



AFTER EXPO SHANGHAI 2010

THE TOPIC OF SUSTAINABILITY ON THE RISE IN CHINA – URBAN PLANET II ENDURES IN CHINA

Berlin, April 21st, 2011: After the overwhelming success of the theme pavilion "Urban Planet", designed by Triad Berlin, at the EXPO 2010, where it was visited by 8.2 million people, the city of Tieling, situated north of Beijing, cooperating with the EXPO successor company, has initiated a follow-up project. The plan is to work together with Triad on advancing the basic concept of the environment pavilion "Urban Planet" for a target group of young people so that another generation will become aware of the importance of sustainability and takes action in this regard.

China is increasingly faced with cities plagued by environmental pollution and with industrial zones for which a new use has to be found after the first stage of industrialization has phased out. One goal of the "Urban Planet II" project is to make the questions raised in connection with future developments more concrete for the targeted audience. Children and young adults between the ages of 12 and 27 shall be introduced to the relevant problems and solutions in a playful manner.

Lutz Engelke, founder and managing partner of Triad Berlin, says: "The decision to broaden our activities in China was correct. The Chinese will keep on working on issues related to sustainability. This creates the opportunity to communicate sustainability in China with a new quality. China is compelled to learn as fast as possible from the mistakes made in the history of global industrialization. The next generations are the driving forces for tomorrow."

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QINHU – TRIAD'S FIRST EXPO FOLLOW-UP PROJECT OPENS ITS DOORS

Triad Berlin's first follow-up project after the Expo 2010 opened its doors on April 20th, 2011. The visitors' experience center of Qinhu National Wetland Park originated directly from the context of the world exhibition. It seizes upon the new design elements which have been introduced to larger audiences in China during the Expo.

The exhibition visualizes the biological and ecological aspects of wetland areas on a total of three levels and on a floor space of 4,500 square meters with a scenography which creates realistic experiences and relies on interactive features. The dramaturgy moves from small aspects to an overall picture, meaning from specific animals and plants to larger contexts and ecological issues relevant in a global perspective.

Says Ulli Koller, responsible for scenography, architecture, creative management at Triad Berlin: "The visitors' center serves as a gate to the landscape, creating an atmospheric, decelerating transition from city to nature; it is all about diving into, learning, discovering, understanding, and rising into the air. Space-filling illustrations and content are used to charge and sensitize the minds of visitors before they begin their walk through the wetland park."

Confronting the wonders and varieties of nature on land, at sea and in the air will put visitors into the right mood to start their journey through the Qinhu National Wetland Park. The experience of nature and the issue of sustainability once again engage each other here. They establish the horizon for "learning with nature".

Contact

Triad Berlin Projektgesellschaft mbH
Marburger Straße 3
10789 Berlin

Press Contact

Melanie Kutscherauer
Phone +49/30/ 23 60 78 - 314
E-Mail melanie.kutscherauer@triad.de

www.triad.de

