

ONE EARTH ONE UN in a Chinese GARDEN

ON EXHIBITION DESIGN OF THE UN PAVILION, EXPO 2010 SHANGHAI

One Earth, One UN in a Chinese Garden--on exhibition design of the UN pavilion, EXPO 2010 Shanghai
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前言 Foreword

我们很自豪地为您呈现这本关于联合国馆设计的书，它会带您了解我们的整个思考和设计的过程。空间的设计和流线固然重要，但如何使用空间更是一门学问。联合国馆的真正成就在于，它借由出色的设计手段演绎了联合国的精神和价值。尤其是馆中的展览和论坛区，更是营造了交流和对话的平台。这也正是它的特殊之处。联合国馆的另一个成功是它对于联合国的诠释。在馆中，“同一个联合国”不再是一个抽象的概念，而是一个直观呈现。本书向那些没有机会参观联合国馆的观众展示联合国馆，它也带那些曾经身临其境的观众们重温那段难忘的体验。愿您能和我们一样享受这段在联合国馆的经历。

It is with great pride that we present you this book on the design of the United Nations pavilion and on the thought process that led to its elaboration.

Space --its design and its flow-- is important. But so is the way space is used and inhabited.

The real achievement of our pavilion is in how --supported by exceptional design features-- it promoted the values of the United Nations. Through its exhibitions and forum area, the pavilion created genuine platforms for learning and dialogue. This is what made it so unique.

Another triumph of the pavilion is in how it engaged the entire United Nations system. At the pavilion, “One UN” was not an abstraction but a shining reality.

This book gives a glimpse of the United Nations Pavilion to those who were unable to see it. It will act as a “memory map” to those who were there to experience it in person.

We hope you enjoy this stroll through the pavilion as much as we enjoyed working in its midst,



阿瓦尼·贝楠 先生
上海世博会联合国馆总代表
Mr. Awni Behnam
Commissioner General
United Nations Pavilion

目录 Content

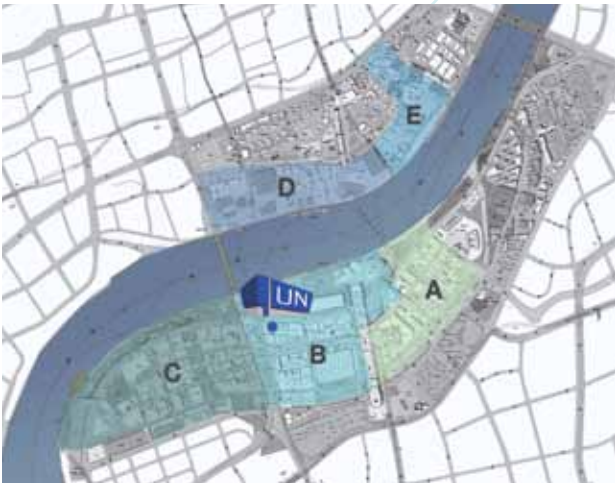
2010上海世博会联合国馆	UN Pavilion @ EXPO 2010 Shanghai	02
主题	Theme	04
挑战与原则	Challenge & Principle	06
概念	Concept	08
平面与剖面	Plans & Sections	18
元素	Element	22
游园	Tour	36
过程	Process	78
团队	Team	80
合作单位与赞助商	Partners & Sponsors	82

2010上海世博会联合国馆

UN Pavilion @ EXPO 2010 Shanghai

联合国联合馆总建筑面积3000平方米，位于上海世博会浦东园区B片区，靠近高架步道。场馆外形是一个蓝色的方盒子。主立面上巨大的联合国标志和“UN”两个字母，再配上特有的联合国蓝色，具有很强的辨识度。

联合国的参展主题是“同一个地球，同一个联合国”，集中展示联合国及其系统机构的各国际组织在可持续发展、气候变化、城市管理等领域进行的有益尝试及成功实践。



The United Nations Pavilion covers a gross building area of 3000 square meters, situated in Zone B of the Pudong Site and close to the Elevated Pedestrians’ Walk. It looks like a blue square box, on whose main façade there’s a huge logo of the United Nations and the two characters “UN”, in addition to the characteristic UN blue colour showing a strong identifiability.

With the theme of “One Earth, One United Nations” and together with its various organizations, UN presents how they have made efforts and achieved success in the fields of sustainable urban development, climate change and urban management, among others.

参展机构列表 Participating Agencies

- 联合国粮食及农业组织带头开展战胜饥饿的国际努力 Food and Agriculture Organization of the United Nations (FAO) www.fao.org
- 国际农业发展基金会 International Fund for Agricultural Development (IFAD) www.ifad.org
- 国际劳工组织（劳工组织） International Labour Organization (ILO) www.ilo.org
- 国际海事组织（海事组织） International Maritime Organization (IMO) www.imo.org
- 国际移民组织 International Organization for Migration (IOM) www.iom.int
- 国际电信联盟（电信联盟） International Telecommunication Union (ITU) www.itu.int
- 联合国艾滋病联合规划署 Joint United Nations Programme on HIV /AIDS (UNAIDS) www.unaids.org
- 联合国人权事务高级专员办事处 Office of the United Nations High Commissioner for Human Rights (OHCHR) www.ohchr.org
- 泛美洲卫生组织 Pan American Health Organization (PAHO/WHO) www.paho.org
- 南南合作特别小组 Special Unit for South-South Cooperation (SU/SSC) www.undp.org
- 联合国儿童基金会（儿基会） United Nations Children’s Fund (UNICEF) www.unicef.org
- 联合国宣传小组 United Nations Communications Group (UNCG) unic.un.org
- 联合国贸易和发展会议（贸发会议） United Nations Conference on Trade and Development (UNCTAD) www.unctad.org
- 联合国防治荒漠化公约 United Nations Convention to Combat Desertification (UNCCD) www.unccd.int
- 联合国经济和社会事务部 United Nations Department of Economic and Social Affairs (UNDESA) www.un.org
- 联合国维持和平行动部（维和部） United Nations Department of Peacekeeping Operations (UNDPKO) www.un.org
- 联合国新闻部 United Nations Department of Public Information (DPI) www.un.org
- 联合国开发计划署（开发署） United Nations Development Programme (UNDP) www.undp.org
- 联合国亚洲及太平洋经济社会委员会（亚太经社会） United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) www.unescap.org
- 联合国欧洲经济委员会（欧洲经委会） United Nations Economic Commission for Europe (UNECE) www.unece.org
- 联合国教育、科学及文化组织（教科文组织） United Nations Educational, Scientific and Cultural Organization (UNESCO) www.unesco.org
- 联合国环境规划署（环境署） United Nations Environment Programme (UNEP) www.unep.org
- 联合国全球契约 United Nations Global Compact www.unglobalcompact.org
- 联合国难民事务高级专员办事处 United Nations High Commissioner for Refugees (UNHCR) www.unhcr.org
- 联合国人类住区规划署(人居署) United Nations Human Settlements Programme (UN-Habitat) www.unhabitat.org
- 联合国工业发展组织（工发组织） United Nations Industrial Development Organization (UNIDO) www.unido.org
- 联合国训练研究所（训研所） United Nations Institute for Training and Research (UNITAR) www.unitar.org
- 联合国国际减灾战略 United Nations International Strategy for Disaster Reduction (UNISDR) www.unisdr.org
- 联合国地雷行动处 United Nations Mine Action Service (UNMAS) www.mineaction.org
- 联合国法律事务厅编纂司 United Nations Office of Legal Affairs, Codification Division (OLA) www.un.org
- 联合国法律事务厅海洋事务和海洋法司 United Nations Office of Legal Affairs, Division for Ocean Affairs and the Law of the Sea (UNOLA., DOALOS) www.un.org
- 联合国毒品与犯罪问题办公室 United Nations Office on Drugs and Crime (UNODC) www.unodc.org
- 联合国人口基金（人口基金） United Nations Population Fund (UNFPA) www.unfpa.org
- 联合国邮政管理处 United Nations Postal Administration (UNPA) unstamps.un.org
- 联合国采购司 United Nations Procurement Division (UNPD) www.un.org
- 联合国职工娱乐委员会合唱团 United Nations Staff Recreation Council Singers (UNSRCS) www.unsrcsingers.org
- 联合国志愿人员组织 United Nations Volunteers (UNV) www.unv.org
- 世界银行 World Bank Group www.worldbank.org
- 世界粮食计划署 World Food Programme (WFP) www.wfp.org
- 世界卫生组织 World Health Organization (WHO) www.who.int
- 世界知识产权组织 World Intellectual Property Organization (WIPO) www.wipo.int
- 世界气象组织 World Meteorological Organization (WMO) www.wmo.int
- 世界旅游组织 World Tourism Organization (UNWTO) www.world-tourism.org
- 世界贸易组织（世贸组织） World Trade Organization (WTO) www.wto.org

“同一个地球，同一个联合国。”

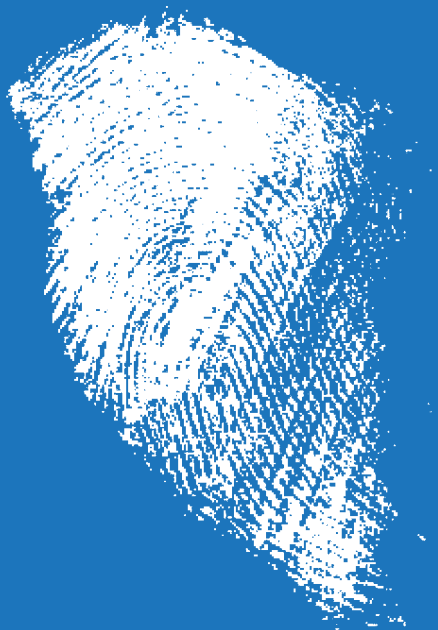
古往今来，城市对于全球社会、政治、经济、文化、科技、环境的发展趋势都起着不容忽视的影响作用，有积极的一面，也有消极的一面。目前，五成的人口居住在城市里，加之城市贫困现象、环境污染问题以及犯罪率的上升，国际社会面临的一个最大的挑战是可持续城市化。

变化的严峻考验，像磁铁一样吸引来自世界各地的人，城市好比人类的实验室，同时也是可持续经济增长和发展的引擎。

联合国举办国际论坛，在此，所有的国家处于同等地位，并坚持“同一个地球”的目标。在联合国联合馆内，2010上海世博会将向联合国的每个下属国际组织和机构提供展示新思想的机会，提出应对城市问题的解决方案，展现全球化带来的挑战和机遇。

联合国馆的目标观众群从一开始就被认定是是中国籍的游客，这个比例预计在95%左右。事实上，有超过99%的参观者来自于中国。2008年举办北京奥运会，中国开启了通往世界的大门，这很可能是中国近代史上的第一次伟大创举。而对于上海世博会来说，则恰恰相反，在这里，我们向世界打开了通往中国的大门。联合国以“同一个地球，同一个联合国”为此次上海世博会联合国场馆的主题，本着在一个脆弱的星球上建立共同的联合国的精神，通过突出强调下属国际组织和机构的各种城市活动，将其紧密地团结在一起。

Theme 主题



“One Earth, One UN.”

Since ancient times, cities have set the social, political, economic, cultural, scientific and environmental trends of the world – both good and bad. With half of humanity now living in cities, and with urban poverty, pollution and crime rising, one of the biggest challenges facing the global community is sustainable urbanisation.

The crucible of change, a magnet for people from everywhere, the city is the laboratory of our humanity, the engine of sustainable economic growth and development.

The United Nations is the international forum where all nations meet as equals in the common interest of our One Earth. The Shanghai World Expo 2010 gives every United Nations agency the opportunity to showcase new ideas and solutions for cities in a dazzling One United Nations pavilion presenting the challenges and opportunities of globalisation.

At the Beijing Olympics, China opened up to the outside world, arguably for the first time in modern history. Our concept at the Shanghai World Expo is the reversed – here we open up the whole world to China. The UN exhibition theme “One Earth, One UN” also served to rally UN Agencies by highlighting their urban activities, in the spirit of a joint UN on a fragile planet.”

挑战

联合国馆展示设计是一个巨大的挑战，设计工作围绕以下问题展开：

Exhibition Design of the UN Pavilion was a tremendous challenge, and the following questions were brought forward before the design started:

1 通过什么载体表达联合国精神？

What material or media shall we use to well express the UN Spirit?

2 如何跨越文化和语言的障碍，让中国的参观者在短暂的游览中了解联合国？

How can Chinese visitors get a general idea of UN through a short visit in spite of cultural and lingual barriers?

3 联合国下属机构众多，参展内容纷杂，如何在已经成形的建筑空间内创造独特整体而印象深刻的体验？

UN has a great number of agencies with various exhibits, In this case, how to create a united experience in the existing space?

原则

Principle

将联合国馆的展示设计遵循以下原则：

The exhibition design of UN Pavilion follows the following principles:

1 可被认知——将联合国希望通过该展馆传递的信息准确无误、深入浅出地传达给参观者。

Recognition – correctly and simply communicate the information that the UN wants to deliver to visitors.

2 象征意义——将展示设计中各元素赋予独具特色的象征意义，传递联合国的国际角色和本届世博的中国情境。

Harmony – integrating exhibits and contents submitted by UN agencies, to form a unified whole.

3 和而不同——整合联合国众多下属机构提交的展项，并形成统一的整体，共同演绎联合国精神。

Penetration – the theme of “One World, One United Nations” exists throughout the pavilion, with each element incarnating the theme.

4 贯穿始终——“同一个地球，同一个联合国”的主题贯穿场馆始终，在设计中每一个元素均体现这个主题。

Symbolism – endowing each element a characteristic symbolic meaning in exhibition design and delivers the international role of the UN and the Chinese context of EXPO 2010.

5 独特体验——在游线中创造与众不同的体验环节，使游人在参观中形成难以忘怀的记忆。

Creating Experience – creating distinctive experiences in the streamlines, to give strong impressions to the visitors.

概念 Concept

中国园林建筑已然成为灵感的源泉。联合国馆的设计概念是一个世界地图和中国园林的叠加，隐喻了世界和中国的相遇。由明线和暗线两条线索串联而成，明线显而易见是一个世界地图，它直接表达了联合国馆的主题；暗线是中国园林的手法，体现在空间组织和功能架构上。

The Chinese garden architecture has been a source of inspiration. The concept of the United Nations Pavilion is designed to be a world map, with the superposition of the Chinese Garden metaphor. It's the metaphor of the meeting of world and China. It is composed by a surface clue and a hidden

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