

## From the press

### Language difficulties

The Shanghai dialect is no longer the dominate language in the city. In the past, the Shanghai dialect was overwhelming — it was spoken everywhere in the city. For visitors to the city, the dialect can be even more incomprehensible than foreign languages. Now, as Shanghai is expected to host 70 million visitors from China and around the world, more residents are studying Mandarin to have better conversations with guests. Mandarin and English are now more often spoken and heard during the Expo than the local dialect.

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### Art appreciation

Sculptures in the Expo Garden broaden residents' horizons in the field of art. Shanghai residents are gradually realizing the meaning of public art and becoming more tolerant to experimental art. Expo 2010 Shanghai is a great opportunity to promote artworks to the public. Sculptures outside the Expo Garden need to accommodate to the environment, which will impress residents more deeply.

ARTXUN.COM

### Virtual Expo

Virtual displays at Expo 2010 Shanghai may disappoint visitors who are used to the exhibition of objects. "We queued for such long time but ended up with only a short video clip," they may say. Objects such as artworks, industrial products and machines are still welcomed at the Expo 2010 Shanghai. Virtual displays become unattractive when they are used too often. Considering the cost of making virtual displays, exhibition planners need to balance the ratio of the "real" and the "virtual" to give visitors' better experiences.

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### Travel blues

Expo organizers are making great efforts to provide a better experience for queuing visitors in the Expo Garden. Travelers queuing at railway stations during Spring Festivals, however, have not been treated in the same way. If Expo 2010 Shanghai is important for promoting image of China, then *chunyun*, the mass movement of Chinese people during Spring Festival, is of even more importance. It is expected that travelers will be given better care when they queue at railway stations in the spring of 2011.

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## quoteunquote

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**"Some people think that African countries did not get the point of Expo because they came to sell things. However, the African exhibitors told me that they are not coming to make money — they are here to display their products. Doing business is also a way to show African countries' commercial development and credit."**

CHEN JINTIAN

HEAD OF THE MANAGEMENT DEPARTMENT AT AFRICAN JOINT PAVILION ON AFRICAN EXHIBITORS' ASPIRATIONS AT EXPO 2010 SHANGHAI.

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**"An English-speaking taxi driver, in half English and half dialect, asked me if I was tired, what year I was in university and if I liked Lady Gaga. I think the conversation reflects the fact that the entire city is immersing itself in the Expo atmosphere. Expo is changing China. It is changing Shanghai too."**

HU XINYU

A COLLEGE STUDENT STUDYING IN THE UNITED STATES ON HIS EXPERIENCE OF RETURNING TO SHANGHAI.

'THE DRUNKEN BEAUTY' | PART 22 EXPOSPECIAL

## Outshining the rest

Since its debut in October 2006, at the annual China Luxury Summit in Shanghai, the famous painting, *The Drunken Beauty*, has made many appearances at various national luxury exhibitions, together with other works of art from masters such as Picasso, Van Gough and Monet.

Despite these competitive counterparts, which are worth hundreds of millions of yuan, the painting still stands out at these exhibitions. With its bright colors, and delicate but magnificent style, it has become a truly eye-catching work of art.

From Shanghai, Beijing and Guangzhou to Hong Kong, *The Drunken Beauty* has attracted thousands of visitors, who take photos in front of the work, whenever it shows up at an exhibition.

Therefore, at every exhibition, *The Drunken Beauty* always enjoys a popular location. Also, many national and international celebrities, and wealthy people have been fascinated by the charm of *The Drunken Beauty*, which has become big news in many newspaper and magazines.



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**Rupert Hoogewerf, founder of the Hurun Research Institute, has a photo taken in front of the oil painting of *The Drunken Beauty*.**