

Announcement on Solicitation of Display Design Scheme for Suzhou Case in Urban Best Practice Area of World Expo 2010 Shanghai, China

I . Background Information

With the theme of “Better City, Better Life”, World Expo 2010 Shanghai, China is the first world expo ever to take “city” as its theme. For a better interpretation of the “city” theme, Shanghai World Expo specially set an "Urban Best Practice Area", which is also an invention in the history of world expo. “Urban Best Practice Area” will focus on the display of various best practices made by representative around the globe for the improvement of urban life quality, which are innovative, demonstrating and hence widely recognized by the international community. “Urban Best Practice Area” will provide a platform for municipal governments, enterprises and communities from all countries to exchange their experience on city management, planning, development and building, and will influence the prospect of city’s sustainable development in a significant manner. As reviewed and confirmed by the International Selection Committee of Urban Best Practice Area, the “Protection and Renovation of the Suzhou Old City” submitted by Suzhou Government won the nomination over various submitted cases.

“Urban Best Practice Area” is located in the northeast of the World Expo Park, in Plot E of Puxi, forming 3 functional areas from south to north They are: theme area in the south, series of pavilions in the middle, and simulated street area in the north. The middle area will, through reforming old factory buildings, form 4 groups of pavilions of the Urban Best Practice Area, with corresponding display field including amenity community, sustainable urbanization, protection and utilization of historical heritages. Meanwhile, 2 public service facilities and 1 pedestrian overpass will be set. The construction area of series of pavilions is approximately 26,200m²; the construction area of public service facilities is approximately 5,000m².

The Suzhou Case is in the field of “protection and utilization of historical heritages” and is set in the B1 pavilion of the middle area. B1 pavilion consists of four reformed old factory buildings which stand in line. The location of case display is indoor, covering an area of approximately 360m².

II . Host of the Solicitation

Suzhou Municipal Government

III. Solicitation Content

Display Design of Suzhou Case (Protection and Renovation of the Suzhou Old City) in Urban Best Practice Area of 2010 World Expo

IV. Solicitation Requirements

1. Requirements on theme and theme presentation:

1) In line with the theme of 2010 Shanghai World Expo, i.e., “Better City, Better Life”.

2) In line with the rules of Bureau of International Expositions and the principle of World Expo, i.e., reflecting the spirit of understanding, communication, blend and exchange.

3) In conformance with the field of “Protection and Utilization of Historical Heritages” of the Urban Best Practice Area, with single theme as “Protection and Renovation of the Suzhou Old City”.

4) The display of Suzhou Case must fully reflect the city spirit of Suzhou and present the city image of Suzhou; one or more of the combination of old & new, domestic & foreign cultures, prosperity of urban economy, innovation in the protection of the old city, reshaping of urban community, interaction between old city and new district shall be selectively and pertinently presented and the Suzhou’s beauty and charm shall be reflected through it.

5) Shanghai pavilion should be distinguished from national pavilion, theme pavilion and pavilions of other regions by its unique characteristics, and conforming to the appreciating habit of foreign and domestic visitors.

2. Requirements on the Content of Conception Scheme

Each conception scheme includes but is not limited to following content:

1) Suzhou’s understanding of the theme of World Expo 2010 Shanghai.

2) Suzhou’s goal of participating in the Urban Best Practice Area of World Expo 2010 Shanghai.

3) Shanghai’s exhibition theme and the reason for its choice, e.g., the inspiration, creativity of theme, and whether it’s widely acknowledged.

4) The presentation content and form description of Shanghai’s exhibition theme, eg, the connotation, display ability of theme, and description of specific display points.

5) Preliminary design scheme of display and activities, which shall fully present the submitted theme, display the case of “Protection and Renovation of the Suzhou Old City”, with strong innovative concepts, utilizing multimedia, attracting the traffic, providing education and popularization functions, participatory, interactive and experiencing, highlighting “excellence”.

Among them:

The description of the content and form of theme display shall be within 3,000-5,000 words, while no length limit is set on the other parts; the preliminary design schemes of display and activities can include explanation in multimedia including pictures, animations, videos.

3. Requirement on the submission of documents

1) Ten copies of display design scheme

[chen-expo](2) Letter of Commitment on Originality

3) Introduction of the basic conditions of applying agencies, groups or individuals.

4) List, title and brief introduction of relevant experience of the authors.

Among them:

No marks or words which are indicative or related with the host shall appear in the text of design scheme.

4. Requirement on the format of submitted documents

1) Theme display design scheme should be A4 text, adhesive binding, not loose leaf binding.

2) Scheme and other supplementary materials should be recorded in disk and provided with the materials.

3) Applying form, letter of commitment should bear the official seals of applying agencies or signatures of applying individuals with relevant identity proof.

4) All applying documents and attached materials should be expressed in Chinese unless otherwise required in this announcement.

V Solicitation Time

The solicitation time start from today to 22.09.08.

Apply date is before July 31.

Units and individuals participating in the solicitation shall apply in Suzhou Construction Bureau before 17:00, July 31, 2008.

Units and individuals participating in the solicitation shall deliver their display design schemes to Suzhou Construction Bureau before 17:00, September 22, 2008.

VI. Solicitation Scope

Enterprises and institutions in cultural creativity, public relations & advertisements, exhibition design, planning & construction, news media, as well as research institutes including colleges and universities, established and existing under the laws in China.

Individuals familiar with cultural creativity, public relations & advertisements, exhibition design, planning & construction, news media, and have legal citizenship in China.

All types of units and individuals are encouraged to form a united group and participate in the solicitation.

VII. Scheme Appraisal

The host will select effective schemes based on the solicitation requirements, and conduct appraisal to the effective schemes.

The appraisal of this scheme solicitation is in the charge of appraisal committee, which consists of famous experts from home and abroad, as well as leaders and experts from relative departments of Jiangsu province and Suzhou city. The selection committee will select effective schemes with the principle of “fair, just, open”, and the result will be published on relevant media.

VIII. Awards

Awards are set according to the number of applicants. 300, 000Yuan for First Prize, 80, 000Yuan for Second Prize, and 20, 000Yuan for Third Prize.

IX. Notes

1. All applicants should be legal owners of their themes and should not violate copyright and other relevant rights of other persons. For any potential infringements, applicants should bear corresponding legal responsibilities, while the host will not take any legal responsibilities. The host has the rights to display for free, use and modify the prize-winning scheme. The copyright of selected schemes belong to the host.

2 After submission of the apply scheme, all parts of this open solicitation announcement will be considered as agreed and accepted.

3. The host reserves the final explanation right of all the documents in this solicitation including this announcement. For all matters related to this solicitation uncovered in this announcement, the host will further develop relevant regulations or provide explanations.

4. In case applying works are lost or damaged due to mailing, other reasons out of the host's responsibility or force majeure, the host won't take any responsibility.
5. For matters uncovered in the above announcement, please consult Suzhou Construction Bureau, and the host will not uniformly arrange time for answering questions.
6. Applicants keep the draft by themselves, and the applying schemes won't be returned.

X.. Reference

For reference materials of Urban Best Practice Area of World Expo 2010, go to the official website of Shanghai World Expo (www.expo2010china.com).

Background materials and case display boundary conditions regarding the case of protection and renovation of Suzhou old city will be provided by Suzhou Construction Bureau after the application.

XI. Contact Information

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Leading Group of Suzhou's Participation in World Expo 2010 Shanghai, China
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