



## Shanghai Expo 2010 – Shaanxi Pavilion

**Project duration:** January 2010 - April 2010

**Client:** Trade Promotion Association of Shaanxi Province

**Project location:** Expo Park Shanghai 2010 Expo – Zone A

**Project area:** 600M2

**Investment:** RMB 1,200,000

**Award:** The design of Shaanxi Pavilion at Shanghai Expo 2010 was awarded "Excellent creative design works" by the first exhibition selection of 2010 Shanghai.

**Project scope:** Conceptual Design; Construction Design; Permitting, Fit-Out; Display Installation; Multi-Media Display Design and Installation; Facility Maintenance.

### Project introduction:

The theme of Shaanxi Pavilion is "The Tour of Cultural Chang'an". In the center of the pavilion is the model of historic building – Hua Qing Palace. Many hi-tech multimedia exhibits were used in the pavilion, combined with stage performances, they perfectly show the world Shaanxi's history and culture, the modern city life and the natural landscape.

### Nomura's role:

Nomura Construction won the bidding of the pavilion's conceptual design and completed all the related construction design work. Hua Qing Palace is China's famous architecture in Tang Dynasty. Nomura's designers made in-depth study to this historical building to determine the optimal scheme of construction scale. The World Expo is a theme activity with large number of visitors, so the safety design of the entire construction is a very important part of the project. Nomura's designers eventually decided to use steel structure as the building foundation and to make decoration on the basis of steel structure. It is very difficult to form such a complex building foundation using steel structure, which has high requirements to construction design. But Nomura's designers precisely combined steel structure and decoration through their efforts, which is a precedent of classical architecture completed with steel structure. The sculpture column of nearly 10 meters high in the rear of the building highlighted the pavilion. China's Tang Dynasty cultural history and technology were concentrated in this exhibit, which guided the audience to travel to Tang dynasty. In the pavilion Nomura's designers set robot imitations of Emperor Tang Xuanzong and his consort Yang Yuhuan in Chinese style costumes, which caused a sensation at the time. At the same time the use of image recognition technology and a lot of multimedia technology make the visitors happily blend in the pavilion. The sculpture, rockery and the pond are set as the background of the stage, on which go on dance show every day. The stage lighting system's design and production were also completed by Nomura's design team. The construction quality of Shaanxi Pavilion was highly praised by China Pavilion department of Shanghai World Expo.