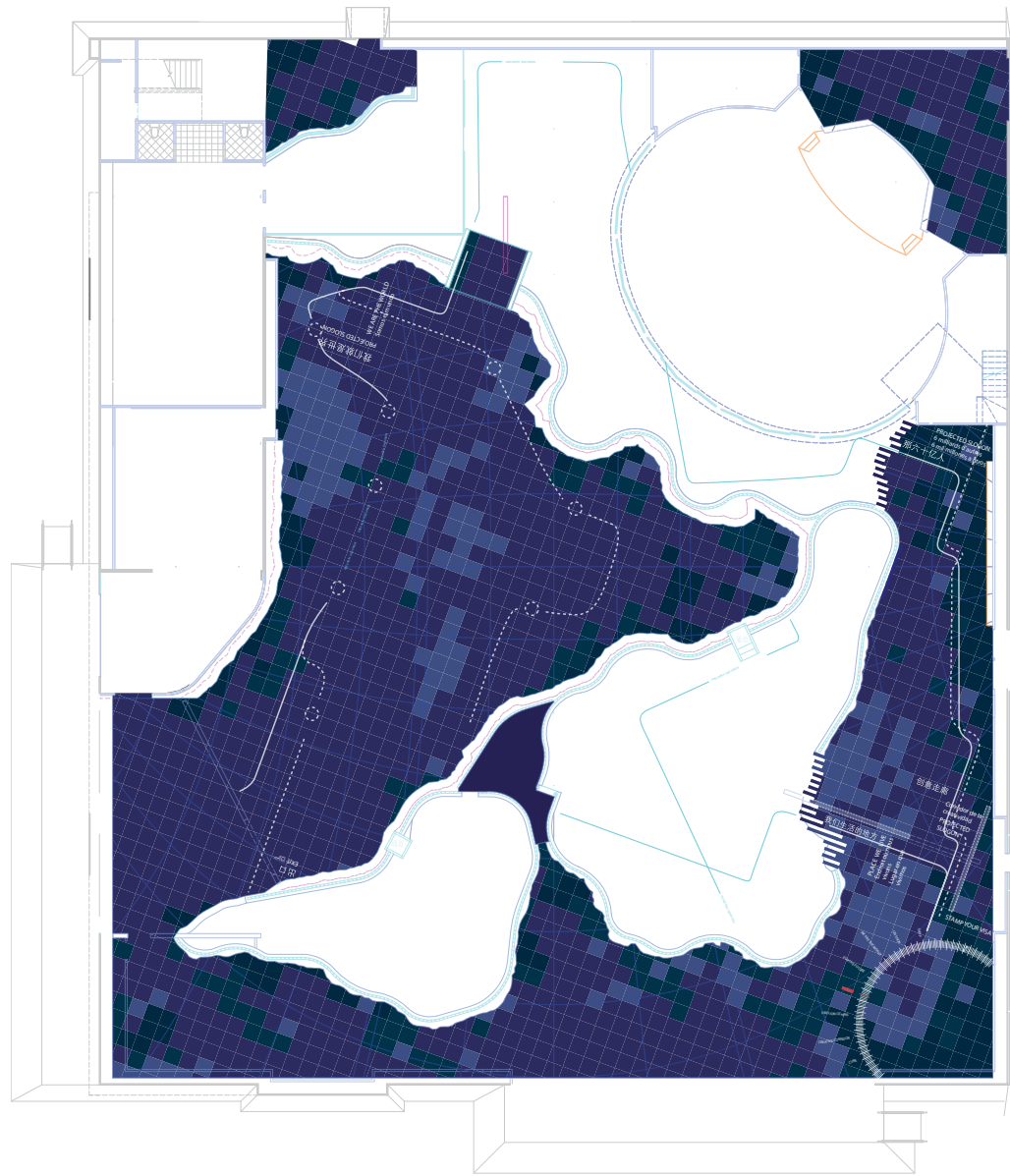




平整的“陆地”上采用LED灯带表达河流。海洋部分则用长度不一的金属垂线，模拟海底丰富的高程变化，同时也给人海洋中的波浪之感。



On the smooth “Continent” ceiling, LED light belt act like the “Rivers”. For the “Oceans”, metal vertical lines with different length imitate the wide range of elevation variation in the sea and showcase the waves.



地 Floor

地面利用不同的色彩的方块，抽象地表达“五大洲，四大洋”的地图概念。
 陆地区域用白色表示；海洋区域用蓝色表示，其中不同深浅的蓝色色块，表示不同的海水深度。

On the floor, squares with different colors convey a mapping concept of “the five Continents and four Oceans” in an abstract manner. White is the symbol of the Continent, while blue is the symbol of the Ocean, with different colors referring to the depth of the sea.



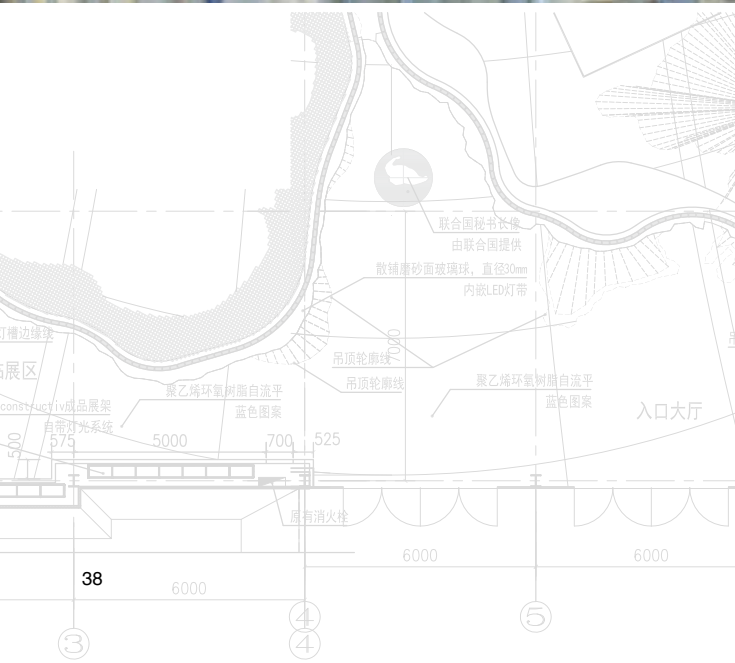
游园

Tour

入口 Entrance

进入门厅，便可以看到联合国秘书长潘基文的立像，背后高扬着联合国旗。秘书长以2种语言向参观者致欢迎词。

Entering the Pavilion, the visitor is greeted by a real-size cut-out photo of the Secretary General of the United Nations, Mr. Ban Ki-moon, with the UN flag next to him.



临展区

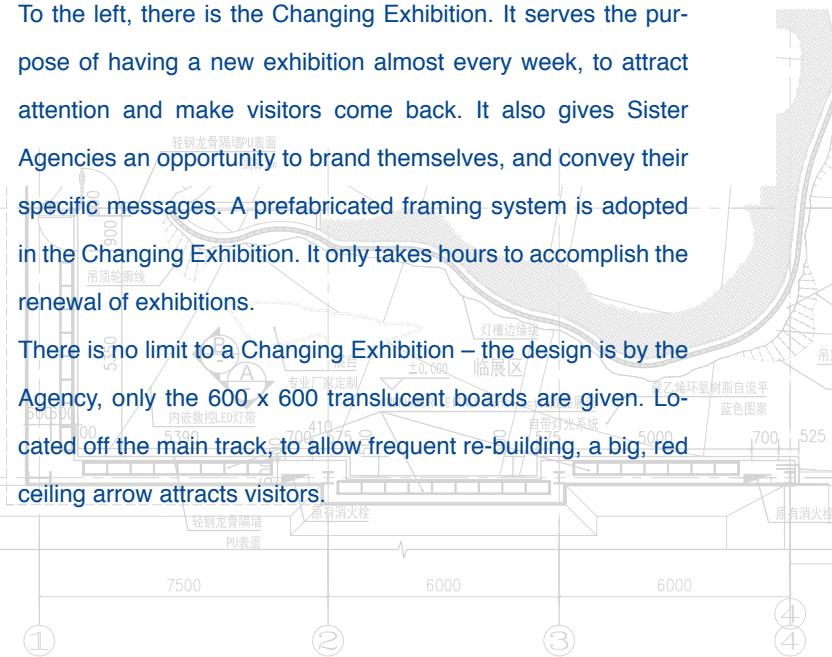
Changing Exhibition

面向展厅内部，左手方向是临时展区。几乎每周都会举办新的展项，来吸引游客的关注以及再次来访。这里是联合国各机构展示其各自工作主题及成果的区域。临展区内采用了装配式展架系统。只要数个小时的时间就可以完成展览内容的更新。

临时展区不受限制——由机构采用600 x 600 半透明的板完成设计。

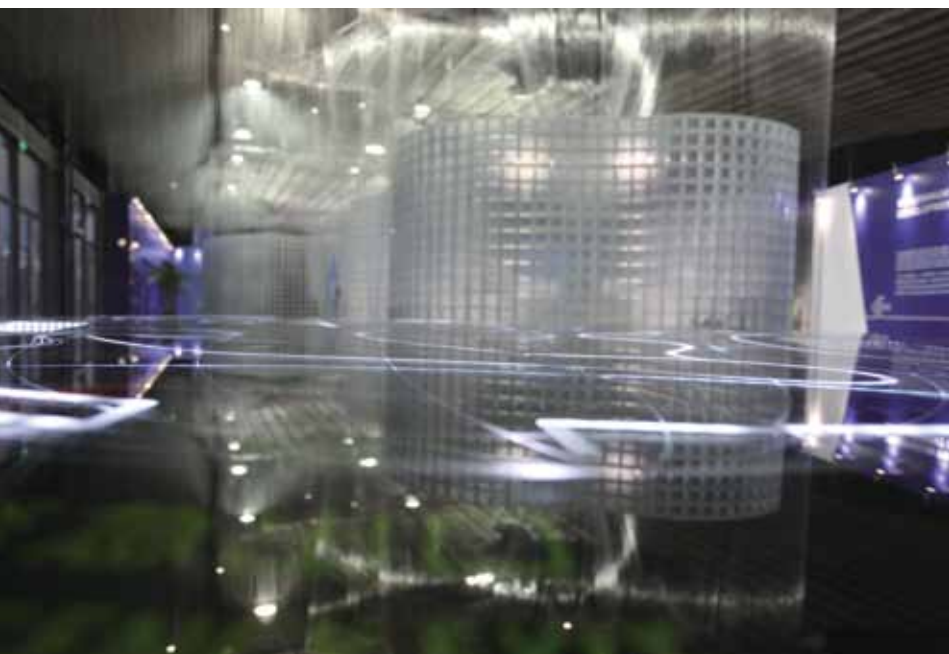
To the left, there is the Changing Exhibition. It serves the purpose of having a new exhibition almost every week, to attract attention and make visitors come back. It also gives Sister Agencies an opportunity to brand themselves, and convey their specific messages. A prefabricated framing system is adopted in the Changing Exhibition. It only takes hours to accomplish the renewal of exhibitions.

There is no limit to a Changing Exhibition – the design is by the Agency, only the 600 x 600 translucent boards are given. Located off the main track, to allow frequent re-building, a big, red ceiling arrow attracts visitors.

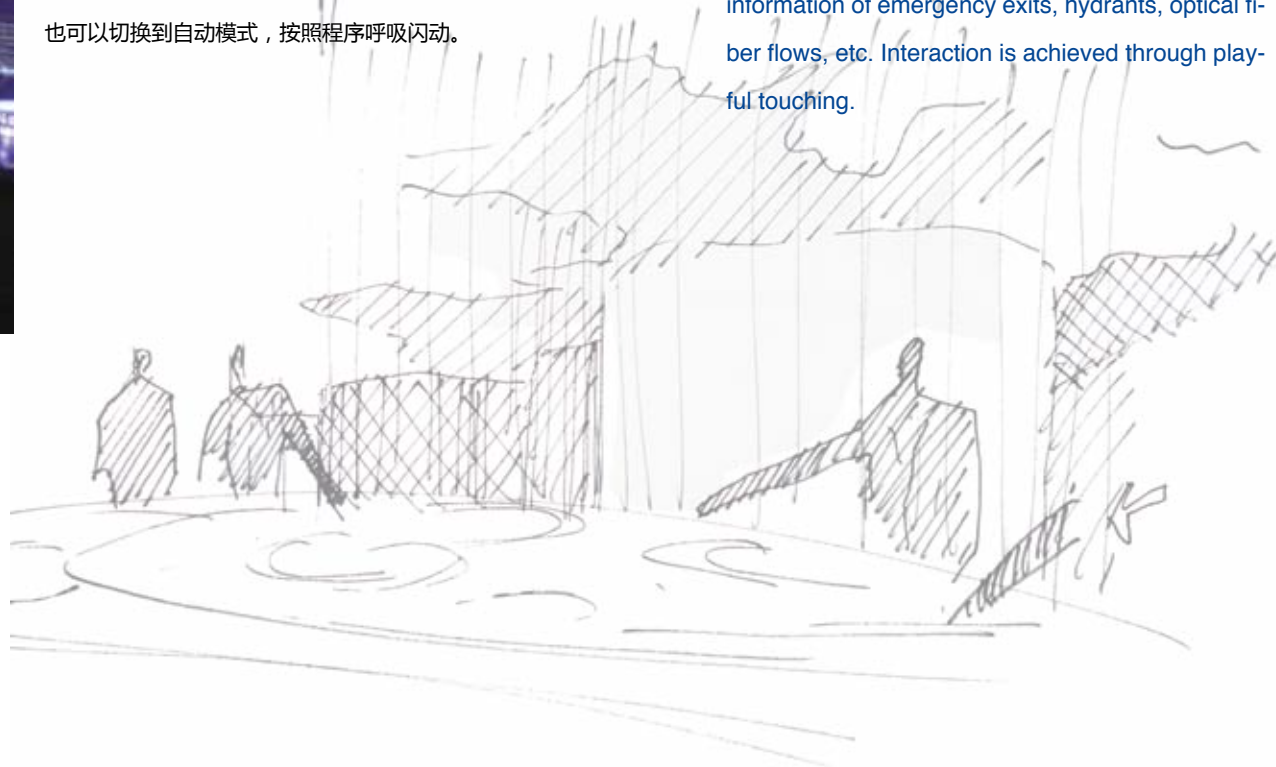


互动信息台

Interactive Information Center



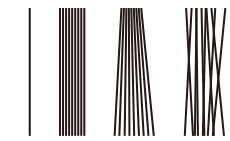
入口处的信息台抽象表示了整个场馆的设计理念——地球。通过图像的形式，参观者可以快速的了解场馆的布局和其他信息。特别设计的图标围绕在圆形的桌面边缘，分别对应了实用的信息——出入口、消火栓、光流、我在哪、摄像机切换和模拟参观小人。通过游戏式的互动方式，参观者可以轻松快速地获取相关信息，信息中心也可以切换到自动模式，按照程序呼吸闪烁。



The info center at the entrance indicates the concept of the pavilion. By means of infographical design, visitors can immediately get the idea about the pavilion and the various exhibitions and Forum. The icons around the edge of the table offer basic information of emergency exits, hydrants, optical fiber flows, etc. Interaction is achieved through playful touching.



design language
设计语言



straight line
直线



curve
曲线

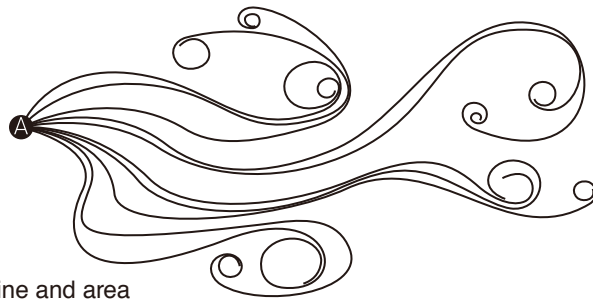


ripple
涟漪

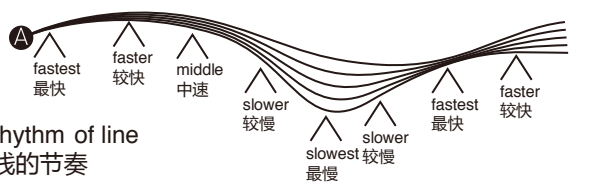


combination
结合

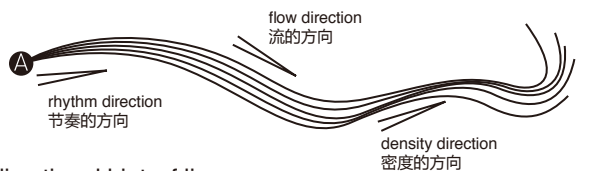
line
线



line and area
线与面



rhythm of line
线的节奏

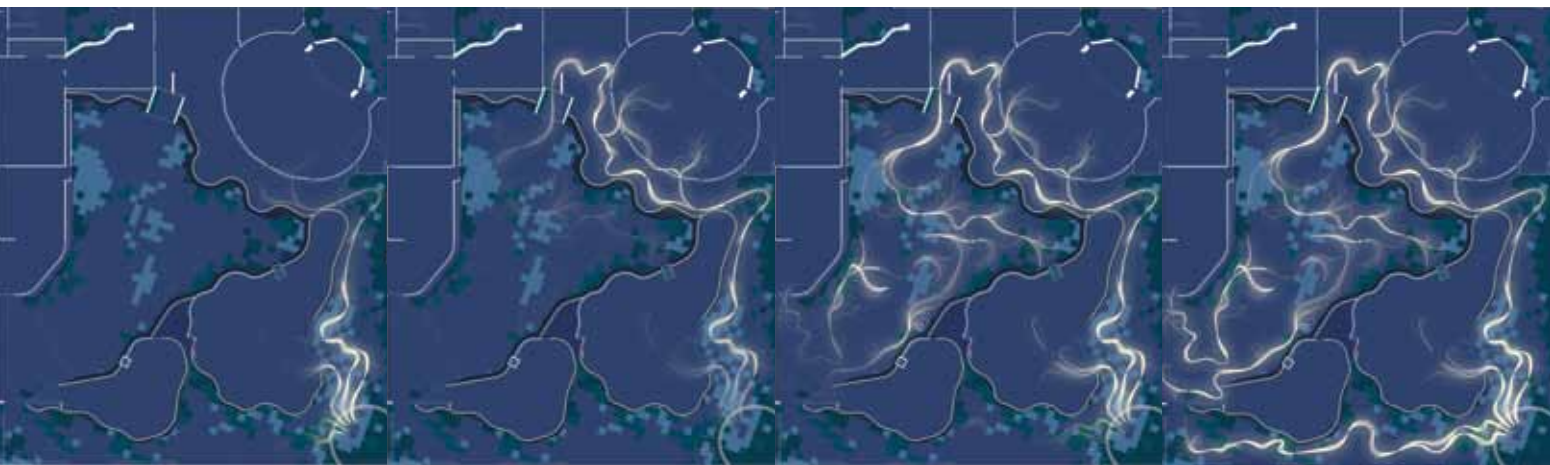


directional hint of line
线的方向性暗示

互动地面
Interactive Floor

一个互动设计作品统摄了整个场馆的公共空间。由于大部分公共空间都处于“海洋”的位置，因此，我们在蓝色自流平地面里隐藏了光纤，如同海洋中的洋流。吊顶中隐藏着红外感应探测器，可以侦测人群的移动并发出无线信号。这种信号被地面的传感器接收后，就会控制光纤的亮度。于是，整个地面随着人群的移动而忽明忽暗。所有的光纤都会汇聚到入口附近的导航区，这是实物模型和互动影像的结合。展示台四周分别设有不同的感应点，当观众的手触摸感应点时，模型上方的投影仪会在模型上相应的区域投射出展区的实景影像，当观众的手离开感应点后，影像消失，恢复初始状态。不同的感应点对应不同主题的展示区，既起到信息导航的作用，又增加了与观众的互动性。

An interactive design with optical fibers lightens the floor in the whole pavilion. The largest space is the Ocean room, where optical fibers are embedded in the blue flooring, as ocean currents, and designed to react to the movement of visitors detected by overhead sensors. The signal is received by the ground sensors to control the brightness of the optical fibers. Thus, the ground twinkles with the movements of visitors. All optical fibers converge at the Guidance Area of the Entrance. When visitors' hand touch the sensors, projectors above the prototype casts the live image of the exhibition onto the related areas of the prototype; when their hands are off the sensors, image fades away and gets back to the original state.



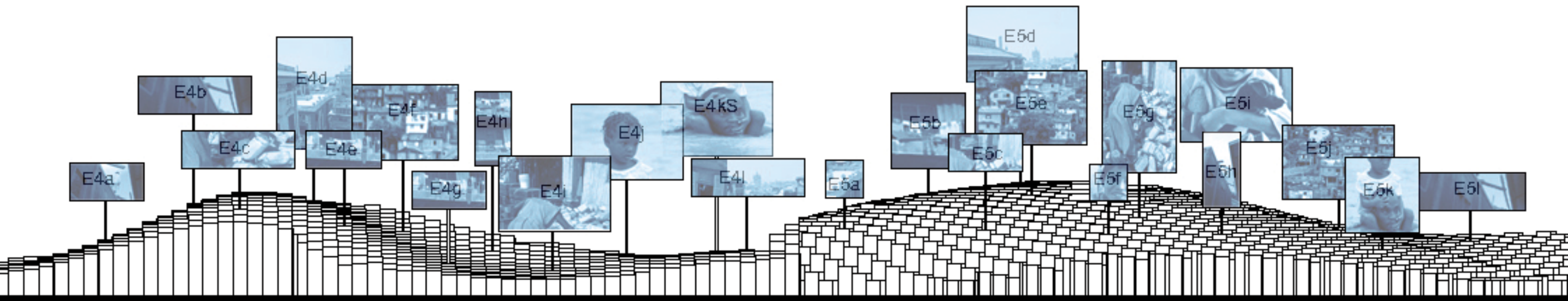
永久展区

Permanent Exhibition

永久展区呈现了联合国在新千年在全球的使命以及在推进城市发展过程中发挥的作用。围绕着弧形的玻璃砖墙面，无数100见方的白色方块拼成波浪起伏的台地形式，这是园林中水案叠石的隐喻。台地上如树丛般树立的大小不一的展板分主题陈列。永久展区的中间是一个名为“二氧化碳立方体”的互动作品。形象地展现了碳排放对自然环境的影响。

The first room after the entrance area, shaped as the African continent, houses a large part of the Permanent Exhibition, which extends all the way to the Forum. Curved walls, made of glass bricks with translucent mega pictures hover over a forest of bush-like panels of different sizes, fitted to a multi-plateau wave of hundreds of white boxes.

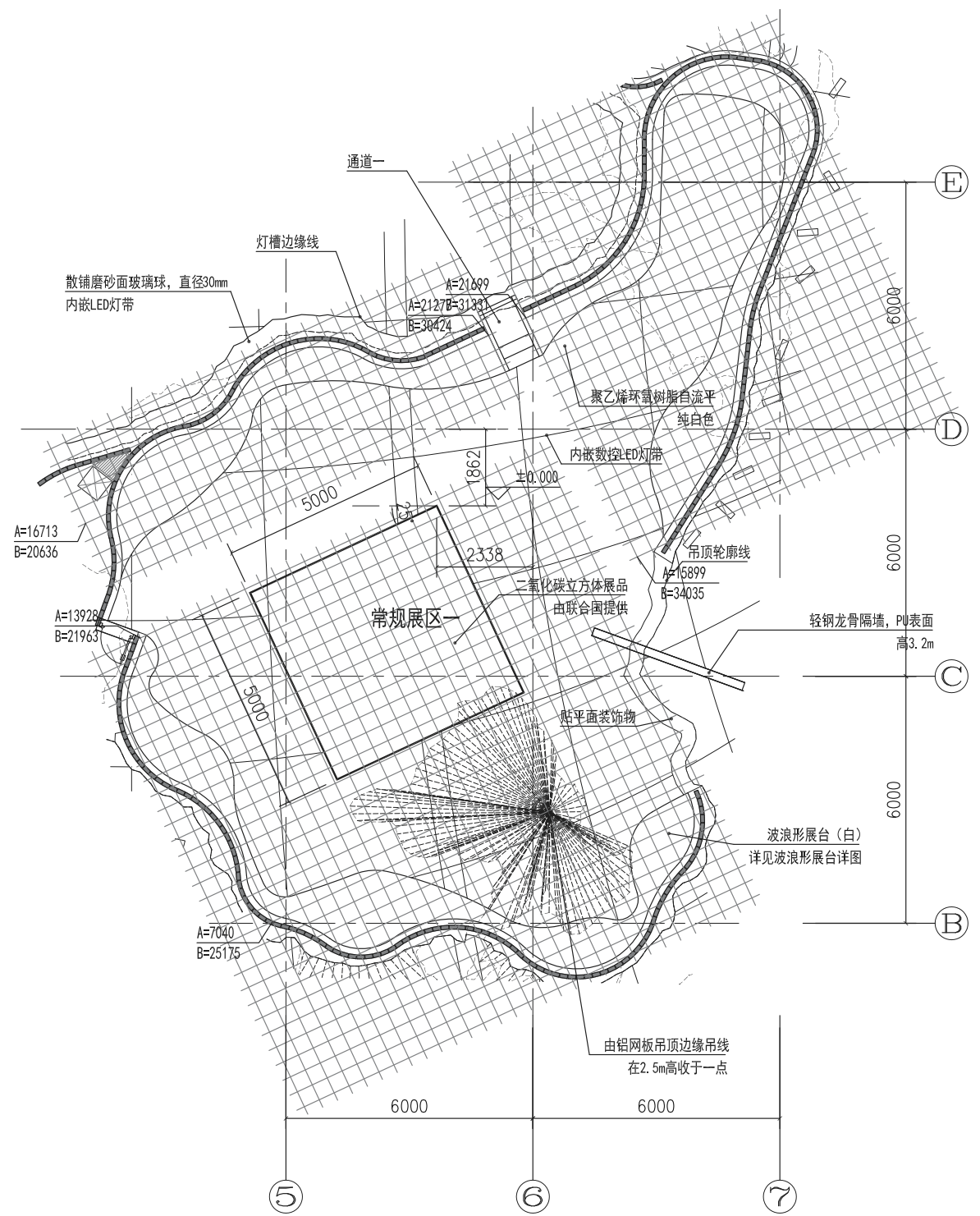
In the Northern Africa part of the exhibition, cities and the environment is highlighted. In the following Eastern Africa section, cities, culture and education are in focus, and in Southern Africa cities roles for economic growth, technology and transport are all shown. Finally, opposite the Open Forum, cities and peacekeeping, and the social dimensions of urban life are highlighted. In stark contrast to the undulating walls, there is a large cube in the middle of the Africa-shaped room. With large pictures, the main theme of the UN at Expo is introduced to visitors – “One Earth, One UN”! The displayed images, videos and texts are all collected from more than 44 UN Agencies.





Protecting consumers' health
 To ensure the safety of food sold in cities, the UN is working with governments to establish standards and regulations on food processing, transport and storage.

保护消费者权益
 为了确保城市所出售食品的安全，联合国与各国政府共同制定食品加工、运输和存储的标准和规定。





八项千年发展目标——从极端贫困人口比例减半，遏制艾滋病/艾滋病的蔓延到普及初等教育，所有目标完成时间是2015年——这是一幅由全世界所有国家和主要发展机构共同展现的蓝图。这些国家和机构投入了前所未有的力量来满足全世界最穷人的需求。

The eight Millennium Development Goals (MDGs) – which range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015 – are from a blueprint agreed to by all the world's nations and all the world's leading development institutions. They have galvanized unprecedented efforts to meet the needs of the world's poorest.

消除极端贫穷和饥饿

Eradicate extreme poverty and hunger

普及初等教育

Achieve universal primary education

促进两性平等，赋予妇女权利

Promote gender equality and empower women

降低儿童死亡率

Reduce child mortality

改善产妇保健

Improve maternal health

与艾滋病/艾滋病、疟疾和其他疾病作斗争

Combat HIV/AIDS, malaria and other diseases

确保环境的可持续能力

Ensure environmental sustainability

建立促进发展的全球伙伴关系

A global partnership for development

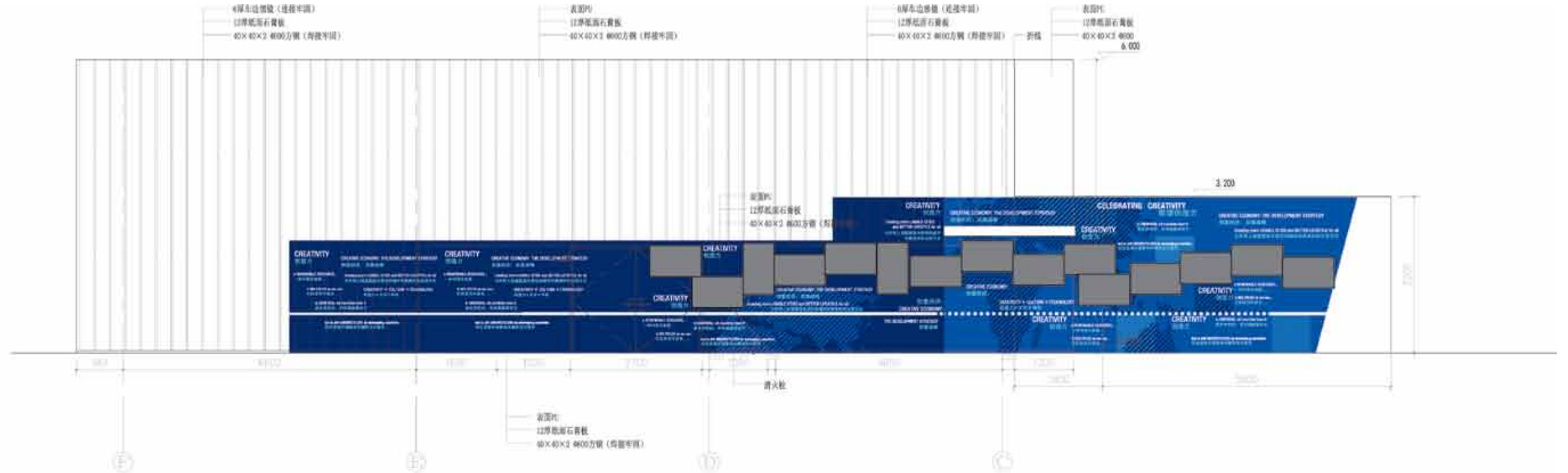


创意走廊

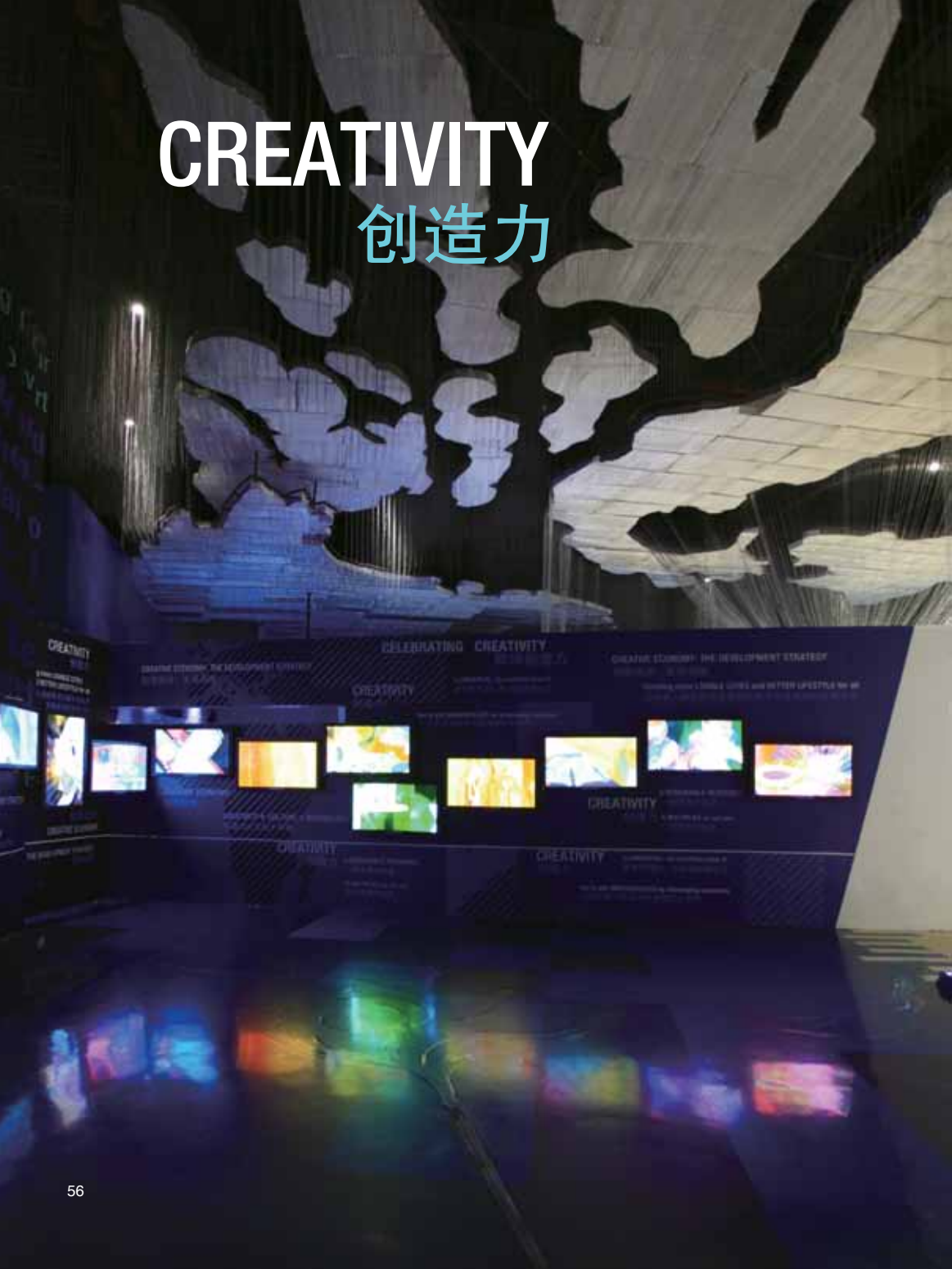
Creative Corridor

“创意走廊”的内容由UNDP提供。展示的是社会发展的过程中，人类的智慧和创意对城市发展的影响。共分为三个部分，入口部分是个媒体作品，抽象地呈现了创意的灵动；第二部分是知识经济推进城市发展的案例介绍；最后一部分是互动区，参观者可以通过设置的装置实现互动式的参与。观众进入展区后，节奏感强烈的音乐扑面而来，光线变暗，高低错落大小不等的 LCD显示屏，形成很强的指引性，走廊锯齿型的镜面墙则意欲引发观众对人类每项新创意双面性的思考，同时通过镜面墙的反射，空间得以延展，产生更具趣味的体验。

The contents and general design of the “Creative Corridor” is supplied by UNDP. It shows how human intelligence and creativity affects urban development in the process of social development. The exhibition is composed of three sections; at the entrance is a piece of media works, abstractly presenting the flexibility of innovation; the second is a presentation on how knowledge promotes urban development; and lastly an area where visitors are involved in interactive participation by use of pre-installed devices. When entering the pavilion, visitors are welcomed by music with a strong sense of rhythm, lights getting darker, different-sized LCD screens scatted, which strongly guides the visitors their ways. The jagged mirror wall in the corridor intends to raise visitors’ dual thinking on creativity; and at the same time, through the reflection of the mirror wall, space is extended to produce more interesting experiences.



CREATIVITY 创造力



CREATIVE ECONOMY: THE DEVELOPMENT STRATEGY 创意经济：发展战略



Creating more **LIVABLE CITIES**
and **BETTER LIFESTYLE** for all
为所有人创造更适合居住的城市
和更美好的生活方式



CREATIVITY + CULTURE + TECHNOLOGY 创造力+文化+科技

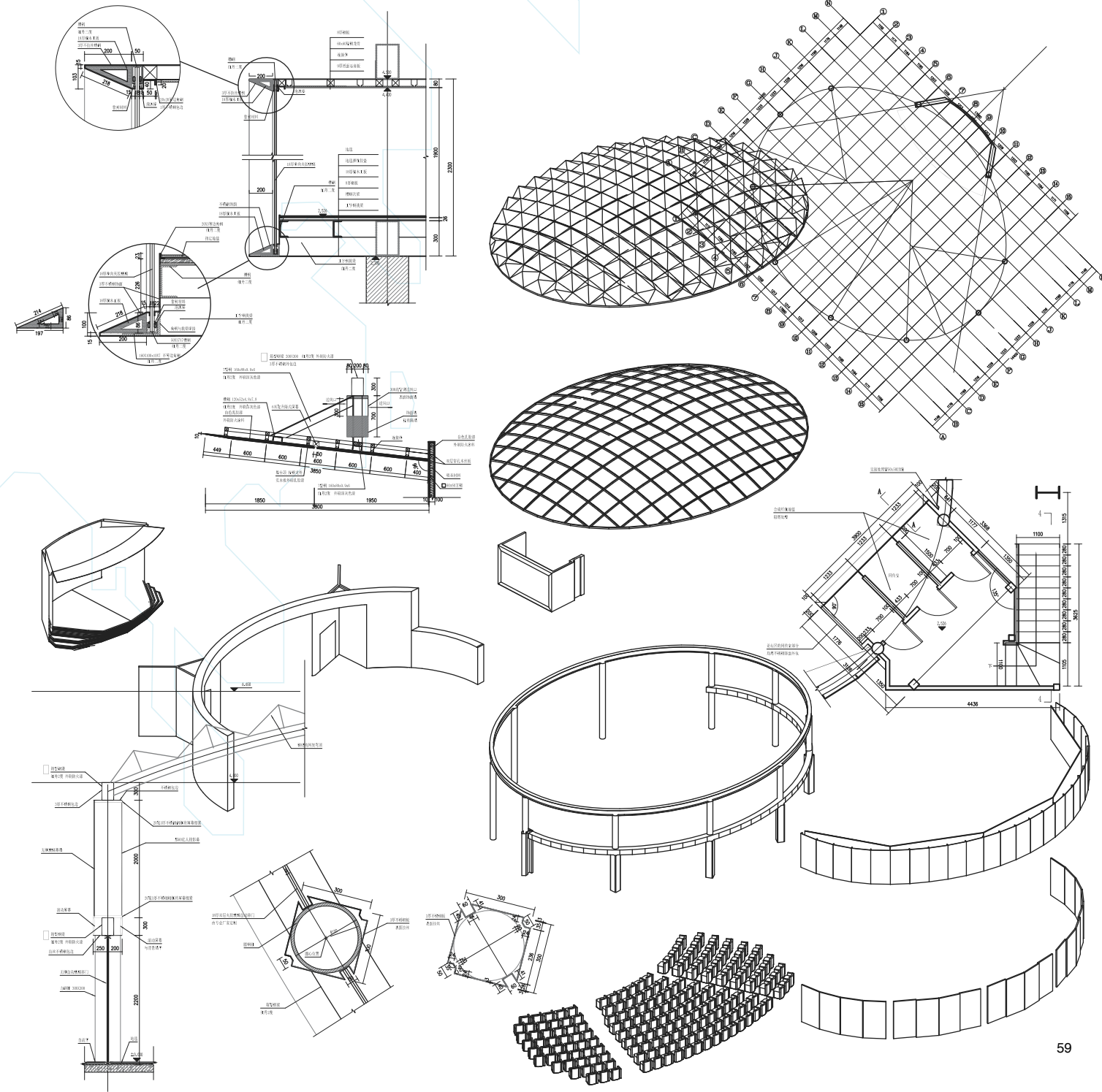
论坛 Forum

联合国馆是世博会中唯一拥有开放式论坛的场馆，每天都有各种不同的主题论坛在这里召开。既要保持这种具有特殊象征意义的开放性，同时又要有效地保证内部论坛进行时不受参观人群干扰，是设计的重点。

论坛区位于建筑的东北角，设计为椭圆形，由“菠萝形”的玻璃穹顶覆盖。论坛区朝向展区的半弧为自动玻璃推拉门，当论坛区有会议或活动举行时玻璃门全部关闭，使论坛区成为封闭的空间；在论坛区没有活动时，玻璃门全部打开，普通观众可以进入论坛区参观留念，并作休息。论坛区弧墙上部为投影幕，展示以反映应对气候危机的名为“Six Billion Others (那60亿人)”的主题作品。在论坛区内外都可以欣赏。

As arguably the only pavilion with an “Open Forum” at the Shanghai Expo, UN Sister Agencies and their Partners hold meetings on various themes here almost every day. The key design element is to maintain the openness. Situated next to the Permanent Exhibition, the Forum is designed as an oval pineapple-shaped “aquarium”, with automatic half-arc sliding glass doors towards the exhibition.

When meetings or events are taking place, all the glass doors can be closed to form a sheltered space for the Forum; when no events are taking place, the glass doors are left open to welcome visitors into the Forum for viewing movies, photo-taking and relaxation.





论坛区中摆放着代表192个成员国的国旗椅，每把椅背上都有该成员国的国旗。椅子摆放的顺序也是完全按照各成员国在联合国成员大会上的座位来摆放的。

The Forum has exactly 192 chairs, each with one of a UN Member State's flag on the back. Chairs are arranged in the same order as member states are seated in the UN General Assembly.



Photo by Christian Lindgren





那六十亿人

The Six Billion People



同时，展馆的入口处，扬恩·亚瑟伯特兰的一场多媒体秀“那六十亿人”，展示了世界各地的笑脸，反映了他们看待生活的态度。这场秀不管从内部还是外部都可以欣赏到，但是游客只能从展区外部听到声音。

At the same time, over the entrances, a multimedia show, the “Six Billion Others” by M. Yann Arthus-Bertrand, allows faces from around the world to express their thoughts on life. It is visible both from inside and outside, but the voices can only be heard on the outside, where visitors pass by.

“同一个地球，同一个联合国”

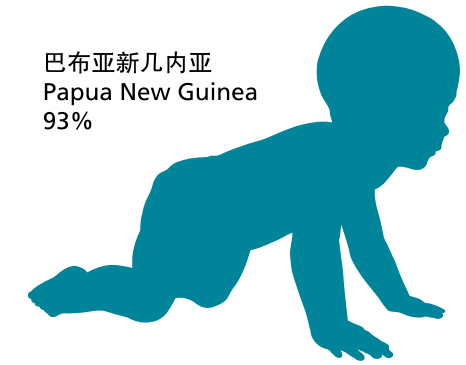
“One Earth, One UN”

“同一个地球、同一个联合国”作为联合国展馆的主题展示区，是全场最大的空间，也是最“空”的空间。但也正因为了这个“空”，才使得这个部分显得如此之与众不同。观众从琳琅满目的丰富中，走到这个有些空旷的世界，顿时心灵归于纯净。在“地图”中，这个区域是“海洋”的范围。四周是周长约100米的互动式黑白数字媒体作品。海洋的意象的自流平地面，加之由波涛起伏的多面反射体形成的吊顶，不断地将周边的影像反射并投影到地面和参观者身上。互动式的光纤也随着人的走动变化着光亮，同时，互动也控制了周边数字媒体作品的变化，当人的运动被侦测后，就会激发预设程序，多媒体影像就出现剧烈变化，从而产生强大的动态。

After having passed through the narrow “streets” and the forest of signs, photos, movies and sounds of the exhibition, and also passed the crowded Forum, you enter through a arcade into the last space. This is the largest space and rather “empty”, thus contrasting to the earlier exhibition spaces. This area is called “One Earth, One UN”, and the color of the floor is blue like the oceans, or maybe like the Blue Planet? The space is created by a 100 meters curtain, a high screen in a wave-like configuration. Projectors beam and repeat all the core themes of the UN, in a sweeping and moving rhythm. To attract attention and provide some distraction for children and the young, white cubes are also there. The cubes illustrate some facts and figures on urbanization and urban conditions on the outside, and inside mega-photos as wall papers give images from many urban locations. One little cube is turned into a class-room, which is very popular among the young, with black-board and chalks.



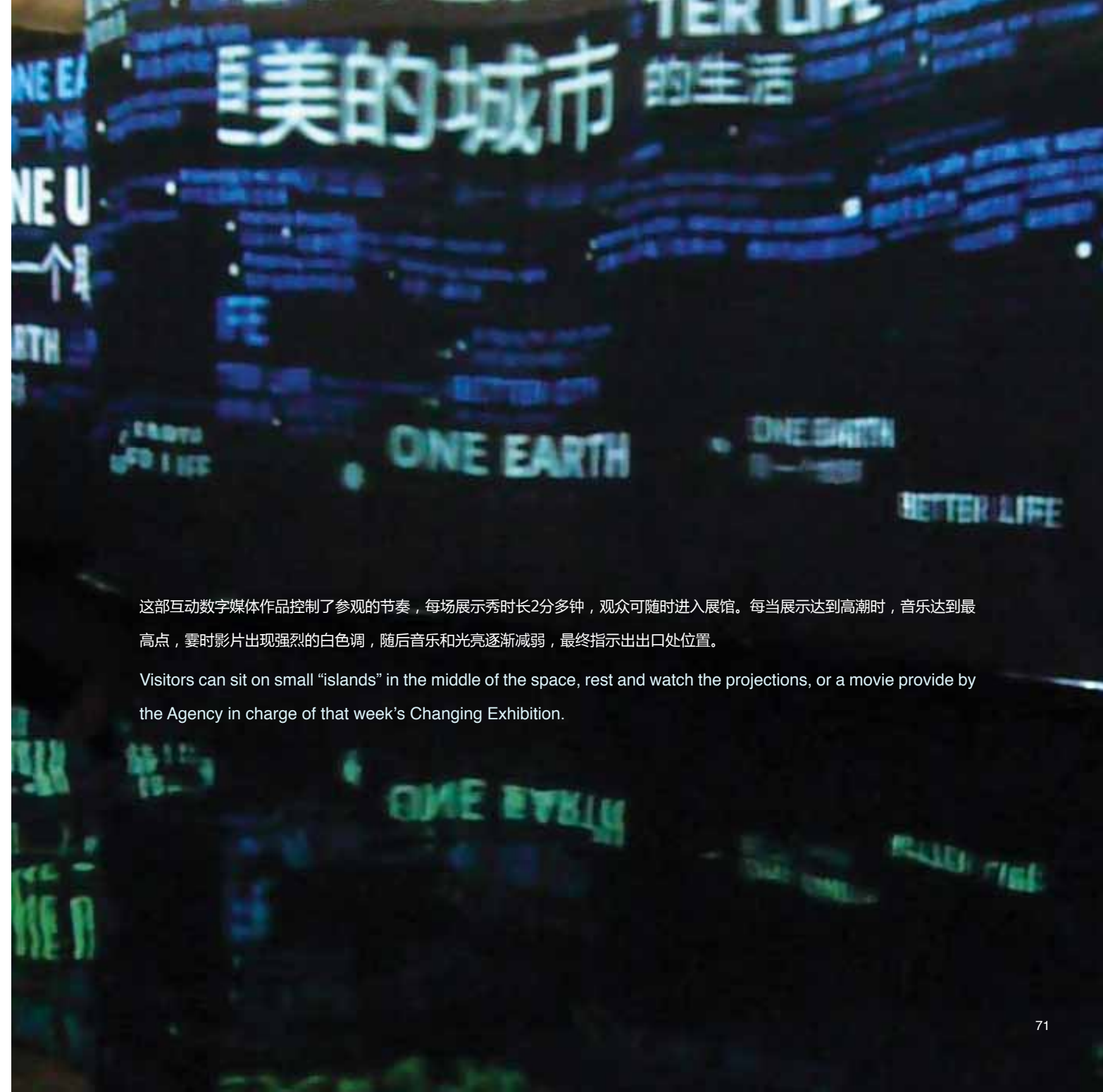
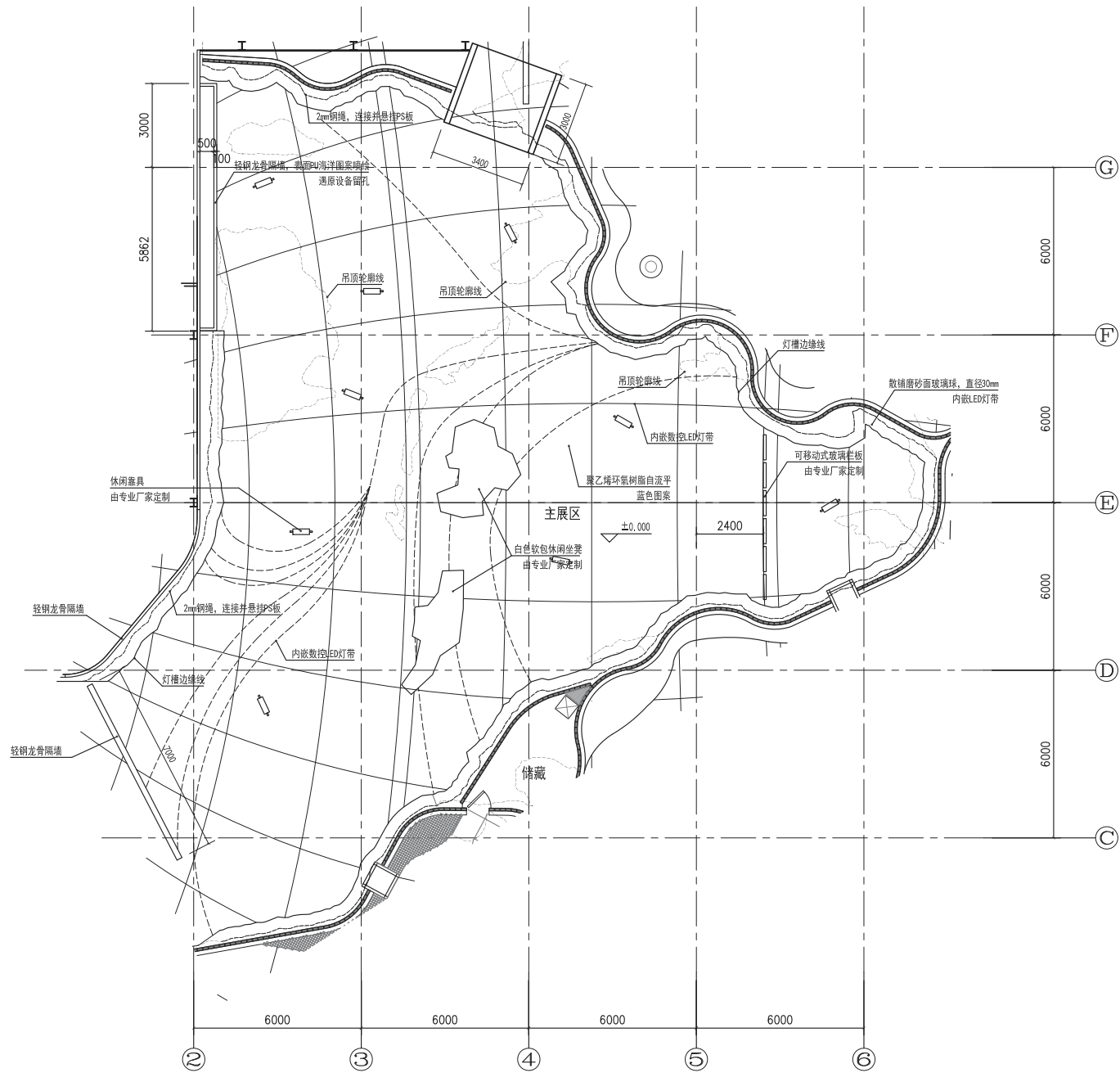
有多少儿童活到5岁?
How many children make it to the ages of 5?



巴布亚新几内亚
Papua New Guinea
93%

主展区内还有“让城市更美好”展览，该展览关于联合国在城市的环境，社会，经济和文化等各方面所做的贡献。展览用直观有利的图像呈现了联合国各机构共同为建立经济，社会和环境可持续的城市作出的努力。

A Better City exhibition featuring environmental, social, economic, and cultural aspects of cities featuring also the work of the United Nations. The exhibit will use powerful imagery provided by the agencies and to describe our combined efforts towards economically, socially and environmentally sustainable cities.



这部互动数字媒体作品控制了参观的节奏，每场展示秀时长2分多钟，观众可随时进入展馆。每当展示达到高潮时，音乐达到最高点，霎时影片出现强烈的白色调，随后音乐和光亮逐渐减弱，最终指示出出口处位置。

Visitors can sit on small "islands" in the middle of the space, rest and watch the projections, or a movie provide by the Agency in charge of that week's Changing Exhibition.

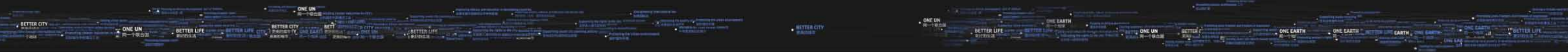
“同一个地球，同一个联合国”媒体作品 达彦

“One Earth, One UN” media work by Da Yan

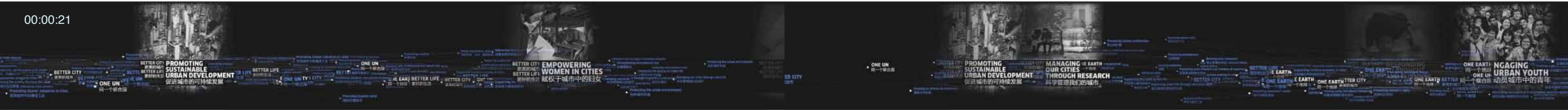
00:00:05



00:00:09



00:00:21



00:00:30



00:00:40



00:01:54

Focusing on urban development
聚焦城市发展

BETTER LIFE
更好的生活

ONE EARTH
同一个地球

BETTER CITY
更美的城市

ONE UN
同一个联合国

支持进入

ONE EARTH
同一个地球

BETTER CITY
更美的城市

ONE EARTH
同一个地球

ONE EARTH
同一个地球

ONE UN
同一个联合国

PROVIDING DISASTER RELIEF
提供灾难救济

BETTER LIFE
更好的生活

ONE UN
同一个联合国

00:01:59

BETTER CITY
更美的城市

BETTER LIFE
更好的生活

BETTER CITY
更美的城市

BETTER LIFE
更好的生活

ONE EARTH
同一个地球

ONE UN
同一个联合国

00:02:14

BETTER LIFE
更好的生活

BETTER CITY
更美的城市

BETTER LIFE
更好的生活

ONE UN
同一个联合国

00:02:28

ONE UN
同一个联合国

BETTER CITY
更美的城市

ONE UN
同一个联合国

00:02:35

ONE UN
同一个联合国

ONE EARTH
同一个地球

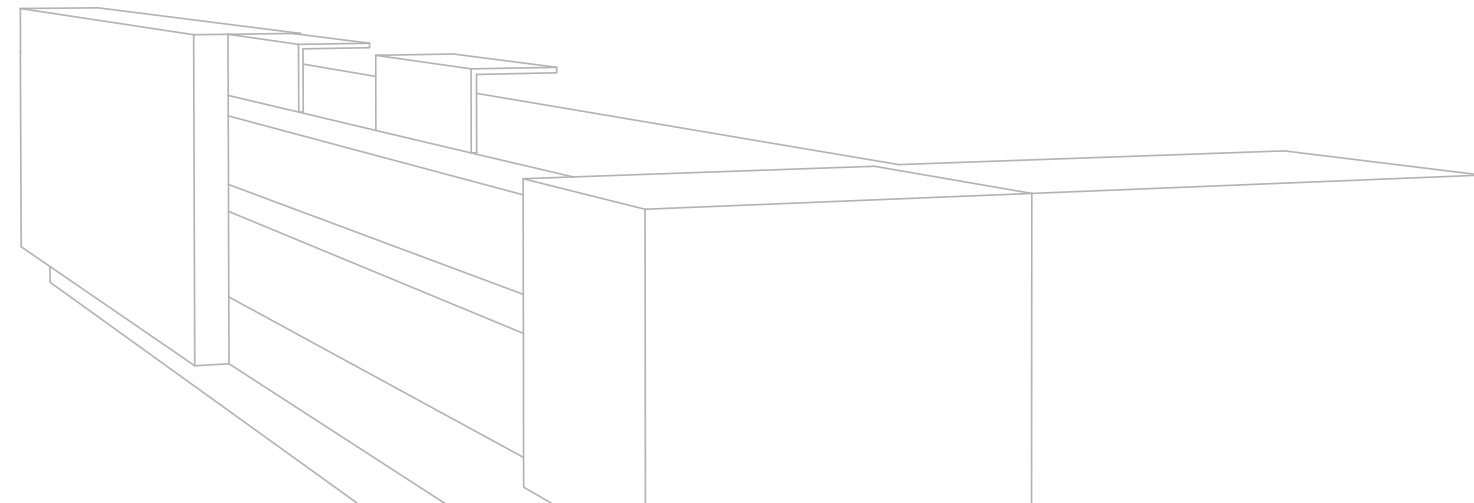
ONE UN
同一个联合国

UN商店/茶室

UN Shop/ Tea House



出口处设置UN商店和赞助商商店，游客在欣赏完“同一个地球，同一个联合国”的影片后，可以在此购买联合国的纪念品。UN商店位于整个出口区域，为开放式商店，商品摆放于与常规展区相同的白色波浪形展台上，既可以欣赏，也方便购买。UN商店柜台的背景墙体上有所有联合国机构的相关信息，让游客在结束游览时，对联合国下属机构有清晰的认识和了解。



At the exit is the UN Shop and Sponsors' Shops. After appreciating the movie on "One Earth, One United Nations", visitors can purchase UN souvenirs. The UN Shop is an open shop, with products on the same white wave booths as those in common exhibitions. On the background wall of the counter, there is a list of all the related information of UN Agencies, conveying to visitors a clear knowledge and understanding on UN organizations at the end of the tour.





2010.01.20



过程
Process



2010.03.15



2010.04.15



2010.04.05

团队 Team

联合国馆团队:

阿瓦尼·贝楠博士, 联合国馆总代表
拉斯·劳特沃德, 联合国馆馆长与总协调人
曼努尔·维佳·库布罗斯, 总代表助理
沈建国, 副总协调人
简·尼亚卡鲁, 技术总监与项目专员
玛丽亚·何塞·欧拉瓦利亚, 活动组织
密欧蕾·彭依, 法务专员
阿姆丽塔·雅得卡, 项目专员
珍妮特·艾斯沃思, 媒体专员

筑道与同济设计团队:

*娄永琪, 总设计师
丁婵, 展示设计
郭冷, 展示设计
杨皓, 平面设计
李松平, 互动设计
达彦, 媒体设计

联合国设计团队:

*拉斯·劳特沃德, 总协调人
卡提娅·马克莱能, 展示设计
丹尼尔·维尼森, 展示设计
玛丽亚·何塞·欧拉瓦利亚, 活动组织
海伦娜·诺伦, 展示设计
梅肯·托克, 展示咨询

UN Pavilion Team:

Dr. Awni Behnam, Commissioner General
Dr. Lars Reuterswärd, Coordinator and Director of UN Pavilion
Mr. Manuel Vega-Cuberos, Assistant to the Commissioner General
Mr. Jianguo Shen, Deputy Coordinator
Ms. Jane Nyakairu, Technical Director
Ms. Maria-Jose Olavarria, Events Manager
Ms. Miouly Pongnon, Legal Officer
Ms. Amrita Jaidka, Programme Officer
Ms Jeanette Elsworth, Media Officer

TekTao & Tongji Design Team:

*Prof. Lou Yongqi, Team leader
Ms. DING Chan, Exhibition Designer
Mr. GUO Ling, Exhibition Designer
Ms. YANG Hao, Graphic Designer
Prof. Songping Lee, Interaction Designer
Mr. DA Yan, Media Designer

UN Design Team:

*Prof. Lars Reuterswärd, Team Leader
Ms. Katja Makelainen, Exhibition Designer
Mr. Daniel Vilnersson, Exhibition Designer
Ms. Maria-Jose Olavarria, Events Manager
Ms. Helena Norlen, Exhibition Designer
Ms. Maiken Thonke, Exhibition Consultant

合作单位 Partners



GoodPlanet.org



DA Yan



赞助商 Sponsors



DAIMLER



ISBN 978-92-1-132286-6



9 789211 322866