

# 參與世博 連繫香港 Connect to Hong Kong at Shanghai Expo

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## The Hong Kong Pavilion Experience

### Hong Kong Pavilion – Pavilion Signage

The distinctive red sign at the entrance of the Pavilion uses a unique typeface designed especially for the Hong Kong Pavilion by respected Hong Kong designer Eric Chan.

### Reception Area – Revitalised BrandHK

BrandHK's revitalised graphic design will be introduced to a global audience at Shanghai Expo as soon as they enter the pavilion. The original dragon emblem launched in May 2001 has received a makeover that makes it more contemporary and lively.

### Sponsors Board

Companies that have generously supported Hong Kong's participation in Expo are listed in this area. More than \$38 million in cash and kind in sponsorship has been pledged by 27 companies.

### The "Making of HK Pavilion" video

This video introduces the themes and concepts behind the Hong Kong Pavilion, including the green features that help make it an environmentally friendly and sustainable building.

### Queueing Area – Sites and Sounds of Hong Kong

Visitors will be immersed in the day-to-day sounds of Hong Kong, ranging from the 'doot doot doot' that precedes the closing of the doors on an MTR train, to the clash and clang of a Lion Dance drums and cymbals, to the calls for dim sum delicacies in a local tea house.

The main graphic treatment on the queueing area wall features Hong Kong icons and the faces of Hong Kong people.

The muted, grey graphic is offset by the vibrant colours displayed on four LCD/Plasma screens that will show visitors the sites and attractions of Hong Kong as a 'Gourmet City', 'Festive City' and a 'Connected City'.

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#### HONG KONG @ EXPO

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## Hong Kong Happy Snap

Visitors will be able to take a snap of themselves in one of three Hong Kong scenarios featuring a Hong Kong tram, a seafood restaurant and Cantonese Opera. The snaps can be e-mailed back home by the visitor via an interactive keyboard.

## Turnstiles

Visitors leave the queueing area via turnstiles similar to those seen in Hong Kong's MTR stations, bringing out the theme of 'connectivity'.

## Connected to the Global Village

The first exhibition area is designed in the style of a cinema lobby and features information on Hong Kong's connectivity to the world and the Mainland. A 2-minute video and special display panels provide an overview of Hong Kong's airport, port, railway network and highway infrastructure.

## "Hong Kong – Potential Unlimited" 3D Movie Experience

A visual feast using the latest 3D technology provides visitors with a memorable experience of Hong Kong as a colourful and vibrant metropolis brimming with creativity and contrasts.

The video was produced by leading production company Digital Magic Limited, while storyboard and rendering was carried out by award-winning 3D movie makers Menfond Electronic Art & Computer Design Co Ltd.

## Transition Ramp – Cultural Kaleidoscope

Visitors leave the 3D cinema area via a series of rampways that eventually connect to the Mid Level of the pavilion. During the first transition visitors are treated to a video featuring a cultural kaleidoscope of Hong Kong's performing arts and creative industries.

Walking upwards, the right-hand wall shows a giant, posterised view of Hong Kong's iconic skyline.

## Atrium Space

The Atrium Space half-way between the Ground Floor and Mid Level provides visitors with a prime view of the terraced area fronting the China Pavilion area. During the Expo period, six mini-exhibitions on different themes will be staged in this premium space.

May: Green Living in Hong Kong

May/June: Hong Kong International Airport – Where Opportunities Converge

June/July: One Country, Two Systems

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July/August: Stories Behind Banknotes

August/September: Passion for Hong Kong “Exhibition of Works by Professor Jao Tsung-i”

October: Creativity of Hong Kong Industries

## Installation lighting artpiece - The Infinite Constellation

Suspended in the Atrium Space is an eye-catching lighting artpiece designed by the students and staff of the Hong Kong Design Institute under the VTC. The artpiece has taken humble red plastic lights commonly found in wet markets and transformed them into a beautiful lighting sculpture that reflects infinitely off the mirrored wall tiles inside the Atrium Space.

## Mirror Tunnel

Before entering the Mid Level, visitors transit through a mirror tunnel, which provides infinite reflections of those walking through. The floor lighting is interactive so visitors not only connect to the Hong Kong Pavilion, they can also connect to each other.

## Mid Level

The high ceiling and glass façade of the Mid Level Exhibition Hall symbolises Hong Kong’s openness and transparency and the connectivity of ideas, information and diversity. Four pillars showcase different aspects of Hong Kong’s creativity and connectivity.

## Pillar 1 East Side: Cultural diversity

The first pillar focuses on Hong Kong’s unique cultural blend of East-meets-West. The pillar displays Hong Kong’s cultural programme during the Expo, which will include a variety of performances and events.

## Pillar 2 East Side: Free flow of information

This pillar highlights how Hong Kong thrives on providing a free flow of information and adopting the very latest technology. Communicating with the rest of the world is fast, reliable and cost effective with a multitude of satellite TV channels, unfettered media and fully digitalised telephone network. Virtually all households have access to broadband networks.

## Pillar 2 North Side: Father of Fibre Optics – Professor Charles Kao

The north side of the Pillar highlights the pioneering work of Hong Kong Professor Charles Kao who won the 2009 Nobel Prize in Physics for his groundbreaking achievements in fibre optic technology. He is known around the world as the “Father of Fibre Optics”, and his research helped to change the way the world communicates through the development of optical cable networks.

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## **Pillar 3 North Side: International Financial Centre**

Pillar 3 is dedicated to Hong Kong's role as global financial centre in the Asian time zone. About two thirds of the world's largest 100 banks operate in Hong Kong, which is also the world's leading market for offshore Renminbi business. The key to financial services development is a free flow of capital, a freely convertible currency, transparent regulatory framework, a trusted legal system and a deep pool of local and overseas talent.

## **Pillar 4 North: Design Your Own Banknote**

Under "One Country, Two Systems", Hong Kong has a separate monetary and financial system with its own currency, the Hong Kong Dollar. Three banks in Hong Kong are licensed to issue banknotes. Here, visitors can design their own distinctive banknote with special Hong Kong characteristics.

## **Pillar 4 South: Display of Polymer Banknotes**

In 2007, Hong Kong launched its first polymer banknote with an attractive design and unique anti-counterfeiting features. Polymer banknotes are more durable than traditional paper banknotes and can be recycled after use. The uncut sheets of \$10 notes on display were among the first produced when the polymer notes were issued on July 9, 2007.

## **Interactive Game: Hong Kong Vision**

Visitors can play an interactive game that explores three themes – Green Hong Kong, Creative City, and Events Capital.

## **West Kowloon Cultural District**

An interactive video introduces the West Kowloon Cultural District, one of Hong Kong's most ambitious projects now in the design phase of development. Once completed, the 40-hectare WKCD site will have 15 performing arts venues, a museum and piazzas and 23 hectares of open space.

## **Portal Area**

This Portal Area is informative and interactive. It consists of two identical portals linking the Hong Kong Pavilion to Hong Kong's Urban Best Practices Area (UBPA) Exhibition at Expo. It will also have a real-time connection to two locations in Hong Kong, namely the Hong Kong International Airport and the Science Museum.

## **Viewing Gallery**

An elevated walkway takes visitors from the Mid Level to the rooftop. Here, visitors can see some of the people who live and work in Hong Kong and others who visit the city in a photo and video exhibitions displayed on top of two Mid Level pillars. The photos and videos are

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part of the Brand Hong Kong revitalisation programme and its 'Faces of Hong Kong' campaign.

## **Rooftop**

Stairs lead to the Rooftop, where the theme is "Connected to Nature". This ties in the overall theme of the Expo "Better City, Better Life", and promotes a number of environmentally-friendly features. The rooftop highlights a lesser-known fact about Hong Kong – that about 70 per cent of the landmass is countryside or greenbelt, so you are never far from nature.

There are two distinct areas – woodland and wetland, which replicate the biodiversity of Hong Kong. There are about 1,000 plants and trees on the rooftop, including Chinese banyan and camphor trees common in the city.

The "green rooftop" also has an insulating effect, helping to keep the interior of the Pavilion cool. Other "green" features include solar panels that generate electricity, water cascades that keep the interior air temperature cool and energy-efficient air conditioning.

## **Video – Connected to Nature: Hong Kong Wetland Species**

When emerging on the rooftop, Visitors will see a stylised hut that contains three video screens. The video highlights some of the many species found in Hong Kong's wetland environment. The video also includes artistic sand-art renderings of some species.

## **Signage Board (Left) – Woodlands**

There are 24 country parks and 17 other areas dedicated to conservation and recreation that cover about 40 per cent of Hong Kong. They are popular with hikers, campers and beach goers.

## **Binoculars**

Visitors can take a look of some of the animals that call Hong Kong home – insects, reptiles, mammals and amphibians – at four sets of binoculars that have been set up in the woodland area.

## **Signage Board (Right) – Wetlands**

The Mai Po Inner Deep Bay Ramsar Site is an internationally important wetland area. Within the Site is the Mai Po Marshes Nature Reserve with mudflats, mangroves and fishponds. It is home to some 50,000 birds in winter and is managed by the World Wide Fund for Nature.

## **Sky-tubes**

Two "sky-tubes" have been installed on the roof to allow natural light to flow into the Pavilion, and provide a further connection from inside, to outside. One sky-tube on the

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boardwalk allows visitors to peer down to the inside of the Pavilion.

## Graphics

The pixel images on the surrounding walls illustrate the proximity of the urban environment to the natural surroundings and our interaction with nature.

Three large images of wetland bird species are also featured:

- Common Kingfisher
- Chinese Pond Heron
- Little Egret

## Going Downstairs – Connected to Hong Kong’s Geological Grandeur

Leaving the rooftop, Visitors will get a taste of Hong Kong’s newest nature reserve, the Hong Kong National Geopark, which opened in 2009. The display highlights the spectacular formations at the Geopark that date back some 400 million years. The Geopark covers about 50 square kilometers and includes an area of hexagonal rock columns that are unique in their size, reaching over 100 metres.

## Exit

Visitors exit through the back of the building, where souvenirs will be available on departure.

## Environmental Features

The Hong Kong Pavilion includes a number of environmentally friendly and sustainable development features:

- Folded aluminium cladding detached from the glass enclosure, which allows air to flow over the glass surface to help cool the building in hot weather.
- Perforated aluminium cladding allows natural light into the queuing and main circulation areas, which reduce the need for artificial light.
- Aluminium cladding and steel frame can be recycled.
- Water elements: Two vertical cascades down the façade improve the micro-climate around the Pavilion, helping to keep the area cooler.
- Solar photovoltaic panels on the roof provide electricity – a sustainable energy source.

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- Vegetation on the roof provides a living green “insulation blanket” over the Pavilion, which reduces heat gain inside the building and reduces reflective and heat absorbing surfaces.
- Recycled glass and aggregate pavers surrounding the Pavilion contain titanium dioxide (TiO<sub>2</sub>), which can absorb pollutants (nitrous oxides - NO<sub>x</sub>) from the atmosphere.

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