

“The World on Visit to Shanghai”

Siegfried Zhiqiang Wu is also counting on Switzerland to contribute to the Expo theme

Interview, Fabian Gull



Siegfried Zhiqiang Wu, as the Professor of architecture and urban planning at Tongji University and China's Chief Planner of the Expo 2010 in Shanghai - what activities are you focusing on?

It's all kind of preparation work for such a huge event. I am giving ideas and advices the different nations. Helping them to fit best into our concept – that's one part of my work. From the Shanghai side, as the organizer there are also many facilities and buildings that need to be designed and constructed such as the performance center, and of course - the theme pavilions. So I am currently spending a lot of time having intense conversations with different architects.

What's the impact for China?

Well, together with the Olympic Games, this is the most important event in China, and an opportunity to put a signal towards a more open society and world. The most important is that the Chinese people shall get to know the world better. This exposition brings together different ideas and creative inputs from all over the world. And as you know, not all Chinese have the possibility to travel. Thus the Expo 2010 is of such big importance,

because the world is kind of visiting Shanghai. And we hope that many Chinese visitors will take advantage of this unique possibility and I also believe that the intercultural exchange between Chinese and foreigner will benefit.

We also want to push eco friendly technologies and make it visible to the public what can be done today to create better cities and better lives. Energy efficient architecture for example, is not just the topic of the various expositions, but we also apply the newest technology for the expo buildings in order to reduce the energy consumption. And I also count on Switzerland's innovation power to contribute to this theme and let other benefit from their experiences!

What's the expected percentage of Chinese visitors?

Based on the experience gained at previous World Expositions, especially the one in Aichi (Japan), we are expecting about 10% visitors from abroad. In Aichi they only had 5% foreign visitors so the 10% we expect is a quite ambitious percentage.

What's the Chinese pavilion going to be like? Is it going to be the biggest

pavilion?

No, it won't be the biggest. But, still quite impressive focusing on traditional Chinese wisdom and its impact on the urban planning of cities.

In your eyes, what will be the highlights?

Unfortunately I can't say too much about that. But I can assure you that we are all working very hard on creating a festival of highlights! In three to six months we will announce some of the ideas.

Is Shanghai ready?

In terms of accommodation I don't see any problems in the medium and upper price segment. In general I think Shanghai shouldn't invest only with regard to the Expo but with a more sustainable and long term approach. I also hope that it will boost family hotels and small affordable pensions, a segment which is underdeveloped in Shanghai.

Regarding traffic, we further need to invest in infrastructure. The subway for example, in order to create more incentives to use the public transportation system to reduce traffic problems.

“世界汇聚上海”

吴智强(Siegfried)也希望瑞士能够为世博会主题作出贡献

记者: Fabian Gull



吴智强先生，您是同济大学建筑与城市规划学院的教授，也是2010年上海世博会中国方主要策划者。目前激励您工作的动力是什么？

对这样如此大规模的盛会，主要是各种准备活动。我为各个国家提供建议和意见，帮助他们以最好的状态适应我们的理念——这是我工作的一部分。从作为举办方的上海来看，还需要设计与建造许多设施和建筑，例如：世博演艺中心以及主题馆。所以目前我的时间大部分是用于和不同的建筑师进行深入的沟通。

世博会对中国有何种影响？

对中国而言，与奥运会一样，这也是一次非常重要的盛会，也是一次向一个更开放的社会和世界展示自己的机会。最重要的是中国人可以更好地了解世界。这次博览会将世界各地不同的构思与创新成果相结合。你应该知道并非所有的中国人都有机会旅游。所以，2010年世博会是如此重要，因为来自世界各地的人们正在以某种

方式参观访问上海。我们希望中国的参观者能够利用这个特殊的机会，而且我认为中国同胞与外国友人间不同文化的交流将会给使双方受益。

我们也希望推进环保型技术，并让公众知晓今天我们可以通过哪些努力来建设更加美好的城市、创造更加美好的生活。例如：节能型建筑不仅仅是所有博览会的主题，而且我们也将这个最新的技术应用到世博会建筑当中，以减少能耗。我同时希望瑞士的创新能力也能为这一主题作出贡献，让大家从他们的经验中受益！

世博会上中国参观者的预期比例是多少？

根据历届世博会的经验，特别是日本爱知世博会，我们预期会有10%的参观者来自国外。在爱知世博会上，只有5%的外国参观者，因此，我们估计10%是一个非常庞大的数字。

中国馆将是什么造型？它是否会是最大的主题馆？

不，它不会是最大的。但是它肯定会给人留下非常深刻的印象，因为它主要集中体现传统中国人的智慧以及其对城市规划的影响。

在您看来，世博会的高潮将会是什么？

不好意思，对此我不可以谈论过多。但是我向你保证我们正在积极工作，以创造出充满精彩场面的盛会！在未来3到6个月，我们将公布一些构思。

上海是否已做好准备？

在膳宿方面，中高价位没有任何问题。一般，上海不应该只考虑和世博会相关的投资，而应该从长远的可持续的角度来投资。在上海，家庭旅馆和小型经济型旅馆正在发展，我希望这也会它们的发展。说到交通，我们需要进一步投资基础设施。比如说地铁，就是为了更好地激励人们使用公共交通系统，来减少交通问题。