

PRESS RELEASE
Mexico City, March 24, 2009
B.49/09

**PRESENTATION OF ARCHITECTURAL DESIGN FOR THE MEXICO PAVILION
AT WORLD EXPO SHANGHAI 2010**

- Architects from Mexico City win competition to design the national pavilion at Universal Exposition Shanghai 2010.
- Their proposal condenses the past, present and future of cities in Mexico, kite used as symbol of union between the cultures of China and Mexico.

Mexican architects Mónica Orozco de la Cruz, Moritz Melchert, Juan Carlos Vidals González, Mariana Tello Rodríguez, Israel Álvarez Matamoros and Edgar Ramírez Corrales, members of the firm SLOT, were the winners of the competition for the design of the Mexico pavilion, which will be presented at Universal Exposition Shanghai 2010, in which our country will participate and which will be held from May 1 to October 31 that year.

The architectural proposal divides the physical space into three levels which in turn represent three different moments in the life of cities in our country. The past, with the visit to our pre-Hispanic roots; modern Mexico, which represents current cities and their daily life, and finally the third level, which shows the Mexico we want for future generations.

With regard to this last stage, the winning architects of the competition propose the installation of diverse structures representing kites, (*papálotl* in Náhuatl) and as the project designers themselves explain “the proposal is to look to the future with spaces designed, thought out and planned specifically for leisure, the recovery of parks and green areas, where new generations can recognize themselves within a city where you can live better.”

With 4,000 square meters, 80 meters long, 50 meters deep and with the theme “Living Better,” Mexico will form part of this great sample of architectural avant-garde, urbanization proposals and sustainable development. It will open its doors to all visitors, taking advantage of its central location within the series of American pavilions, and the great connection and relation generated with the activities plaza, which will make it possible to be observed from a distance and with its striking colors, will attract the attention of visitors at a distance of various meters.

The pavilion will take visitors on a chronological tour through Mexico’s history, from pre-Hispanic times to a proposal for the future. In the space *A Look toward the Past*, the designers of the enclosure will project on three screens on the floor, images of pre-Hispanic, colonial and 19th century cities; in the section *A Look to the Present*, with elements in constant movement and projections, present-day Mexican cities will be shown, so that, finally, in the spectrum *Vision of the*

Future, on interactive tables, the sustainability projects that could create a better Mexico will be shown.

The national enclosure also provides for a Business Center, where ProMéxico will disseminate investment and trade projects that seek to take advantage of this international encounter for national development; there will also be a restaurant offering visitors haute cuisine and a shop selling typical Mexican products.

A total of 490 teams of architects enrolled in the competition, of which 156 sent their projects in due time and form, and all were registered before a notary public, who was the only one who knew at all times the process of the architectural proposals and provided a confidential registration number to each team.

The awards committee, composed of Dr. Gerardo Estrada Rodríguez, Chairman of the Committee; Miguel Fernández Félix, Director General of the National Museum of Art; Carlos Mijares Bracho, Felipe Leal Fernández, Sara Topelson Fridman, Under Minister of Urban Development of the Ministry of Social Development; Mario Lazo Villareal and Eduardo Seldner Ávila, Commissioner of Mexico at Expo Shanghai 2010, deliberated from March 18 to 20, when it handed down its final decision.

The government of President Felipe Calderón has decided to participate in Universal Exposition Shanghai 2010 with the aim of being an active player in world initiatives in the face of humankind's principal challenges, such as in this case where the theme "Better City, Better Life" will be addressed, in an attempt to respond to the interest of the international community in having better urban environments in the future.

Our country will participate with the motto *Living Better*, which seeks to offer visitors our history, culture and art by means of our own pavilion, in which the aim is also to form strategic alliances to implement models of cities to be developed, identify foreign investment projects to Mexico, promote exportable supply and disseminate tourism.

The proposal of the winners of the architectural design for the pavilion uses the kite as a basic element that unites Chinese and Mexican culture, proposing it as a symbol of progress, "reach high looking to the future, imagining a city with spaces where children play among a forest of kites."

The winning team of the Competition to design the Mexico Pavilion at Universal Exposition Shanghai 2010 is native to Mexico City and won a prize of 300,000 pesos.

The second place, made up of the architects from Guadalajara, Jalisco, Salvador Macías Corona, Alejandro Guerrero Gutiérrez, Margarita Peredo Arenas, Iván Orozco Plazota, Christian Delgado Ruiz and Alejandro Arias Bañuelos, won a prize of 150,000 pesos. The third place obtained a prize of 50,000 pesos, which went to the team from Mérida, Yucatán, composed of the architects Juan Carlos Seijo Encalada, Xavier Abreu Sacramento and Alejandra Abreu Sacramento.

In total 10 finalists participated with their project in the competition held on May 1, 2008.

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