



TRAVEL

EXPORIMENT

SHANGHAI ALREADY LOOKS LIKE THE FUTURE.
BUT IS THIS WHAT THE FUTURE SHOULD LOOK LIKE? THE WHOLE WORLD IS SEARCHING FOR "INTELLIGENT PERFORMANCE" TO SYNCHRONIZE THE DESIRE FOR MOBILITY AND QUALITY OF LIFE IN CITIES. **THE EXPO 2010 IS EXPLORING POSSIBLE ANSWERS.**

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IT IS THIS INCREDIBLE DESIRE FOR MOBILITY THAT OBLIGES SHANGHAI TO DEDICATE ITSELF UNCEASINGLY TO ADVANCEMENT. WHICH CAN BE SEEN AT ANY GIVEN INTERSECTION.



On a tour through Pudong—Shanghai’s “Panamera district” ever since the Gran Turismo’s world premiere there last year—the eye seeks to settle. Here dreams shoot up into the skies, buttressed by steel, glass, and concrete. With head thrown back, how quickly one can lose oneself in the sights. Then the traffic lights change, and a glance out the open side window falls on a light-blue something at the side of the road, which points the direction that the aquamarine 911 Carrera Coupé should take. They harmonize with each other very well, this mascot for the Expo 2010 and our 911. The cuddly creature was formed from the Chinese character *ren*, which stands for “person.” Its name is Haibao, which means

something like “sea treasure.” Haibao is always smiling, which is a sign that cities and people can be friends. If only they want to be.

Shanghai, the “city above the sea,” is a continent in and of itself. In the evenings it seems like an illuminated adventure park. “Shanghai has always been a laboratory of bold ideas, the ultimate experiment of the avant-garde,” writes Germany’s *Spiegel* news magazine about the burgeoning urban ensemble that seems to find itself in a permanent state of fast-forward. One has to acclimatize oneself before discovering the city’s unique charm. Actually, Shanghai already



A CITY THAT IS CONSTANTLY INVENTING ITSELF ANEW YET HAS TO KEEP THE DAILY LIVES OF ITS INHABITANTS FLOWING—AND NOT ONLY IN THE LITERAL SENSE ON ITS STREETS.

looks like the future. But is this what the future should look like? A World’s Fair intended to have lasting value requires a signal idea that has a future. Drawing on its own experience, the megalopolis of Shanghai selected a noble urban perspective: “Better City, Better Life.” That cannot be achieved merely by means of the cheerful flowers that blossom along all of its major asphalt arteries, but they may indeed convey the idea that fresh forms of life can grow anywhere, as long as they are properly planted.

It makes sense to dream the dream of better cities in a place that not long ago consisted of fallow swampland—and today raises its gates toward the heavens. “From Farmland to Wonderland,” was the headline in *China Daily* about the Expo grounds at the Huangpu River. As a symbol of the new China, Shanghai radiates self-confidence, yet it cannot succumb to the smug belief of being born for higher things. Nonetheless, a metropolitan center that is home to 18 or so million souls is familiar with urban problems in spades, and seeks to recast them as opportunities. Crises can be viewed as

opportunities, not only because they are represented by exactly the same character in Chinese calligraphy. In short, we might say they can be shanghaiad!

It is the incredible desire for mobility that obliges Shanghai to dedicate itself unceasingly to advancement, which can be seen at any given intersection. Wherever the traffic arrows point, the roads lead to tomorrow. Today is almost always viewed as yesterday. The secret to a satisfied life consists of synchronizing the racing heartbeat of the metropolis with the inner clocks of its people; the World’s Fair seeks to find ideas and provide impetus to do precisely this. And the entire world is to help in the process. In a presentation by scientists from Stuttgart, the German Pavilion vividly demonstrates the idea that many people working together can always put something into motion: a pendulum with a multivision globe is made to swing when the spectators shout.

The observation platform in the Shanghai World Financial Center is currently the biggest sensation in the Yangtze Delta, ▶



BETTER CITIES, BETTER LIFE. THIS IS THE SYMBOLIC SHORE
TOWARD WHICH THE EXPO NATIONS HAVE TO NAVIGATE.
DON'T STOP THINKING. BUT PERHAPS THINK ANEW. FOR THE
GOOD OF THE WORLD: A NEW WORLD.



and it is here the Panamera made its debut in the automotive world. The eye of the observer has it easy on the 100th floor, with a view over the city from an elevation of 474 meters (1,555 feet). The entire fascination of the patchwork called Shanghai is captured in its panorama. A city constantly inventing itself anew yet at the same time keeping the daily lives of its residents flowing, and not only in the literal sense of the action on its streets, seems like the right place to create the architecture for a better future. But it is not a matter of constructing a new version of New York or a different Tokyo; there is no question that the economy and the environment

will have to harmonize with each other in the future, a practice long pursued by carmakers such as Porsche as crucial for mobility. Of similar importance for inhabitants of cities are those places in which movement can come to a stop: Where can the soul find a home?

An example is the 2.6-kilometer-long (1.6-mile) bund, the promenade that figures in picture and guide books alike, featuring facades from the old Paris of the East. Its comeback demonstrates that with the right powers of imagination, the dream of a better city can in fact be shaped and lived. Right in

CREATING A FEELING FOR LIFE, EVEN IF BY PAUSING.
AGAIN AND AGAIN ONE SEES SKYSCRAPER FACADES,
MIRRORING THEIR VIEWERS. BUT IT IS ALSO A MATTER OF REFLECTION.
FOR THERE IS A FUTURE IN REFLECTING.

time for the Expo, the historical row of buildings is once again open to the river, with the eleven-lane traffic artery that had previously run parallel to it now banished to a two-tier tunnel. With the planning successfully put into practice, it is time for a stroll along the waterfront—this is also what the freedom of city life can look like. Securing space and time—these are the qualities of cities with a future.

The zen of a city lies in its wish for change. To do so it requires an inner center, and an eye for the essential. Islands of life. Where there is space for emotion within growth. The Expo 2010 is only the start; it provides a format for desire to be fulfilled in the future. The world has to decide for itself how and where it wants to keep moving. And to do so, it seeks the best-possible “intelligent performance.”

How long—or perhaps rather how short—is eternity? Change is what is eternal in Shanghai, and the Expo 2010 is in search of the best-possible change. ◀



Eye-catchers: The Chinese Pavilion and the Panamera

EXPO 2010 BETTER CITY, BETTER LIFE

A World of Its Own

The World's Fair in Shanghai, held on 5.28 square kilometers (2 square miles) at the Huangpu River, will run until October 31. Some 192 countries and 50 international organizations, as well as numerous cities and companies, have presentations at the largest World's Fair ever. The biggest pavilion is the host country's, bright red in color and resembling an inverted pyramid. Measuring 160,000 square meters (1.7 million square feet), its theme is “Chinese Wisdom in Urban Development.”

A Warm Welcome

The organizers expect as many as 100 million visitors over the six months that the Expo runs, with 800,000 visitors a day at peak times. Day tickets cost 160 yuan. The grounds are best reached by metro or water taxi. For comprehensive information in English, visit: en.expo2010.cn.

Porsche Has Arrived

Porsche AG has been represented in China for nearly a decade with its own subsidiary in Shanghai; the company recently opened a new, representative headquarters in the district of Pudong. China is already Porsche's third-largest single market. Its dealer network is constantly expanding: currently there are 27 Porsche Centers, and by the end of the year there will be 35. The importance that Porsche ascribes to China can be seen in the world premiere of the Panamera in Shanghai last year. The basic model of the Gran Turismo with a six-cylinder engine also had its premiere in the country, namely at the Auto China this spring.

www.porsche.com/china/en/