



Say “Flower” to the International Arena: Taipei Flora Expo, Best in the World



“Oh, you are my flower. I want you; I want to put you in my heart. Oh, you are my flower. I want to protect you, all along the way...” On the night of November 6, 2010, a historic fireworks display on a grand scale, “Fireworks Display for the Opening of the “2010 Taipei International Flora Expo (Flora Expo)” was launched at Dadaocheng Wharf and Dajia Riverside Park. The show lasted for an entire hour with 110,000 fireworks set ablaze, making the on-site audience marvel and scream with joy. As it reached its heated climax the singer Wu Bai started belting out the lyrics to the song, “You Are My Flower.” The highlight of the show was the unprecedented vertical fireworks display, “Taiwan Standing up,” which formed a map of Taiwan in floral patterns extending to a height of nearly six stories, rising from the surface of the river. The floral patterns formed a beautiful sight to behold, made up of flowers from all over Taiwan.



The fireworks display marked the opening of the “2010 Taipei International Flora Expo.” It offered encouragement and blessings to the 171 day-long floral event on display from November 6, 2010 to April 25, 2011. The display also represented Taiwan’s voice to the world, a voice expressed through flowers declaring a new era of international floral expos with the Taipei Flora Expo and the country’s ambition through “the most beautiful force.”

Dr. Doeke Faber: “It will be hard to surpass the scale of the Taipei Flora Expo in the next 10 years.”

The above statement made by Dr. Faber, Director of the International Association of Horticultural Producers (AIPH), after he witnessed the “2010 Taipei International Flora Expo,” demonstrates the scale of the Taipei Flora Expo. Dr. Faber said, “At the Taipei Flora Expo, I saw the most beautiful urban green areas and park and exhibition halls embodying the concepts of environmental protection and energy conservation. It sets a new standard for all floral expos and is the most beautiful one I have ever seen. After the Taipei Flora Expo, I believe it will be hard to surpass its scale in the next 10 years.” At the welcome party held on November 4, 2010, Mayor Hau Lung-bin of Taipei City stated, “the 2010 Taipei International Flora Expo demonstrates the concepts of environmental protection and energy conservation of the 3Rs (Reduce, Reuse, Recycle) and the 3Gs (Green Building, Green Energy, Green Transportation). I especially recommend the Pavilion of New Fashion that was built from “bricks” made of PET bottles; the Global Garden Area with displays of garden landscaping from different countries, and the Xinsheng Park Area that won first prize at the 2010 Taiwan Architect awards with a design concept of environmental protection. I sincerely invite one and all to take an extended tour of Taipei after experiencing the Flora Expo.”

What are the mysteries hidden in the “2010 Taipei International Flora Expo”? What kind of world records has it created that would elicit such compliments and favorable comments of Dr. Faber? Now let us decode “the most beautiful force” revealed by the Taipei Flora Expo from a variety of aspects.



The Kaleidoscope of the Flora Expo: A World of Flowers Displaying Horticulture, Technology, Environmental Protection, and the Arts

The “2010 Taipei International Flora Expo” is the first internationally authorized world exposition in Taiwan, the 4th country, and the 7th city in the world to hold an international exposition. It is like a kaleidoscope that shows the strengths and colorful features of Taiwan in gardening and horticulture, culture and the arts, environmental and ecological concerns, and advanced technological achievements.

=The total exhibition area of the Taipei Flora Expo covers 91.8 hectares featuring four major areas: Yuanshan Park Area, Fine Arts Park Area, Xinsheng Park Area, and Dajia Riverside Park Area. It includes 14 theme halls, eight of which were renovated from previously existing buildings. These are the EXPO Dome, Celebrity’s House, Pavilion of Culture, and EXPO Theater in Yuanshan Park Area; the Taipei Fine Arts Museum and Taipei Story House in Fine Arts Park Area; Pavilion of Regimen and Palace of Flora Tea in Xinsheng Park Area. Six newly constructed buildings include Pavilion of New Fashion (FE EcoARK) in Yuanshan Park Area; EXPO Hall and Pavilion of Aroma of Flowers in Fine Arts Park Area; Pavilion of Dreams, Pavilion of Future, and Pavilion of Angel Life in Xinsheng Park Area. Since its opening on November 6, 2010, visitors to the expo have been coming in a constant stream. As of January 5, 2011, a total of 3 million people had visited the expo. (By February 3, 2011, more than 4 million people had visited the expo.) It is estimated that by the end of the exposition the total will be more than 8 million visitors.

Among all the exhibition areas, the six exhibit halls and the outdoor gardens attract the most attention with their individual themes of horticulture, technology, environmental protection and the arts.

Pavilion of Future

Special plants from different soils and different latitudes on exhibit in an intelligent building

The Pavilion of Future is comprised of an intelligent building and a big green house with temperature and moisture controlled by modern technology. The amazingly colorful exhibition includes special plants from different types of terrain from flatlands to mountains and of different latitudes, from the frigid zone to the torrid zone, plants unique to Taiwan, world-class peonies from Matsue City of Japan, about 300 species of succulents, and more than 200 varieties of begonias.

Pavilion of New Fashion

A green building with no carbon emissions, a fashion show with 1,520,000 PET bottles

The Pavilion of New Fashion (FE EcoARK) is made of 1,520,000 recycled PET bottles. It is the world’s first carbon-free building and the one and only energy-saving “sailboat” made of PET bottles, a combination of technology, fashion, and environmental protection. Every night, a magnificent view is



created by more than 10,000 LED lights shining on the transparent PET bottles and the manmade waterfall. The pavilion exhibits international fashion and houses fashion shows that give visitors a new sensuous experience and enjoyment.

EXPO Dome

Great gardeners from around the world compete with each other in displaying top quality floral art works.



The Expo Dome focuses on floral art competitions with exhibitions devoted to 16 different themes, conforming, for the most part, to AIPH regulations for international floral competitions. With “Taiwanese Grandma”, a special orchid species, on exhibition, the Expo Dome is a must-see for flower and gardening lovers. Most people see fewer than 50 orchid species in a lifetime, but visitors can see about 1,000 orchid species at the Flora Expo, a rare and valuable experience!

Pavilion of Dreams

A 3D experience similar to that of Avatar, shuffling between the virtual and the real thanks to high tech

The Pavilion of Dreams is an interactive digital exhibition hall that demonstrates Taiwan’s cutting-edge technology that takes visitors on a sensuous journey with amazing effects. Through the applications of advanced electronic technology and progressive interactive technology, visitors can experience the sounds and sensations of flowers blooming, fading, and falling, and of the flight of a butterfly. “Blooming” is a giant powered mechanical flower, with more than a hundred leaf-like paper speakers mimicking the sounds of nature, “The Sound of the Land” reveals the sensuous beauty of seeing and hearing.

EXPO Theater

“Facing the Truth of Taiwan”, the ecological crisis revealed in a 3D animation

The theme of the Expo Theater is “Facing the Truth of Taiwan”, as shown on a large-scale, IMAX screen equipped with 3D technology. Natural disasters, such as typhoons and mudslides, are featured in the film to reveal current threats to Taiwan’s ecology, as it raises visitors’ consciousness of environmental protection and draws their attention to issues of environmental protection. The film combines elements of technology, the arts, and environmental protection in enlightening audiences about the harm done to our lives through environmental changes and in encouraging them to face and solve these problems to preserve a harmonious nature for all creatures.

Pavilion of Regimen

More than 100 plants 100 years-old: a display of precious bonsai art

“To keep in good health” is the theme of this pavilion which exhibits bonsai plants more than one hundred years old and those with special shapes to show the cultural refinement and the gardening skills of Taiwanese horticulturalists. Many priceless plants full of vitality are on display. The exhibition is divided into 5 sections with 100 plants per section. All the plants on exhibition are rotated on a weekly basis. Both the general public and plant professionals stand to learn a great deal from time spent in this pavilion. The nation-wide bonsai contests offer great opportunities for the plant lovers to exchange their opinions.



Global Garden Area

Themed gardens from 22 countries: seeing the world without going abroad

Besides the 14 exhibition halls, the outdoor gardens and green areas are must-sees that amaze every visitor. The Flora Rainbows, Shanghai Garden and Xian Garden in Yuanshan Park Area; the Global Garden Area in Fine Arts Park Area; Lin's Garden, Pleasant Garden, and Maze Garden in Xinsheng Park Area; the Floral Arrangement Area and the Gardening Competition Area of Dajia Riverside Park Area all present charms for the whole family. A stroll among the fragrant sea of flowers brings peace of mind in noise-free surroundings.

The Global Garden Area attracts many visitors with its garden landscapes from 28 institutes in 26 cities of 22 countries. Visitors can tour through this floral world without having to go abroad.

Flowerbed Contest Area

Master gardeners compete with each other to show the artistry of garden landscaping in Taiwan

Winners of national talent contests, county and city governments, and groups and departments with horticulture and gardening affiliations are invited to Dajia Riverside Park Area. The area has a beautiful sea of flowers where breath-taking works of landscape in the Flower Bed Competition Area have been created. Visitors can see rich combinations of various landscape elements and creative design concepts and they will be impressed by the gardening and landscaping skills of the Taiwanese.

Code The City as A Stage: The Drama of the Soft Power of Taiwan

The Department of Cultural Affairs, the Department of Education, the Council of Hakka Affairs, the Council of Aboriginal Affairs, the Department of Civil Affairs, and the Department of Economic Development of the Taipei City Government organized almost 7,000 artistic performances for the Taipei Flora Expo. On average, 40 performances are given every day. Performing groups such as The Formosa Aboriginal Song & Dance Troupe, the Excellence Theater Company, the Diablo Dance Theater, and the Ming Hwa Yuan Arts and Cultural Group even created new plays and traditional art shows for the Taipei Flora Expo. The following section introduces three performances that are truly special:

Love of Lilies

A performance on a grand scale, showing to the world the beauty of traditional aboriginal dance in Taiwan

Arranged by Ping Fong Acting Troupe and performed by The Formosa Aboriginal Song & Dance Troupe, *Love of Lilies* is adapted from "Princess Baleng", a legend of the Rukai Tribe about a romantic love story of a human and a snake. In the theater of mysterious and magical musicals that are uniquely Taiwanese, a water stage reveals the haunted Ghost Lake with thousands of lilies suddenly coming into bloom on the stage. The sound and lighting effects can be compared to those in Broadway musicals. This is an absolutely dazzling artistic feat conveying the culture and spirit of Taiwanese aborigines.



Parade of Happy Caterpillars

A carnival full of the laughter of childhood

On the east side of Floral Carnival Avenue at Dajia Riverside Park Area, a carnival parade similar to the one held at Disneyland is presented twice daily, one at 11:10 am and a second at 3 pm. Designed by the Paper Windmill Theater, the parade is led by a little ladybug, accompanied by Flower Fairies and performers on stilts. The interaction between the Floral Elves, the mascots of the Flora Expo, and the audience is full of childlike fun and is enjoyable for the whole family.

Dream Theater: Puppet Animation of Jimmy's Characters

The starting point of dreams found in a fairy tale for both adults and kids

Based on the storybook, *Hiding in the Corners of the World*, by Jimmy the illustrator, the animated puppet show for both adults and children is performed daily in the Dream Theater by the Pavilion of Dreams. You can put your mind at ease by following Jimmy to the shadowy corners of dreams and find the starting point of your own dream.



Code "Call Me No. 1" New Records Created by the Taipei Flora Expo

Of the 14 exhibition halls at the Flora Expo, four of them—the Pavilion of Dreams, the Pavilion of Angel Life, the Pavilion of Future, and the EXPO Hall—have won the “Excellent Award for Best Plan and Design” in the category of public works at the 2010 FIABCI -Taiwan Real Estate Excellent for their ability to create green beauty, green buildings which save energy and reduce carbon emissions, and aesthetic presentation of international architectural design. Most of these halls will remain at their sites after the completion of the Flora Expo as venues for artistic performances and horticultural activities, as a memorial park for the Flora Expo and as new landmarks of Taipei.

Most of all, the 2010 International Taipei Flora Expo created many new firsts both in Taiwan and in the world, and it also broke many records related to big-scale activities and cutting-edge technology in Taiwan. The amazing records of the Taipei Flora Expo are as follows:





Seven world No. 1 Records Promote the Visibility of Taiwan

The “2010 Taipei International Flora Expo” set seven world No. 1 records of the International Horticulture Expo which are authorized and recognized by the AIPH. They are:

1. Exhibition halls are ranked at the top level.
2. Orchids on exhibit are rated premiere quality.
3. 7,000 cultural and artistic performances of premiere quality.
4. 3.5 million tickets were sold in advance at the first and the second stages. The number reached 71% of estimated number of card-using visitors and 44% of estimated total number of visitors, and is the highest ever in any international flora expo affiliated with the AIPH.
5. 98.6% of advance tickets sold in the first stage were group tickets sold through the internet-- a record for AIPH-affiliated international flora expos.
6. The first international expo set up in an urban center with entrances at a park, a river bank, and a waterfront.
7. From planning, designing, inviting bids, constructing, arranging layout, and operating, Taiwan did everything all by itself. This is another “first” in the world.

Many New Records Were Broken Involving Big-scale Activities in Taiwan

The Taipei Flora Expo adopted many innovate methods that broke records for big-scale activities in Taiwan. They are:

1. For the first time in Taiwan a robot guide, “Vanilla Baby”, invented and made in Taiwan, is capable of interacting with visitors.
2. For the first time in Taiwan an amphi-car, designed and made in Taiwan, was launched.
3. More than 30,000 volunteer workers signed up, the highest number ever for any large-scale activity in Taiwan.

Five Unique Cutting-edge Technological Applications Designed at the Industrial Technology Research Institute in the Pavilion of Dreams Amazed the World.

The Industrial Technology Research Institute was placed in charge of the design and exhibition of the Pavilion of Dreams in which five unique cutting-edge technological applications amazed the world. They are: huge and thin bendable speakers, high frequency radio frequency identification (RFID) in the overlapping sensory zones, an intelligent power controlled LCD with maximum bending capacity, 65 inches, a 3D naked eye display screen with multiple visual fields, and interactive technology featuring ultra-wide band UWB sensor on no-touch physical surveillance.

The Pavilion of New Fashion (FE EcoARK) : The First in Taiwan

The Pavilion of New Fashion (FE EcoARK) is a green building that set four records in Taiwan. They are:



The Top Four Records in Taiwan

1. It is the greenest of green buildings to have attained a construction license in Taiwan.
2. It is the lightest steel structure of all the public works in the history of Taiwan. Generally, the steel unit of the biggest span is about 130kg/m². But the steel unit of the biggest span for FE EcoARK is 72kg/m².
3. All building materials were produced in Taiwan.
4. The pavilion is equipped with Taiwan's first interior cooling system that is not powered by electric motors.

Code Bringing Huge Economic Benefit and Promoting Industrial Development in Taiwan

When a country plans to hold any kind of exposition, it is certain to promote certain targeted industries. The "2010 Taipei International Flora Expo" has promoted the exhibition industry, tourism, and the floral, horticultural, gardening and cultural industries. It has made it possible for the international community to get to know Taiwan better, and it has raise the international stature, reputation, and visibility of Taiwan.

In sum, the benefits that the Taipei Flora Expo have brought about include the following: an increase of the total economic value of the country by NT\$16.8 billion; enhancement of the international reputation of "Taipei, Taiwan" with an estimated 3 million visitors in attendance; a 22% increase in the value of flower production for florists; promotion of tourism and education with the demonstration of concepts of environmental protection, cultural cultivation, and employment. In particular, with the collaboration of the Taipei City Government and other county and city governments, the "Week of (Individual) City/County" activity with discounted tickets and theme tours of the sites of distinctive flowers were launched with the Taipei Flora Expo as "the center for tourists". Exchange projects included field trips, food and drinks, agricultural products, flowers, plants, tourism, and promotion of the Flora Expo.

The Flora Expo as a tourist attraction drew celebrities to Taipei. Many famous entertainers, including Director John Woo; Hong Kong movie stars Jackie Chen and Ai-chai Sylvia Chang; the well-known TV entertainers Chang Hsiao-yen and Wang Wei-zhong; the singers Wu Bai, Xiao Jing-teng and Zhen Yuan-chang; the renowned Japanese architect Toyo Ito; and the twin actor Oliver and James from the Hollywood movie Harry Potter; all came to visit the Flora Expo. In addition, Mayday, Jay Chou, Lin Chi-ling, S.H.E., Chen Han-dien, Sister Butterfly, A-ben, Haojiao-Xiangqi, and Liao Jun all made music videos or TV programs at expo sites which in turn led to more tourism and more fans.

The "2010 Taipei International Flora Expo" has changed the general facet of Taipei City, promoted the general development of city construction and soft force, and enhanced the visibility and reputation of Taiwan in the world. The international standards and the world records established by the Taipei Flora Expo are convincing proof to the world that Taiwan and Taipei City are most suitable as a country and as a city to host international events. The Taipei Flora Expo is a precious achievement of the people of Taipei and the people of Taiwan!

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