

PRESS READY EDITORIAL

**ART FOCUSED CONSULTANCY PROVIDES CREATIVE SPARK
TO WORLD EXPO ENTRIES**

The first experience that the estimated 70 million visitors to Shanghai World Expo 2010 will receive is sighting the 8 large-scale entry statement artworks developed for the Expo site by international public art consultancy Urban Art Projects (UAP).

Urban Art Projects are a specialist design consultancy creating site-specific art and design commissions for architectural and landscape environments from concept through to fabrication with offices in Australia, China and the United States. UAP were selected from over 100 international tenders to submit concepts (such as the three pictured) to the Expo Bureau in 2008 with a vision to communicate the excitement and celebration that a World Expo brings to a city. UAP are currently collaborating with local Shanghai businesses to fabricate the World Expo entry artworks to be completed for the World Expo's opening in May 2010.

Urban Art Projects Principal Matthew Tobin sees the entry artworks as another way of connecting Expo's international visitors to Chinese culture, saying "The eight artworks UAP's studio have developed are inspired by elements of Chinese culture and in the spirit of Shanghai's tourism slogan of 'More Discovery, More Experience' we hope they will contribute to the millions of visitors' memories from this historic event."

Although Shanghai World Expo 2010 was the first major project for UAP in China, the dynamic consultancy is quickly winning projects across the country with art projects commissioned for the Marriott Hotel and DongQian Lake developments in Ningbo as well as the Kunshan Riverside project.

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UAP – www.uap.com.au

Urban Art Projects is a specialist design consultancy creating site-specific art and design commissions for architectural and landscape environments.

The consultancy ensures that art and design outcomes align with a project's aesthetic and the client vision.

It collaborates with project teams in master-planning, art strategy, artist appointment, design, construction, installation and project management to ensure the creative intent of an installation is preserved and delivered on time and to budget.

UAP offers a unique turn-key approach to commissioning large-scale artwork and creative design solutions, providing low-risk solutions for clients. UAP are currently developing art projects through offices in Brisbane, Los Angeles, Houston and Shanghai.