



Sharing Innovations, Engaging Nations

According to the UN's State of World Population report – by the end of 2007, over half of the world's population will be living in urban areas.

The growth of world-class cities can be directly attributed to citizens' energy, vitality and dynamism and the central theme of the Shanghai Expo 2010 – 'Better City, Better Life' – allows us the opportunity to highlight the British nation's own creativity, diversity and innovation.

Our concept consists of eight independent yet connected structures – a combined presence which allows us to demonstrate the unparalleled cross-section of innovation in Britain today and acts as a narrative for the creative process that maintains our leadership position (the 'root structure' of creative input that shapes Britain's innovative output).

Designed to cater to a broad cross section of visitor requirements, the experience will help to foster a human connection with visitors, at all points, and deliver a wider-reaching platform for engagement between the people of Britain and China.

Pre-Expo, British stories will be fed into the 'roots' of the tree structures to influence the content for the pavilions and then, at the Expo itself, Chinese visitors will be able to interact and shape the content themselves.

Following the Expo's conclusion, the overall British pavilion site can become standalone structures, and relocated across China to further the dialogue on British innovation.

- 1 Gather input from citizens across the nation on how British innovation relates to the core Shanghai Expo 2010 theme of 'Better City, Better Life'
- 2 The input of the British citizens shapes the content of the individual structures demonstrating the unparalleled cross-section of innovation in Britain today
- 3 Through the course of the Shanghai Expo 2010 the visitor audience supplements the data to enhance the ongoing dialogue around the pavilions' central theme
- 4 The individual 'trees' become stand alone structures, relocated across China to further the dialogue on British innovation

