ONE EARTH
ONE UN
GARDEN
in a Chinese

ON EXHIBITION DESIGN OF THE UN PAVILION, EXPO 2010 SHANGHAI
Foreword

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.

Awni Behnam
Commissioner General
United Nations Pavilion
目录

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
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,具有极强的辨识性。

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、城市管理和老龄化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.
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.”
Challenge

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

1. Through what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, 如何在已然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?

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 —— 通过整合联合国众多下属机构提交的展位，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.
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”.

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。

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世界地图作为联合国的象征，是联合国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，洲形的路线路灯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，相映成趣。

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、或形接景致、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.
同一地球，同一个联合国

One Earth, One UN
Element
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.
墙体是分隔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相互穿插，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区域相互独立，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 luminance contrasts. Meanwhile, through the translucent walls, one can see shadow activities on the other side, which is an uncommon experience in most exhibiting areas.
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.
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 grid-ding 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.
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.
Entrance

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.
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.
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.
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.
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.

- **Eradicate extreme poverty and hunger**
- **Achieve universal primary education**
- **Promote gender equality and empower women**
- **Reduce child mortality**
- **Improve maternal health**
- **Combat HIV/AIDS, malaria and other diseases**
- **Ensure environmental sustainability**
- **A global partnership for development**
“创意走廊”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促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，形成强烈的指引性，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。
CREATIVITY
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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

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；在论坛区没有活动举行时，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。在论坛区内外都可欣赏。
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.
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。但也正因为这个“空”，才使得这个部分显得如此与众不同。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，海洋的形象的自流平地面，与之形成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。当人的运动被微弱，复合显示程序，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 an 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.
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，每场展示时长2分多钟，观众可随进进入展馆。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
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，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，商品摆放在与常规展区相同的白色波纹展台上，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.
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. Miosly 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. Songxing Lee, Interaction Designer
Mr. DA Yan, Media Designer

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