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“人与地面的联接”—上海世博会意大利馆上演Vibram快闪真人秀



10月16日，上海世博会意大利馆上演了一出创意“快闪”活动，给游客带来独特趣味感受。当天下午3点整，意大利馆人流如鲫，忽然，在大厅里的50多名中外游客毫无征兆的集体“凝固”，仿佛时间停止般一动不动：其中有人在系鞋带，有人在喝水，有人在携手同游，有人在拍照，还有记者在采访时也“冻住”了。这场突如其来的集体“凝固”引起了在场所有参观者的好奇围观，正当大家围绕这群奇怪的凝固游客观看时，他们又一瞬间活动起来，继续做着各自的事并消失在游客中，而全部的快闪人员都穿着奇特的有五个脚趾的鞋子。

原来这是外国流行的“快闪族”，曾在纽约中央车站、香港时代广场上演过。这次在意大利馆进行的快闪活动为Vibram“人与地面的联接”现场快闪式真人展览，同时这也是快闪族首次出现在世博。

本次快闪活动旨在与意大利馆“人之城”的主题相呼应，展现意大利馆的原创精神以及对自然的尊敬。Vibram公司总经理Matteo Crovetto先生解释：通过这种简单的行为艺术，自然地捕捉和展示人类与地面联接的不同方式—如走路、站立、慢跑、蹲...并且强调人类与地面之间关系的重要性。

Vibram作为世界知名的意大利高性能橡胶鞋底供应商，致力于改善人类在运动、休闲以及工作时与地面的联接状况。Vibram品牌自1937年生产第一双登山鞋底以来已经研发生产了成千上万款特殊设计的鞋底和鞋，为不同的穿着环境、地面情况和人类活动提供更佳的性能表现、舒适和安全。通过这次展览，Vibram希望提醒人们从繁忙的生活中暂停一下，感受地面并与地面建立更好的联系。

"Man and earth connection"- Vibram staged a reality flash-show at the Italian Pavilion at the Expo"

On October 16 at 15.00 pm in the main hall of the Italian Pavilion, more than 50 visitors suddenly "froze" at the same time. All motionless, as if time was suspended: some of them were tying their shoes, some drinking water, others just holding hands or taking pictures. There was also a TV reporter who "froze". The unexpected collective "freezing" caused a lot of curiosity in all the other visitors of the pavilion staring at the unusual situation. All of a sudden they "unfroze" and started to move again continuing doing their things and disappearing between the tourists. All the performers of the "flash mob" were wearing particular five toes shoes.

Such a "flash mob" was already performed in New York's Central Station and Hong Kong's Times Square, but this is the first time that a flash mob has taken place at the Expo. The theme of this activity, organized by Vibram, one of the Italian Pavilion sponsors, was "Connection between Man & Earth – a Live Exhibition".

Vibram China General Manager Matteo Crovetto explains: "It's simple behavioral art designed to naturally capture and demonstrate the different ways humans connect to the earth - walking, standing, jogging, sitting...and also to emphasise the importance of the relationship between humans and the earth".

Vibram, the high performance rubber sole provider, is devoted to improving the connection between humans and the earth for sports, lifestyle and work. The brand produces thousands of specially designed soles and shoes to provide greater performance, comfort and safety for different kinds of environments, surfaces and human movements. Through this exhibition, Vibram hopes to remind people to pause (freeze) from their busy lives and make a better connection with the earth.

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