

<<世博读本>>

图书基本信息

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前言

On December 3rd, 2002, Shanghai won the bid to host the World Expo 2010 at Monte Carlo, Monaco. With the arrival of the exhilarating news, the whole country was flail of jubilation, joyful tears and great relief, which undoubtedly led to a sleepless night!

A long-awaited dream had come true, accompanied with huge responsibilities. At the very moment that Shanghai was granted as the host of the World Expo, these emotions have turned into the strong belief that Shanghai people are capable of making the Expo Successful, wonderful and unforgettable. By doing this, a much more beautiful city and the better interpretation on life will be presented in front of the world, whereas the ever-lasting friendship will be spread over the world. "Such is the World Expo!"

This remark demonstrates the constantly deepened understanding of the Expo by Chinese people over the past six years. Before that, Chinese people had learnt a lot about the World Expo. It is known to all that China's liquor Mao-tai won the Golden Prize at Panama Pacific International Exposition (Expo 1915 Panama), and became famous since then. In 1904, Saint Louis World's Fair (Expo 1904 Saint Louis) witnessed the official debut on the presence of the Chinese government on the stage of the World Expo. The People's Republic of China first displayed its exhibits at 1982 Knoxville International Energy Exposition (Expo 1982 Knoxville).

In 2002, the news from Xinhua News Agency said that Xu Rongcun, a Shanghai merchant, brought his Yung Kee silk to the 1851 Great Exhibition of the Works of Industry of All Nations (Expo 1851 London). This had connected China with the World Expo 16 years earlier than the previously acknowledged time. In 1999, the successful International Horticultural Exposition hosted by Kunming had enabled Chinese people with the basic understanding on Expo by personal experiencing a real Expo. However, the profound understanding on the Expo started six years ago after China succeeded in bidding for the Expo 2010 (Expo 2010 Shanghai).

In the past six years, our understanding on World Expo no longer stayed on one or two interesting anecdotes, but became more systematic and deeper. In the first place, the World Expo is a form of display. In addition to showing the facilities required by human civilizations, each Expo focuses on its specific theme to showcase human beings' progress, development and prospects. Amidst the omnipresent challenges, human beings opt to face them with the innovative spirit-creating new things through scientific methods, exploring mysteries of human history, nature and the whole universe. It is such an innovation that helps human beings to fight against the challenges. The World Expo exactly sticks to the theme of human development, which is demonstrated by the achievements on economy, science and technology of the industrialized period, the pursuit of artistic achievements and architectural style, as well as concerns on the relationship between the social development and the nature. That is why we say the World Expo guides us to recall the past, face the present and embrace the future.

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内容概要

《The World Exposition Reader：世博读本》将主体内容与知识窗相结合，立体地介绍了世博会的历史、文化与发展过程，以及它所折射出来的精神内涵。

全书分“一切始于世博会”，“各国与世博会”，“中国与世博会”，“世博会：向上海走来”四大板块。

值得一提的是，在“中国与世博会”部分，前半部分内容介绍了晚清第一批“睁眼看世界”的中国商人、巴黎世博会上的中国人身影、清政府是如何登上世博会舞台的、在美国芝加哥世博会上中国民营资本的通力合作，以及民族企业所取得的奖项，其中有“荣记湖丝”在1851年伦敦世博会上所获得的奖状、上海耀华照相馆在1900年巴黎世博会上所获得的奖状等内容。

后半部分则介绍了新中国先后参加的11次世博会，在这些世博会上，中国馆兼顾古代文明，以现代科技成就为表现重点，精彩的展出包容古今硕果，体现了人与自然和谐相处的理念。

而“世博会：向上海走来”板块，则介绍为了这一天我们所做的各种准备，“城市，让生活更美好”的上海世博会主题，以及展馆、论坛、文艺活动等内容，介绍了在2010年上海世博会，城市最佳实践区和网上世博会将成为两大创新亮点。

一切始于世博会。

世博会被称为经济、文化、科技领域的奥林匹克盛会。

150多年来，世博会以其自身魅力吸引着人们的目光，从水晶宫到自由女神像，这些源于世博会的经典建筑已经成为人类建筑的标志性符号；从魔方到冰淇淋，这些首次露面于世博会的发明已经渗透到我们的日常生活。

世博会改变并影响着这个世界。

《The World Exposition Reader：世博读本》图文并茂地介绍了林林总总的世博会历史与文化。

城市，让生活更美好！

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In ancient agricultural society , people tended to join in trading activities at the harvesting time and festivals . Later on , this custom has been evolved into the regular large-scale trade and exposition fair at fixed location , with exchange of goods as the principal purpose . This is the prototype of the present-day World Expo . However , the modern World Expo was started only 150 years ago . Compared with the long human history , a span of 150 years is nothing more than a drop of water in the ocean . But it is over this short span that mankind through World Expo have demonstrated their intelligence vigorously facilitating the progress of modern society . For example , many World Expo buildings have become the landmarks on the Earth . The world Exposition Reader will guide the reader to cross temporal and spatial barriers to have a fully understanding on the World Expositions and preview the Expo 2010 . Reading this book , you would be able to acquaint yourself with the origins of the Crystal Palace , the Statue of Liberty , Eiffel Tower , and Atomium , as well as to understand the essence of " nature is the sole and genuine engineer " , and come to realize the truth in the statement of Napoleon " the World Exposition is not only a cluster of novel matters , but a cradle for circulating man's civilization and culture in the fields of industry , commerce and literature & arts of the whole world . "

Reading this book , you will discover that the World Exposition witnessed the debut of many inventions , like automatic exchange telephone , Rubik ' S Cube , Kodak camera , ice cream , tape recorder , and model space capsule ; and cry out with surprised to see that these exhibits at world exposition have integrated into daily lives and keep influencing our life all the time .

编辑推荐

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