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CONDUITE STRATÉGIQUE DE PROJETS COMPLEXES
STRATEGIC MANAGEMENT OF COMPLEX PROJECTS

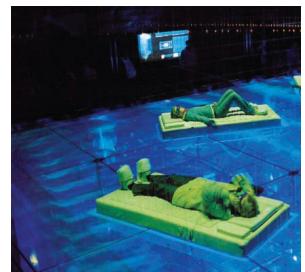
EXPO 02

Swiss National Exhibition



Expo.02 is Switzerland's sixth national exhibition, the first of which was held in Geneva in 1893 and the fifth in Lausanne in 1964.

Ever since the 19th century, national exhibitions have served to reinforce the national cohesion of a multicultural, multilingual country. As events of major symbolic, political and cultural significance, these exhibitions constitute privileged moments of debate regarding Helvetic identity and the future of Switzerland.



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EXPO 02

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SWISS NATIONAL EXHIBITION
THREE LAKES REGION

15 MAY TO 20 OCTOBER 2002

Expo.02 took place in the Three Lakes Region, where French-speaking and German-speaking Switzerland meet. Built on the waters of the lakes, the sites for Expo.02 were given the name «arteplages», a neologism created from the two words, art and «plage» (beach).

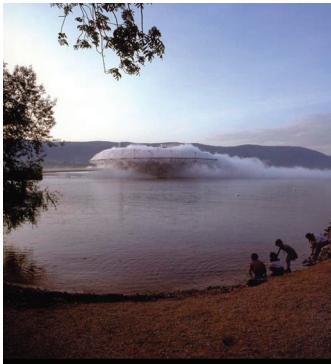
The towns of Bienne, Morat, Neuchâtel and Yverdon-les-Bains played host to various events.

The total area of the four arteplages exceeded 475,000 m², corresponding roughly to the size of seventy football pitches.



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ORGANISERS

The Swiss federal authorities, the cantons of Berne, Fribourg, Jura, Neuchâtel and Vaud, and the towns of Biel/Bienne, Morat, Neuchâtel and Yverdon-les-Bains.

VISITOR NUMBERS

Public attendance of 10.3 million

An average of 64,710 admissions per day

3.7 million subscriptions and tickets sold

One in every two Swiss citizens visited Expo.02

Visitor satisfaction rate : 93%

BUDGET AND EMPLOYEES

A budget of 1.6 billion CHF (approx 1.1 billion euro), of which 352 million CHF was provided by private partners.

450 employees before the opening and 6,000 employees during the exhibition.

OFFICIAL PARTNERS

ABB, AMAG, Compaq, Computer AG, Coop Suisse, Europay, Feldschlösschen, Rentenanstalt/Swiss Life, CFF, Securitas, SSR-SRG Idée Suisse, Swisscom, UBS

Exhibition and event partners 120, including Novartis, Crédit Suisse, International Committee of the Red Cross (ICRC), Roche, IBM, SwissRe, Swiss federal and cantonal authorities, etc.

THEMES

«Power and freedom» in Biel/Bienne

«Instants and eternity» in Morat

«Nature and artifice» in Neuchâtel

«Me and the universe» in Yverdon-les-Bains

«Sense and movement» on the Jura mobile arteplage

More than forty exhibitions were presented on the four arteplages of Biel/Bienne, Morat, Neuchâtel and Yverdon-les-Bains.

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BIENNE ARTEPLAGE:
«Power and freedom»

Coop Himmelb(l)au architect's office, Vienna (Forum); Gebert, Liechti, Schmid Architekten AG, Bienn (Expopark)

MORAT ARTEPLAGE:
«Instants and eternity»

Jean Nouvel (Paris) and architect's office Gauer-Itten-Messerli-Maria (Berne), Desvigne et Dalnoky (Paris)

NEUCHÂTEL ARTEPLAGE:
«Nature and artifice»

Multipack Group: Atelier Jaques Sbriglio (Marseille), GMS Architectes (Neuchâtel), Atelier Oï (La Neuveville)

YVERDON-LES-BAINS ARTEPLAGE:
«Me and the universe»

Extasia Group: Diller and Scofidio Architecture (New York), Vehovar & Jauslin Architektur, Morphing System, West 8 Landscape Architects (Rotterdam)

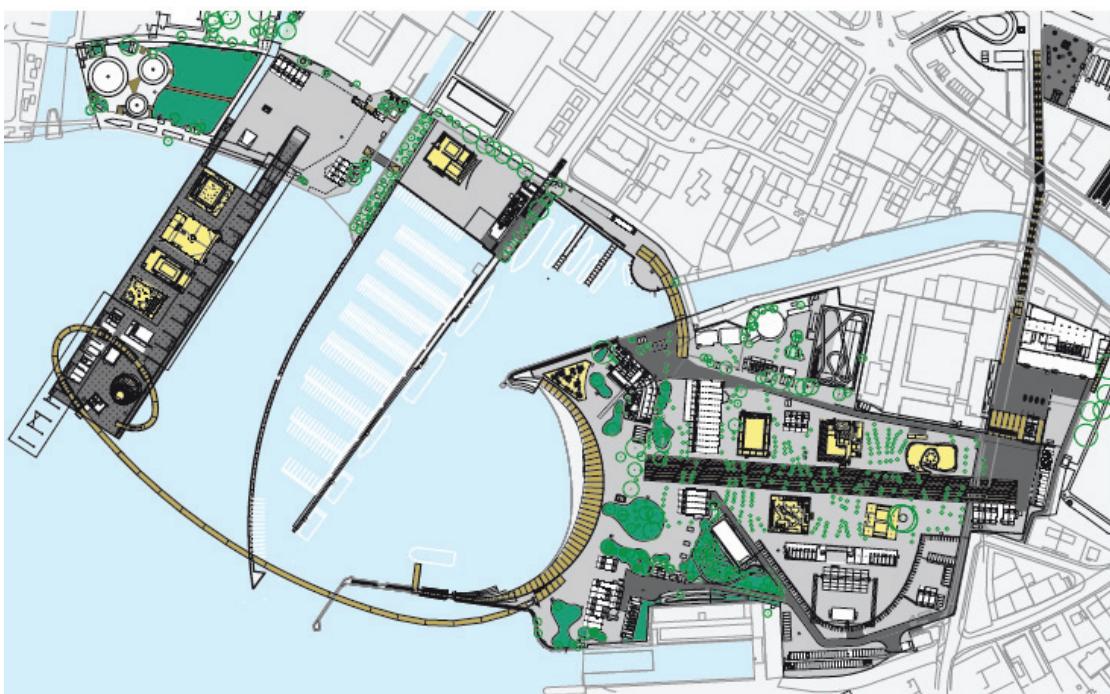
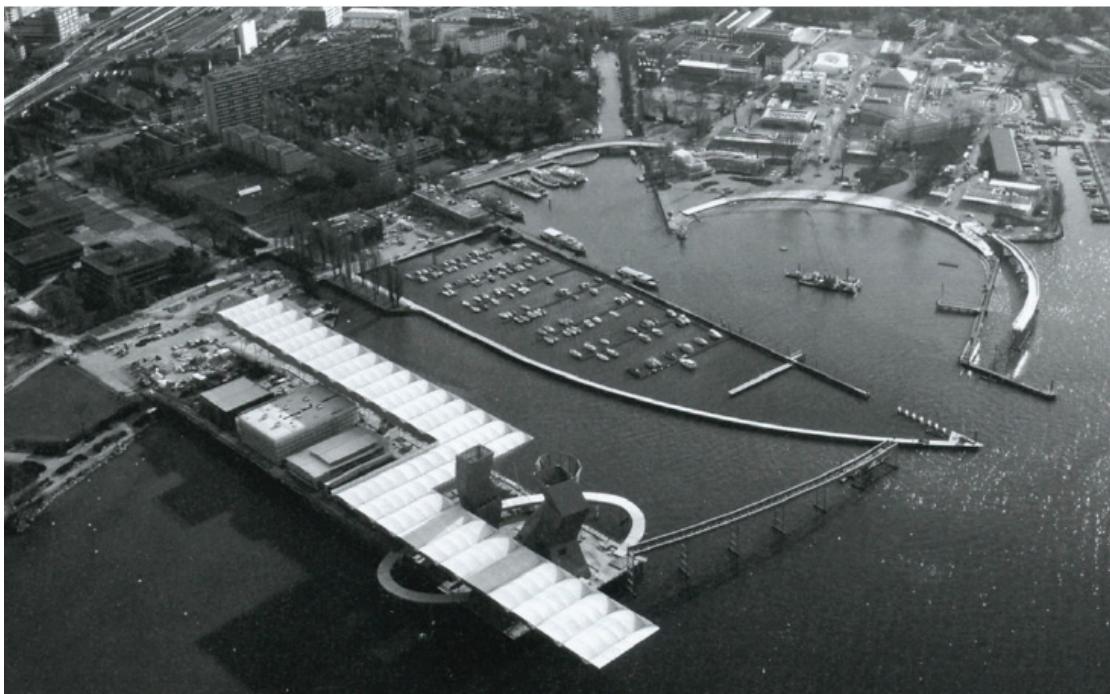
JURA MOBILE ARTEPLAGE:
«Sense and movement»

Bureau des Mesarchitectures Paris Didier Faus-tino and Pascal Mazoyer

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BIENNE ARTEPLAGE



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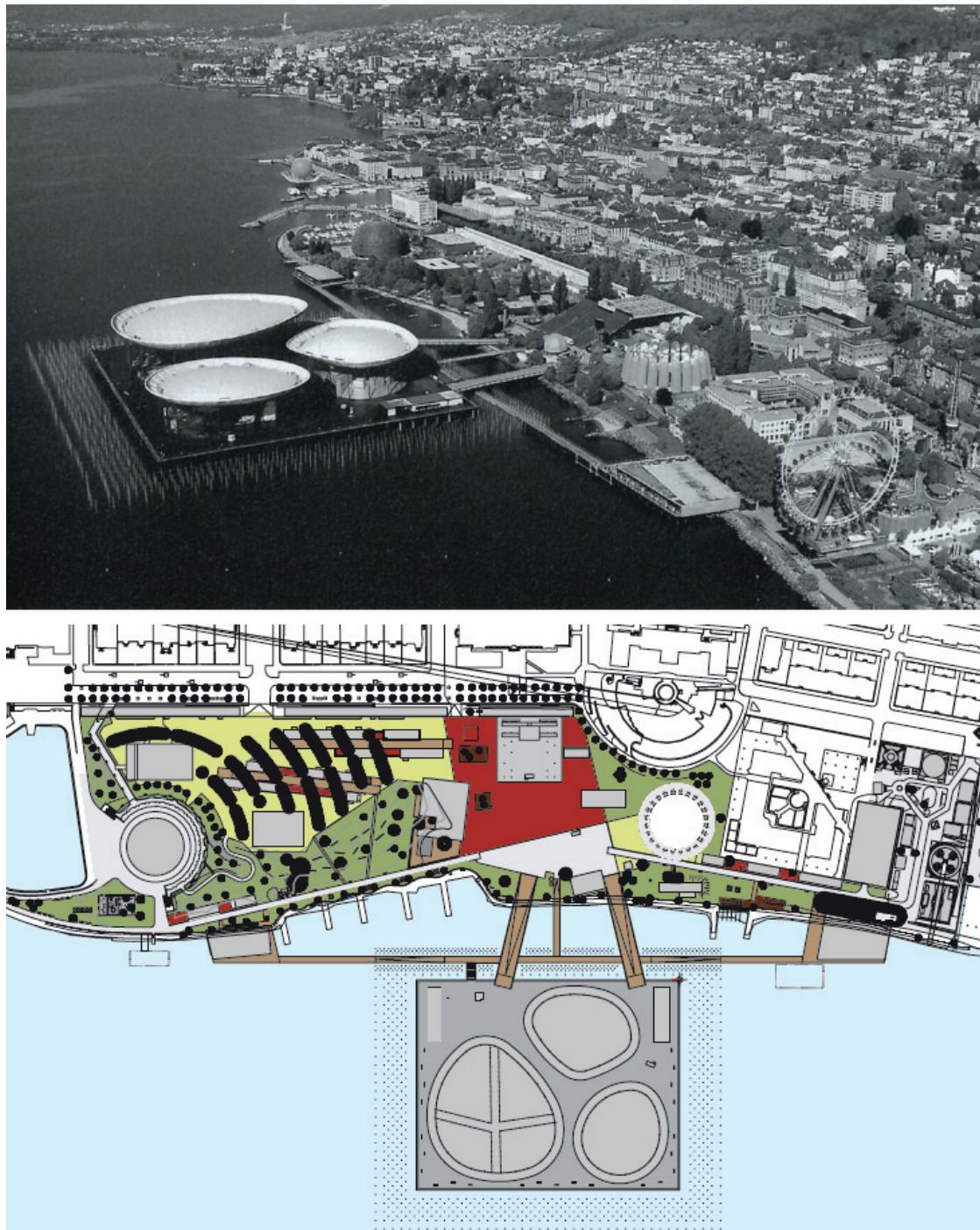
MORAT ARTEPLAGE



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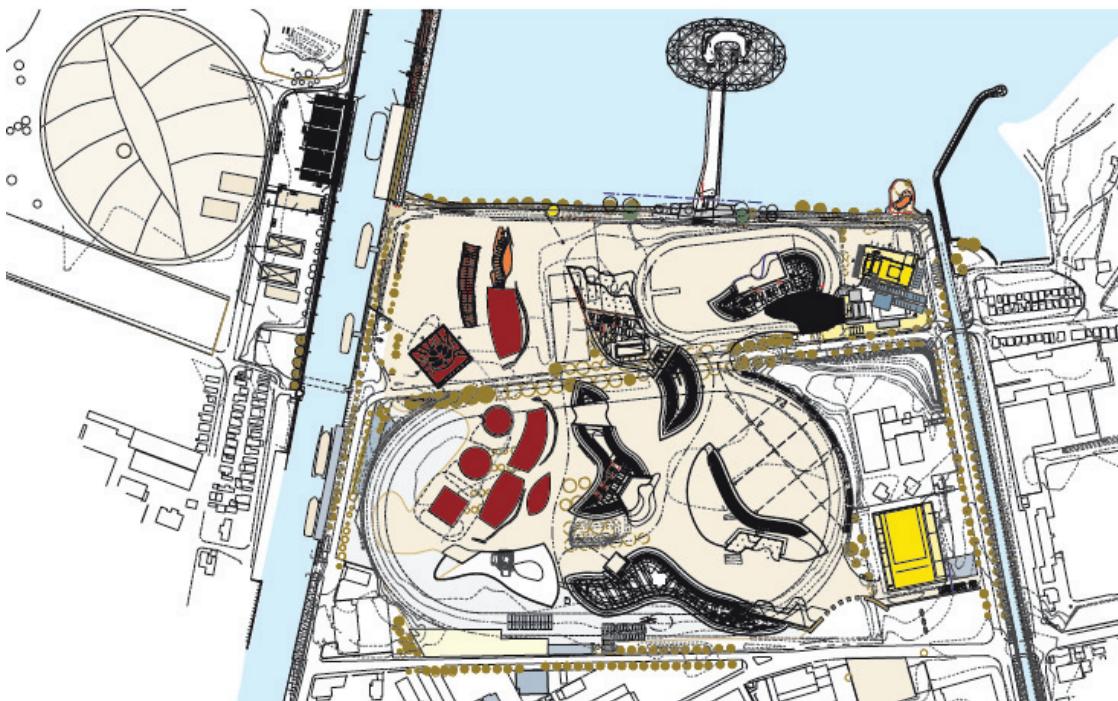
NEUCHÂTEL ARTEPLAGE



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YVERDON-LES-BAINS ARTEPLAGE



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JURA MOBILE ARTEPLAGE



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Organisation

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Walter Häusermann
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OFFICIAL PARTNERS

ABB, AMAG, Compaq Computer AG, Coop Suisse, Europay, Feldschlösschen, Rentenanstalt/Swiss Life, CFF, Securitas, SSR-SRG Idée Suisse, Swisscom, UBS

EXHIBITION AND EVENT PARTNERS

120 amongst others Novartis, Crédit Suisse, Comité International de la Croix-Rouge (CICR), Roche, IBM, SwissRe, the Swiss confederation and cantons, etc.

ARCHITECTS OF THE ARTEPLAGES

Bienne Arteplage:

Coop Himmelb(l)au architect's office, Vienne (Forum); Gebert, Liechti, Schmid Architekten AG, Bienne (Expopark)

Morat Arteplage:

Jean Nouvel (Paris) architect's office Gauer-Itten-Messerli-Maria (Berne), Desvigne and Dalnoky (Paris)

Neuchâtel Arteplage:

Groupe Multipack: Atelier Jaques Sbriglio (Marseille), GMS Architectes (Neuchâtel), Atelier Oï (La Neuveville)

Yverdon-Les-Bains Arteplage:

Extasia Group: Diller and Scofidio Architecture (New York), Vehovar & Jauslin Architetutur, Morphing System, West 8 landscape architects (Rotterdam)

Jura Mobile Arteplage:

Bureau des Mesarchitectures Paris Didier Fustino and Pascal Mazoyer

Authors, curators, artists, designers, scenographers

Numerous authors, curators and artists from all over the world contributed to the EXPO.02 project. Amongst others: Laurie Anderson, Bellprat Associates, Martin and Elisabeth Boesch, Office of Integral Studies (Geneva), Atelier Brückner (Stuttgart), Antonio Catelano, Desvigne and Dalnoky (Paris), Group H, Michael Hollstein, Tanja Gentina, Fabrice Gygi, integral concept Ruedi Baur and associés (Paris), Werner Jeker, Anish Kapoor, Yann Kersalé, Ralph Meury, Olivier Mosset, Claudia and Julia Müller, Jean Otth, Pipilotti Rist, Andrin Schweizer and Partner, Luigi Snozzi, Harald Szeemann (Switzerland), Triad Berlin Projektgesellschaft GmbH (Berlin), Bob Wilson etc.

General contracting and engineering companies

Batigroup AG, Emch and Berger AG, EXPEN AG, GVH St-Blaise SA, HRS AG, Marti AG, Nüssli Special Events Ltd, SJB Partner AG Ingénieurs, Tech Data AG, Zschokke AG ect.

Finance and contracts

Ernst & Young, Pricewaterhouse Coopers

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Presse

EXPO 02: ARCHITECTURES DE L'ÉPHÉMÈRE ET INTELLIGENCE DU SITE

FRÉDÉRIC EDELMANN

«Voilà sans doute l'exposition la plus surprenante et la plus sincère qu'ait engendrée l'arrivée du troisième millénaire.» «Au point qu'à comparer Expo 02 à Hanovre, Séville ou Lisbonne on se convainc assez facilement que la dimension juste, la moins nationaliste, la plus propre à toucher sérieusement les esprits se trouve dans la formule helvétique.»

> LE MONDE 14.05.02

SUISSE: EXPO 02 MET LE FEU AUX LACS

ANNIE BARBACCIA

«La suisse anticonformiste existe. Capable de jouer son hymne avec des appareils ménagers, d'inciter à se marier pour vingt-quatre heures seulement, de détruire des billets de banque en public... Cette Suisse la s'appelle Expo.02.»

«Etonnant et détonnant décapant et décoiffant, les qualificatifs manquent pour décrire l'événement.»

> LE FIGARO, 15.05.2002

EXPOS 02: TINY SWITZERLAND THROWS «GIGANTIC PARTY»

BY CLARE NULLIS

«Murten, Switzerland imaginative. Inspirational. Innovative. Immense.»

> SAN FRANCISCO CHRONICLE-USA 26.05.02

SALVARE L'EXPO

TESTO DI RITA CAPEZZUTO

«Dopo le banalità di Hannover il disastro del Millennium Dome di Londra, La Svizzera prova che non necessariamente un Expo è nonsense. »

> DOMUS, JULY/AUGUST 2002

POSTALES DESDE SUIZA

ADELA GARCIA-HERRERA

«Arquitectos de otras nacionalidades, como Diller y Scofidio, jean Nouvel y coop Himmelblau, han intervenido en el diseño de los recintos temáticos, todos ellos en estrecha relación con el agua.»

> EL PAÍS (ESPAÑA) 29.06.02

SUPER NELLY PROMOTES SENSUOUS SWISS

FRANCES WILLIAMS

«There will be scarcely a cow or a chocolate at the Expo.02 exhibition.»

> FINANCIAL TIMES 16.05.02

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