

Introduction...

Nearly 143 000 people visit Czech Pavilion during trial run

Only eleven days before the opening of EXPO 2010, on Tuesday 20 April, the Czech Pavilion opened its doors to its first visitors. The trial days, which were meant to show how Chinese visitors would react to the Czech Pavilion, how long their visits would take, what would interest them the most and what they would ask the hostesses about, attracted exceptional interest. Nearly 143 000 visitors came to see the Czech exposition even before EXPO 2010 had begun, and on Sunday 25 April it reached 115 % of its maximum daily capacity.

Among the exhibits that attracted the most attention were the two bronze plaques underneath the statue of St John of Nepomuk – thousands of people waited in a long line to touch them for luck. Other popular exhibits were the „Czechoscope” – a model of an ultralight Czech aircraft in which visitors could take a virtual flight over the most beautiful spots in the Czech Republic, and the video projection entitled „One World – Many Cultures”, created by young visual artist Jakub Nepraš. In it, visitors are drawn into an imaginary world of unique animations projected onto plexiglass objects.

Aside from the national exposition, which is highly appealing to the Chinese public, the Czech Pavilion



has two more invaluable benefits at EXPO 2010. It is among the twenty pavilions with a visual on the official promotional materials, having also drawn the attention of the Chinese media, and is located directly in the centre of the exhibition grounds on European Square. In addition to the fact that one

of the metro stops on the fairgrounds is on this square, the accompanying programmes of all participating European countries will be taking place here. Thus the Czech Pavilion not only confirmed that it is ready for full operation, but also that there is major interest in it in Shanghai.

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EXPO theme

Plaquettes of Good Fortune from Charles Bridge at EXPO 2010



The Czech national exposition at EXPO 2010 will be made up of twenty-two exhibits, which will be accompanied for the whole length of the world's fair in Shanghai by two bronze reliefs from under the statue of St John of Nepomuk on Prague's Charles Bridge. The reliefs are particularly

famous due to the countless passers-by from around the world who touch it for luck, despite the fact that it was originally a symbol of secret love.

The left relief represents the confession of Queen Sophia, while the plaque on the right depicts John of Nepomuk being thrown into the Vltava river. It was due to his refusal to reveal Queen Sophia's confession to her husband, King Wenceslaus IV, that John was tortured in 1393 and his body tossed into the Vltava. In the first half of the 18th century, after many conflicts over his person, he was canonized and in later years he became a legend in the Czech Republic and elsewhere. Later the reliefs became a general symbol of luck and this is why people touch them on the Charles Bridge. China is renowned for its wide-ranging symbols of luck and the importance of this concept, and it is for this reason that the „Touch of Good Fortune“ became one of main draws for visitors of the Czech Pavilion at EXPO 2010 in Shanghai. The reliefs, which measure 64 x 54 cm and weigh approximately 40 kilograms, were ceremonially removed from the Charles Bridge on 12 April 2010 at noon and then taken by plane to Shanghai in special wooden crates produced according to strict guidelines for the transport of works of

art. In Shanghai the original plaques were placed in the Czech pavilion on an exact replica of the plinth and the statue of John of Nepomuk right beyond the main entrance to the exposition hall. The copy of the statue of Saint John of Nepomuk was created at the renowned Film Work studio by a team of artists Martin Kovářík and Jan Lavička from the company Film Décor. The relief replicas that will replace the missing plaques on the Charles Bridge were produced by sculptor Štěpán Klas. Not only can visitors of the Czech Pavilion touch the plaques for luck, but they can also take a picture at a semicircular panorama of the Prague Castle, just as it appears from the Charles Bridge. The reliefs will return to their rightful place after EXPO 2010.

In addition to the legendary reliefs, the statue of St John of Nepomuk is exceptional in another way – among the crowd of thirty predominantly Baroque statues on the bridge it is the oldest in its original form. Its author was Jan Brokof, who carved the originally wooden model according to a sketch by sculptor Matthias Rauchmüller in 1683. Architect Jean Baptiste Mathey then created the design for the statue from the wooden model and Baron Wunschwitz had it cast in bronze. The same year it was unveiled on the Charles Bridge.

Federico Díaz's LacrimAu concocts perfume from Czech scents

The golden teardrop has become something of a phenomenon in the Czech media recently. Now we present you with LacrimAu, the exhibit of which it is a part. Its author is Federico Díaz, a young artist whose work is primarily focused on interactive installations. And LacrimAu is no exception. Federico Díaz based his work on the fact that the existence of practically all living organisms is dependent on the sense of smell, and that the memory of a certain smell can bring back an experience in a very convincing manner, evoking strong feelings and deeply ingrained emotions perhaps even more strongly than any other sensation.

LacrimAu is an extensive installation made up of several elements. These include a sculpture of a human tear 80 cm tall and 50 cm wide, cast out of 24-karat gold, an automatic pipette station

for mixing fragrances, and an interactive sensory chair. All this is encased in a cube of one-way glass 4 x 4 metres in size. Every five hundredth visitor of the Czech Pavilion will sit down inside the cube, fix their gaze on the golden teardrop, and through their feelings they will help create their own personal fragrance. The sensory chair can extract the visitor's emotions from their hands or forehead, after which they are processed electronically. The visitor's weight, electrodermal stress, body temperature, colour of clothing, eye colour and brainwave activity are all a source for the selective mixing and production of the fragrance through a special robotic pipette station. Aside from an unforgettable experience, the visitor will then also take home a small flask of their personal fragrance mixed from Czech smells by which to remember the Czech Republic.



News from Shanghai

Green benches made of recycled cartons

EXPO Mansion in Pudong has been adorned with a thousand benches produced from recycled milk and drink cartons. A total of 113 tonnes of the cartons handed in by 728 400 Shanghai inhabitants were used to produce the benches. Aside from providing a place to rest for visitors of EXPO 2010, the benches will also serve to promote environmental protection. This idea is also underscored by trash cans and tables made from recycled milk cartons.



Ecological benches at EXPO 2010

Hungarian pavilion to present unique discovery, Gömböc



Gömböc in the Hungarian pavilion

Hanging rods, the Gömböc, cultural conferences and concerts – just some of the activities with which the EXPO 2010 organizers hope to attract visitors to the Hungarian pavilion. The structure of the pavilion is made of dangling wooden canes with the famous Hungarian discovery – the Gömböc – placed in the middle. The Gömböc is the first homogenous object with just one stable and one unstable point of equilibrium. Its most interesting characteristic is that it can spontaneously right itself whatever position it is in. For this reason it has become a symbol of dual harmony and equilibrium and thus represents the theme of the Hungarian pavilion, which is „Harmony, Creativity and Hospitality“.

EXPO 2010 grounds in Shanghai decorated by statues from around the world

Approximately one hundred statues by artists from around the world have been placed around the EXPO 2010 grounds in Shanghai. The artworks are located at sites such as the entrance to the grounds, public squares, in the park by the Huangpu River and on EXPO Boulevard. The works were selected by the EXPO 2010 organizers from thousands of submitted exhibits from around the world.



Statues from around the world decorate EXPO 2010

EXPO partners

Preciosa – crystal

Despite the fact that the company Preciosa was officially founded in 1948, the history of master glass craftsmanship stretches back another seven centuries. In 1724 Czech crystal chandeliers became a much sought-after article, exported to the most beautiful palaces of Europe including, for example, Versailles. Today the tradition of Czech crystal's worldwide success and sustainable development continues with its participation at leading international events such as EXPO 2010 in Shanghai.

Preciosa – one of the leading manufacturers of crystal components for the fashion and jewellery industry – is contributing to the

Czech Republic's presence at EXPO 2010 in two areas – chandeliers and gifts. The most remarkable gift will be the symbol of the Bohemian kings – a two-tailed lion that gleams with the reflections of cut crystal stones in all shades of gold.

The Preciosa chandeliers will be a component of Czech modern design section and are a prime example of how it is possible to elegantly combine innovative design with Czech glasswork artistry. Other chandeliers will adorn the representative areas of the Czech Pavilion. And for those who want to take some



of that crystal sparkle home from EXPO 2010 with them, a selection of exclusive Preciosa products will be set up in the gift shop located right inside the Czech Republic's pavilion.

News from Prague

Transport pillar of the Czech participation in EXPO 2010

The transportation of material for the Czech presence at EXPO 2010 is in full swing. The main parts of the exhibition, including the good luck reliefs, are already in place, while the material for the accompanying events will arrive in Shanghai over the course of EXPO 2010 so that the needed parts will always be available at the right moment. Transportation from the Czech Republic to Shanghai and back is being provided by DB Schenker, an international logistics and shipping company that offers transportation of materials by ground, by air, by sea and by rail, as well as comprehensive logistic services. We present an interview with Petr Slabý, product manager for fairs and exhibitions.

Is transportation for EXPO 2010 your company's first experience with world's fairs?

DB Schenker has its own specialized department for fairs and exhibitions. Our first experience with preparing for an EXPO was at the EXPO in Hannover, and we also provided transportation at the EXPO in Aichi, Japan. Due to the scope of the Czech exhibition however, EXPO 2010 in Shanghai is our first chance to fully demonstrate all our capabilities.

I am confident that we are up to the task and we will support the success of the Czech presence in Shanghai.

What materials are you transporting to Shanghai?

We react flexibly to the needs of the whole national exhibition at EXPO, so the range of materials is highly diverse. We've shipped everything from the pavilion model through various promotional materials and hostess costumes to supplies for the accompanying events, such as props for the theatre troupes or mobile stages and much more.

Did you also transport the exhibits?

Of course. Everyone likely took note of the shipping of the two bronze plaques from the St John of Nepomuk statue on Charles Bridge. Other exhibits we shipped included the paintings for the „Monkey King” section, which is being put on by the Zdeněk Sklenář Gallery. Also Federico Díaz's „Golden Drop”, the Street Art works, and also the products of top Czech designers, who won't be presented at the EXPO until August, but preparations are already in full swing.

What means of transportations did you use for the shipments? What route did you take and how long did they travel?

The large exhibition components, sets, materials and the like are shipped by sea. The advantage of sea transport is the price, but a handicap is the transport time, with the trip via the port in Hamburg taking over 30 days. For this reason a large amount of the material is shipped by plane. Air transport puts much greater demands on thorough packing however, which is best demonstrated by the shipping of the Charles Bridge reliefs.

What were the preparations like for taking down the reliefs and getting them to the organizers in Shanghai?

As soon as the idea of presenting the reliefs in Shanghai was confirmed and the Commissioner General's Office gave the go-ahead to get ready for transportation, I met with the representatives of the City of Prague Gallery, which lent out the reliefs. It was very important to uphold the conservators' guidelines for the method of packing and securing the goods for transport. As soon as the shipping crate had been designed, including the internal protection, and approved, it was just a small step to production. As it

turned out, the thorough preparations paid off at the official removal of the reliefs, and their transfer to the crates went off completely professionally without a hitch. The subsequent trip to the airport, handover to the Prague Airport security zone and shipping by the preordained flight was all a matter of course.

What are the rules and restrictions on shipping these kinds of articles?

For fairs it is always the rules and regulations of the target country that must be respected and upheld, assuming that we want to transport the given exhibit to the customer at the given destination. We adjust for the rules in China differently than we do for, say, the USA. If we take the example of the Charles Bridge plaques, the condition for export was the consent of the City of Prague, specifically the City of Prague Gallery. The accompanying documentation (a detailed description of the exhibit) including photo documentation and a notarized translation into Chinese were sent to China for authorization before the shipment was made. After the Chinese authorities formally approved import into China – that the character of the goods does not contravene the local regulations on the transport of artworks – the shipment was carried out.

In what way is this contract unique for DB Schenker?

In every way, literally, since the EXPO, being a traveling fair, will evidently not be coming back to China, or the host city of Shanghai, any time soon.

I am convinced that this year's EXPO as a whole will be unique, just as the Olympic Games in Beijing in 2008 were, and due to the world-wide interest in the Czech Republic's presentation it is our great honour to be part of the team.

Basic facts about the Czech Republic at EXPO 2010 Shanghai

Dates for EXPO 2010 in Shanghai:	1 May 2010 – 31 October 2010
Number of participants:	as of 21 April 2010, 192 countries and 50 international organizations had confirmed
Expected attendance:	a historical record of 70 million; according to estimates, 90 % will be Chinese
Main theme:	Better City – Better Life
Theme for Czech Pavilion:	Fruits of Civilization
Area of Czech Pavilion:	2 000 m ²
Pavilion location:	by the main gate to Zone C, by the metro station directly at the descent from the Skywalk to the European Plaza
Expected attendance of Czech Pavilion:	maximum capacity of up to 30 000 visitors a day