



EXPOⁿential

Diplomacy for the Public at Expo 2010 Shanghai

César Corona







The image features a large, stylized logo for 'EXPOnential'. The word 'EXPO' is in black, and 'nential' is in red. The background is a white space with a large, dark red, textured diagonal band that curves across the top. In the bottom left corner, a person is seen from behind, standing on a balcony or ledge, looking out over a cityscape. The overall aesthetic is modern and professional.

EXPOnential



EXPOponential

Diplomacy for the Public at Expo 2010 Shanghai

As experienced by
César Corona



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Pavilions of Serbia and Monaco

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Door at the Jade Buddha Temple

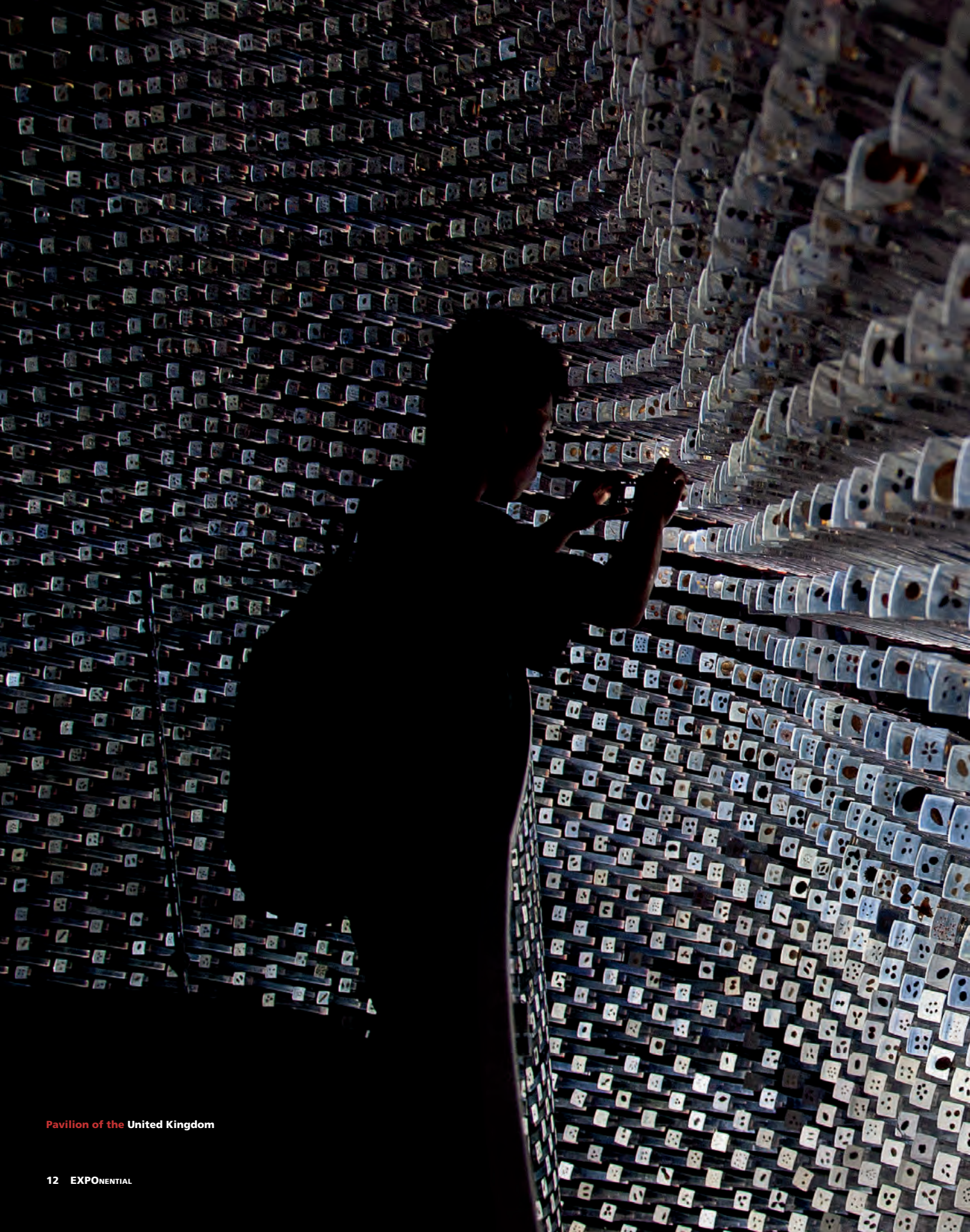
Pavilion of China

Pavilion of the United Kingdom

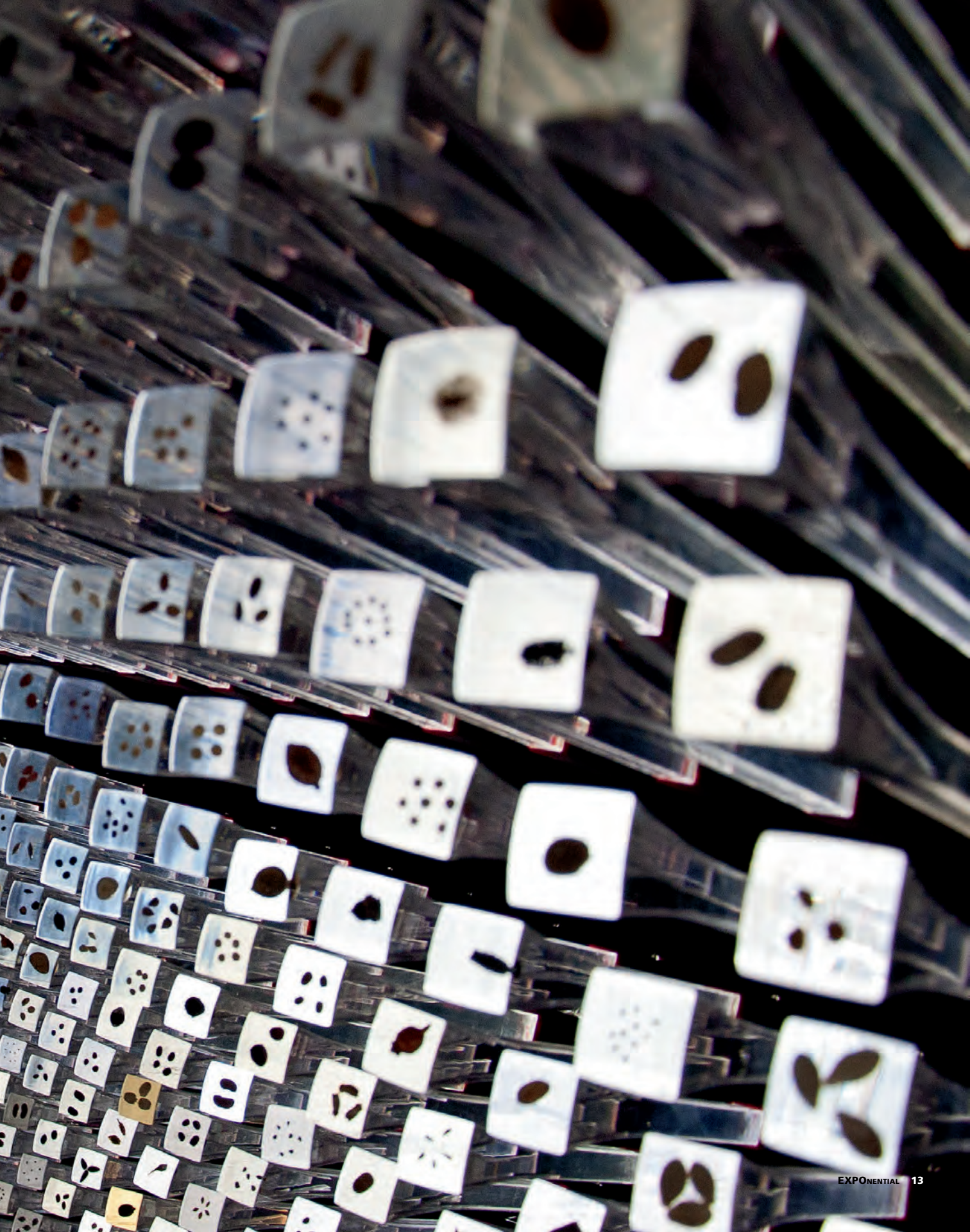


Pavilion of Saudi Arabia





Pavilion of the United Kingdom





Pavilion of Brazil

FOREWORD

I remember very clearly the moment when I read that Shanghai beat the Mexican city of Querétaro to host Expo 2010. It was the afternoon of December 3, 2002. I was devastated. I wanted Mexico to host an Expo for the first time in its history. After a bit of sulking, I decided to make the best of the situation and promised myself I would participate at Expo 2010 Shanghai. That Tuesday afternoon I could not imagine that I was destined to experience the largest, most attended and most internationally represented Expo in the 159-year history of these mega events.

Many things happened between that day and the moment when I was offered the opportunity to work for the University of Southern California at Expo 2010 Shanghai. In spite of years of effort I failed to attend Expos 2005 Aichi and 2008 Zaragoza. It was frustrating, but I focused on studying these two Expos from the outside. In 2005, around the time when Expo 2005 Aichi opened its doors, I got a scholarship to study for a semester at McGill University in Montreal. I spent many afternoons visiting what was the site of Expo'67 Montreal and the few pavilions that still remain. I realized that the Expo's real heritage to Canadians was not so much what

is left in that site, but the impact it had in the life of the people across the city, and in a lesser degree, in the whole country. Nearly 40 years later people still talked about their experience in Expo'67 Montreal.

It was also during my time at McGill University that I first heard the concept "public diplomacy". It explained perfectly what Expos are: diplomatic events where participating governments interact with the public. Ever since, public diplomacy has been a useful framework to study Expos from the perspectives of participating governments and the public visiting the site. In 2009 I joined the public diplomacy program at the University of Southern California to study the past and present of Expos and help develop their future.

In early 2010 I began collaborating with Dr. Jay Wang in the project "Nation branding at Expo 2010 Shanghai" for the USC Center on Public Diplomacy. I suggested that our project should be audiovisual instead of a written document and our team spent three months recording video in Expo 2010 Shanghai.

In my spare time, I captured the majesty of the 2010 Expo through still photography. I decided to visually document the Expo because it has

been my experience that words have never been very useful to explain the experience of an Expo. Even within my family, it has taken years for my relatives to understand that an Expo does not happen for a weekend inside a convention center, and pavilions more resemble museums than stands. Not until I exposed them to Expos in pictures did they understand the magnitude of these events.

On May 16, 2010 I arrived to Shanghai to fulfill a promise I made to myself eight years before. But I was there also for a promise I made to myself since I first worked in an Expo back in 1998. I wanted to share with people what most Expo projects overlook: the personal experience of the public in an Expo. I toured Expo 2010 Shanghai to capture how a diplomatic event translates into a very personal experience of discovery and learning for the public.

After a truly amazing and awe-inspiring experience at Expo Shanghai, this book is my way to share and hopefully encourage you to participate and be amazed. I hope you enjoy this photographic experience as much as I did.

César Corona



Pavilion of China



Pavilion of Denmark



Pavilion of Liechtenstein



EXPOS AND DIPLOMACY



O PAIS

国家

José Eduardo Dos Santos President of the Republic of Angola
总统若泽·爱德华多·多斯桑托斯先生

Pavilion of Angola





Pavilion of South Korea

EXPOS

Some people believe Expos have their origins in medieval commercial fairs, but in fact Expos evolved from British and French national exhibitions.

Towards the end of the XVIII Century, France feared dependence on trade with the United Kingdom. The Marquis d'Avèze and François de Neufchâteau envisioned an exhibition not intended to sell French products, but instead, to send a message to the French industry. The purpose was to improve domestic production and marketing techniques.

In 1797 a four-day national exhibition for the public was opened in Paris. Its success motivated the organization of a similar exhibition the following year, to be hosted inside a construction especially built for the event on *Champ de Mars*. Between 1797 and 1849, France organized ten national exhibitions that succeeded in spreading a message of self-confidence among French citizens.

The United Kingdom had also been developing national exhibitions to improve its own industry through education and the promotion of arts. The Society of Arts, as early as 1760, and the Mechanics Institutes, since 1837, organized exhibitions around the United Kingdom, where the working class was exposed to arts and innovative ideas to develop an industrial culture.

France and the United Kingdom gave national exhibitions the educational character that current Expos inherited. France adopted a nationwide policy to show the French new techniques and to raise the national self-esteem to compete internationally. The United Kingdom focused in the development of technology, and therefore its exhibitions celebrated experimentation and creativity.

The first exhibition to welcome international participants took place in the United Kingdom, but the idea originated in France. In 1834, Jacques Boucher de Perthes proposed, without success, to open French national exhibitions to foreign participants in order to allow domestic producers to learn from foreign ideas. In 1849 the French Ministry of Agriculture and Commerce made the same suggestion, but the proposal was rejected because of generalized fear of the negative effects of free trade on French economy.

Henry Cole, main organizer of the exhibition of London of 1851, heard of the idea during a visit to the 1849 exhibition in Paris. Cole shared the idea with Prince Consort Albert, who in turn made the decision to turn the 1851 exhibition of London into the first international exhibition. From May 1 to October 11, 1851 a total 34 countries and six million visitors were present at the Great Exhibition of the Works of Industry of all Nations.

159 years later, Expo 2010 Shanghai became the 65th Expo in this long-standing tradition that brings together governments and visitors from around the world. Expo 2012 Yeosu and Expo 2015 Milan are already scheduled to continue the mission of fostering innovation through the education of the public.

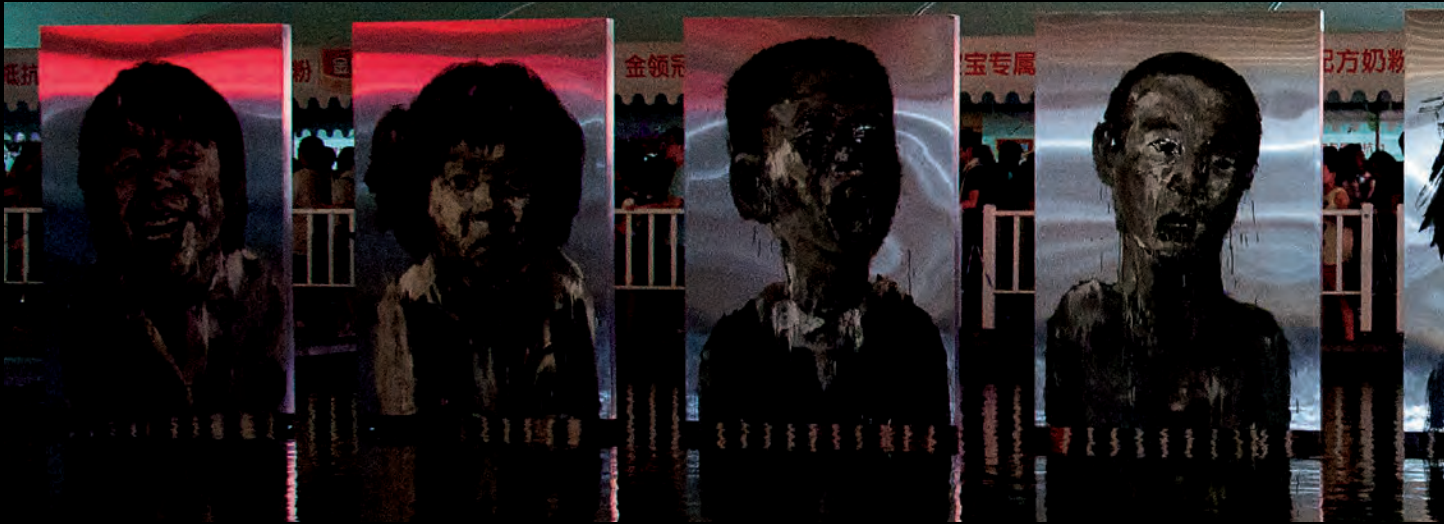
Source: GREENHALGH, PAUL. *Ephemeral vistas: A history of the expositions universelles, great exhibitions and world's fairs, 1851-1939*. Series: Studies in imperialism. Manchester University Press. Manchester. 1988.



Pavilion of North Korea



Pavilion of Sweden

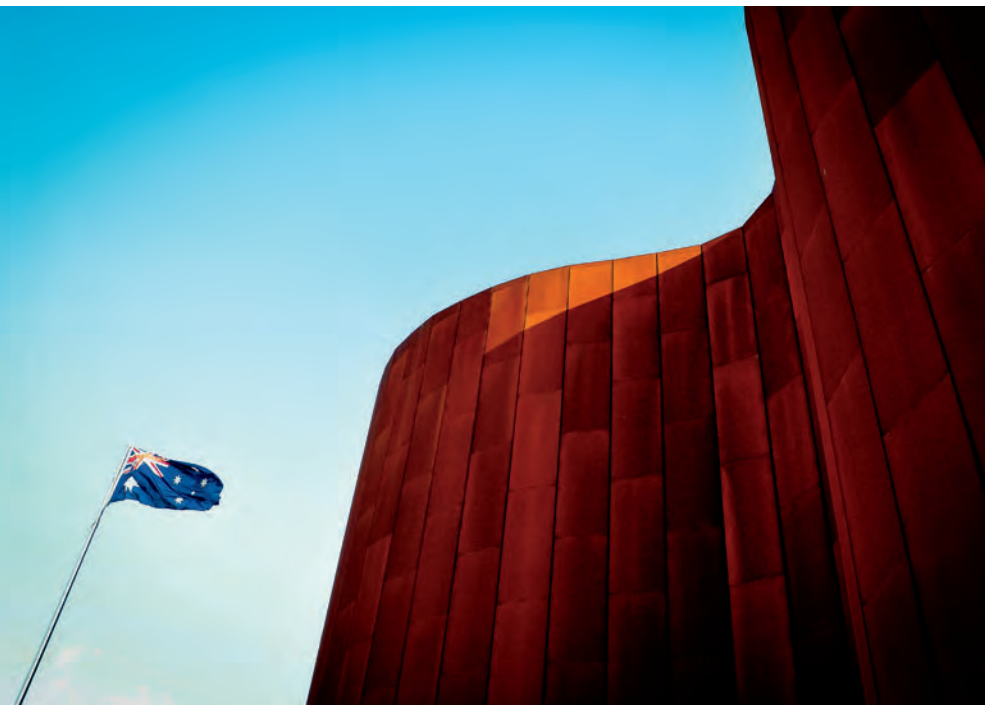


Pavilion of France









Pavilion of Australia

THE DIPLOMATIC COMPONENT OF EXPOS

Ever since 1851, when Prince Consort Albert decided to turn national exhibitions into international, Expos have had a strong diplomatic component. Several types of diplomacy occur in Expos, but public diplomacy lies at the very core of these international mega-events.

Summit Diplomacy

A significant number of heads of state and government from participating countries pay official visits to Expos. Most frequently the purpose of these visits is to preside over the national day dedicated to their own country, but also to accompany the host government in special occasions like the Expo opening or special conferences. Expo 2010 Shanghai was visited by Presidents Nicolas Sarkozy of France, Pratibha Devisingh Patil of India, Mahmoud Ahmadinejad of Iran, Ram Baran Yadav of Nepal, Tarja Halonen of Finland, among many others.

Bilateral Permanent Mission Diplomacy

Article 11 of the *Convention relating to International Exhibitions* requires governments hosting an Expo to send invitations to other countries using exclusively diplomatic channels. Likewise, guest countries are required to send their confirmations of participation to the host country through the same channel.

Multilateral Permanent Mission Diplomacy

The International Exhibitions Bureau (*Bureau International des Expositions*, BIE) is an intergovernmental organization based in France, created in 1928 to supervise and ensure the application of the

Convention relating to International Exhibitions.

The governments of 157 countries are members of the BIE. Each member government appoints delegates to act as their representatives in this organization.

Temporary mission diplomacy

According to article 13 of the *Convention relating to International Exhibitions*, participating governments in Expos must be officially represented by a Commissioner (or Commissioner General) of Section. This representative is the official voice of a government regarding that particular Expo, and also the only person responsible for everything related to that country's participation. Their mission ends when the country officially finalizes its participation according to the signed contract.

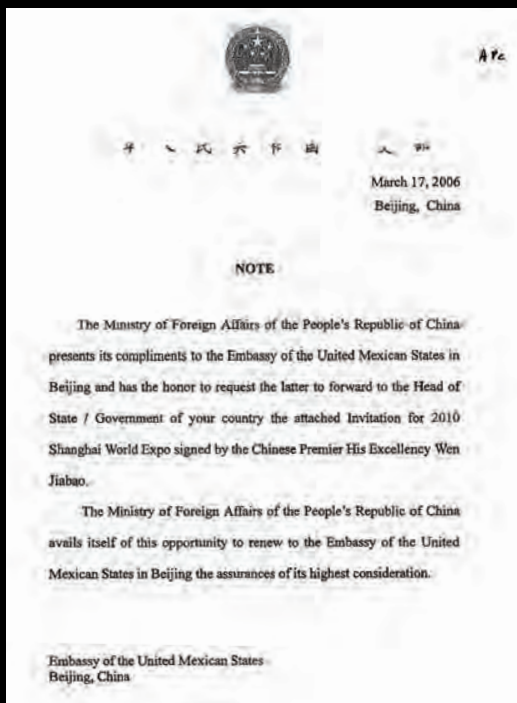
Public diplomacy

Expos were created to expose the domestic public with foreign ideas in order to foster innovation and improve techniques for the benefit of local production and trade. Since the Great Exhibition of the Works of Industry of all Nations, held in 1851 in London, the communication between the public and foreign governments has been the motor of Expos.

Most public diplomacy efforts instrumented by governments are inside-outwards; in other words, a government reaches out to communicate with foreign publics. Expos have exactly the opposite logic. In an outside-inwards configuration, the host country invites other governments to communicate with the domestic public.

All invitations to participate in an exhibition, whether they are addressed to member States or to non-member States, shall be sent through **diplomatic channels** by the **Government of the organising country** to the **Government of the country invited** for that country and for the other parties in that country to be invited. The replies shall be forwarded to the inviting Government by the same channel, as well as any requests by non-invited parties to participate.

Article 11.1. *Convention relating to International Exhibitions*



Invitation. **Government of China**



Reply. **Government of Mexico**



Chinese public at the Pavilion of Mexico

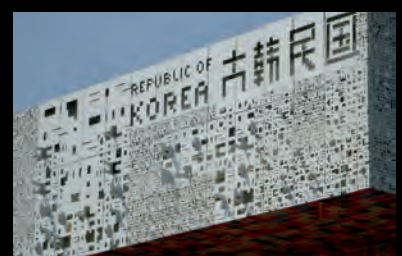
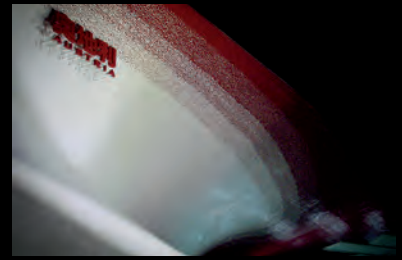


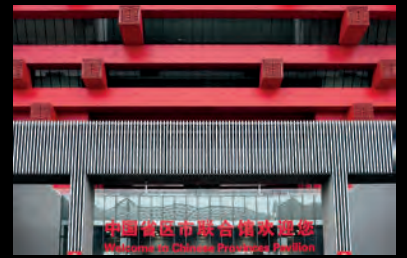
Flags of official participant



Participants in an international exhibition comprise on the one hand exhibitors of States which are officially represented grouped into national sections, on the other hand international organisations or exhibitors from countries which are not officially represented and lastly those who are authorised in accordance with the regulations of the exhibition to carry on some other activity, in particular those granted concessions.

Article 1.3. *Convention Relating to International Exhibitions.*





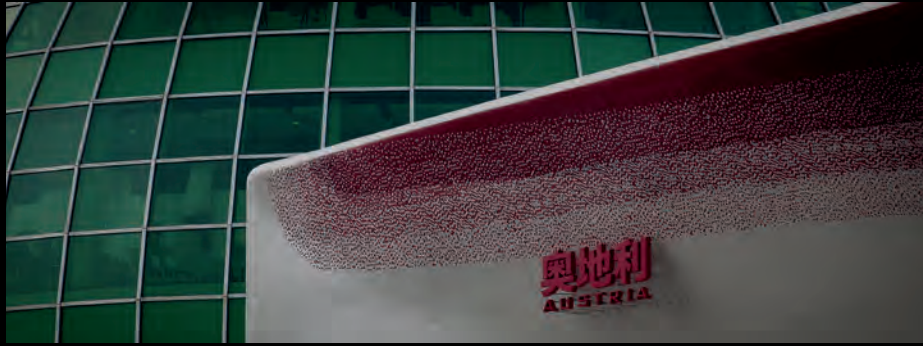
Official and non-official participants



Pavilion of Philippines

Pavilion of Poland

Pavilion of Turkey



Pavilions of Romania and Austria

Pavilions of South Africa and Egypt

Pavilions of Vietnam and Japan

Pavilions of Malaysia, Singapore and Australia

Pavilion of Japan



Pavilion of the United Kingdom



Flags of official participants at Gate 6



EXPO 2010 SHANGHAI



Lujiazui skyline from the Bund



AURORA

MIRAE ASSET

I Love Expo

花旗集团

citi

Shangri-La



Statue of Mao Zedong at the Bund

THE HOST: SHANGHAI

The idea of hosting an Expo in Shanghai was born in September 1984, during a meeting between Chinese politician Wang Zhen and members of the Long-Term Credit Bank of Japan. Work to determine the location and characteristics of the Expo started on April 1985, with the original plan to host the event in 1989. The Joint Consultative Group of Pudong decided, in 1988, to move to 1994 the intended date to hold the Expo. The date was postponed again in 1993, when the Shanghai Municipal Planning Commission determined to have the Expo in 1999. The final decision to host an Expo in Shanghai during 2010 was reached by the Shanghai Municipal Government during the last months of 1998.

After further studies and consultations, the instruction to register the bid for Expo 2010 Shanghai before the International Exhibitions Bureau (Bureau International des Expositions, BIE) was granted on February 12, 2000, by Huang Ju, Chinese Communist Party Secretary of Shanghai, and Xu Kuangdi, Mayor of Shanghai.

On May 2, 2001 the official bid of the Chinese Government to host an Expo in Shanghai, from May 1 to October 31, 2010, was submitted to the BIE. Other five countries presented bids to host an Expo in 2010: Ar-

gentina (Buenos Aires), Mexico (Queretaro), Poland (Wroclaw), Russia (Moscow), and South Korea (Yeosu).

China embraced a very assertive diplomatic campaign to gain votes among the delegates of the rest of the member countries at the BIE. A representative was commissioned to reside in France to have a closer contact with 66 out of the then 98 BIE member countries, while other Chinese diplomats negotiated votes in international meetings around the world.

Diplomatic efforts to bid for Expo 2010 Shanghai were carefully synchronized not to overlap with the bidding campaign for the 2008 Beijing Olympic Games. Only after Beijing was chosen by the International Olympic Committee on July 13, 2001, the campaign for Shanghai began.

On December 3, 2002, during the 132nd General Assembly of the BIE, Shanghai was elected with 54 out of 98 votes after four rounds of voting.

Source: HUANG, YAOCHENG. *Shanghai Expo*. Thomson Learning. Singapore. 2007.

Yuyuan garden





Haibao, the mascot of Expo 2010 Shanghai, at Yuyuan garden



Shanghai skyscrapers as seen from the Monument to the People's Heroes

Yuyuan garden



Gucheng park



Gucheng park



Yuyuan garden



Transrapid train



Lujiazui skyline as seen from the Expo Cultural Center



World Financial Center and Jin Mao towers



Gardens at the Bund



Gucheng park



Yuyuan garden





Zones A and B of the Expo site

THE EXPO SITE

Expo 2010 Shanghai is the first Expo under the *Registered International Exhibition* category, following the 1988 ammendment to the *Convention relating to International Exhibitions*.

Expo 2010 Shanghai remained open to the public from May 1 to October 31, 2010. Its main theme was urban development under the motto "Better city, better life". Five sub-themes guided participants to define the content of their exhibitions: integrating diversified urban cultures, urban economic prosperity, urban technological innovation, remolding urban communities, and interaction between urban and rural areas.

The Expo Park occupied an area of 5.28 km², but only 3.22 km² were used for exhibitions. The remaining 2.06 km² served for parking and other services.

Expo 2010 Shanghai set a landmark for public diplomacy events with a series of new records. Attendance rounded 73'080'000 visits, while participation included 189 national governments, 16 intergovernmental organizations, 31 organisms of United Nations, and several non-governmental international organizations, trade organizations, and private companies.

Source: HUANG, YAOCHENG. *Shanghai Expo*. Thomson Learning. Singapore. 2007.

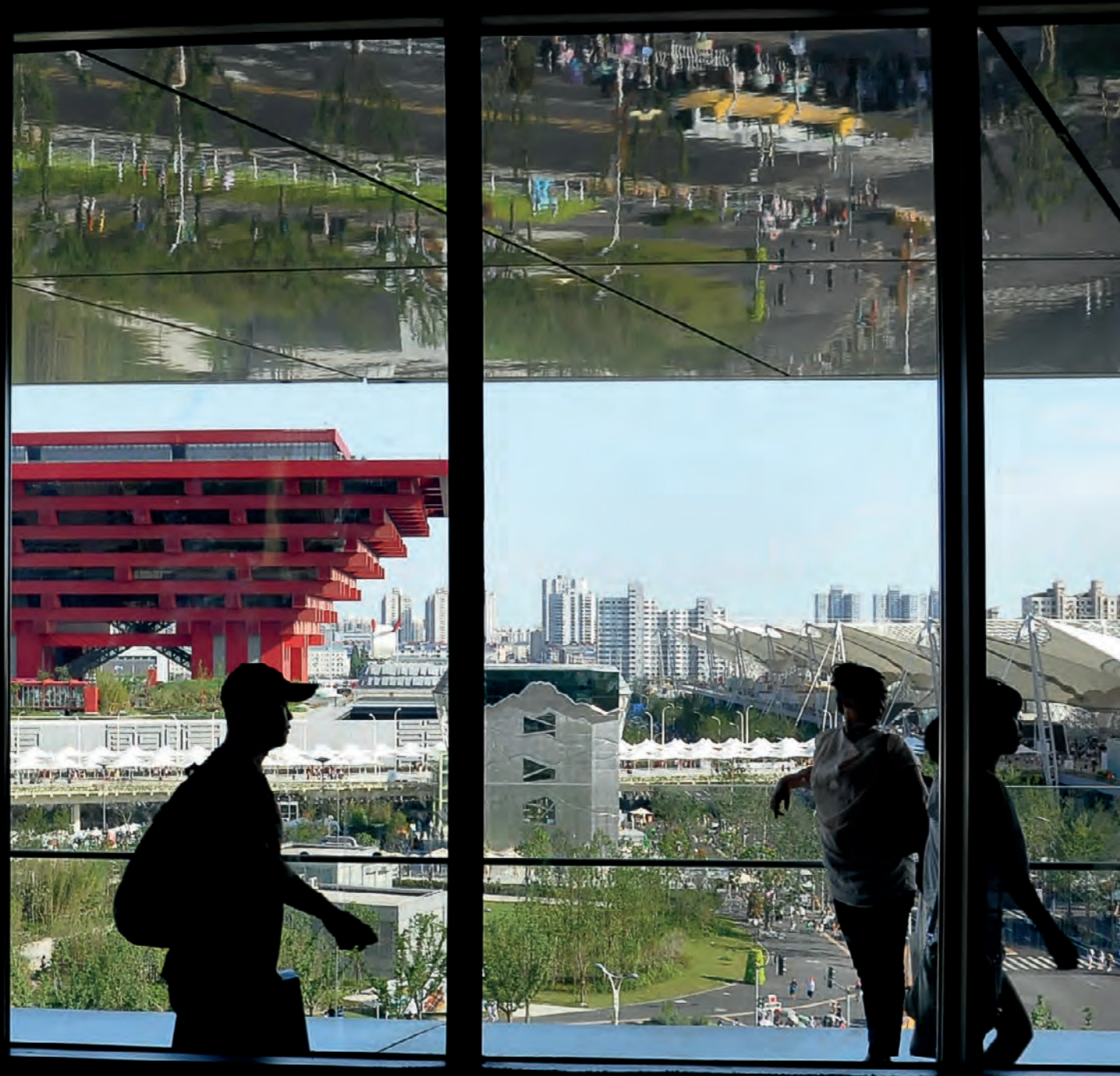


Monument at the Expo Center



Pavilion of Denmark



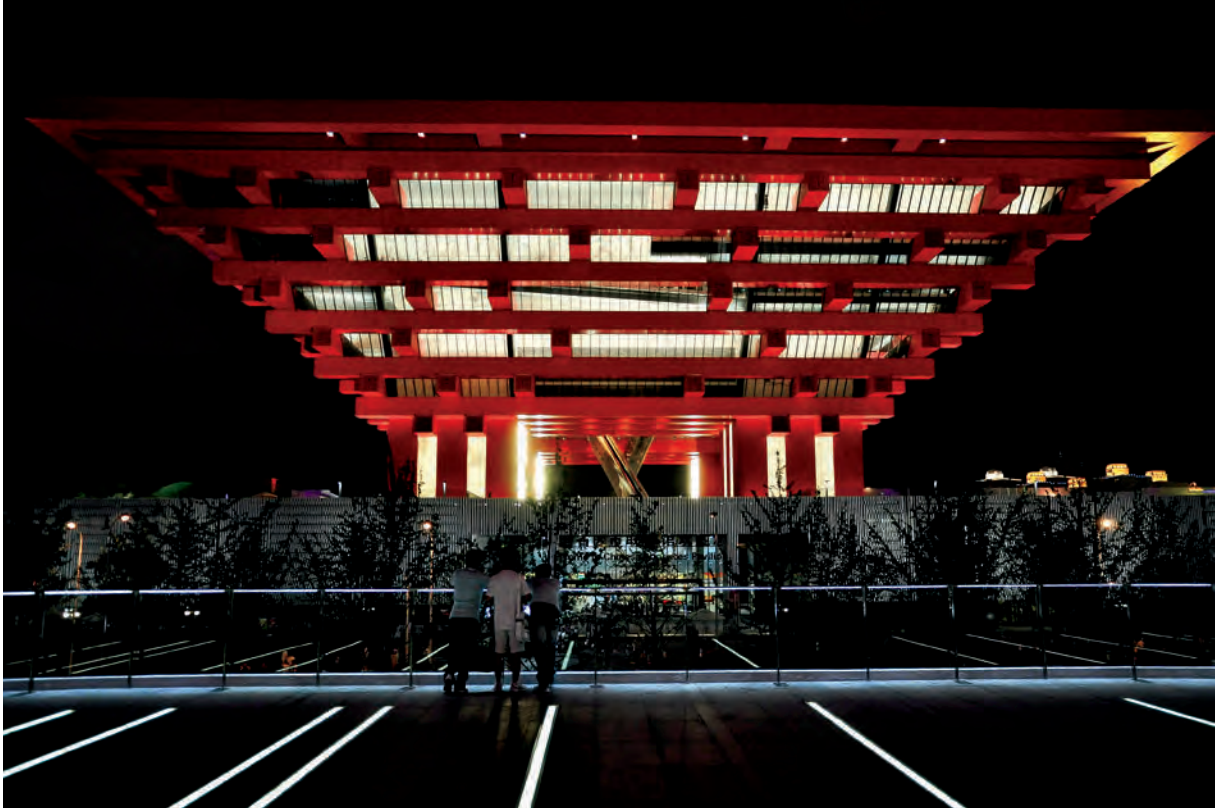


China Pavilion

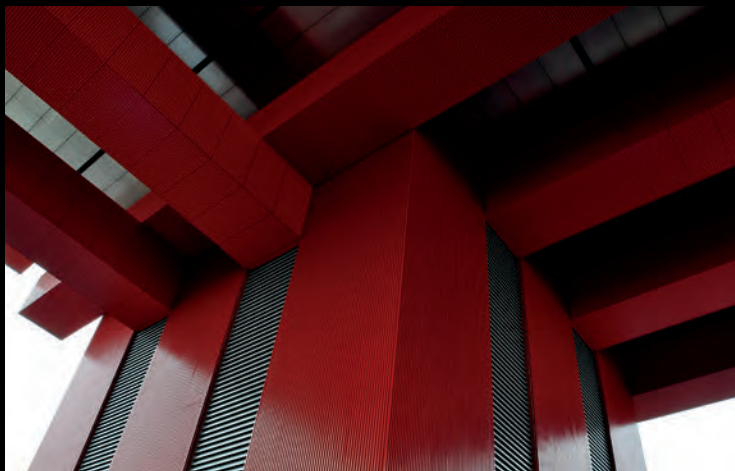




Zones A and B of the Expo Site



Pavilion of China



Pavilion of China





Expo Axis and China Pavilion



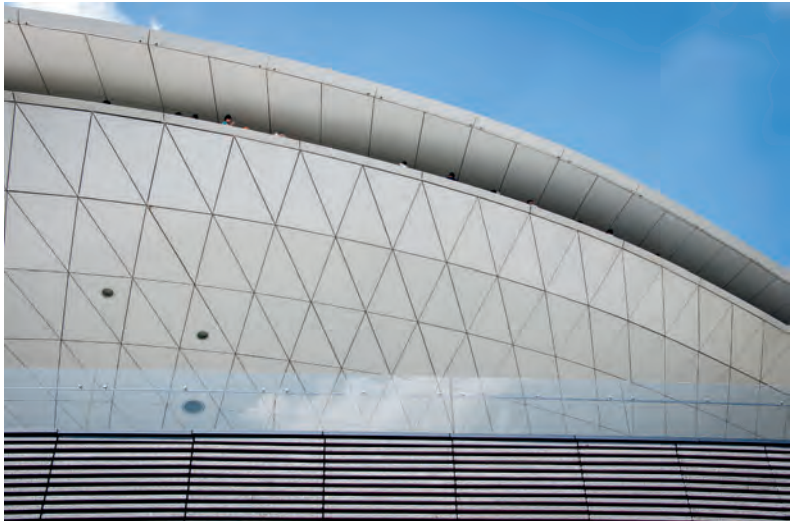
Expo Boulevard



Music Fountain



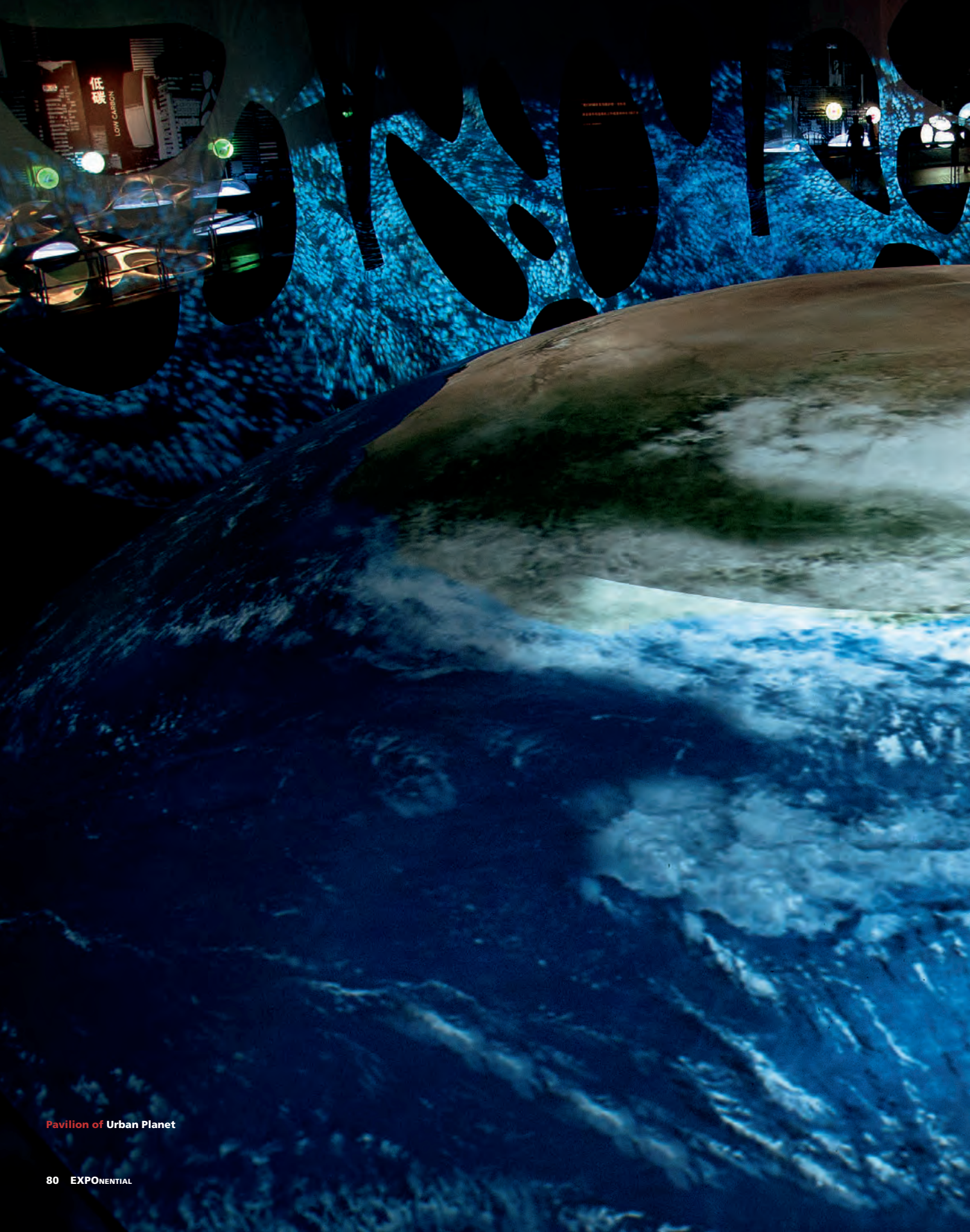
Cultural Center



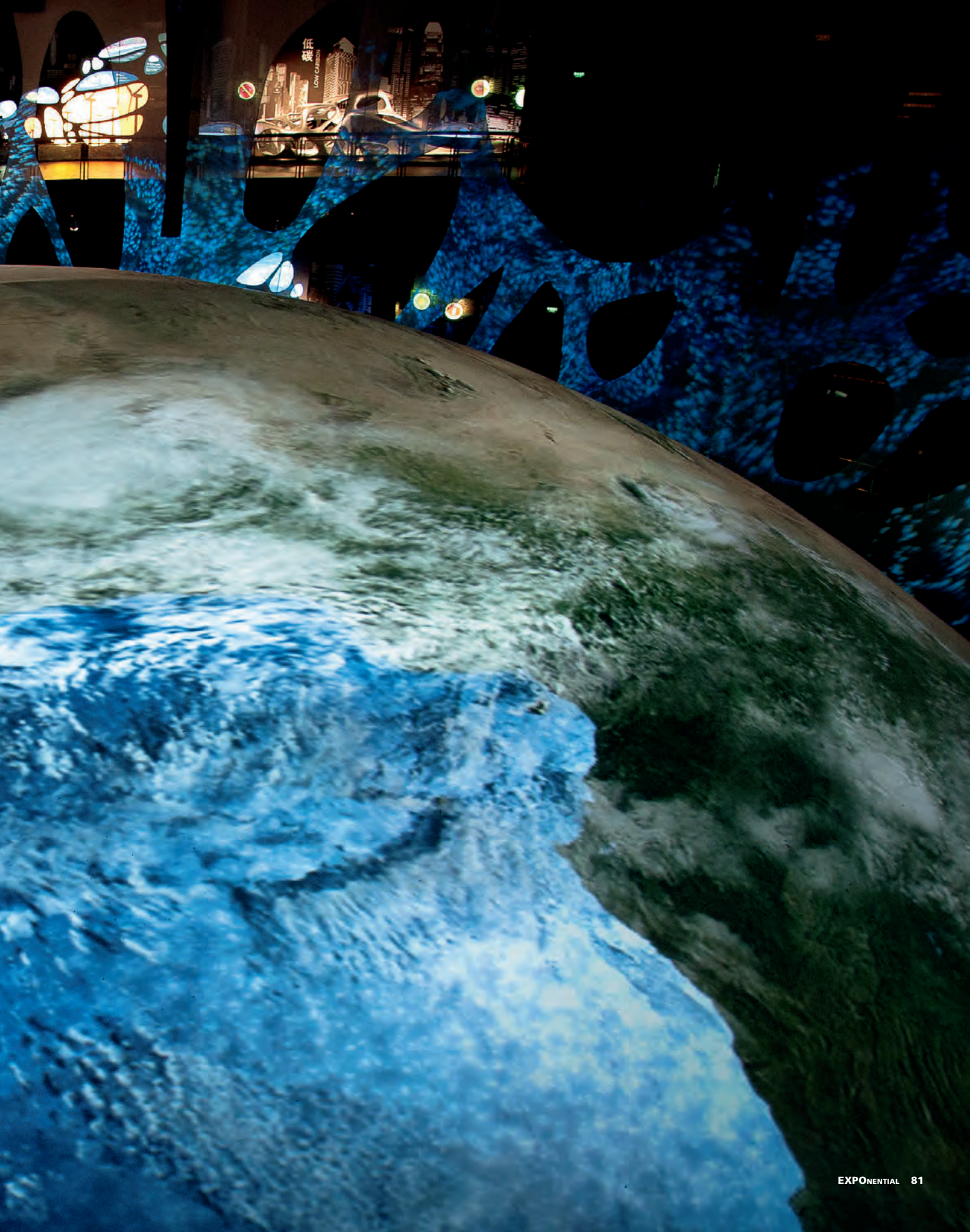
Cultural Center







Pavilion of Urban Planet



Pavilion of Information and Communications



Pavilion of Vanke

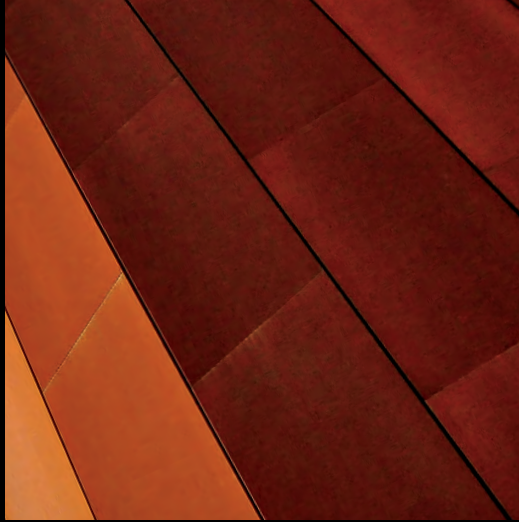


Pavilion of Broad Group

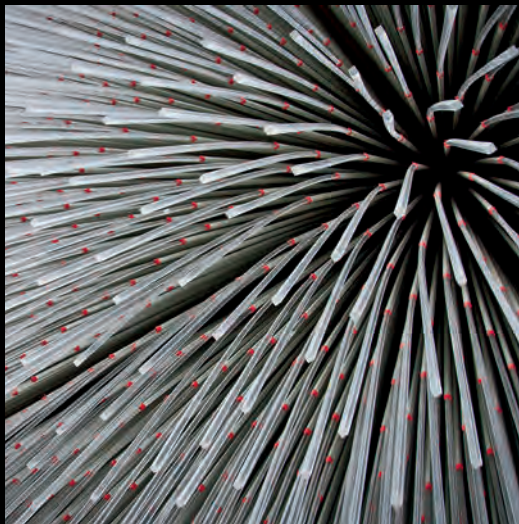


Urban Best Practices Area Joint Pavilion 3

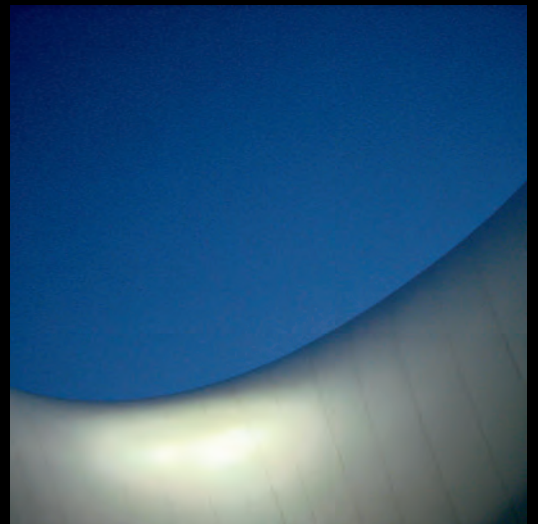
Pavilion of Australia



Pavilion of Spain



Pavilion of the United Kingdom

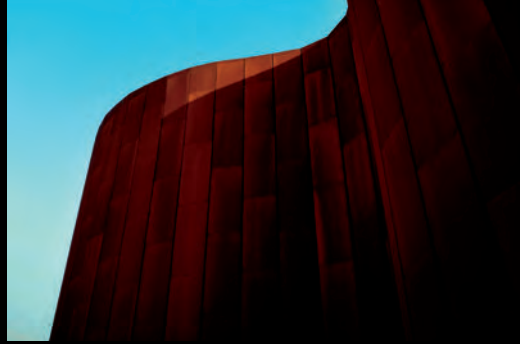


Pavilion of Finland

Pavilion of Latvia
Pavilion of Finland



Pavilion of Australia
Pavilion of Saudi Arabia



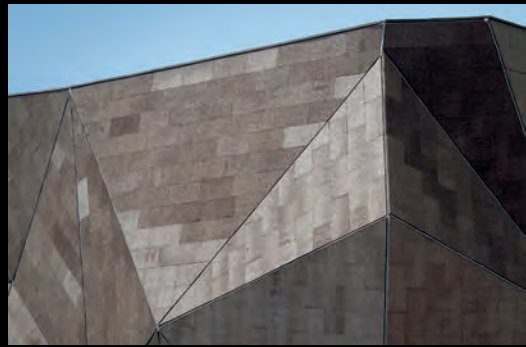
Pavilion of Singapur
Pavilion of the United Kingdom

Pavilion of Japan
Pavilion of the United Arab Emirates

Pavilion of Italy
Pavilion of Chile



Pavilion of Russia
Pavilion of Portugal
Pavilion of Luxembourg

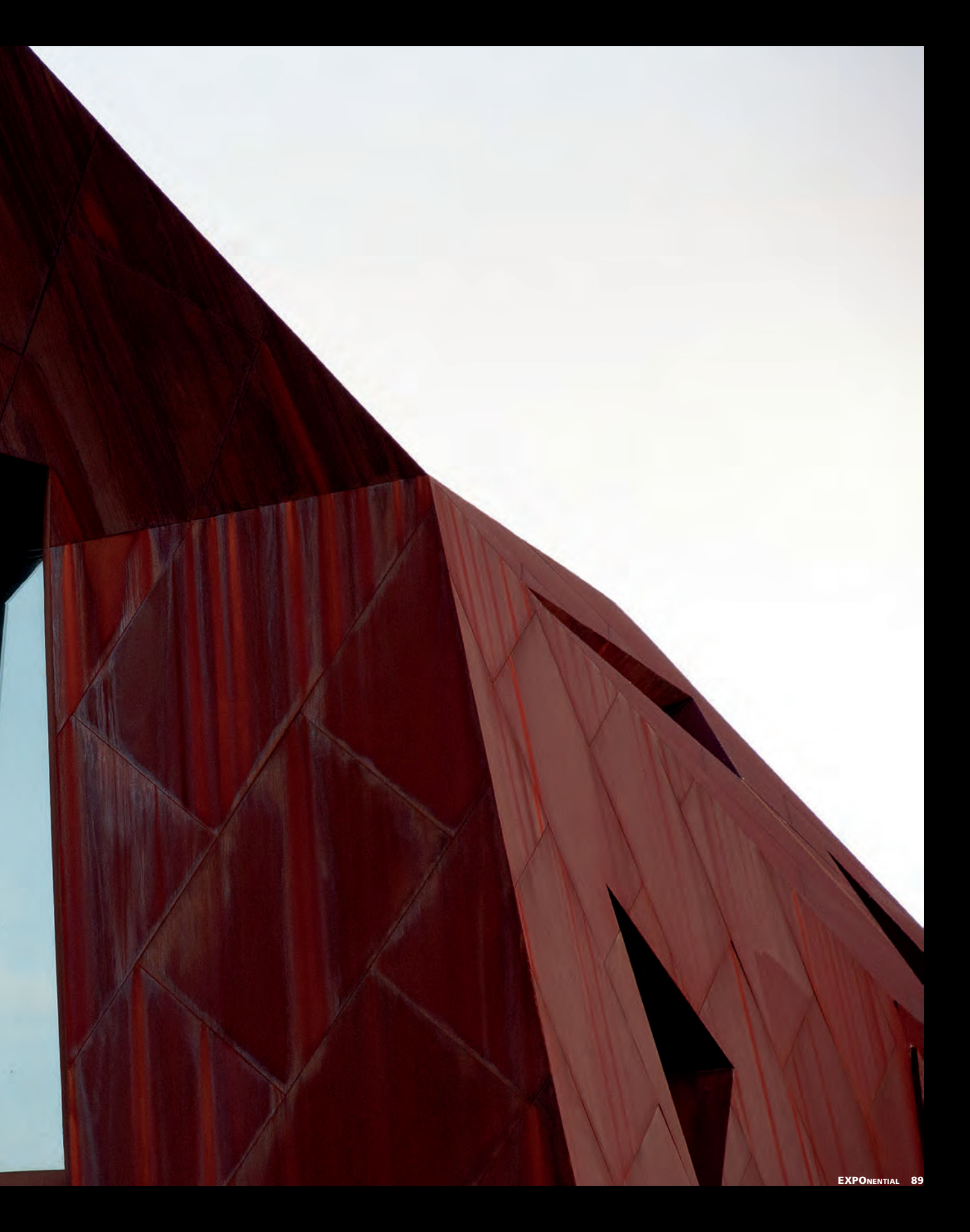


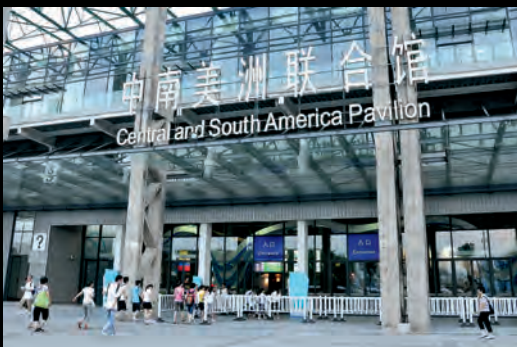
Pavilion of Mexico
Pavilion of the Netherlands





Pavilion of Luxembourg





Pavilion of Saudi Arabia

Pavilion of the Netherlands

Joint Pavilion of Central and South America



Pavilion of South Korea

Pavilion of Latvia

Pavilion of the United States of America



Pavilion of Venezuela
 Pavilion of Czech Republic
 Pavilion of Israel



Pavilion of Croatia
 Pavilion of Australia
 Pavilion of the United Kingdom



THE PUBLIC



Pavilion of Argentina





Urban Best Practices Area Barcelona



Urban Best Practices Area Hong Kong



Pavilion of the United Kingdom



An exhibition is a display which, whatever its title, has as its principal purpose the **education of the public**: it may exhibit the means at man's disposal for meeting the needs of civilisation, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future.

Article 1.1 Convention Relating to International Exhibitions.



Pavilion of Mexico

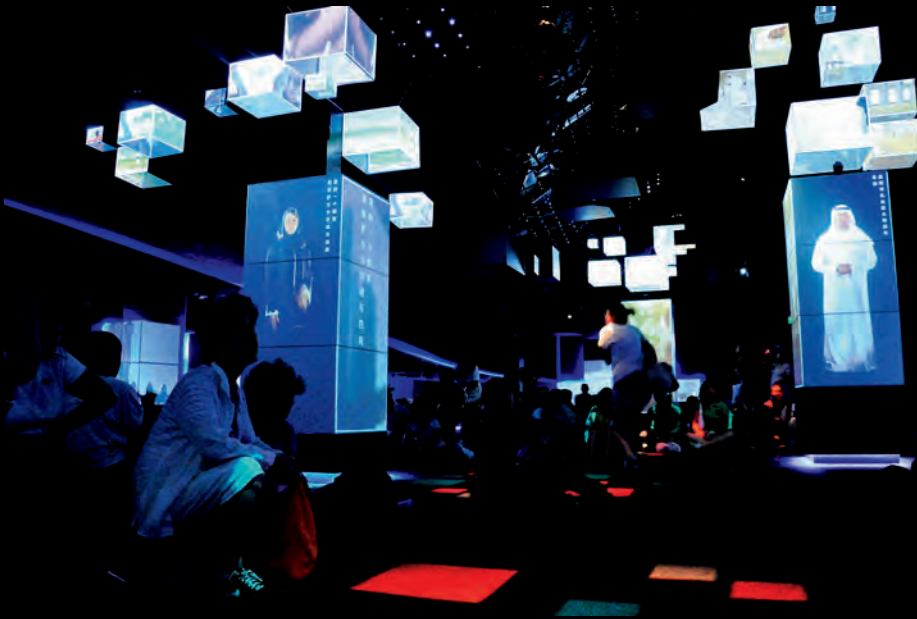


Pavilion of Germany



Pavilion of China

Pavilion of the United Arab Emirates



Pavilion of the United States of America

Pavilion of the **United States of America**



Pavilion of the **United Arab Emirates**







Lines to enter the Pavilions of Japan and Saudi Arabia



Lines to enter the Pavilions of Saudi Arabia and Ireland



Pavilion of South Korea







Pavilion of Mongolia



Pavilion of the United Kingdom



Expo Parade



Pavilion of France



Celebration Square



Pavilion of the United Kingdom



Pavilion of Venezuela

ntar
ng others
gether



People make
the revolution,
the State



ism is
justice,
equality,
ism is life
future for
ankind.

Revolución colectiva
Revolution



瑞典 | SWEDEN

188

法国 | FRANCE

151

以色列 | ISRAEL

280

中国 | CHINA

89



请不要触碰水龙头

PLEASE DON'T TOUCH THE



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY

西班牙 | SPAIN

145

挪威 | NORWAY

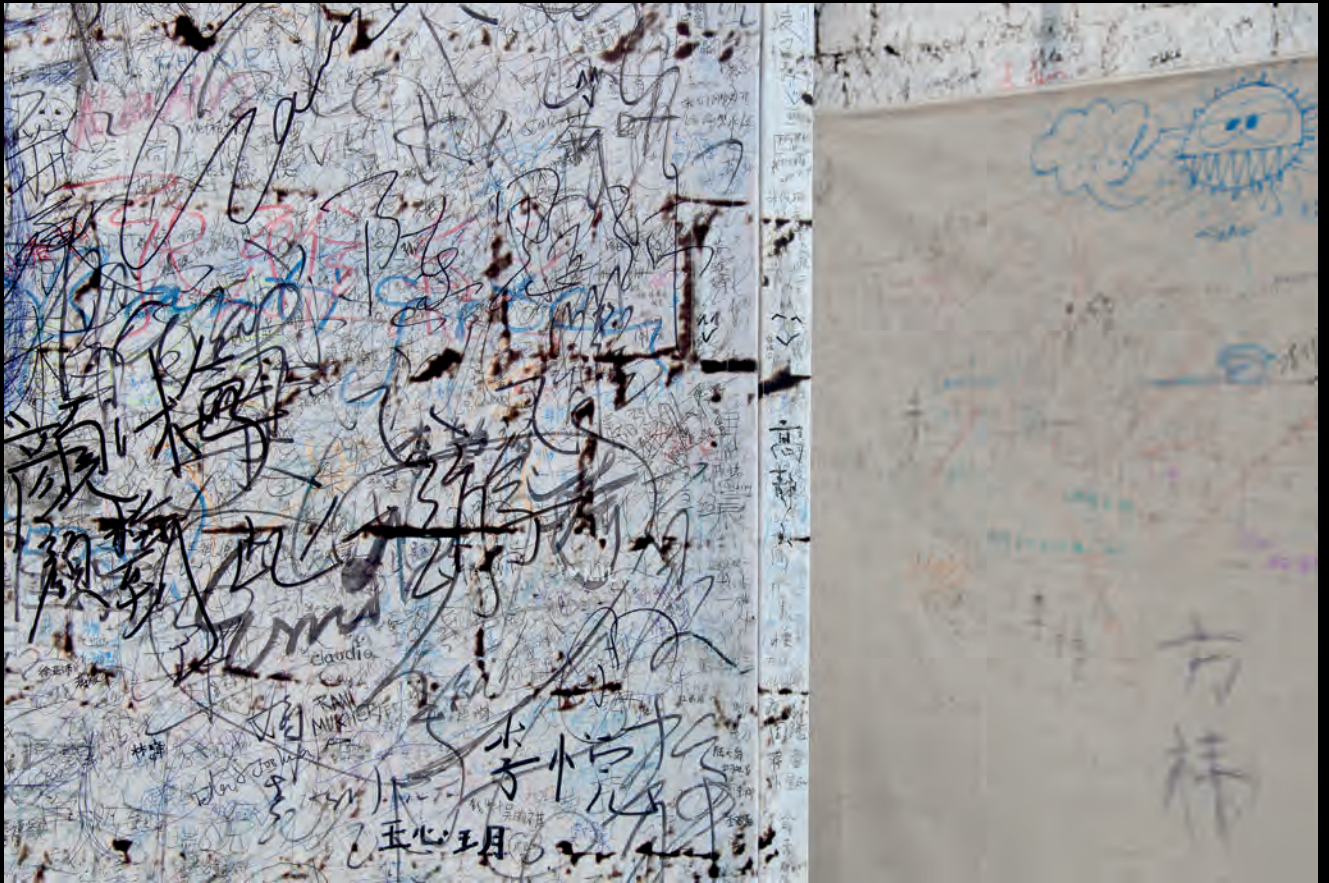
260

295





Pavilion of Germany



Pavilion of Germany



Pavilion of France



Pavilion of Mexico



Pavilion of Georgia



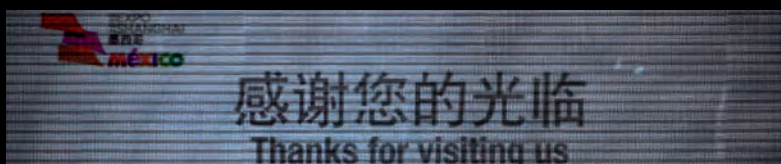
Pavilion of Iran



Children near the Joint Pavilion of Africa



Pavilion of the Netherlands



Pavilion of Mexico



立陶宛 LITHUANIA



Pavilion of Lithuania



Pavilion of the United Arab Emirates

Pavilion of **Lybia**



Pavilion of **Mexico**



Pavilion of **Germany**



Pavilion of **Iran**

Pavilion of the United Arab Emirates



Pavilion of Lithuania



Urban Best Practices Area Barcelona



Pavilion of Slovakia

更多的空间来共享

Més espai per compartir

Más espacio para compartir

More space to share



Com ens relacionem

如何交往

Cómo nos relacionamos

How we relate



Worker at the Urban Best Practices Area Barcelona



Workers at the Expo Site



Pavilion of Germany





Pavilion of Bangladesh

Munters provides the technology for efficient indoor temperature and humidity.

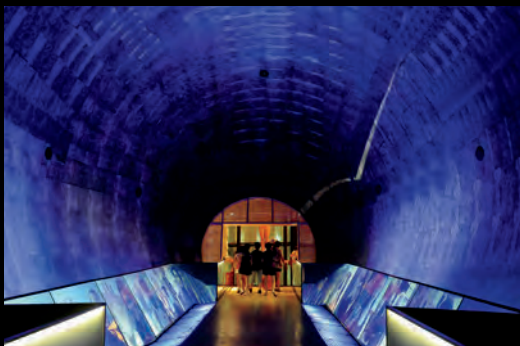


给全社会的福利
全社会的创新真的很有用。

Welfare for all!
Social innovation that really work.



Pavilion of Sweden



Pavilion of Chile



Celebration Square





Elevated pedestrian walk



Pavilion of Argentina





Pavilion of Denmark







Celebration Square

EXPOponential

Diplomacy for the Public at Expo 2010 Shanghai

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

5月20日

当日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

入园日期 5月24日

平日·夜票 ¥90

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

5月25日

当日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

平日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

入园日期 6月2日

平日·夜票 ¥90

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

平日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

6月10日

当日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

6月11日

当日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

平日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

入园日期 6月14日

平日·夜票 ¥90

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

6月23日

当日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

当月·普通票 8月 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

6月29日

当日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

7月19日

平日·优惠票 ¥100

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
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7月21日

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中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
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口号：让生活更美好
Better City, Better Life

7月22日

平日·优惠票 ¥100

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

8月2日

平日·优惠票 ¥100

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
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平日·普通票 ¥160

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
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口号：让生活更美好
Better City, Better Life

8月4日

平日·优惠票 ¥100

中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA
2010.5.1-10.31
口号：让生活更美好
Better City, Better Life

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César Corona was born and raised in Mexico City and has lived in Lisbon, Hannover, Montreal, Los Angeles, and Shanghai. He worked as a waiter and bartender for the National Section of Mexico in Expo'98 Lisbon, as hosting staff for the National Section of Mexico in Expo 2000 Hannover, and as research assistant for the USC Center on Public Diplomacy in Expo 2010 Shanghai.

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