

Vigor Matrix Show takes visitors to another dimension

‘Floating balls’ are the star of the show as the China Private Enterprise Pavilion goes 3D, Li Xinzhu reports.

The 8-minute Vigor Matrix Show uses 1,008 “floating balls” imported from Germany and serves as the star attraction of the China Private Enterprise Pavilion on the Puxi side of the Expo Garden.

The show, which will be presented on CCTV’s Chinese New Year’s Gala early next year, was designed by a Japanese team and fine-tuned in Las Vegas. *Taiji* and traditional Chinese martial arts performances were added to give it more of a kick.

Designers Wang Chaoge and Fan Yue, who worked on the Opening and Closing Ceremonies of the 2008 Beijing Olympic Games, were invited to join the creative team to add their distinctive flair.

The result is an eye-catching show that lets visitors experience the spirit of creativity and innovation that underpins China’s private enterprises.

“We aim to present our vision and our core values throughout the show,” said Sun Jun, the pavilion’s director. “It also represents the kind of harmonious environment that we are seeking to build at our enterprises and in society as a whole.”

The show cost over 100 million yuan (US\$15 million) to produce, or one-third of the total investment in the pavilion, which is being funded by 16 of China’s leading private enterprises.

It is divided into four parts based on the concept of the changing seasons. The story, as much as there is one, tells of the infinite circle of life by having spinning balls move to music at high speed.

The show runs 30 times a day in an 800-square-meter space in the



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center of the pavilion, which can accommodate an audience of up to 300 people.

Sun said the idea of using floating 3D spheres popped up after the organizers saw what the other pavilions were planning, and set out to do something unique.

“Maybe 90 percent of the pavilions have chosen to present their content on video screens, so we decided to follow another

path,” Sun said. “We wanted to give visitors a more realistic and tangible show, not a virtual 2D experience.”

He said the show is the only one of its kind in the world right now. “Even the manufacturer (of the spheres) was surprised that we could make use of their product in such a way,” he added.

More than 1.2 million visitors have watched the show since the Expo opened in May, and this

number is expected to hit 2 million before the Expo wraps up on Oct 31, said Sun.

“The show was amazing, I couldn’t help but stare at those flying balls,” said Zhong Qichao, a 62-year-old retired teacher who brought his 7-year-old grandson with him. They decided to enter the pavilion because of the short waiting line outside.

“I want to watch the show again. It was over too quickly,” said the boy.

The China Private Enterprise Pavilion struggled to attract visitors at first due to the magnetic affect of its neighbors, especially the China Oil Pavilion and the State Grid Pavilion. However as word of mouth spread about the Virgo Matrix Show, the numbers began to grow.

“People come here with low expectations and leave thrilled,” said Sun. “That is exactly the result we are looking for.”