

Commentary of the general commissioner

Luck is a beautiful thing



Almost 200 countries will meet at the 2010 EXPO in Shanghai. Their national pavilions will border closely, but will also compete – for the attention and goodwill of the visitors. The World exposition is as much a cultural and artistic exhibition, as an opportunity for propaganda of the exhibiting countries. And because EXPO 2010 will be happening in a country with an extraordinary business potential, every country is trying to come up with something unique. Czech Republic has come up with a unique project. It can

hardly concur with the size or budget of world powers (the Chinese pavilion will tower tens of meters above others), but we have decided to count on one of our positive national features (yes, we have some of those too!) – our creativity and invention. And we have decided to bring something more to China. The Citizens of the Land of Dragons and Emperors are traditionally attracted to symbols of luck. And they're not alone, as proved by the worn relief under the statue of Jan Nepomucký on Charles Bridge in Prague. And so, after an agreement with the municipal authorities and the gallery of our capital city, we will bring the aforementioned relief touched for luck to the largest harbour in the world.

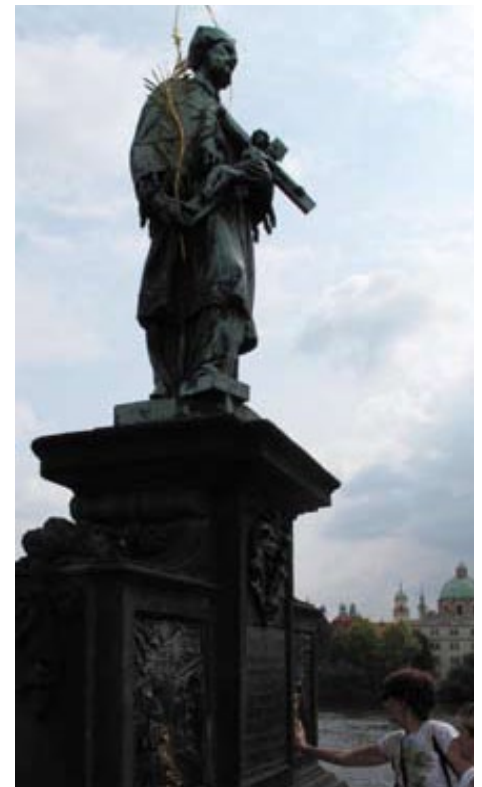
The relief, polished gold by thousands of hands, proves, that in the time of electronic communication and scientifically proved manuals for universal luck people still seek something, something that can make their dreams come true. Something you can't buy with money. And that's why it's a good idea to remind ourselves on the economically-

cultural olympics of nations. The Charles bridge will not lose this attraction, it will be replaced with an exact replica during the EXPO 2010.

Thanks to that, we'll be able to invite visitors of the world exposition not only to the presentation „Pearls of Czech Republic“, or the fruits of Czech minds and hands – design, nanotechnology, modern arts – but also to experience the touch of luck. Besides, what else can we wish a city, that changed from an inconspicuous port to a modern home for 20 million people, where the largest corporations shake hands?

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Charles Bridge is a unique statue gallery.
(Source: WWA)

EXPO theme: The interesting features of the Czech pavilion

The facade is created from hockey pucks, inside you will find a levitating city

The Czech pavilion on the World exposition of EXPO 2010 in Shanghai will transport visitors into another world. Both the main motto of the World exposition 2010 „Better city – Better life“ and the theme of national participation „Fruits of civilisation“ inspired the creators of the victorious design to create an imaginary urbanised scenery.

The design of the pavilion and exposition comes from urbane city structures, which are, in a short exaggeration, given form to on the facade of the pavilion and in the exposition.

The interesting design of the facade of the Czech pavilion will be decorated by one of the best city complexes on a world scale, the Old Town Square and its surroundings. The structure of the facade is built from small units, which create individual city blocks. Those

units are hockey pucks, the unique export article of our state and the symbol of our worldwide sportive superiority. The composition of the pucks bedded on a white base with the aid of steel thorns gives the pavilion an impression of a live and valuable creation of human activity in the centre of Europe throughout centuries.

Upon entering the pavilion, the visitors will find themselves in a fictional city full of technological experiences, design surprises and all sorts of other pleasures. A city will be levitating above undulating countryside, as it grows from the countryside and can't survive without it. In reality the city is created from fruits, which our civilisation created and which protect our cities. These are framed in light suspended cubuses in the same way architecture frames the real world. The displayed crea-

tions were created specifically for the EXPO by several major artists and designers, which include Federico Díaz, Jakub Nepraš, Maxim Velčovský and creative teams such as TC Classic, Artcom, Artechnic. The project manager and the leader of the team of realization of the project „urbanised countryside“ is Ing. Arch. Jaromír Švarc, who until the year 1991 worked in film studio Barandov as the architect-artist of film and TV decorations and partook in the realization of expositions EXPO 86, EXPO 88, EXPO 92 a EXPO 2005. He is the cofounder of the Company Film Dekor, spol I.N.C., which presented the victorious suggestion for the ideological concept and realization of the Czech pavilion in EXPO 2010. The author of the architectural project of the pavilion is company Sial from Liberec.

The Chinese – Czech meetings in the pavilion

The novelty in the economic propagation of the CZ is the realization of a so-called „Meeting Room“ inside the pavilion. Throughout the entire exposition this enclosed space will serve significant Czech representatives and contractors from the business sphere

as a space for organising individual meetings with their Chinese counterparts, as well as representatives from other exhibiting countries, to whom it will be set up individually, depending on a particular meeting. Thus, it will become a space, where we can freely

present business subjects and commercial successes of the CZ, which can't be openly propagated in the space of the exposition itself, due to World exposition regulations.



Exterior of the Czech pavilion during daytime. The facade is created from Czech hockey pucks. (source: Office of the general commissioner of Czech participation on EXPO 2010)



Hockey pucks with a sticker of the Czech pavilion. (source: Office of the general commissioner of Czech participation on EXPO 2010)



Interior of the Czech pavilion – A fictional city full of technological experiences, design surprises and all kinds of pleasures. (source: Office of the general commissioner of Czech participation on EXPO 2010)

News from Shanghai

The visitors centre in Shanghai was already visited by over a million people

Shanghai – The exhibition centre EXPO in Shanghai has its millionth visitor since Friday 10/07/2009. It was a member of the Japanese delegation for Chinese – Japanese interaction propaganda. The centre in Shanghai opened on 02/05/2009 to the occasion of a two year countdown to the official opening of EXPO 2010. The centre extends over the area of 1000m² and works primarily as an informational and educational resort for the visitors, while at the same time providing all sorts of information and propaganda

materials. The entry is free for all visitors. The main themes that present the centre are different aspects of the Shanghai exposition EXPO, Chinese participation on previous years and also 150 years of holding world expositions all over the world. All these areas are presented by means of multimedia videos and also electronic books. Furthermore, it's possible to view plastic maps and plans of the entire area and exhibition pavilions of individual states. The content of the expo is updated depending on actual information.



The visitors have a chance to look at the model of the EXPO 2010 (source: The Bureau of Shanghai World Expo Coordination)

The expo will also please collectors



Expo coins (source: The Bureau of Shanghai World Expo Coordination)

Shanghai – the philatelic organisation of Shanghai produced a set of gold and silver honorary stamps for enthusiastic collectors. The first two gold stamps were produced in december 2007 to the occasion of the debut of the mascot „Haibao“, the others on May first 2009 as a reminder of the one year countdown to the opening of the gates of EXPO 2010. The stamps embody the theme „China and EXPO“. Overall we expect 20 000 sets.

Similarly, the Chinese people's bank prepared a set of one gold and two silver coins for collectors. The gold coin is 23 mm in diameter and contains 0.3 ounces of gold. The silver coins are 40 mm in diameter and contain an ounce of silver. All the

coins have the world and a 2010 EXPO logo depicted on the face side. The gold coin depicts Haibao, the 2010 EXPO mascot on its back side. The first silver coin has a dandelion on its back and the other one has the panorama of a city engraved in it. The coins are available in over a 100 stores over the country. A Potential buyer from other parts of the world can order the coins via telephone, as there is a special telephone line for them in english.



Expo stamps (source: The Bureau of Shanghai World Expo Coordination)



Children paint for the EXPO

Shanghai – in June the organisers of the EXPO 2010 asked kids all over the world to artistically interpret their view on „Chinese cities and city life of the future“. Chosen works will be exposed in the highest floor of the Chinese pavilion throughout the world exposition.

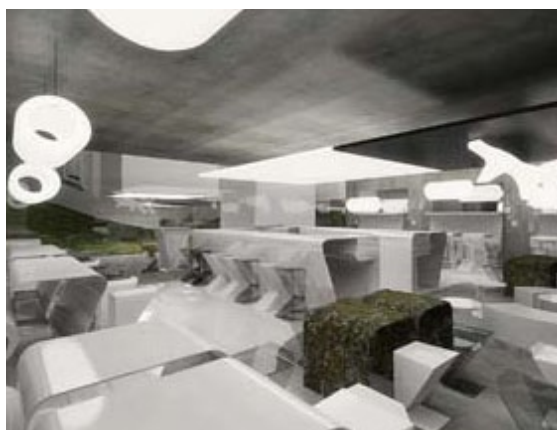
The organisers also welcome participation from children abroad. Their contributions can be sent by mail until 30/08/2009 to the address No. 64 Yan'an Road W., Shanghai, China. Chosen winners will be invited for a free EXPO 2010 visit and will be awarded a certificate by the organisers.

News from Prague

In the midst of selective procedures

Preparations for the participation of Czech Republic on EXPO 2010 are fully in motion, matched only by the high concentration of ongoing selection procedures. A public contract was advertised on the first of August for a trade operator on the World exposition EXPO 2010 in Shanghai – the office accepts applications until the end of August on www.czexpo.com On the 27th of May a selection procedure was put up under the name „Realization of a movie spot about provinces of CZ and for the participation of CZ on the World exposition EXPO 2010 in Shanghai“. The movie spot should be an original and a dynamic portrait of the 14 provinces of Czech Republic. It will serve as a promotional instrument during the presentation of the country and it's individual provinces on EXPO 2010. It will run continuously in a loop during

every daily running in the czech pavilion in Shanghai. Seven people applied for this selection procedure, three were disqualified due to formal insufficiency during opening the envelopes. On June 15th the commission chose the victor from the four remaining correct applications. The winner will be made public after all the participants are told the verdict.



The assumed look of the restaurant in the czech pavilion. (source: Office of the general commissioner of czech participation on EXPO 2010)

On the first of June the office of the general commissioner issued a public contract with the name „Air and water transport of cargo for the 2010 EXPO world exposition in Shanghai“. It is an excess public contract, realised in the form of an open contract procedure. The main requirements is the provision of air and water transport of cargo from Prague to Shanghai and

back, including storage, packing and customs clearance. The deadline for the delivery of offers on this contract, in the extent of 10 million Kč, was scheduled on the 21 of July. At present an evaluation of completion of qualifications is in process and the participants have been asked to fill in the basis for the qualification. The assumption is, that the winner will be declared by the beginning of September 2009. A contract for the Trvel agency for the world exposition 2010 EXPO in Shanghai was issued on the 5th of June – its assumed price is 21 million Kč. The subject of this public contract is the chosen services of a travel agency in the area of reserving flight tickets, accomodations in hotels, vehicles in car rental stores and ensuring visas to China. The deadline for supplying offers was the 22 of July 2009. At present an evaluation of a total of five offers is being made.

Another proclaimed selection procedure from the 20th of July is the selection of a dramaturgist/director on Czech national day. The deadline for supplying applications was 14th of August. And another selection procedure for the curator on Czech design week was also proclaimed in July – the winner will also be revealed after all the participants are told the verdict. At an end is a selection procedure for renting the space of the restaurant in the czech pavilion, whose purpose was to find an operator of the restaurant with a first-class character, which would mostly offer czech cuisine. The winner was also the sole participant, a company named Gurman Club, which run the czech restaurant during EXPO 2005 in the Japanese city Aichi.

News from regions

Prague will introduce itself in Shanghai

The capital city of Prague will present its exposition side by side with 87 other developed cosmopolises in Shanghai. The topic of the exposition in Shanghai will be „Better city – Better life“. In the days from May 1. Until the 31 of September 2010, for the first time in 150 years, succesfull cosmopolises will get more room than before. This information caused unprecedented interest in the cities, the organisers had to pick between the cosmopolises. The criteria for selection were

innovative approaches to solving problems with inhabitants. Czech Republic with its anti-flood barricades was chosen as one of the exhibiting states.

„For six months, Prague will have the chance to address up to 70 million expected visitors of the exposition.“ Pavel Bém the Mayor of Prague(ODS) commented the participation of the czech metropolis.

A public contract to create a concept, script and design of the exposition is written

out. The object of fulfilling the public contract is mainly design and engineering work, realization, running and removal of the exposition of the capital city of Prague on the world exposition EXPO 2010 in Shanghai. The deadline for delivering offers or requests for participation is on the 07/09/2009

The KGK offers all regions in the CZ a chance to present itself in the spaces of the czech pavilion in Shanghai. Among others, the high quality

equipped Meeting room and Multimedia Hall will be avail-

able to the representatives of the regions and their partners .



Anti-flood barricades in Prague (source: the magistrate of Prague)

News from Prague - Interview

New logo for Czech republic

Czech Republic now prides itself with a new logo for its propagation in Shanghai on the World exposition EXPO 2010. That is why we have contacted the grafical studio Najbrt and made an interview with the designer Petr Štěpán, who, in the past few months, worked on the new logo for Czech Republic and on the honorary stamps of the world exposition.

Could you tell us what the new logo for EXPO 2010 looks like?

An important thng for us was, to make the campaign in China link with the campaign, which is happening in the Czech Republic, because people know the logo in a certain way and it's good, when the whole visual identity has a clear connection. So we made a lot of concepts, we tried changing the proportions of the writing Czech Republic to the logo and in the end a pretty simple variant was created, when the writing Czech Republic was available in chinese, and we completely dropped the writing EXPO 2010 from the logo. We created a logo with a clear connectiopn, that is visually very much the same as the first logo for EXPO 2010 – same writing, colours and style. In the end, we chose to alter the Chinese writing in detail, so that in the end it would look alike

with Roman characters and would thus create a simple logo, with a sole information, Czech Republic.

What caused you to choose the colours – red, blue, green and light blue?

Naturally, red and blue are national colours and the other two are deduced from the main themes „Better city – Better life“ and „Fruits of civilisation“. The positive apprehension of urban agglomeration led us, in choosing the colour, to choosing green as a hint of ecological reconciliation and light blue as a dynamic shade, which gives it a modern character, so it wouldn't be a classical red, blue, white.

To what purpose was the new logo designed?

The logo, which is still used today, serves primarily for communication in the CZ, so the pulic would realise, that Czech republic is „moving“ to Shanghai. It was necessary to invent a new logo to empathize the belonging to Czech Republic in Shanghai. The new logo doesn't push out the original one. If we simplify it, we could say the old logo serves the czech market as a mean of communicating the World exposition EXPO 2010 and the new one called Czech Republic represents Czech Republic in China.

Were you considering something more creative while inventing the logo?

Both logos may seem, like they're just written, just like that, which is not exactly true. The composition of the letters is carefully thought through, as is the bold colouring and font, from which both the logos are made. We chose them with regard to citizenship – it is an original, czech font Katarine from a typefoundry Suitcase Type Foundry Tomáše Brousila. And the fact, that it became a simple thing, is a bonus for a wide range of EXPO applications. It doesn't need any special background, it works without problems no matter the size and it communicates with the viewer in the simplest way of belonging to the exposition and the nation. In the begginging we went through a lot of possibilities, but in the end we realised, that bold colouring and it's specific division in the enclosed shape of the logo is enough for EXPO corporate. The moment we tried to emphasize Czech Republic and, at the same time, add the writing EXPO 2010, which has 4 colours by itself, the whole logo started to look too complicated. It stopped being a simple symbol and turned into a complicated construct, almost an illustration, too long a text,

Current logo – for the communication on the Czech republic

New logo – for the communication in China

which had to read and decoded, which isn't good for a logo. On the cotrary, it's good, when you just look at a logo with a single glance and subconsciously, without having to read it a second time, realise what's going on. And that's the way it should be. That's what we were going for. Besides the logo, you also designed a new stamp, which is being released to the occasion of the World exposition EXPO 2010. Why did you choose a motive of the pavilion for the stamp? Within the framework of the assignment was, to put a visualisation of the pavilion on the stamp. Besides the logo, the pavilion is a considerable icon, which will be easily remembered by people, that's why the visualisation of the pavilion appeared on the stamp.

Where will people be able to buy this stamp and how much will it cost? Each buyer should have the possibility to buy the stamp by itself, or in a set containing an arch with a stamp and an envelope with the official seal, at a post office. The price of the sole stamp should be 35 Kč. Is this task of developing the stamp exceptional in some way? Absolutely. The stamp is a specific artistic discipline, which has many technological limitations, which rise from the fact, that it is a stamp. At same time, it is a thing, that serves people in their everyday life.

Expo calendar August – October 2009

Selective procedure for trade operator	Until 31.August
IV.session of commissioners from participating countries of EXPO 2010 in Shanghai	23 – 24 September
Declaration of the winner of the Children school artistic contest	23.October
Gradual approval of exhibits	Gradually

Basic facts about participation of CZ in EXPO 2010 in Shanghai

Schedule of EXPO 2010 in Shanghai	1.May 2010 – 31.October 2010
Number of participants	237, 187 countries and 48 international organisations
Predicted attendance	Historical record of 70 million people. Estimations say 90% will be chinese
Main theme	Better city – Better life
Theme of Czech national participation	Fruits of civilisation
The area of the czech pavilion	By the main entrance into zone C By the metro stop Right by the descent from the mainline skywalk On the European Plaza
Predicted attendance in the czech pavilion	30,000 people a day

Basic facts about the Czech pavilion

A visitor of the Czech pavilion on the World exposition EXPO 2010 in Shanghai will appear in a fictional city, „where he can feel comfortable and where nothing poses a threat to him. In a city, where we generate, do magic, create, travel, listen and where everyone passing by can actively join in.“

This is the concept, which was used by the team of realization led by Ing. Arch. Jaromír Švarec, to address the selection comitee of the public contest for the design of the collective works concerning the pavilion and the exposition of Czech Republic on the World exposition EXPO 2010 in Shanghai. The main motto of the exposition is „Better city – Better life“ and the national theme „fruits of civilisation“ inspired the creators of the victorious proposal to make an imaginary urbanised countryside. The design of the pavilion and exposition comes from urbane city structures, which are, in a short exaggeration, given form to on the facade of the pavilion and in the exposition

Arch. Jiří Bůček and his colleagues from the SIAL studio printed one of the best city complexes on a world scale, the Old Town Square. The structure of the facade is built from small units, which create individual city blocks. Those units are hockey pucks, the unique export article of our state and the symbol of our worldwide sportive superiority. The composition of the pucks bedded on a white base with the aid of steel thorns gives the pavilion an impression of a live and valuable creation of human activity throughout centuries, in the centre of Europe – Czechia.

The visitor will enter the exposition under the structure of the Old Town Square. There, a city will



Pavilion exterior during daytime



Pavilion exterior during nighttime



Interior



Restaurant

be levitating above undulating countryside, growing from the countryside unable to survive without it. In reality, the city is created from fruits, which our civilisation created and which protect our cities. These are framed in light suspended cubuses the same way architecture frames the real world.

The visitors of the pavilion softly walk in grass or rest on waves of terrain, while watching continuous net of streets above their heads. They move between the streets and observe exhibits in blocks. The author of the ideological intention Mgr. Lenka Lindaurová built a team that mostly consists of young,

nevertheless internationally renowned creators and with them, she will present important civilisational issues. She laid the accent on a catchy, almost magical form:the spectator should be bewitched, emotionally struck and surprised. The exposition doesn't attack him, it pulls him inside itself. Because the goal of our participation on EXPO is cultural as much as economic presentation of CZ, a part of the pavilion will be a shop and a VIP restaurant, designed by designer Ing. Arch. Tomáš Veselý.

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