

1851: The Crystal Palace, from the first World's Fair in London, designed so that it could be recycled to recoup losses, was such a success that it was moved and intended to be permanent, only to be destroyed by a fire in 1936. 1876: The Centennial Exposition's main building, Memorial Hall, is still in Fairmount Park, Philadelphia, and serving as the new home for the Please Touch Museum. 1880: The World Heritage-listed Royal Exhibition Building in Melbourne, constructed for the Melbourne International Exhibition. 1893: The Museum of Science and Industry in Chicago is housed in the former Palace of Fine Arts, one of the last remaining buildings of the World's Columbian Exposition. The intent or hope was to make all Columbian structures permanent, but most of the structures burned, possibly the result of arson during the Pullman Strike. The foundation of the world's first Ferris wheel, which operated at the Exposition, was unearthed on the Chicago Midway during a construction project by the University of Chicago, whose campus now surrounds the Midway. Relocated survivors include the Norway pavilion, a small house now at a museum in Wisconsin, and the Maine State Building, now at the Poland Springs Resort in Maine. 1894: The Japanese Tea Garden in San Francisco's Golden Gate Park is the last major remnant of the California Midwinter International Exposition. Large ornamental wooden gates and a pagoda from the 1915 Panama-Pacific International Exposition were brought in after the latter fair closed, making the Tea Garden a rare if not unique instance of a survivor that incorporates architectural features from two completely separate fairs. 1901: The New York State pavilion at the Pan-American Exposition remains today as the home of the Buffalo History Museum, and is set on grounds originally laid out by Frederick Law Olmsted. Across the man-made lake on the Scajaquada Creek is the Albright-Knox Art Gallery, originally intended as the Beaux Arts Exhibition Hall, but not completed in time for the exhibition. 1904: The St. Louis Art Museum in Forest Park, originally the Palace of the Fine Arts, and Brookings Hall at Washington University in St. Louis, are remnants of the Louisiana Purchase Exposition, better known as the St. Louis World's Fair. The aviary in Forest Park gave root to the St. Louis Zoo. 1906: The aquarium built for the Milan Exposition is still open after 100 years and was recently renovated. The International Commission on Occupational Health (ICOH) was settled in Milan during the fair and had its first congress in the Expo pavilions. In June 2006 the ICOH celebrated the first century of its life in Milan. An elevated railway with trains running at short intervals linked the fair to the city center. It was dismantled in the 1920s. 1909: The landscaping (by the Olmsted brothers) from the Alaska-Yukon-Pacific Exposition in Seattle still forms much of the University of Washington campus. The only major building left from the AYPE, Architecture Hall, is used by the University's architecture school. 1915: The Palace of Fine Arts in San Francisco and its adjacent artificial lagoon are the only major remnants of the Panama-Pacific International Exposition still in their original locations on the former fairgrounds (now the city's Marina District neighborhood), but the building is almost entirely a reconstruction. The plaster-surfaced original, not intended to survive the fair, was a crumbling ruin in 1964 when all but the steel framework was demolished so that it could be reproduced in concrete. The San Francisco Civic Auditorium, now the Bill Graham Civic Auditorium, is another major legacy of the fair but was built off-site in the city's Civic Center. The independent Panama-California Exposition in San Diego left a substantial legacy of permanent buildings and other structures which today define its site, San Diego's central Balboa Park, including the Prado walkway, the California Tower and Dome, the 1500-foot Cabrillo Bridge, the lily pond and botanical gardens, and the Spreckels Organ Pavilion. 1929: Much survives from the two simultaneous fairs Spain hosted in that year. Most famous are the remnants of the Ibero-American Exposition in Seville, in which the Spanish Pavilion's Plaza de España forms part of a large park and forecourt. Most of that fair's pavilions have survived and been adapted for other uses, with many of them becoming cultural centers for the countries that built them. The Barcelona International Exposition featured the German pavilion designed by Mies van der Rohe, which was demolished but later recreated on the original site. 1942: A special case is the EUR pavilion in Rome, built for a World's Fair planned for 1942 but cancelled because of World War II. Today it hosts various cultural events, with governmental and private, and several museums. 1958: In Brussels, the Atomium, a symbol at the exposition, is a 165-billion-times-enlarged iron-crystal-shaped building. Until June 2012, the "Atomium Theatre" on the European side of the building was frequently used as a television studio by the VRT. 1962: The Space Needle, the symbol of the Century 21 Exposition commonly known as the Seattle World's Fair, still stands as Seattle's iconic landmark. The Seattle Center Music Hall, the other widely known "futuristic" feature of the fair, still operates daily. The US pavilion became the Pacific Science Center. 1964: The Unisphere, theme building of the second New York World's Fair, still stands on its original site in Flushing Meadows, Queens, New York City. 1967: Among the structures still standing from Expo 67 in Montreal are Moshe Safdie's Habitat 67, Buckminster Fuller's American pavilion, and the French pavilion (now the Montreal Casino). 1970: San Antonio kept the Tower of the Americas, the Institute of Texan Cultures and the Convention Center from HemisFair '68. 1974: Spokane still has its Riverfront Park that was created for Expo '74—the park remains a popular and iconic part of Spokane's downtown. 1982: The Sunsphere from the Knoxville World's Fair remains as a feature of Knoxville's skyline. 1984: The main pavilions of the 1984 New Orleans World's Fair became the Ernest N. Morial Convention Center, which is also known for its use as a shelter of last resort during Hurricane Katrina. 1986: In Vancouver, many Expo 86 projects were designed as legacy projects. Of note are the Skytrain, Science World and Canada Place. 1988: The Skyneedle, the symbol tower of Expo '88 in Brisbane, Queensland, Australia, still stands. Other survivors are the Nepal Peace Pagoda of the Nepalese representation, now at the transformed World Expo '88 site South Bank Parklands, and the Japan Pond and Garden from the Japanese representation, now at the Brisbane Mount Cooth-tha Botanic Gardens. 1992: The pavilions of Expo '92 in Seville had been converted into a technological square and a theme park. Lisbon were completely integrated into exhibition pieces still remain. 2005: The for the 2005 Expo in Aichi, remains Park and is a popular tourist attraction. 2017: Expo 2017 will be held in Astana, Kazakhstan. 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بہ کوششِ ندا اکبری

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Following a recent decision by Canadian

اکس پو:

جهان در پوست معماری

به نام خدا

آیدین آغداشلو

علیرضا سمیع‌آذر

حامد مظاہریان

کامران افشارنادری

حسین شیخ‌زین‌الدین

فرهاد احمدی

رضا دانش‌میر

ایمان رئیسی

مهیار حدیقی

فرهاد حیدری‌گوران

منوچهر سیدمرتضوی

علی افسرمنش

کاوه فولادی‌نسب

آرش بصریت

کاوه بذرافکن

علی اعطائی

مریم کهنه‌سال نودهی

آذین سلطانی

محسن اکبرزاده

مقداد شریف

مسعود سعیدیان

محمد رضا کریمی

سامان زارع

متین باستان‌فرد

پروانه عربلو

فرزانه عربلو

نیلوفر قربانی

گلناز جمشیدی

به کوششِ ندا اکبری

کتاب‌کده‌کسری

انتشارات تخصصی هنر،
معماری و شهرسازی



کتابکده تخصصی هنر، معماری و شهرسازی کسری

اکسپو: جهان در پوست معماری

به کوشش ندا اکبری

صفحه آرایی و آماده سازی چاپ: منا گندمکار

شمارگان: ۱۵۰۰

لیتوگرافی، چاپ و صحافی: مؤسسه چاپ آستان قدس رضوی

شابک: ۹۷۸-۶۰۰-۶۵۰۹-۴۲-۶

انتشارات: کتابکده کسری

نشانی انتشارات: مشهد - فلسطین ۱۴ - پلاک ۱۰ تلفن: ۰۵۱۳ - ۷۶۴۱۳۷۲ / ۷۶۷۰۰۱۹

کلیه حقوق چاپ و نشر این کتاب برای انتشارات محفوظ می باشد.

مرکز پخش: کتابکده کسری

تلفن: ۰۹۱۵ - ۰۵۱۳ - ۸۴۳۵۵۳۱ هماه: ۰۵۱۳۴۲۱۹

بدون مقدمه: اکسپو، معماری گفت و گو / ندا اکبری

پاویون اول: اکسپوشناسی EXPO

- ۲۴ تأملی بر تحولات نمایشگاه‌های جهانی و اکسپوها / مریم کهن‌سال نودهی، کاوه فولادی نسب
 ۳۲ گریز به فرد، مدرنیسم و نمایشگاه‌های جهانی / مهیار حدیقی
 ۳۸ نمایشگاه‌های جهانی، همنشینی زبان توسعه و زبان معماری / آرش بصیرت، سامان زارع
 ۶۰ اکسپو، بازنمایی از یک بازنمایی / علی افسرمنش
 ۶۴ قدرت اکسپو و دیپلماسی / مسعود سعیدیان
 ۶۸ از مونولوگ تا دیوالوگ، نمود بینایی‌نی در اکسپو / مقداد شریف، متین باستان‌فرد
 ۷۴ فقدان ترکیب، پاویون میس / خوزه گتگلاس / ترجمه‌ی ایمان رئیسی، پروانه عربلو، فرزانه عربلو
 ۸۴ بازگشت به آینده، کنکاشی در مغالطه سنت و هویت / محسن اکبرزاده
 ۹۰ اکسپو هانفر، موفقیت یا شکست / منوچهر سیدمرتضوی
 ۹۴ اکسپو ۲۰۱۵ میلان / آذین سلطانی، نیلوفر قربانی، گلناز جمشیدی

پاویون دوم: ایران در اکسپو EXPO

- ۱۰۶ ما و تجربه‌ی اکسپوزیسیون / فرهاد حیدری گوران
 ۱۰۸ فراروی از سنت در طراحی پاویون / گفت و گوی فرهاد احمدی، حسین شیخ زین‌الدین و کاوه بذرافکن
 ۱۱۲ ایرانی بودن در پاویون ایران / کامران افشارنادری
 ۱۱۴ پاویون‌های ایران از گذشته تا اکنون / محمدرضا کریمی

پاویون سوم: مسابقه‌ی طراحی پاویون ایران EXPO

- ۱۲۲ چرایی و چگونگی برگزاری یک رقابت / حامد مظاہریان
 ۱۲۳ بیانیه‌ی هیأت داوران / فرهاد احمدی، داراب دیبا، بهرام شیردل، محمود گلابچی، حامد مظاہریان

پاویون ایران در اکسپو ۲۰۱۵ EXPO

- ۱۲۸ مهندسین مشاور نقش جهان‌پارس
 ۱۳۶ مهندسین مشاور ارگ‌بم کرمان + فازاد استودیو
 ۱۴۴ مهندسین مشاور طرح و توسعه‌ی بلندپایه + کات استودیو
 ۱۵۲ مهندسین مشاور ماهر و همکاران + جا استودیو
 ۱۶۰ مهندسین مشاور اثر
 ۱۶۶ مهندسین مشاور ایران‌بن + مهندسین مشاور آکران + طرح امروز
 ۱۷۲ مهندسین مشاور رهشهر
 ۱۷۸ مهندسین مشاور عمارت‌خورشید
 ۱۸۴ پاویون ایران در اکسپو ۲۰۱۵ میلان



ENVELOPING ARCHITECTURE

EDITED BY NEDA AKBARI

معماری تن‌تاریخ است، تنی که در گفت و گو شکل می‌گیرد. گفت و گو با هنرها زیبا، طراحی گرافیک، تاریخ، فلسفه، ایده‌بُولوژی‌های سیاسی و دستورالعمل‌های اجتماعی، گفت و گویی برآمده از هم‌تابی دیسپلین‌ها و زبان‌ها، رسانه‌ها و قالب‌ها، ژانرهایا و حغارفیاهایا. اکسیوهای مملو از معماری‌اند، پس مالامال از گفت و گو نیز هستند.

کتاب اکسپو؛ جهان در پوستِ معماری با برگرفتن مقاماتی واجد رویکرد تحلیلی تفسیری، از تاریخ نگاری صرف و تک بعدی معماری پاویون‌ها فراتر می‌رود و تصویری روشن از مفهوم چندلایه، چندبعدی و چند زبانه‌ی اکسپو برابر دیدگان مخاطب قرار می‌دهد. آنچه از دل این کتاب بیرون می‌آید، تصویر خرد جهانی است متضمن کل بر مدار معماری که گامی فراتر از روایت‌های صرفاً فرمی و زیبایی شناسانه‌ی معماری اکسپوها می‌گذارد و مارا با جهان معماری هم‌نشین می‌کند. کتاب بر دو شیوه معماری پاویون‌های طراحی شده بر اکسپوها سوار می‌شود، اما نهایتاً تفاوت و تنوع در شیوه‌های مواجهه با معماری در دوران‌های مختلف تاریخی را تبیین می‌کند.

MASOUD SAEIDIAN MOHAMMADREZA KARIMI SAMAN ZARE MATIN BASTANFARD PARVANEH ARABLOO FARZANEH ARABLOO NILOOFAR GHORBANI GOLNAZ JAMSHIDI AIDIN AGHDASHLOO ALIREZA SAMIIAZAR HAMED MAZAHERIAN KAMRAN AFSHARNADERI HOSEIN SHEIKHZEINEDDIN FARHAD AHMADI REZA DANESHMIR IMAN RAEISI MAHYAR HADIGHI FARHAD HEIDARIGOORAN MANOOCHehr SEYEDMORTAZAVI ALI AFSARMANESH KAVEH FOOLADINASAB

اکسپو؛ جهان در پوست معماری از قبل بررسی بیان معماری پاویون‌ها، چرا که این تفاوت‌ها را به موضوعی برای تأمل میان گفتمانی بدل می‌کند و به یافته ریشه‌های چندلایه و چند بستره زبان معماری در بلندای تاریخ نقب می‌زند. مخاطب با مطالعه‌ی این کتاب همچون توریستی از آینده در تاریخ اقتصادی، اجتماعی، سیاسی و البته زیبایی‌شناسانه‌ی معماری سیر ممی‌کند و به تماسای چگونگی این گفت و گوی غامض، پیچیده، اما جسورانه و لذت‌بخش میان عناصر متشکله‌ی معماری با خود معماری و جهان‌های موازی اش می‌نشیند.