

Kingsmen Shanghai's Guangdong Pavilion (China's Joint Pavilion) at World Expo Shanghai 2010 receives Honorable Mention for Best Exhibit at EXHIBITOR Magazine's Expo 2010 Awards, USA



Designed & fabricated by: **Kingsmen Shanghai Co. Ltd.** • Client: **CCPIT Guangdong Sub-Council**

Exterior Design

Paying homage to its long-standing role as a gateway to the West, the Guangdong Pavilion (housed within China's Joint Pavilion) also honors the Chinese provincial's unique indigenous arts. Inspired by Qilou, a style of architecture based on 2,000-year-old Greek buildings popular in southern China for more than a century, the pavilion is sheathed in paper cutouts. Backlight by eco-friendly LEDs, the cutouts glow in the warm golden hues that evoke a world once lit only by candles.

Pavilion Summary

The pavilion's three sections of Green Life, Green Cities, and Green Myths blend yesterday's traditions with tomorrow's technology. Attendees entering the Green Life zone wander down a replica of an old-style Guangdong marketplace, where the traditional is stirred together with the new: An herbal tea shop stands close to 3-D pictures depicting 400 years of daily life, from the Ming dynasty to the 1980s; a vegetable stall is located a few steps from a virtual photo shop where you choose a partner and see what your future offspring might look like. The pottery painting, "Canton Flavor," one of the first in the world to use ceramic glazing and crystal mounting is right under the pavilion's "sky curtain" ceiling and wall. When visitors clap their hands, a tiny tree on the sky curtain's screen grows into a giant tree and then, with enough applause, multiplies into a forest.

Visitors board a simulation of the Pearl River Delta City express train in the Green City zone. With its 26 screens acting as windows on the region's panoramic landscape, the high-speed intercity offers guests a view of Guangdong's Green cities.

In Green Myths, the pavilion offers a film shot from the viewpoint of a pair of birds who fall in love and seek safer surroundings. Synchronized to respond to actions on-screen, the theater seats shake and move, with interactive controls that allow the audience to help turn the birds' world from a grim environment into a Green one.

Kingsmen-constructed Information & Communication Pavilion at World Expo Shanghai 2010 receives Honorable Mention for Best Presentation, Best Technology and People's Choice at EXHIBITOR Magazine's Expo 2010 Awards, USA



Designed by: **BRC Imagination Arts** • Fabricated by: **Kingsmen Exhibits Pte Ltd** • Client: **China Mobile Group Shanghai Co. Ltd**

Exterior Design

Constructed of recyclable steel and covered with hexagonal panels made from recycled CDs — a universal symbol of the industries it represents — the Information and Communication pavilion stands as one of Expo 2010's Greenest structures. While energy-efficient LEDs embedded in its surface allow the whale-shaped pavilion to light up in geometric patterns, approximately 98 percent of the exhibits' elements are designed for reuse after the World's Fair closes. The solar panels on the roof help power the pavilion, while porous paving and cisterns capture and recycle water to cool the interior as well as moisten the garden and green roof.

Pavilion Summary

As they enter the pavilion, guests are issued a personal communications device they carry throughout their tour. Resembling portable game controllers like those for the PlayStation Portable gaming system, the handheld gizmos enable attendees to interact with the exhibitions in real time. Using the touchscreen interface, guests choose a language, then create their own personal "Dream Profile" of technological and communication advances they most hope for. After watching welcome videos on four 42-inch LCD monitors, they proceed to "Progress Begins as a Dream," where five projectors display a Disney-like animated history of communications in China, journeying from smoke signals to mobile phones.

Visitors next move into the Multi-Dimensional Interactive Network Theater for "Dream Big," a presentation appearing on an IMAX-style 71-by-38-foot curved screen. In "Dream of Nature," young Ji takes the guests to a future South Pole research base exploring the rapidly changing climate, while in "Dream for Society," Lin dreams of traveling instantly anywhere, then whisks the audience on a planet-wide odyssey. Visitors use their handheld devices to participate in the films, communicating with the characters on screen, and receiving additional information on the topics presented.

As they leave, guests upload their dream profiles and collected dreams to the pavilion's Web site, creating a personal Web page. Later, guests can log into the site to retrieve their profiles, learn more about the communication technology of their dreams, find out if they won any prizes, and even connect with their fellow dreamers in the Pavilion's online community.