

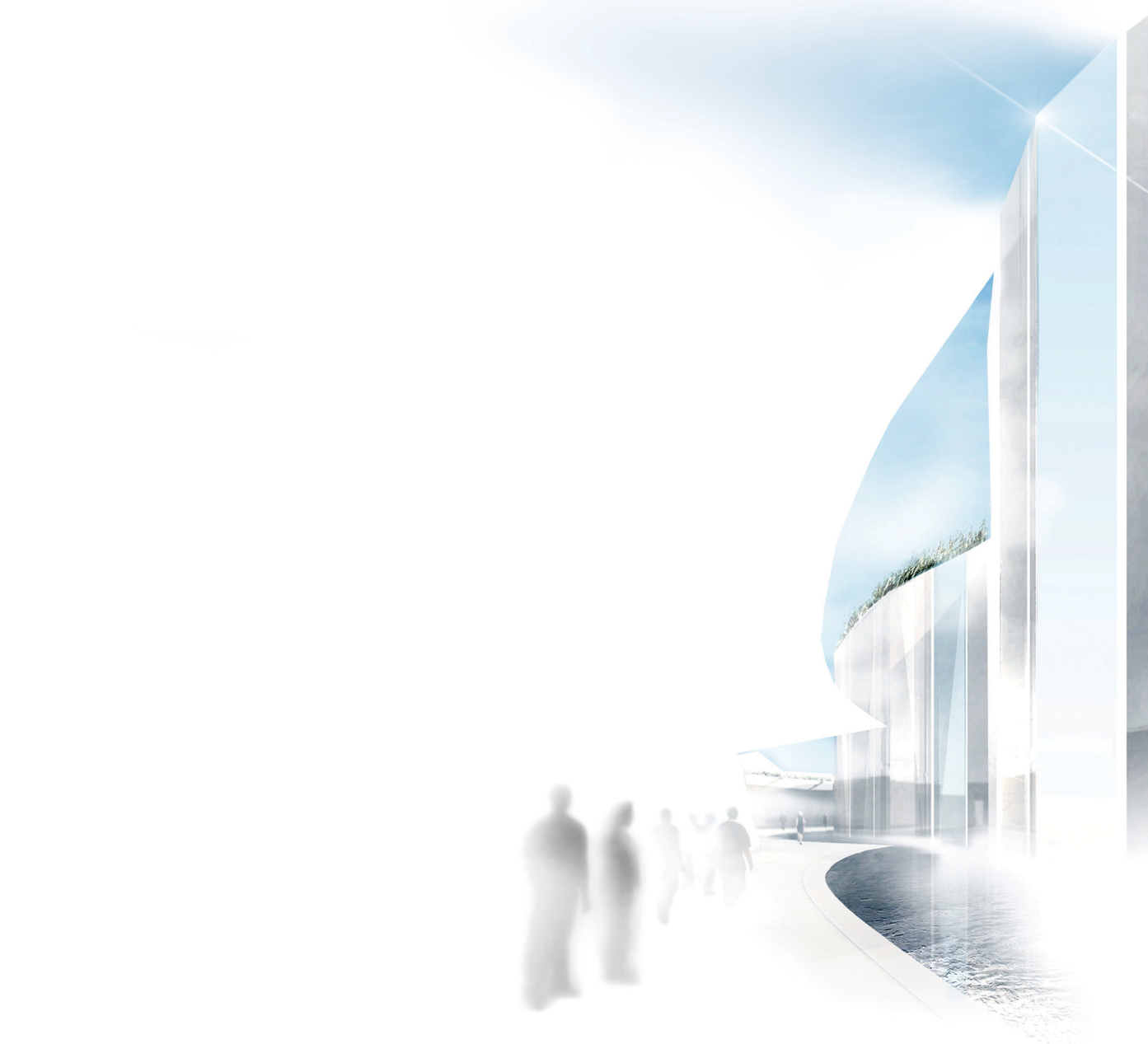
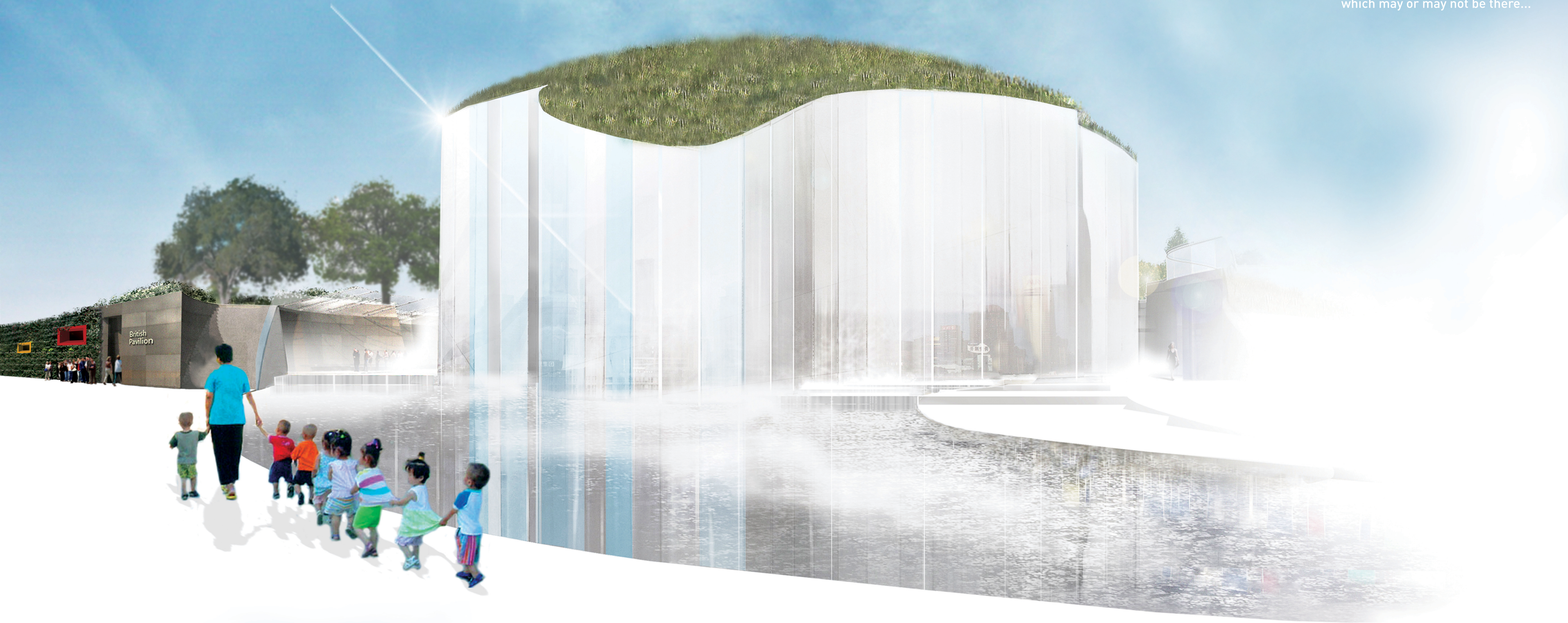
The Island Pavilion

The world is urbanising at an unprecedented rate. People are leaving the land for a better life in the city but their search for prosperity is counterposed by a deep rooted need to maintain their eons-old way of life and traditional rapport with nature.

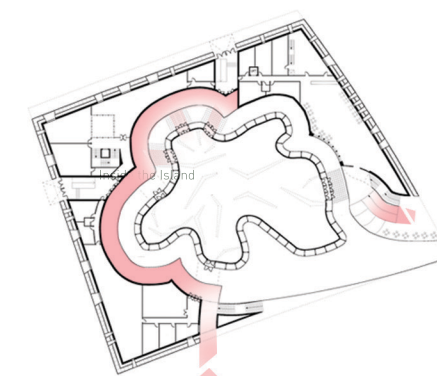
This rapport is Britain's gift to the 'better city'.

The pavilion is thus a metaphoric public park with a lake and an island and on this island lives the island nation, a fabulously dynamic and inventive race whose exploits and achievements have become legendary.

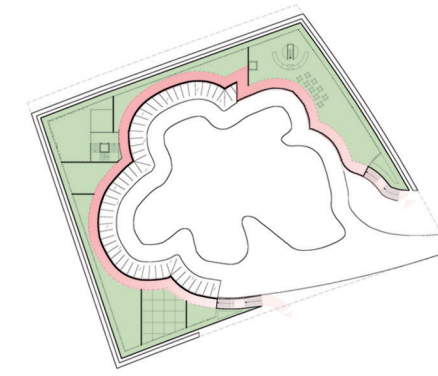
To get there however, requires an odyssey along a disorientating mist shrouded path and across some stepping stones, which may or may not be there...



Entrance to...



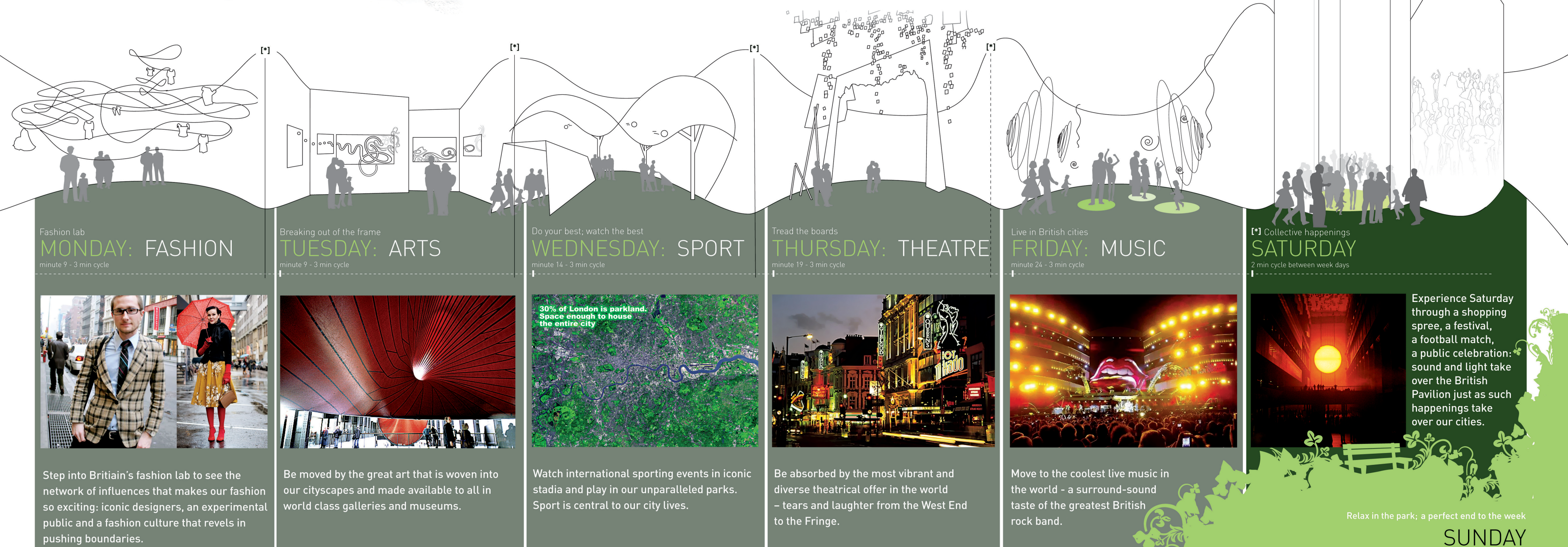
the path to the island and on to....



a walk in the gardens

The wealth of cultural opportunities in Britain's cities makes them terrific places to live. Watching world class football, experiencing great theatre, enjoying a cultural festival in one of our magnificent parks all represent moments of self expression and enrichment - creating better lives in better cities.

Nowhere is the array of opportunities more fully expressed than on the pages of London's 'Time Out' or Edinburgh's 'The List'. We envision the British Pavilion in Shanghai as the living embodiment of these pages and we invite our visitors to enjoy the fusion of cultures that makes our cities unique.

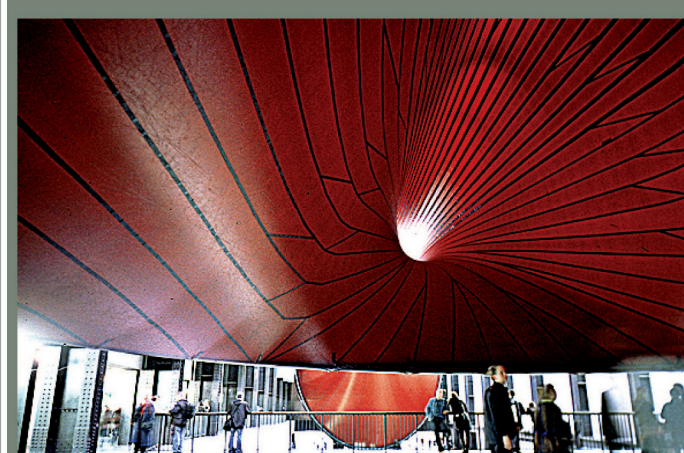


Fashion lab
MONDAY: FASHION
minute 9 - 3 min cycle



Step into Britain's fashion lab to see the network of influences that makes our fashion so exciting: iconic designers, an experimental public and a fashion culture that revels in pushing boundaries.

Breaking out of the frame
TUESDAY: ARTS
minute 9 - 3 min cycle



Be moved by the great art that is woven into our cityscapes and made available to all in world class galleries and museums.

Do your best, watch the best
WEDNESDAY: SPORT
minute 14 - 3 min cycle



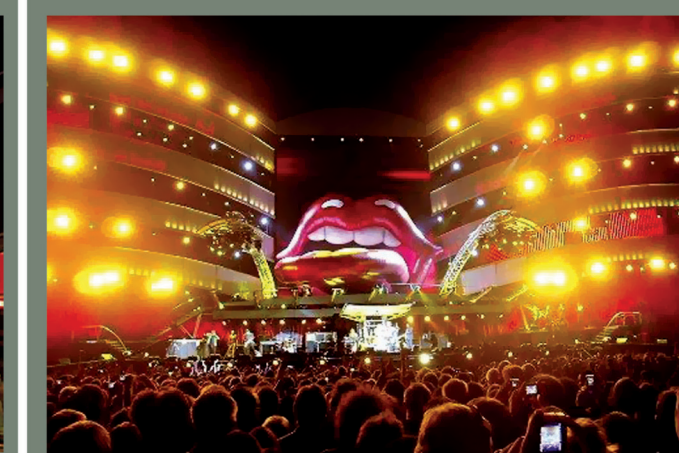
Watch international sporting events in iconic stadia and play in our unparalleled parks. Sport is central to our city lives.

Tread the boards
THURSDAY: THEATRE
minute 19 - 3 min cycle



Be absorbed by the most vibrant and diverse theatrical offer in the world - tears and laughter from the West End to the Fringe.

Live in British cities
FRIDAY: MUSIC
minute 24 - 3 min cycle



Move to the coolest live music in the world - a surround-sound taste of the greatest British rock band.

Collective happenings
SATURDAY
2 min cycle between week days



Experience Saturday through a shopping spree, a festival, a football match, a public celebration: sound and light take over the British Pavilion just as such happenings take over our cities.

Relax in the park; a perfect end to the week

SUNDAY