



balancity 和谐都市

German Pavilion Expo 2010 Shanghai
2010年上海世博会德国馆

PRESS RELEASE _____ 06-2010

German Design Council partner of EXPO in Shanghai

Frankfurt am Main, 20 May 2010

Everything at EXPO in Shanghai will revolve around the motto 'Better City, Better Life' until 31 October 2010. Accordingly, the 'Depot' of the German Pavilion presents German design and industrial achievements that contribute to a better life in an urban environment. The German Design Council (*Rat für Formgebung*) supported Milla und Partner selecting the 90-plus exhibits.

'balancity' is the name of the German pavilion – an artificial word made up from 'Balance' and 'City' – and describes a city in a state of balance. Visitors to Balancity embark on a journey through a city of ideas. One of the stops on the way is the Depot, a big room with high-shelf-like structures filled with innovative design products for the home, work, medicine, technology, entertainment and leisure sectors.

“Our job was to select products from German companies and designers that embody the message of the German pavilion: a city in which it is pleasant to live is in balance between renewal and preservation, innovation and tradition, urban and rural, community and the individual, work and leisure”, explains Andrej Kupetz, General Manager of the German Design Council.

The resulting spectrum of products designed to make urban life easier is correspondingly broad. Thus, the products to be found in the 'Depot' range from the carbon-fibre 'Ultimate CF Super Record LTD' bicycle frame by Canyon Bicycles GmbH, via the micro-processor controlled 'C-Leg' artificial leg by Otto Bock Healthcare GmbH and the 'Rainshower Icon' design hand shower with water-saving function by Grohe AG, to the 'Yello Sparsähler online', an intelligent electricity meter by Yello Strom GmbH.

German Design Council

The German Design Council was founded in 1953 as an initiative of the German Federal Parliament to meet the growing need on the part of the business community for information on design issues. Today the German Design Council is amongst the leading centres of reference with regard to communications and the dissemination of knowledge in the field of design. Its circle of sponsoring trustees currently includes 160 companies from inside and outside Germany, which together employ more than 1.6 million

people.

Further information and illustrative material can be obtained from:

Rat für Formgebung / German Design Council

Julia Kostial

Tel: +49 (0) 69 74 74 86 0

Fax: +49 (0) 69 74 74 86 19

E-mail kostial@german-design-council.de

www.german-design-council.de