



THE NETWORK PAVILION

The UK Shanghai 2010 NETWORK PAVILION tells the story of our world's—and the UK's world-leading—creative, cultural and economic networks in the early years of the 21st century. We have created this pavilion at the dawn of a new century; a century already being defined by GLOBAL NETWORKS.

We have named the project the UK-China NETWORK PAVILION because it will embody, not just display, the kind of networks that are the basis for the 2010 Shanghai World Expo itself: networks that improve connection between the UK and China, between peoples half a world away, now connecting in new ways every day. Networks today are the means to both explore and address the challenges of 'Better City, Better Life'.

The pavilion is lightweight, low-cost and sustainable. It is a large, open-canopy structure, the plan divided into five chambers corresponding to the five Expo sub-themes. It is also a memorable spectacle: a structure fusing content with architecture, the individual with a crowd, learning with entertainment. It is a pavilion that creates experiences never seen before in an Expo pavilion, that connects the UK to the Expo's home country, China, in ways that demonstrate the unique position Britain has made for itself in its own unique world-wide networks. From its multi-cultural regional cities, to the Commonwealth, the EU, global finance, exploration, international tourism and travel, world heritage, popular culture, the worlds of science, creativity and the arts, and, most important of all, LANGUAGE – Britain has got the great stories of the world to tell.

The story of the NETWORK PAVILION is the story of the UK: a NETWORKED ISLAND in a fast-changing world.

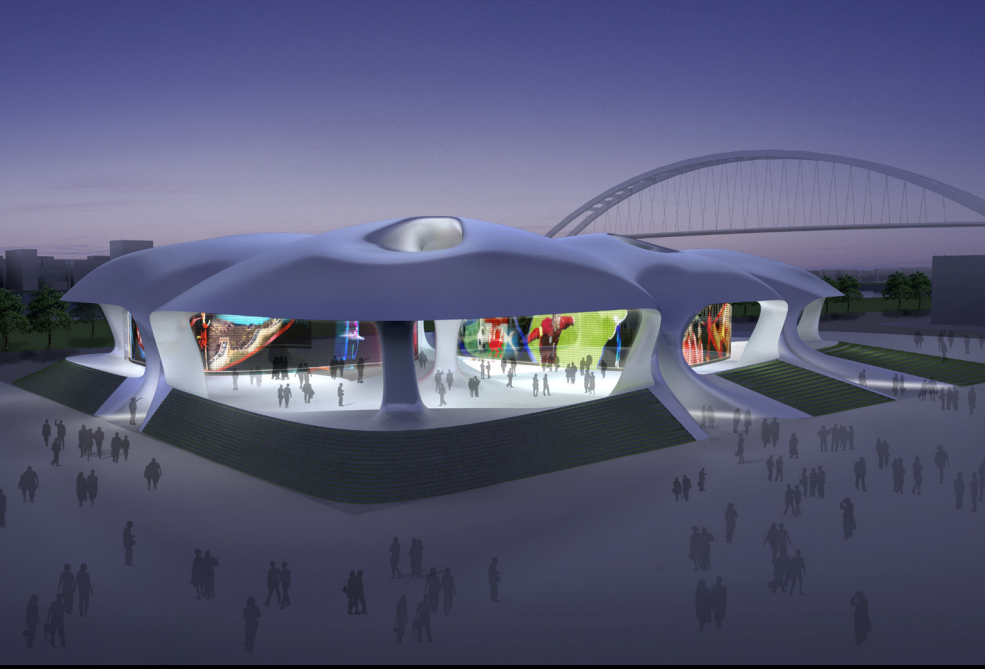
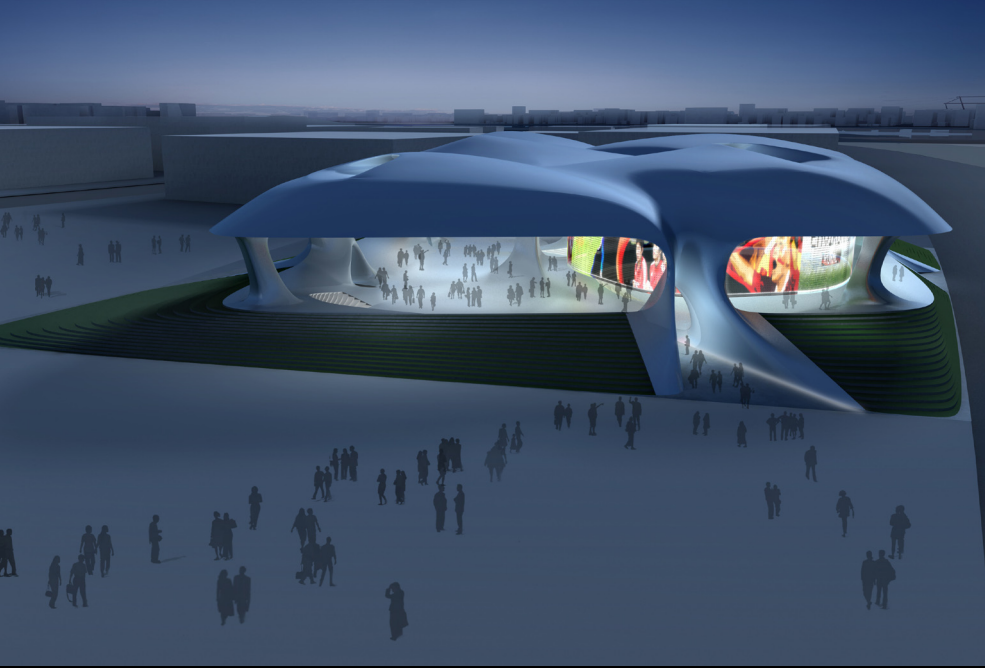
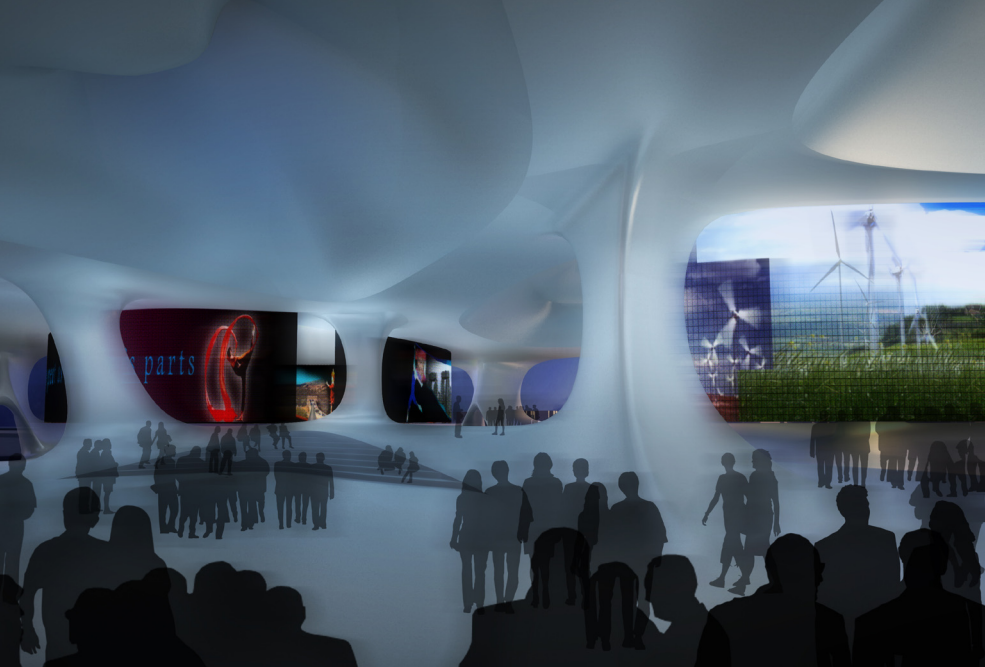
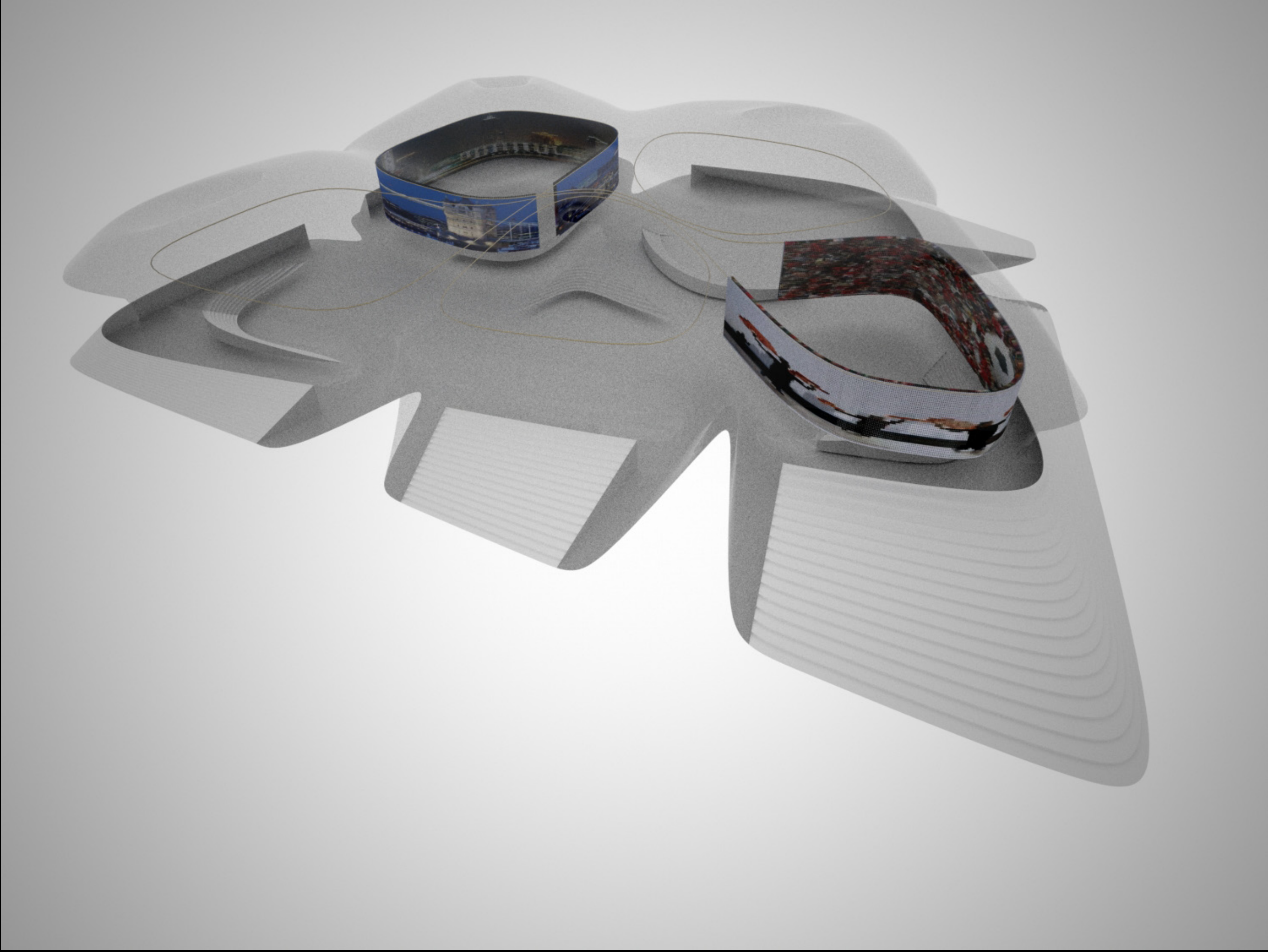
RIBBONS OF LIGHT

The fundamental message is the one of harmonious relationship, not 'Flying the UK flag over China'. The NETWORK PAVILION shows what China can teach the UK, as well as what the UK can teach China.

Content is delivered by two RIBBONS OF LIGHT - giant, flexible, moving LED screens. On the INSIDE of the RIBBONS OF LIGHT a series of scripted image-stories are told, each relating to one of the Expo's five 'Sub themes'. As the ribbon moves slowly along its intended path, one of the five stories is triggered and shows an inspiring film about one facet of the UK and its networks of creativity, prosperity, and diversity – always with a mind to the UK-Chinese relationship, never patronising, never post-Imperial.

On the OUTSIDE of the RIBBONS OF LIGHT the display technology is used to create the world's largest-ever immersive, interactive, display screens; an ambient visual and aural experience able to communicate in new ways and on a new scale with INDIVIDUALS as well as CROWDS. The screens are implanted with now-familiar two-way telecoms and sensing technologies, coordinated in several different modes.

These RIBBONS will engage everyone, from individual mobile phone users who will be able to send texts, pictures and video to them, to massive temporary viewing crowds who will gather to view real-time broadcast displays of iconic UK events on during the six months of the expo: a Wimbledon Final, a night at the Proms, Trooping the Colour.



a relationship as great as the sum of it's parts 通商

