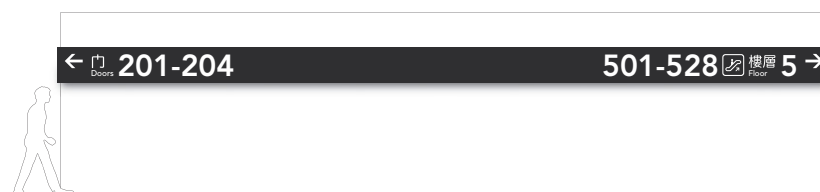
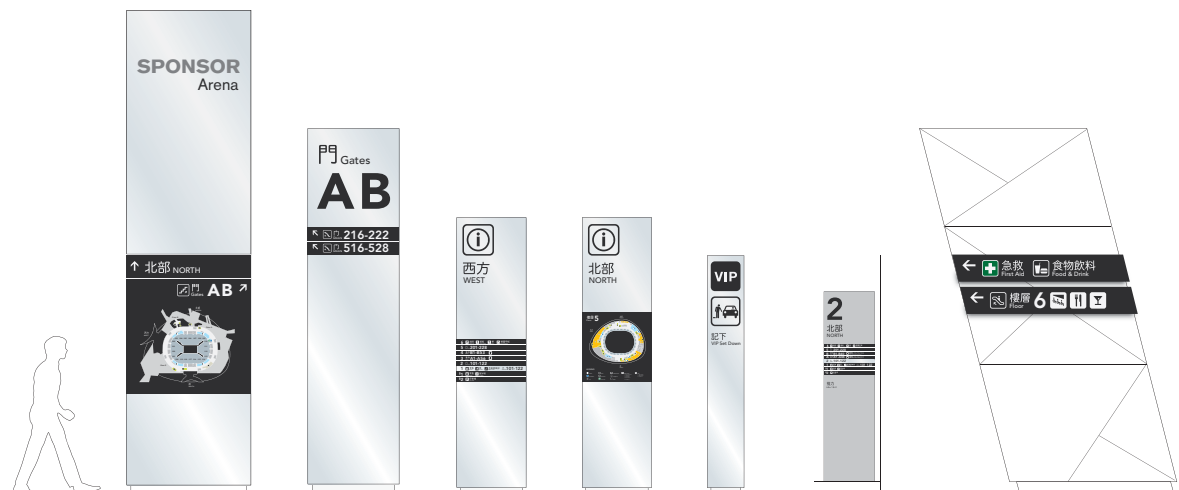


SHANGHAI WORLD EXPO PERFORMING ARTS CENTRE

Client Shanghai World Expo Performing Arts Centre Scope Wayfinding and Design Timeframe 2008 - 2009



Built on the bank of the Huangpu River, The Shanghai World Expo Performing Arts Centre is the largest indoor performance arena in China and is one of five legacy pavilions at the 2010 Expo. At 120,000 square meters, the 18,000 seats multi-purpose arena contains restaurants, cinemas, skating rink, shopping mall and a basketball court built to NBA standards. The venue will be renamed the Mercedes-Benz Arena after the Expo 2010.

Dot Dash developed the wayfinding sign program and the interior and exterior sponsor branding strategies.



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