

AV DESIGN PROJECT PROFILE



EXPO 2010 Shanghai

USA Pavilion

Attracting over two million visitors in its first two months of operation, the USA Pavilion at Expo 2010 Shanghai China delivered its Rise to the Challenge theme in a series of Hollywood-style, multi-dimensional presentations that told the story of the American spirit of perseverance, innovation and community building. BRC Imagination Arts was the show designer and producer and created all the content for the Pavilion. The Design Consulting team at Electrosonic designed the audio-visual and control systems to bring the spirit of America to life.

Upon entering the pavilion, visitors were ushered into the Overture section, which functioned as a welcome lobby. Electrosonic designed the Overture system with four elevated projection screens, four Panasonic HD projectors, Extron video players and a 70 volt distributed overhead audio system featuring JBL speakers. Visitors were able to view a four-minute montage of the American landscape intercut with everyday people and celebrities, including Kobe Bryant and Tony Hawk, attempting to welcome visitors with Chinese words and phrases, with sometimes hilarious results.



The Preshow, or Act I, followed. Visitors were seated on benches in a theater designed by Electrosonic with a trio of large side-by-side projection screens measuring a total of 78x15 feet. The eight minute presentation, which displayed huge images spanning the three screens or three discrete images, addressed the important US-China relationship with comments from President Barack Obama and Secretary of State Hillary Clinton.

The Main Show, or Act II, showcased the story of "The Garden" told with live-action imagery, CGI, and 4D effects such as vibrating seats, mist and lighting. The creative film illustrated how a 10-year old girl dreamed of turning a vacant lot into an urban oasis and inspired her neighbors to make her dream come true. Electrosonic designed a system featuring five, 30-foot tall screens, each with a unique trapezoidal or hourglass shape oriented in portrait mode. They were rimmed with LED



light frames choreographed to change color and mimic the beat and mood of the content—833 lighting cues in less than eight minutes. With no dialogue, the film’s visuals, lighting and music combined to deliver the message of community to the visitors. To playback the music, Electrosonic designed a dynamic multi-track surround system and tactile transducers under the seats for sub-frequency vibrations.

Visitors exited the Mainshow into Act III where 22 corporate pavilion sponsors spotlighted the best in American business and technology. Electrosonic designed the distributed audio system for background music in this area as well as ceiling mounted projectors for three of the sponsors.

In the pavilion, Electrosonic designed a show control system employing Medialon software. Operator control consoles throughout the pavilion utilized touch screens

instead of traditional button panels. Electrosonic divided the show equipment between two linked equipment rooms: one for the attraction and the Preshow amplifiers and a second room to house all the amps for the Mainshow. As a temporary attraction, the pavilion’s design complexity was kept to a minimum and the focus was on specifying quality, stable and readily available components and equipment.

Additionally, Electrosonic provided guidance and expertise to the exhibit designers on AV equipment selections, projection geometry, facility impact and budgeting throughout the design process.

From Expo 67 in Montreal to the last major expo in 2005 in Aichi, Japan, Electrosonic has an extensive credit roster of international expos. Electrosonic’s participation in Expo 2010 Shanghai pushed the number of projects the company has completed for these fairs to over 50.