



SHANGHAI WORLD EXPO 2010
Design Brief

May 2007



Foreign &
Commonwealth
Office

Facilitated by
Malcolm Reading & Associates
www.malcolmreading.co.uk



**MADE IN
BRITAIN**
Expo 2010 Shanghai
Architecture &
Design Competition



Site of the new British Pavilion, in its current state.

CONTENTS

1. Introduction	2
2. The Client's Objective	3
3. Expo 2010	4
4. The British Pavilion at Expo 2010	5
5. Requirements	7
6. Summary of tender process	8
7. Tender requirements	10
8. Evaluation	12
Appendix 1 – List of enclosures to briefing portfolio	13
Appendix 2 – Themes, ideas and reference	14

1. WORLD EXPO 2010

- 1.1 The World Expo is a global event on a grand scale. It aims to promote the exchange of ideas, develop the world economy, improve international understanding and look to the future. With a 150-year history, World Expos are ‘galleries of human inspiration and thoughts’. The UK staged the first Great Exhibition in 1851. In three years’ time, Shanghai will host the event, with a theme of **Better City, Better Life**. Through this theme, visitors and exhibitors will be invited to explore related topics including economic prosperity, sustainability, remodelling cities, improvement of quality of life, and the interaction between city and countryside. The Shanghai Expo will run for six months, from May 2010.
- 1.2 The British Government sees Expo 2010 as an important milestone in Britain’s relationship with China, underpinning political and cultural influence, commercial competitiveness, and the ability to attract visitors, students, investment and talent.
- 1.3 Excellent design, marketing, communications and delivery are crucial to the UK contribution to Expo 2010. The Foreign & Commonwealth Office (FCO) wants an integrated team of designers who are capable of creating a memorable British Pavilion. The aim is to draw on a pool of creative talents in the design industry – including architecture, interior design, graphics, engineering and communications. The objective for the team is to create an entire visitor experience for the pavilion, combining design components to deliver a lasting impression for the visitor of the UK’s contribution to the theme **Better City, Better Life**.
- 1.4 Success will be a fun, stimulating and thought-provoking 360° visitor experience. Up to 50,000 people a day will visit a visually striking British Pavilion that showcases the best of 21st century British architecture and design, and is voted among the top ten exhibits.
- 1.5 Malcolm Reading & Associates has expertise in commissioning design for buildings, interiors, identity and curatorial content. The company is advising the FCO and its partner organisations and is facilitating the selection and procurement of the team through this competition.
- 1.6 The FCO construction framework partner, Mace, has been appointed to provide pre-construction services for the British Pavilion.
- 1.7 The client is the Foreign & Commonwealth Office, based in London, and the project sponsor is Stephen Whittle, Head of Major Projects Group at the FCO. The full scope of the project is dependent on funding contributions.

2. THE CLIENT'S OBJECTIVE

- 2.1 An inspirational UK presence in Shanghai will be a landmark in our long-term strategy to get the best for the UK bilaterally out of China's rise and encourage China to work with us as a responsible leading member of the international community. It will act as a catalyst, helping to cement the UK'S position as China's partner of choice on sustainable development and climate change, and in the process create opportunities for UK business through showcasing the UK's experience in sustainable urban regeneration and low carbon technologies. It will provide a platform for us to maintain and extend our position as the number one EU recruiter of Chinese students, and build on our growing cultural exchanges. It has the potential to act as a springboard in our efforts to close the performance gap with our main EU competitors (France, Germany and Italy) on trade in goods with China, slow or reverse the squeeze on our position as number one destination for foreign direct investment, build on our lead on services and increase our overall market share.
- 2.2 Expo offers our public and private sector co-sponsors a powerful platform from which to pursue their own long-term strategies for engagement with China. The UK national pavilion will present and promote their interest through a coherent and integrated overall design and content which they themselves will have had the opportunity to influence. It will offer them a unique and dynamic environment in which to entertain existing contacts and develop new relationships, to present and promote their interests through the permanent displays and to raise their profile with core target groups in the media, business and directly with the visiting public. Through the use of themed weeks and/or targeted events over the lifetime of Expo, it offers them opportunities to project specific messages tailored to their individual objectives.
- 2.3 The combination of a world class pavilion and compelling experience will:
- leave a lasting and positive impression of Britain in 2010;
 - demonstrate UK partnership with China in the challenges and opportunities that major global issues present; and
 - speak to a cross-section of Chinese visitors; officials, decision-makers, opinion formers, professionals, and the young.
- 2.4 Within the framework of a coherent overall design, it will:
- promote policies and UK technologies for a low carbon economy and sustainable urban development;
 - project the UK (and specific cities and regions) as economically dynamic, full of trade and investment potential and rich in innovation and R&D;
 - project the UK's strength in services, including financial services at a time when Chinese demand is growing rapidly;
 - promote tourism to the UK;
 - promote British culture, media and sport and the London Olympics;
 - project British expertise in health services and pharmaceuticals; and
 - promote British education services.



3. EXPO 2010

- 3.1 According to the United Nations, the pace of urbanisation across the world will remain very rapid over the next 20 years. More than half of Asia's population will be living in cities by 2020 – compared to three quarters in Europe. Already, 80% of China's growth originates in its towns and cities. The challenges of urbanisation require a holistic approach, which encompasses the quality of life, competitiveness, governance and environmental and financial sustainability.
- 3.2 Both the United Kingdom and China have large urban populations and are striving to improve the quality of life with the help of appropriate local governance, modern science and technologies as well as environmentally friendly products and policies. By sharing experience and best practice we hope to encourage mutual cooperation and exchange.
- 3.3 For over 150 years, World Expos have demonstrated innovation capable of changing the way communities live, work and develop. They have provided a showcase of new and emerging achievements and an event that brings nations together. 2010 will be a critical time for many decision makers and organisations as challenges of sustainable development are viewed against the demands and priorities of current technology, trade and demographics.
- 3.4 Expo 2010 is expected to attract 70 million visitors.
- 3.5 The official body responsible for organising the event is the Shanghai World Expo organising committee. This body coordinates the technical and operational aspects of Expo 2010. A Participation Guide, with guidelines and regulations for the design and construction of pavilions, has been issued (enclosed as Supplementary Information in the briefing portfolio) and subsequent documentation will expand on this, including arrangements for the Expo period itself.
- 3.6 There is not yet clarity on the legacy of the Expo site and buildings. The design of the British Pavilion should allow for the main structural and enclosure elements to be taken down and the pavilion re-sited without significant repair or replacement.

4. THE BRITISH PAVILION AT EXPO 2010

- 4.1 Within the theme, **Better City, Better Life**, the Shanghai World Expo organising committee has proposed a number of sub themes.
- Blending of diverse cultures in the city
 - Economic prosperity in the city
 - Innovations of science and technology in the city
 - Remodelling of communities in the city
 - Interaction between urban and rural areas
- 4.2 Urban harmony is an ambitious goal and is closely linked with other major challenges such as sustainable development and climate change. Understanding the implications of these issues is essential to their implementation and to securing popular support for solutions. Successful policies will require the energy of youth and the wisdom of experience. The UK has a long record of urban regeneration and of reviving downtown areas to make them appealing to new styles of dwelling and urban living. Policies are being developed to harness technology, energy use, transport, health, education, and recreation to improve urban life quality. The British Pavilion should address these themes with examples of British experience across the public and private sectors.
- 4.3 Britain has extraordinary cultural and creative strengths, which infuse our industries and our national identity. The design industry will be central to British economic development in the 21st century. Expo 2010 provides a platform on which to engage hundreds of thousands of visitors in a conversation about contemporary British identity, the UK's relationship with China, the common global challenges that face us, and the opportunities they present for mutual growth and advancement. The British Pavilion will want to explore the qualities of contemporary Britain, through science, technology, the arts and sport.
- 4.4 The most recent UK pavilion at a World Expo was Aichi (Japan) in 2005. This was considered a success and was smaller (at 1200m²) than the pavilion proposed for Shanghai. The pavilion featured an outdoor woodland garden with specially commissioned art; the interior had interactive installations around the theme of nature. The layout used a 'free flow' system and it is anticipated that the scale of expected visitor numbers will impose a similar solution for Shanghai.
- 4.5 Recent focus research by the British Council in Shanghai has revealed an insight into consumer expectations amongst young people. There is interest in learning but in a participative rather than individual sense. Young visitors want to be involved, not just to be passive observers. A summary of the research is available on the competition microsite www.malcolmreading.co.uk/shanghai

- 4.6 The British Pavilion at Expo 2010 should:
- leave a lasting and positive impression of Britain in 2010;
 - demonstrate UK partnership with China; and
 - speak to a cross-section of Chinese visitors: professionals and officials as well as the young.
- The British Government sees Expo 2010 as an important milestone in Britain's relationship with China, underpinning political and cultural influence, commercial competitiveness, and the ability of the UK to attract visitors, students, investment and talent.
- 4.7 In the way that it achieves these objectives, the content and approach must showcase British design, creativity and technology – both in the exterior (building/grounds) and the interior. The building itself could do much to communicate our goals, sensitising the Chinese public to the world around them, and promote best practice in sustainable construction. The entire space needs to make the 'best of British' visible and demonstrate our partnership with China.
- 4.8 The pavilion should attract visitors and the media in large numbers and permit maximum smooth flow of up to 50,000 people (including families with small children) daily – who will need easy access, good viewing and a memorable experience. In addition, the space has to create a business club where stakeholders from British government and business can hold press conferences and meet and entertain clients.
- 4.9 Previous experience of Expos indicates that the structure and content of the pavilion should derive from a single idea, rather than separate components brought together on the site. While the design must convey clear overarching messages, it must also provide for flexible space. The content may shift and change emphasis during the six month period of Expo 2010, and there will be themed weeks alongside permanent displays and live cultural events. Given the long opening hours, lighting for displays and at night will be important.
- 4.10 The pavilion must recognise, and be sensitive to the spatial and sociocultural contexts. The Chinese attach great importance to 'harmony' and the team will need to pay attention to different cultural interpretations of orientation, colour, balance and geometry in the design and construction of both the structure(s) and the content.
- 4.11 The plot for the British Pavilion stands in a cluster of pavilions (from other European countries) adjacent to the proposed green riverwalk beside the Huangpu River. The Expo authorities have prescribed certain requirements of the pavilion, such as plot coverage, open space, landscaping and the principal entrance (for more information, please refer to the Supplementary Information enclosures in the briefing portfolio). Some restroom and catering facilities will be provided within the British Pavilion for visitors, staff and VIPs, but the main public amenities are being provided on the Expo public areas.

5. REQUIREMENTS

5.1 The technical specification and requirements for all of the pavilions on the Expo site are being refined by the Bureau of Shanghai World Expo Coordination. The most recent guidance is contained in the Supplementary Information contained in the briefing portfolio.

In outline, the pavilion must occupy 60-80% of the available 6,000m² plot, and can be on a number of stories up to a maximum external height of 20 metres. Expo encourages landscaping and have asked that 40% of the roof/balcony space is 'greened', by which we interpret to be available for landscape. The site of the British Pavilion offers terrific potential for views across the Huangpu River.

A detailed Q&A session held with the Expo Bureau in Shanghai recently (April 2007) has provided some update on key technical issues. This is available on the competition microsite www.malcolmreading.co.uk/shanghai

5.2 The accommodation will include:

Covered entrance and reception
Security room
Pavilion store
Pavilion office for staff
WC + washroom for public
WC + washroom for VIPs
Kitchen and prep area
Kitchen store
Waste disposal facility (store)
Clubroom/lounge (VIP and business)
Cafe + seating
Exhibition space
Presentations room (public talks, etc)
Board room (part of clubroom facility)
Children's room (quiet room)
'Kids' zone'
AV/technical room, incl. store

5.3 Note that the provision of functional facilities outlined in 5.2 may be modified subsequently to meet Expo objectives or in response to the requirements of the Bureau of Shanghai World Expo Coordination.

6. SUMMARY OF TENDER PROCESS

- 6.1 The procurement of design services for the British Pavilion for the Shanghai Expo in 2010 is being conducted in accordance with the Public Contracts Regulations 2006.
- 6.2 Following the analysis of Expressions of Interest, a shortlist of six teams has been invited to respond to the tender requirements set out in this document, and any subsequent revisions.
- 6.3 The tender period closes on Friday 20th July 2007. Evaluation will take place during August 2007.
- 6.4 Submission requirements are set out in this document. Late submissions (or part thereof) will not be eligible.
- 6.5 A final selection jury will carry out an interview with those teams who make a compliant submission by the tender closing date. The anticipated date for the jury to meet is during the first two weeks of September.
- 6.6 It is anticipated that a visit to Shanghai will be arranged for a representative from each team in June, followed by a mid stage interview in London. This may be combined with a visit to the office of the lead consultant.
- 6.7 An honorarium will be paid to each of the unsuccessful teams, subject to the team having made a compliant tender and attending the interview with the selection jury. We acknowledge that this fee may not cover the tenderers' costs, so the level of design input should be kept as limited as possible whilst providing the FCO with the information on which to make a comparative selection.
- 6.8 It is a condition of submission that the FCO may make reasonable use of the material submitted (properly credited) for publicity and press purposes associated with the Expo, without additional payment.
- 6.9 Enquiries regarding any aspect of the brief should be directed to:

Malcolm Reading or Matt Carroll
Malcolm Reading & Associates
45-46 Berners Street
London W1T 3NE
020 7637 2502
shanghai2010@malcolmreading.co.uk

Tenderers are requested not to contact the FCO or their partners directly.

6.10

MACE is the clients' construction framework partner and is providing pre-construction services. MACE will be issuing a partner technical brief to this brief, which will cover the following in more detail:

- any additional site and organiser constraints not included in the Supplementary Information;
- identification of the local regulations and laws which apply;
- overall programming of the design and construction phases;
- commercial and contractual requirements;
- identification of format for fee submission; and
- initial budget breakdowns, and any requirement for competitors to present cost information.

7. TENDER REQUIREMENTS

7.1 Your tender will consist of four parts:

- a) a technical submission;
- b) a fee bid;
- c) CVs of key team members; and
- d) presentation and jury selection.

7.2 Your technical submission will comprise six A1 size panels in landscape format. One of the panels will be designated for public exhibition so should 'tell the story' and present the key ideas behind the team's submission. This panel will be exhibited without amendment by the FCO. It is important that no company names or distinguishing logos should be visible on any of the panels.

A separate report, including proposals for curatorial content may be submitted. It is preferable that this is in A4 format, but we will accept other formats if these are more appropriate to the contents.

7.3 Additional supporting information (e.g. brochures, publications) may be submitted as background. There is no limit to the supporting information but this information will not be used as the primary source for scoring in the assessment process.

7.4 The six A1 boards will comprise:

- Board 1: a single summary board of the submission and key features – this will also be used in the public exhibition (see 7.7);
- Boards 2/3: external and internal concepts, including the development of the plot and energy issues;
- Boards 4/5: exhibition and thematic concepts together with graphic concepts; and
- Board 6: special features.

7.5 We are keen to arrange for models of each concept to be presented as part of the submission (which the client will pay for). We are investigating the feasibility of this and will invite comment from each team during mid stage interviews.

7.6 CV's of key team members can be presented in written format only (no images). A4 portrait format is preferred.

- 77 It is a condition of the tender submission that the material presented can be used for publicity and PR purposes by the FCO and its partner organisations. All material will be credited. A public exhibition of the entries is planned.
- 78 All documents submitted for tender also require to be provided in electronic format, details will follow.
- 79 A fee submission is required. This is to be provided on the template to be issued by MACE at mid-stage interviews.
A high-level cost summary is required. This is to be provided on the template to be issued by MACE at mid-stage interviews.
- 710 All tender material will be submitted on the due date to:
Malcolm Reading & Associates, 45-46 Berners Street, London W1T 3NE.
(Details of submission requirements and formats will follow).

8. EVALUATION

- 8.1 The tender period closes at noon on Friday 20th July 2007.
- 8.2 Tenderers will be judged on performance against the following criteria:
- how well they address the project objectives;
 - the quality and creativity of the ideas presented;
 - the relevant skills, track record and experience of the team;
 - the robustness and suitability of the proposed approach in meeting the requirements of the specification;
 - within the team, a sufficiently robust and considered method for ensuring that the curatorial role and the knowledge of sustainability, climate change and urban regeneration are well integrated; and
 - value for money related to the fee bid.
- A scoring matrix will be made available.
- 8.3 In considering tenders, the clients will pay attention to the tenderer's internal project management arrangements and the quality plan and monitoring arrangements they propose. Submissions should take explicit account of working conditions in China, and include a brief risk assessment outlining the identified risks, the most appropriate way to minimise them and contingency planning.
- 8.4 A technical review panel will analyse all compliant tenders and prepare a report for the jury. The panel will include representatives of the FCO, Malcolm Reading & Associates, and other technical advisors. A final list of the panel will be made available prior to the tender submission date.
- 8.5 The technical panel may wish to take up client references.
- 8.6 A final selection jury, chaired by the Minister of State for the Foreign & Commonwealth Office or his/her representative, will conduct an interview with each team in September. This will conclude the selection process.
- 8.7 Details of the arrangements for the jury and presentations by teams will be made prior to the tender close date.
- 8.8 A public exhibition will take place at the V&A in July/August 2007. (Exact date to be verified).
- 8.9 The public will be invited to comment on the entries but this does not form part of the assessment process.

APPENDIX 1 – LIST OF ENCLOSURES TO BRIEFING PORTFOLIO

- Brief (this document)
- Site plan
- Expo 2010 publicity DVD
- Introduction to the Master Plan (PowerPoint on CD)
- Supplementary Information (Participation Guide)
- Supplementary Information (Special Regulations)
- UK Project: Shanghai World Expo 2010 leaflet (Foreign & Commonwealth Office)

APPENDIX 2 – THEMES, IDEAS AND REFERENCE

Expo sub themes from a UK perspective

The UK is a diverse and open country, which has a history of leading and adapting to a changing world. We welcome foreign visitors and value cultural diversity. Many UK regions and cities have developed strong links with China and its regions. Many sectors of the UK economy show the vitality that foreign expertise can bring. We can visually represent themes such as the benefits of the blending of diverse cultures and communities, and how to combine rapid economic development with the preservation of one's heritage and environment. Economic prosperity in the city will be enhanced by innovation. We can demonstrate cutting edge UK innovations in science and technology in transport, health and communications, which will improve the quality of life. We can show how cities benefit from recycling waste and from efficient use of energies, in the protection of bio-diversity. As cities expand, new design and architecture play an increasingly important role in defining the core values and lifestyle choices of its inhabitants. The British Pavilion can be visually original, showcasing 21st century British architecture and design. Expos have traditionally enabled participants to show the important role of their culture, music and sport. These are also inherent features in improving the quality of life in cities.

The UK pavilion and the events held there will be designed to broadly follow the outline of the five themes outlined in the Participation Guide.

- 1. Blending of diverse cultures in the city**
Arts, theatre, entertainment
Diversity, ethnicity and heritage
www.britishcouncil.org/china-arts-artistlinks-whatish.htm
[www.culture.gov.uk/about_us/culture/connections_through_culture .htm](http://www.culture.gov.uk/about_us/culture/connections_through_culture.htm)
www.culture.gov.uk/what_we_do
www.culture.gov.uk/what_we_do/Communities_local_government
- 2. Economic prosperity**
Urbanisation
Transport
Sustainable development / Environment
www.communities.gov.uk/index.asp?id=1503250
www.communities.gov.uk/index.asp?id=1127162
www.dft.gov.uk/stellent/groups/dft_susttravel/documents/sectionhomepage/dft_susttravel_page.hcsp
www.defra.gov.uk/environment/energy/index.htm
www.defra.gov.uk/environment/sustainable/index.htm
www.sustainable-development.gov.uk/advice/local/index.htm

3. **Innovation, science and technology**
Digital city/IT
New technologies for the environment/transport
www.egovmonitor.com/node/1563
www.localgov.gov.uk
www.sustainabilitylive.com/sliver07/common/about_sl.shtml (private sector)
www.envirowise.gov.uk
www.defra.gov.uk/environment/business/envtech/index.htm
4. **Remodelling communities**
Community services/centres
The family: young and old/education
www.dfes.gov.uk/pns/DisplayPN.cgi?pn_id=2006_0053
www.communities.gov.uk/index.asp?id=1139865
www.communities.gov.uk/index.asp?id=1123181
www.educationuk.org/scholarships
5. **Urban-rural development**
Rural/ecological protection
New towns
Rural development
www.defra.gov.uk/rural/default.htm
6. **Development of Shanghai**
Edward Denison and Guang Yu Ren: 'Building Shanghai, the story of China's gateway', Wiley-Academy, 2006. Excellent comprehensive narrative of Shanghai history through its built form, written by an architect and design consultant.
James Kyng: 'China shakes the world', Phoenix (paperback), 2007. FT business book of the year 2006, very good introduction to the huge changes underway in China.
7. **British Consulate-General, Shanghai**
www.uk.cn
8. **British Council, Shanghai**
www.britishcouncil.org/china.htm

Enquiries regarding any aspect of this brief should be directed to:

Malcolm Reading or Matt Carroll
Malcolm Reading & Associates
45-46 Berners Street
London W1T 3NE
020 7637 2502
shanghai2010@malcolmreading.co.uk







Masterplan model of the Expo 2010 development with the British Pavilion in the centre.