



丹麦 Denmark  
EXPO 2010

## ABOUT THE DANISH EXPO 2010 PARTICIPATION WELFAIRYTALES

### Vision

The Danish Pavilion will market unique Danish potentials on the Chinese market, with focus on Denmark's and Danish companies' innovative and humanistic ability to create sustainable, holistic and coherent urban development and welfare solutions. The name of the Danish pavilion is Welfairytales.

### Concept: Welfairytales

The Danish Pavilion will present new images, new ideas and new knowledge related to how Denmark can create sustainable cities with a high quality of life. The tales of the common challenges, common opportunities and common approaches integrated in the Danish Pavilion should invite and inspire both Chinese and global visitors to new and lasting partnerships with Denmark and Danish companies.

### The exhibition

The pavilion exhibition is an unfolded living fairytale book. The fairytale book combines images, film, words and sound, inviting visitors to try out the Welfairytales themselves. Welfairytales presents new stories from Hans Christian Andersen's native country. It is a fairytale about modern Denmark today and tomorrow in three chapters:

"Tales of how we live" is about how Danes live and structure their daily lives in the cities. It tells a tale of how cities can be created that focus on a high quality of life and sustainability.

"Tales of what we love" is about the Danes and includes personal stories of what makes life worth living. Its personal fairytales explain what should be in focus to create the cities of the future in order to give people better opportunities to develop and be happy.

"Tales of where we're going" is about our vision for a joint Danish/Chinese future, about how Danish-Chinese cooperation in the fields of technology and knowledge can improve life in the cities of the future.

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DANISH ENTERPRISE AND  
CONSTRUCTION AUTHORITY

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### **The architecture**

The Danish Pavilion is more than a traditional exhibition pavilion. It is an opportunity to try out Danish city life and see the original, famous Danish sculpture, the Little Mermaid. It is also possible to jump on a city bike to meet the Danes, their lives and their dreams. And the children can have fun in the playground, enjoy a picnic and dip their toes in the water of the Harbour Pool.

The building itself is a monolithic steel structure designed as a double spiral with pedestrian and cycling lanes that take the visitor from the ground through two curves up to a level of 12 metres and down again.

In this way the Danish exhibition can be experienced at two speeds, both inside and outside – either as a calm stroll with time to absorb the surroundings, or a bicycle trip where the city and city life drift past.

There will be more than hundred city bikes for visitors to try. Inside, the floor features a light blue cycle path where the bikes pass through the building.

The Danish Pavilion is situated in Zone C as part of the “Nordic town”, with Finland, Iceland, Norway and Sweden as neighbours.

### **The facade**

Structurally, the pavilion is conceived as one giant self-supporting tubular steel truss, similar to the hull of a steel ship. The external facade structure is the building’s most efficient element. The perforation holes are there to let in daylight and for the purpose of natural ventilation. Due to the structural performance of the truss, the degree of perforation varies with the structural stress along the facade. Every single hole in the facade is equipped with a LED light source enabling both the regulation of light inside the pavilion and the illumination of the outside surface in the darker hours of the day. As a result, the facade of the pavilion becomes an abstract pattern of light and darkness reflecting the flow of people and bicycles inside the pavilion, as well as the flow of forces inside the steel wall.

### **The Harbour Pool**

The Danish Pavilion is wrapped around the Harbour Pool. It allows the visitor to experience what it is like to paddle round the Danish harbour. The Harbour Pool emits light into the meeting and business event area of the lower floor through a large window. In this way the meeting and business facility, designed for our VIP guests, becomes an extension of the Harbour Pool.

The sea as a recreational resource means a lot to the Danes. After years of concentrated efforts to reduce pollution, it is now possible to swim inside the harbour areas of many cities.

### **The Little Mermaid in Shanghai**

At the centre of the Harbour Pool is the Little Mermaid, who has been sitting on Langelinie in Copenhagen since 1913. On 12 March 2009, the City of



Copenhagen gave their final approval to let the famous Danish landmark travel abroad for the first time; she will be exhibited at the Danish EXPO 2010 Pavilion in Shanghai.

The idea to move the Little Mermaid from Copenhagen to Shanghai is a gesture of cultural generosity and also an invitation to cultural dialogue between Denmark and China.

### **Bench and fountain**

Danish artist Jeppe Hein has designed a social bench going through the inside and outside space of the Danish pavilion. Besides being an artistic and social approach, the white steel bench also functions as a barrier between the pedestrians and the cyclists. In addition, Jeppe Hein will create an interactive fountain where water walls rise and fall in interaction with the movement of passers-by.

### **Design Shop**

The Danish Pavilion will host a design shop that offers Danish design and lifestyle products. The products have been chosen because they are products of tomorrow, not yesterday, and meet some of the following criteria:

- Products where Danish and Chinese knowledge and creativity are included on an equal footing.
- Products integrating sustainability and CSR with lifestyle
- Products based on Danish-Chinese collaboration.

### **A taste of Denmark**

The Danish Pavilion offers visitors an exclusive culinary journey through Denmark. A journey that originates in the traditional Danish kitchen, arranged with a modern touch and using the freshest and finest ingredients commonly enjoyed in Denmark. There will be a welcome bar and a roof top café where the food will be served in picnic basket. The food reflects the theme "Welfairytale", and tasting becomes an integral part of the overall visit to the Danish Pavilion.

### **Denmark Day, 29th of June**

The programme for the Danish National Day, Denmark Day, is targeted at the official delegation, the Chinese and the international audience.

The overall theme of Denmark day is dialogue. Under this heading, one of the programme elements will be an evening gala concert founded on the three classic art forms: classical music, singing and ballet. As both Chinese and Danish artists will perform, it serves as an illustration of the dialogue between China and Denmark.



### **Weekly happenings in the Danish pavilion**

History shows that weekly cultural performances are attractive to EXPO audiences. Therefore the Danish pavilion intends to hold weekly music performances entitled `Mermaid Music` with the participation of different Danish and Chinese musicians and bands.

### **About Denmark's EXPO participation**

Denmark registered for participation in EXPO 2010 on 1 June 2007. The Danish Pavilion is the result of close collaboration between the official Denmark and a range of private companies and organisations with strong ties to China.

With a budget of DKK 150 million, the Danish EXPO 2010 participation in Shanghai will be Denmark's largest EXPO project so far. The Ministry of Economic and Business Affairs invests DKK 75 million, while Realdania, as the major private contributor, invests DKK 50 million.

**A.P. Moller - Maersk, GRUNDFOS, Vestas Wind Systems and the Danish Agriculture and Food Council (Arla Foods, Kopenhagen Fur and Carlsberg)** contribute a total of DKK 20 million, and **the New Carlsberg Foundation** has undertaken to embellish the pavilion.

The Danish contribution to EXPO 2010 is organised by a National Committee, with HRH The Crown Prince of Denmark as Chairman. The committee comprises Realdania, A.P. Moller - Maersk, GRUNDFOS, Vestas Wind Systems, the Danish Agriculture and Food Council and the New Carlsberg Foundation.

### **Creative team**

Denmark's contribution to EXPO 2010 has been developed by BIG (architecture), 2+1 Ideas Agency (exhibition and branding) and Arup (engineering). They are all affiliated to the EXPO secretariat at the Danish Enterprise and Construction Authority, which will assist in an advisory capacity during the further development and completion of the project.

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