

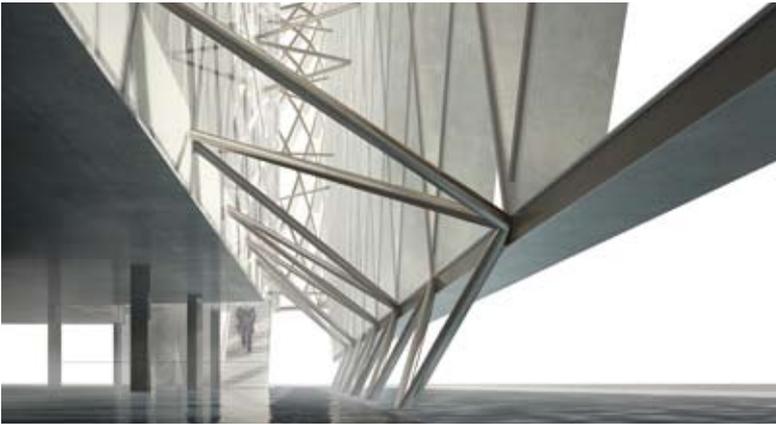
SHANGHAI

## Design of French National Pavilion for World Expo 2010 unveiled

In order to participate in the World Expo 2010 in Shanghai, the French Government has invested an amount of funds of €50 million and has appointed COFRES SAS to manage the building, animation and operation of the French Pavilion. Designed by renowned French architect Jacques Ferrier, "The Sensual City" was selected as the winning design among other 47 candidates. The construction of the Pavilion has begun since November 2008,

and progress has been smooth and on schedule.

Covering an area of 6,000 sq m, the French Pavilion will be a prominent and innovative structure built with the use of most advanced building materials and environment protection technology. The Pavilion would be a shining example of energy efficiency and recycling techniques and present France's contribution in sustainable urban development in China.



The French Pavilion is in the form of a Cartesian quadrilateral contained by a thin membrane over water; at the heart of this jewel, a vertical French garden with astonishing beauty reflects in the glare of the water. It is an ideal portrait of a metropolitan city and its relationship to humankind in the 21st century as well as a forerunner which unites architecture and nature. "The Sensual City" is a way to explore the desirable future for the world's major cities, a future where urban inhabitants are the object of attention





in the context of sustainable development in city planning.

The French Pavilion for the World Expo 2010 Shanghai is not only a national pavilion, she also represents a new form of urban architecture that is coherent with the overall concept of World Expo 2010 Shanghai - "Better City, Better Life". The magnificent building is eco-friendly, seeks to preserve cultures and nature and a connection between the city and human senses.

Seven exceptional art pieces from Orsay Museum will be exhibited outside France for the first time ever. The selection includes works of Millet, Manet, Van Gogh, Cezanne, Bonnard as well as Rodin. This "Sensual City" will offer abundant contents and programs for the visitors, including "The Sixth Sense" gourmet restaurant.

The total budget for France's participation in Shanghai Expo 2010, including the construction and fitting-out of its national pavilion, will amount to €50 million.

