

Media Release for 27 April 2010

Basel, Geneva and Zurich open a World Expo Pavilion

The cities of Basel, Geneva and Zurich are ceremoniously opening their joint pavilion at the World Expo 2010 in Shanghai on the 2 May 2010, one day after the public opening. From the start of May to the end of October, under the motto "Better Water – Best Urban Life", the Swiss City Pavilion will show how investment in a sustainable water management is repaid by a high urban quality of life.

"Plunge! – a first jump into the water". Under this motto, Basel, Geneva and Zurich are ceremoniously opening their joint pavilion at the World Expo 2010 in Shanghai on the 2 May 2010. The attractive pavilion by the Basel designer Stauffenegger & Stutz is located in the Urban Best Practices Area (UBPA), between major cities such as Paris, Osaka and Prague. From the start of May to the end of October, under the theme of Better Water – Best Urban Life", it will show an audience of millions the contribution that investment in a sustainable water management can make to an extraordinarily high urban quality of life.

Basel, Geneva and Zurich are each contributing a sum of one million Swiss Francs to this World-Expo presence. The financing of this ambitious 4.6 million Swiss Franc project has been secured thanks to the participation of well-known private partners, such as Novartis, MCH Group SA, Titoni and Swiss Re, as well as the Canton of Zurich and other partners.

High quality of life thanks to clean water

The highpoint of the pavilion is a 360° panoramic film that is projected onto a 3.60 metre high, circular screen above the central water basin. The film permits the visitors to experience a 24-hour day with time-lapse images of the clean Basel Rhine and of the clear lakes of Geneva and Zurich. In addition, visitors can obtain information about the various aspects of the sustained water management in Basel, Geneva and Zurich by means of short films that can be selected on touch screens.

A 90 square metre auditorium offers space for numerous events. One highpoint will be the joint City Day on the 29th May, on which the Zurich Mayor Corine Mauch, the Geneva Mayor Manuel Tornare and Guy Morin, President of the government of the Canton of Basel-City, will present the joint appearance of Basel, Geneva and Zurich at the World Expo. On the World Expo Swiss Day on the 12th August, the Federal President, Doris Leuthard, will also be visiting the Swiss City Pavilion. During the three City Weeks, Basel (20.- 28.5.), Zurich (30.5.-3.6.) and Geneva (4.-15.9.) will be presenting themselves in even more detail to an interested public.

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The World Expo 2010 in Shanghai

The World Expo Shanghai opens its doors from the 1st May to the 31st October 2010. Under the motto "Better City, Better Life" the World Expo offers an international platform for economic, scientific, technological and cultural exchange. 192 countries and 50 international organisations will be presenting themselves on the 5.3 km² exhibition area along the Huangpu River. For the first time, approximately 40 cities will be presenting their best urban programmes in the "Urban Best Practices Area" (UBPA). 70 million people are expected to visit the World Expo 2010 Shanghai, with more than 90 percent originating from China. You can find more information about the World Expo on <http://en.expo2010.cn>.

Further information

You can find more information about the joint appearance of Basel, Geneva and Zurich at the World Expo 2010 in Shanghai on www.basel-geneva-zurich.org.

Official Swiss National Pavilion

The City Pavilion of Basel, Geneva and Zurich is a thematic supplement to the Swiss Pavilion at the World Expo 2010 Shanghai, which has been realised by Präsenz Schweiz on behalf of the Swiss Confederation. The Swiss Pavilion presents the latest Swiss technology and innovation within the context of country communication in an adventure landscape of urban and rural life.

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