

**CENTER FOR INTERNATIONAL TRADE FAIR EVENTS
PURBACHAL, DHAKA**

**ASIF IBN RAHMAN
ID 11108012**

SEMINAR II

DEPARTMENT OF ARCHITECTURE
BRAC UNIVERSITY



FALL 2015

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Submitted in partial fulfillments of the requirements

For the degree of Bachelor of Architecture

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ABSTRACT

The core idea of the project is to create a platform of dialogue for progress and cooperation in the international community with an intention to bring the whole world together, setting up guidelines for future and bring solutions to a fundamental challenge to humanity. Currently, Bangladesh can be considered as an important and valuable trading body on the globe with rising trading position. It is validated that a Center for international trade fair events in Bangladesh is of high necessitate now as long as global context is concerned. This will provide an inimitable networking platform for both Bangladesh and foreign participants in promoting, marketing and publicity efforts of the participants. Along with improvising the position on the global scale this project also attempts to put an impact on the future city, Purbachal, which is being developed in the outskirts of Dhaka with impending chances of incredible development. The built form in future, for the general public, will be an educational and entertaining experience and provide a proper occurrence of public realm and with the architectural intervention, the center will turn into a piece of attraction in itself.

The paper attempts to describe the process of developing the project and explaining how it plays the role as an architectural intervention in the new township.

ACKNOWLEDGEMENT

I am extremely grateful to Allah Subhanahu Wa Ta'Ala for without his graces and blessings, this thesis project would not have been possible. My immeasurable appreciation and deepest gratitude for the help and support are extended to the following people who in one way or the other have contributed in making this project possible.

My mother **Zinat A. Rahman** and father **Babu A. Rahman**, who has been my biggest support and inspiration from the very first day, I entered my architecture school. My younger brother **Afridi Ibn Rahman**, who I share our room with and who has tolerated enormous number of troubles I made for him for the past five years and has never complained about his ruined slumbers of so many nights along the course.

I would like to thank **Prof. Fuad Mallick** and **Abul Fazal Mahmudun Nobil** for being my inspiration and motivation and courage. I am grateful to my studio instructors **Mohammad Habib Reza** and **Naim Ahmed Kibria**, who has guided me magnificently throughout with the project.

I am thankful to my seniors, **Syed Mahmud Shuvro**, **Shishir Talukdar**, **Shafiee Rahman**, **Ashraful Alam Ovhik**, **Badru Ahmed**, **Sibat Ahnaf Ruhani** and **Proddut Basak** who kept in touch with me throughout the semester and crucial times and motivated me.

I convey my heartfelt gratitude to **Rafid Reasat Hai**, who was always there for me whenever I needed him, not only during this project but for a very long time. Even in his own crucial times of life, he responded whenever I needed support and help. I am thankful to **Rayeed Md. Yusuff**, my friend and batch mate who I have always shared all my grief and happiness with and who I have learned a lot from.

I would like to convey my regards, gratitude and love to my juniors – **Ridwan Javed**, **Doito Bonotulshi**, **Tamim Salehin**, **Sifat Madmud**, **Tahseen Reza Anika**, **Sakib Intisar**. Without their struggle and effort, bringing this project to a beautiful end would not have been possible. And thank you **Arpa Aishwaria**, for your concerns for me during my crucial times.

And I thank all my well wishers who kept me in their prayers.

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CHAPTER 01: INTRODUCTION

1.1 Background

Bangladesh has been hosting the International trade fair in its capital Dhaka, since 1995 December, when the fair held for the first time in Bangladesh. The fair was apprehended by the Export Promotion Bureau (EPB) of Bangladesh. The whole idea of the fair was to showcase different items and products of different countries including the hosting country and with this launch, the adventure went on taking place every once in a year ever since. The trade fair in Dhaka stays for a month (January) with mostly local participants taking part in it. But there are a few foreign participants as well, mostly of Asia and one or two from the Middle East. Consisting of different typologies of stalls and pavilion, car parking, food corners and other required facilities such as prayer space, ATM booths, children zone etc. The fair's current venue happens to be at Sher-E-Bangla nagar premises, on a land, taken on lease from the government.

The importance of trade fair on a wide range is towering when considered the plot of a national economy. Such kind of event or occasion opens up the opportunity of putting things in an unified manner that can be mentioned as “sophisticated platform” for doing business both on national and international scale. However, although Bangladesh has been conducting the phenomenon of trade fair for a long time now, the “platform”, yet, is not to be considered “sophisticated” for both local and international traders when considered on a global scale. The export position of Bangladesh is consolidated in the competitive international market. With all kinds of challenges faced, Bangladesh has marked itself on the globe as an important and valuable trading body. As a result, the country is being attracted by the foreign corporations due to the quality of the export products and the helping diversity of the exportable.

Since, EPB has come a long way in setting up the trend of the fair where traders of different nationalities come to meet, a CENTER FOR INTERNATIONAL TRADE FAIR EVENTS or a TRADE FAIR COMPLEX is of high necessitate now as long as global context is concerned. The platform of rendezvous can be made more conventional through this center where exhibitions will provide a unique networking platform for both Bangladesh and foreign participants in promoting, marketing and publicity efforts of the participants. This center or the trade fair complex will be able to attract millions of visitors around the world to explore and discover and access pavilions and exhibitions and cultural events staged by hundreds of participants of the nation and international organizations as well. However, the whole idea of EPB is to bring all the important traders and manufactures to a platform to promote them to the rest of the world of trading and will give a proper exposure. Hence the proposal of the center has become an important imagination of the future.

1.2 Project brief

The proposal of the TRADE FAIR CENTER has an allocated an area of 33 Acres at Purbachal, Dhaka, which is being considered to be the future city of the capital, with all the budding potentials, this area has strong visionary of incredible development. The client group is EXPORT PROMOTION BUREAU (EPB) of Bangladesh, which falls under the ministry of commerce. This proposal, along with its area is of a serious consideration by the government of Bangladesh. This center stands a large and important factor of the “vision 2020 – Digital Bangladesh”, for the government and EPB as well. The decision of building this permanent structure by the EPB would cost them around 2.65 billion, of which, the major portion will be financed by the Chinese government – 2.10 billion. The rest of the amount will be provided by the Bangladeshi government.

Project Name: International Trade Fair Complex

Client: Export Promotion Bureau, Bangladesh (EPB)

Project Cost: BDT 2.65 billion

Site area: 33 Acres

Site: Sector 4, Purbachal, Dhaka

1.3 Aims and Objectives

This part of the paper can be segmented into two different portions. One portion of the aims and objectives are of the general goals that are expected from the complex that it is suppose to put forward for the nation and that too being a completely new intervention of such scale in a city. The other portion of the aims and objectives are what its client is expecting that can be referred to the better circumstances it brings so as to rectify the lacking and drawbacks of the previously made set ups for the trade fair.

An expo or trade fair is a global event that aims to educate the public by sharing innovation and promoting progress and fostering cooperation. The host country that organizes it, invites other countries or international organization or companies and also the general public to participate. Due to the diversity of its participants, from top decision makers to children, Expos offer a multifaceted event where extraordinary exhibitions, diplomatic encounters, business meetings, public debates and live shows take place at the same time. The core idea of the expo would be to create a platform of dialogue for progress and cooperation in the international community. This expo or trade fair will bring the whole world together, setting up guidelines for future and bring solutions to a fundamental challenge to humanity. Secondly, this expo, for the general public, will be an education and entertaining experience. With the architectural intervention, the site of the expo will turn into a piece of attraction in itself.

There will be showcasing of interactive exhibitions and ground breaking technologies and intense cultural program that will surely create a phenomenal experience for the people. The current situation of the trade fair is observed not to be as successful as it is supposed to be. It fails to keep up the expectation where

promotion of trade and commerce is concerned. Rather, the situation is more of recreational and of amusement for the general public. The proposed design is supposed to keep the root idea in concern and create a proper rendezvous for the traders, both local and international, and consumers where they can meet, exchange and have a healthy and hearty business relationship. Another major issue is the cost that a trader or an organization spends on a pavilion – it is seen that the overall cost may reach up to 30 to 40 million which is extremely high a cost for a set up of 1 month only. With this amount of set up cost, and only 70 to million visitors for a month long, the organizations often fail to reach its estimated profit or revenue. Therefore keeping all of these issues in concern, the design vision is to create a permanent built form or a complex and as well as design open space that would complement each other in a manner that may lessen down the need of temporary pavilions at times.

All in all, the whole idea is to create a form that would help promote our traders expose themselves to the traders of the rest of the world with a better standard. Our nation would be able to expand its markets by participating to the organization of the event, meeting with other companies and investors and engaging with new audiences.

1.4 TENTATIVE Programs

- Exhibition area
- Open air exhibition area
- Conference Hall and Seminar Halls of different capacities
- Media and press
- Mezzanines
- Food Courts and Restaurants
- Lobby(s)
- Logistic Centers
- Souvenir shops

- Business centers
- Admin Block
- Car parking
- Other utility zones

CHAPTER: 02 Site Appraisal

2.1 Background

The site for the project is located at Sector 4 of Purbachal, which is within very close vicinity of the Dhaka city. As a matter of fact, Purbachal is considered to be the new the city within the capital city of Bangladesh. Today, Dhaka Metropolitan city has turned into the busiest & one of the most densely populated cities. The dwelling space required for the large number of people is not sufficient enough within the metropolitan area. As a result, many residential areas of Dhaka are seen to be turning into overcrowded and getting unhealthy progressively, degrading the environment with millions of people residing within it. Researches has it, the degrading condition could be brought to an end and the pressure on the city caused by the huge population can be reduced to an extent, if the surrounding area or the outskirts of the city is developed in a planned way so as to establish the permanent residential accommodation for the massive population. Purbachal New Town Project is situated at Rupgonj Thana of Narayangonj District and Kaligonj Thana of Gazipur District in between river Balu and Sitalakhya at a distance of 16 km from zero point of Dhaka. The project implementation period is July 1995 to June 2014. The total area is 6,150 acres which is divided into thirty sectors. Out of which development works are going on in 4,500 acres (Narayangonj part).

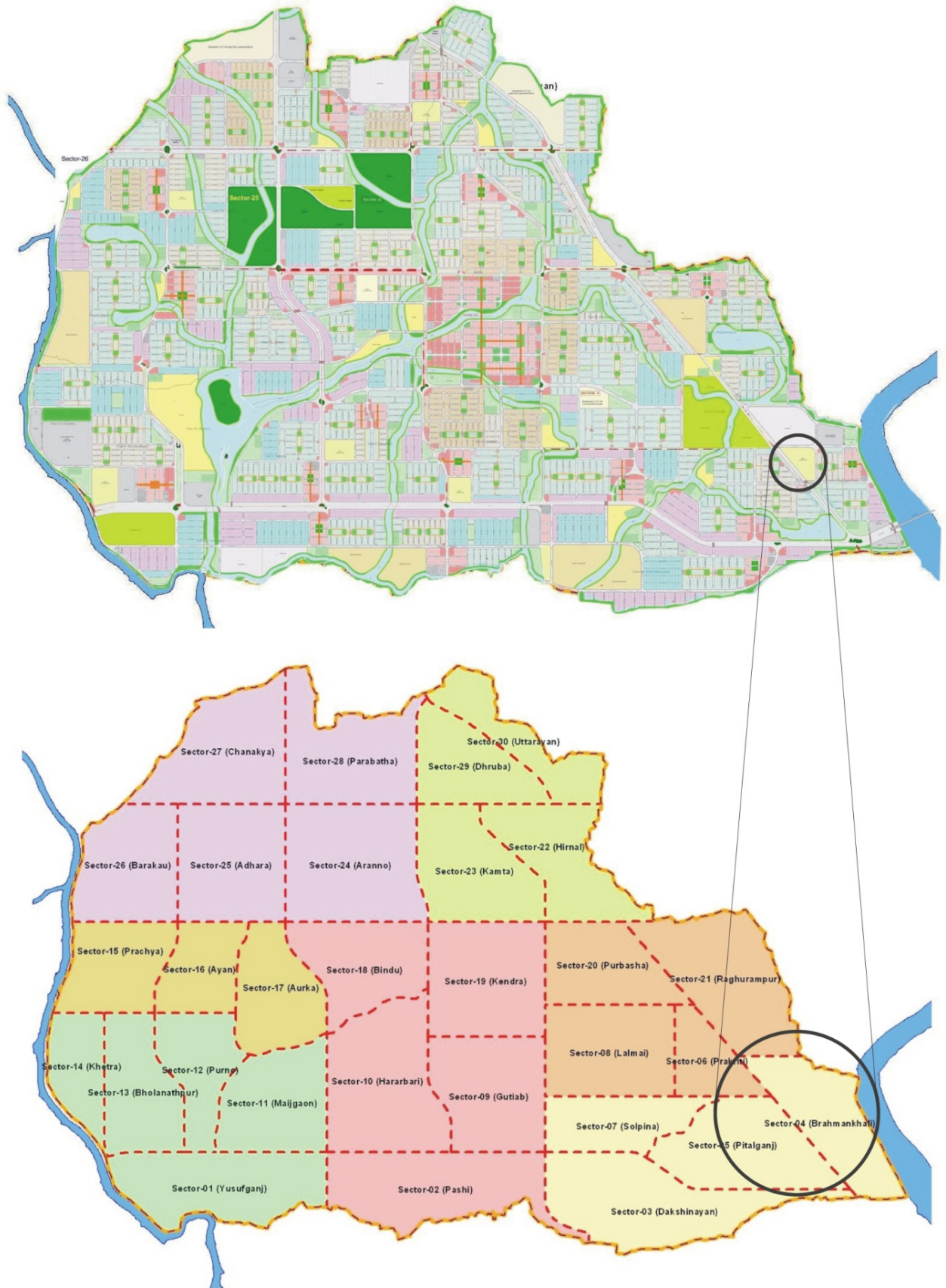


Figure 2.1.1: Maps showing the location and the site for the project in Purbachal, Sector 04

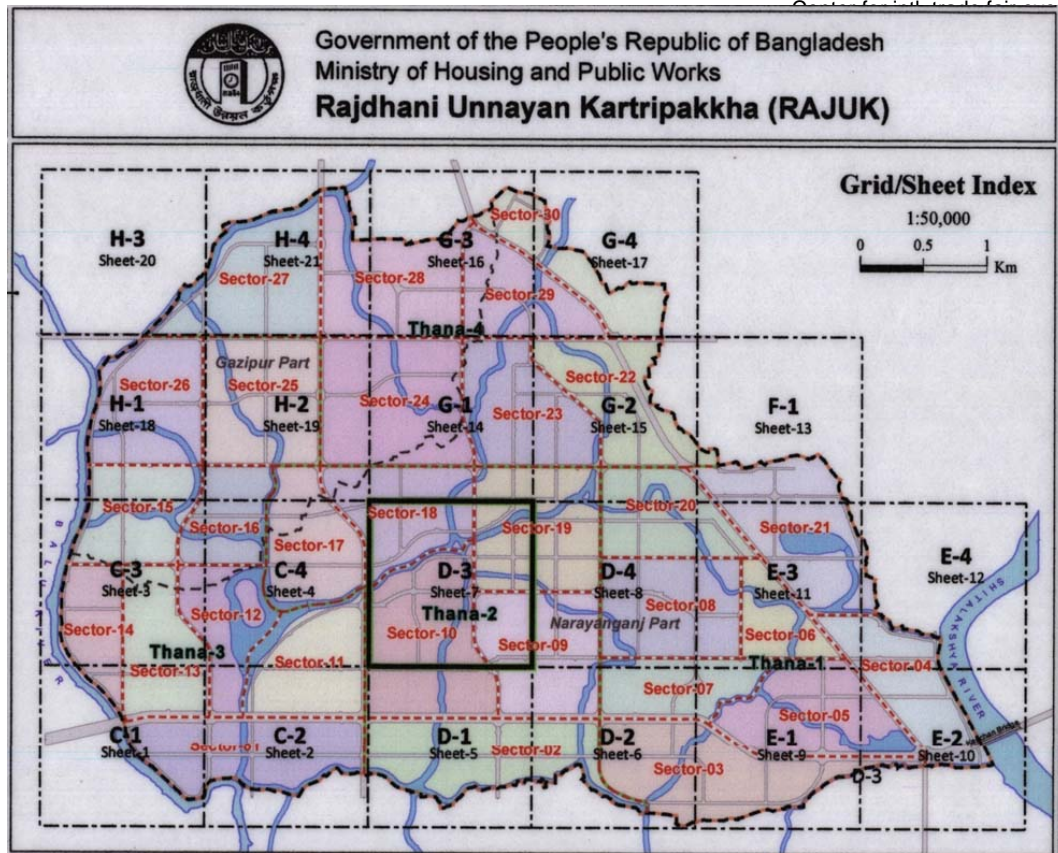


Figure 2.1.2: Map of the Purbachal Area by RAJUK

2.2 Land use and surrounding plan

As shown on the map the site is situated in sector 04, more precisely, block E-3, of Purbachal. This part of the new town is where the authority intends to house all the commerce based or revenue generating industries or sources. The allocated plot has mostly industrial and urban amenities around its surroundings. Thus, the new complex is going to encourage the construction of business apartments and technology centers and other trade oriented buildings.

The approach to the site is from the 160 feet wide road which is known as the Dhaka city bypass road and is marked N105. This road can be stretched to North-West towards Tongi. The other end of this road meets the 300 feet wide Purbachal Express Highway or the Progoti Sharani Debogram Road on a node which is very close to the Shitalakshya River. The purbachal express highway is considered to be the main access to the purbachal town which is around 10 km away from the Kuril flyover.

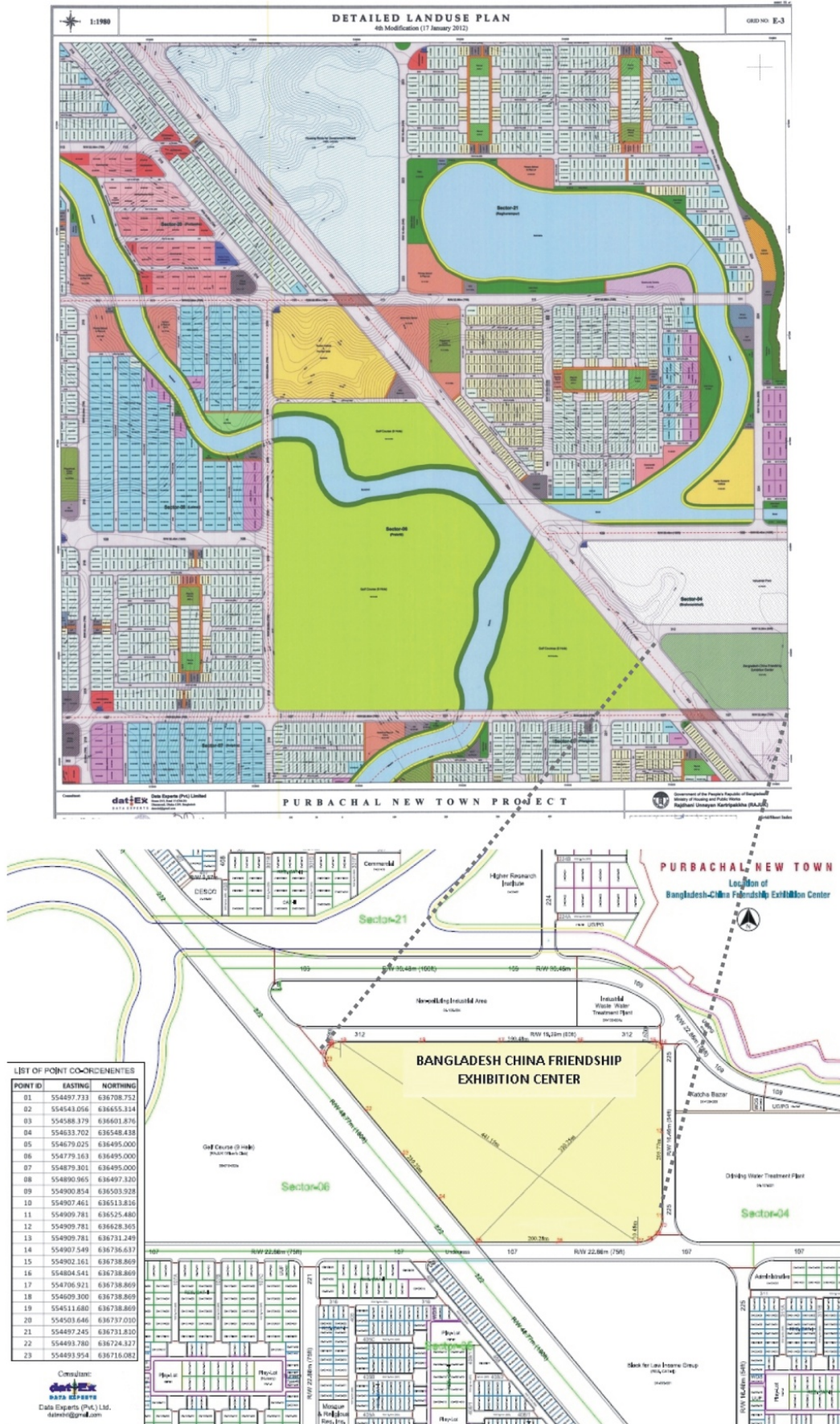


Figure 2.2.1: Detailed land use plan showing the site and the proposed site plan from EPB

2.3 The current condition of the location

Currently, the site's surrounding can be said almost deserted. Sector 4 of the purbachal area is just about to start its infrastructural development. Although a few building of social and infrastructural amenities has already been built, there are still many other buildings and facilities yet to be constructed. Roads are all carpeted and quite wide. There are water bodies throughout the area that is expected to keep the land cool. On the east of the sector 04, which is on the other end of the Shitalakshya River, is known as the Rupganj Area. Few localities of sector 04 has sparse population and the localities are rural genre with very minor level of amenities available. (see figure 2.3.1)



current situation of the site



two lane access road to the site



approach to the site from the high way



water body on the north, adjacent to the site



East end of the site, showing a few temporary locality of the low income group people

2.4 Environmental Considerations

The whole idea of creating the new town within the city is to ameliorate the environment of the city. The planning of this town is made with an intention to reduce the pressure of population in Dhaka city by creating opportunity of residential accommodation of the city dwellers in the vicinity of the city. This way this would maintain the balance of environment by proper urbanization and create environment friendly and sustainable atmosphere. This will also expand civic facilities by urbanization to the nearby and surrounding areas gradually.

2.5 Swot Analysis

Strength:

- This is the area where the Government intends to shift the trading zone, creating it the focus of the nation.
- Road network is gratifying, although the site lies on the extreme east end of the new town, has a commendable accessibility.
- With the development of this area comes the scope of the development of the nearby areas of rural genre.
- Water body (river) is within very close vicinity.

Weakness

- Currently the site is a long distance away from urbanism and has got no infrastructure yet within its vicinity.
- The sparse population of this area are still of the rural mentality and to some extent unaware of development of such magnitude they will experience in the near future.
- Lacks security

Opportunity

- The development could bring and raise scopes many other unplanned but pleasant facilities such as new public realm spaces.
- The site is currently barren. This increases the control over the urban sprawl.

Threat

- The development in this area can go severely wrong if not taken care properly.
- Industrial park may tend to consume high amount of energy.

Chapter 03: L I T E R A T U R E R E V I E W

3.1 Trade fair

Trade fair is an immense, stage-set, of a trade event where a large number of manufacturers from industries get a platform to present their products and can demonstrate their capabilities to the rest of the nation and to the global market as well. This demonstration locally is made for the distributors, retailers, wholesalers, and end-users. However, some trade fairs attract participants and visitors from all over the world and provide widespread interactions and exposure. It is observed that, sales promotions that involve manufacturers making a face to face contact to the end-users or other groups of people, has a higher expenditure than the contact they can devise using trade fair. Hence the trade fair, today, has become a popular mean of the rendezvous. Trade shows are sponsored by trade associations for specific industries, and there are thousands of associations running shows every year. In Bangladesh, it is the EPB who initiates or organizes the fair.

Exhibiting at a trade show is an excellent way to find customers to help your business grow. According to a study conducted by the Center for Exhibition Industry Research (CEIR), 86 percent of show attendees were the decision-maker or influenced buying decisions, yet 85 percent had not been called on by a salesperson before the show. Trade shows are also economical ways of getting sales. The CEIR reports that closing a sale that begins with contact at a trade show runs about half the cost of closing a sale that doesn't have the exhibition advantage: \$550 and 1.4 sales calls compared to \$997 and 3.6 sales calls. Finally, trade shows are popular, and it's easy to find one that fits the industries and company's need. (2015, July 01). Retrieved from <http://www.entrepreneur.com/encyclopedia/trade-shows>

3.2 EXPOSITION

3.2.1 What is an Expo?

An Expo is a global event that aims at educating the public, sharing innovation, promoting progress and fostering cooperation. It is organized by a host country that invites other countries, companies, international organizations, the private sector, the civil society and the general public to participate. The participants in an expo are of diverse categories and hence, starting from even a child to the top decision makers, an expo puts forward a versatile event with extraordinary exhibitions, diplomatic encounters, business meetings, and even public debates and live shows at the same time. (BIE, 2014)

The BIE, Bureau International Des Exposition, was created in 1928 and started its activity in 1931. It is formed with a mission to guarantee the quality of Expos and protect the rights of their organizers and participants. Since its creation, the BIE has placed education, innovation and cooperation at the core of Expos, thus changing their reason for being. From showcases of industrial innovation, they have become global discussion platforms aimed at finding solutions to the biggest challenges of humanity. Over 50 Expos have been organized under the auspices of the BIE and their success attracts new Member States each year. Today, 168 countries are members of the BIE.

BIE states that, the first World Expo took place in London in 1851. Many other cities followed and held memorable exhibitions such as Paris, Vienna, Chicago or Brussels. Intrinsicly linked to the Industrial Revolution, these Expos, also called World's Fairs, allowed countries to showcase their culture and their power and display their architectural and technological prowess. They unveiled inventions such as the telephone, the typewriter or the elevator, as well as the latest architectural technologies in the form of the Eiffel Tower or the Statue of Liberty.

However, to support the above statement and also to show the timeline of expos, below is give a chart –

Time	Host	Country	Theme
1851	London	Britain	---
1853	New York	America	---
1855	Paris	France	---
1862	London	Britain	---
1867	Paris	France	---
1873	Vienna	Austria	---
1876	Philadelphia	America	---
1878	Paris	France	---
1889	Paris	France	---
1893	Chicago	America	---
1900	Paris	France	---
1904	St. Louis	America	---
1915	San Francisco	America	---
1915	Panama	Panama	---
1926	Philadelphia	America	---
1930	Liege	Belgium	---
1933-1934	Chicago	America	A Century Progress
1935	Brussel	Belgium	Peace Through Competition
1937	Paris	France	Arts and Technics in Modern Life
1939-1940	New York	America	Building the World of Tommorrow
1958	Brussels	Belgium	Evaluation of the World for a More Human World
1962	Seattle	America	Man in the Space Age
1964-1965	New York	America	Peace Through Understanding
1967	Montreal	Canada	Man and His World Land
1970	Osaka	Japan	Progress and Harmony for Harmony for Mankind
1975	Okinawa	Japan	The Sea We Would Like to See

1982	Knoxville	America	Energy Turns the World
1984	New Orleans	America	The Worlds of Rivers-Fresh Water as a Source of Life
1985	Tsukuba	Japan	Living and Environment Household Science and Technology for Human Beings
1986	Vancouver	Canada	World in Motion-Would in Touch
1988	Brisbane	Australia	Leisure in the Age of Technology
1990	Osaka	Japan	Human Beings and Nature
1992	Sevilla	Spain	Age of Discovery
1992	Genova	Italy	Christopher Columbus-the Ship and the Sea
1993	Taehung	Korea	A New Path Forward
1998	Lisbon	Portugal	Oceans-A Heritage for the Future
2000	Hannover	Germany	Humankind, Nature, Technology and Development
2005	Aichi	Japan	Nature's Wisdom
2010	Shanghai	China	Better City, Better Life

Figure 01: TIMELINE OF EXPOS AND FAIRS

Source: <http://www.travelchinaguide.com/cityguides/shanghai/worldexpo/history.htm>



FIGURE 02: Expo London 1851

Source: <http://www.bie-paris.org/site/en/expos/about-expos/what-is-an-expo>



FIGURE 03: Expo London 1851 – Crystal Palace

Source: <http://www.bie-paris.org/site/en/expos/about-expos/what-is-an-expo>

3.2.2 Reasons why Expos are truly unique events, studied from the perspectives of different public groups.

- Expos creates a dialogue platform for cooperation and progress in the international community

In the recent trends of commerce and trading, expos through many dimensions can bring the whole world together in order to find solutions to fundamental problems of human race. This could be considered as the theme of any expo to be held. For example Milan 2015 holds the theme - "Feeding the planet, energy for life" and Astana 2017 is said to have a theme dedicated to "Future energy." The question stands, how is this theme addressed? First, all participants are either given an exhibition space or the opportunity to build a pavilion. In these spaces they can showcase their experience, innovations and ideas regarding the theme. In addition, conferences, workshops, debates as well as diplomatic and professional meetings are organized. This allows participants to exchange ideas come up with solutions and develop new cooperation ties and hence it can create a dialogue between nations.

- Expos turn out to be educational and entertainment activity for general people

Combining entertainment and education, expos can offer a wide range of varieties of exhibitions, activities and shows. With its innovative architecture and intervention, the Expo site can be an attraction in itself. The interactive exhibitions, the ground-breaking technologies that are showcased and the Expo's intense cultural program ensure a truly unforgettable experience.

Below are mentioned some of the experiences of the people in the past expos and experiences people will have in the future expo.

1. Navigating over the Arctic Ocean thanks to digital technologies (Russian pavilion, Expo Yeosu 2012)
2. Seeing a robot play the flute (Expo Aichi 2005)
3. Engaging in a debate on energy efficiency in cities (Expo Astana 2017) during the day
4. Listening to a concert of Santana (Hanover 2000)

The success of the events can be expressed in the number of visitors. 19 million people visited Hanover 2000, 22 million went to Aichi 2005 and Expo Shanghai 2010 broke the record with 73 million tickets sold. (BIE, 2014)

- For the host country Expo acts as a tool for nation branding and development

An Expo is also an extraordinary way to foster development that boosts the improvement of infrastructures, transportation networks and housing capacity as well. It generates employment and job creation and improves the global business and investment environment of the country. This local and national development is also boosted by an accurate re-use of the Expo site. After the event, the site is transformed to fit with the economic, social and cultural needs of the area. In Lisbon for example, Expo

1998 allowed an abandoned area to become an important economic center of the city, and Shanghai is turning the site of Expo 2010 into a major cultural and entertainment sector.

- Expo allows international outreach and economic opportunities for participants

Expo hosts invite countries, international organizations, the civil society and companies to participate to the event and be a part of the exhibition through their own pavilions and dedicated spaces. This gives participants a unique stage to present their achievements, culture, products etc. to an international audience. This has an impact on their international image but also on the development of their activities. Expos allow countries to strengthen their cooperation ties with the host country and other participant countries, as well as promote their local products. Companies can expand their markets by participating to the organization of the event, meeting with other companies and investors and engaging with a new audience. Expos also offer a stage to International Organizations and the civil society to raise awareness on the causes that they defend.

3.3 History of fairs

As mentioned earlier, the first fair took place in London in 1851 and ever since it took place the goals of world's fairs have been both straitlaced as well as commercial. Fairs have allowed people to explore the world outside of their everyday experience, that is, outside cultures and towards new scientific advancements, and new inventions. World expositions have changed to fit those times, with the change of time. Expos today has continued to reflect both the commercial needs of the times while presenting the ideals, hopes, and aspirations of people even as these evolve.

One of the primary goals of world's fairs is entertainment since the very beginning. As we can see the amusement zones and pavilions in world's fairs have evolved over time and it keeps getting better. With more and more entertainment options, world expositions have continued to find new ways to provide

information and inspirations. However, World's fairs are still important. They are related to both the Olympics and the United Nations in many ways, but world's fairs are unique in a way that the everyday Person can experience them firsthand, not just athletes or politicians. Anyone can enter that expo site and feel a part of something new, feel a part of the world community, feel what potential man has for doing good in the world.



FIGURE 04: New York World's Fair, 1964

Source: <http://www.nydailynews.com/new-york/new-york-world-fair-1964-gallery-1.1328696>

3.4 History of Expo

World Expo, with the long course of human history, not only demonstrated the fruitful achievement of different times, but also reflected people's deep understanding of industry, science and technology,

culture and ethnicity as well. At the same time, the history of World Expo is also a history of people's evolving and advancing evaluation of the civilization they have created.

It is considered that, to some extent, the Industrial Revolution gave birth to the modern World Expo as we see it today, as the original intent of the World Expo is to display the achievements of different countries' Industrial Revolution. The 1851 London World Expo is universally recognized as the first modern World Expo, which was called the "Great Exhibition of the Works of Industry of All Nations". (2015, July 01) Retrieved from [http://www.expo2010.cn/volen/volun/knowledge1\(2\).html](http://www.expo2010.cn/volen/volun/knowledge1(2).html) . Ten countries were invited to participate in the 160-day event, which attracted over 6.3 million visitors. At the exposition, China exhibited its Yung Kee Silk, which was characterized by ethnic features and was awarded a gold prize. The Expo does not include any direct transaction, a practice that was inherited by the following Expos. The 1851 Expo was held in Hyde Park in London. The pavilion was constructed with steel and glass curtain, so it was call the "Crystal Palace".

The 1900 Exposition Universelle in Paris was called the "Evaluation of a Century", which inherited the technology-centered tradition of the Expo and displayed the technological achievements of the 19th century. The Expo attracted an unprecedented audience of 48.10 million, exceeding the number of visitors in previous Expos by far. At this Expo, the event reached its peak compared to the Expos in the 19th century, which were mainly about the Industrial Revolution. After that, the impact of the Industrial Revolution on the Expo weakened, and technology began to fade out of the center of the Expo. The Exposition Universelle in 1900 was a turning point in the history of the Expo, and such a success was not seen during the first half of the 20th century.

From the 20th century to the 21st century, people had experienced a transition from subjugating nature to respecting nature. Apart from the development of the city itself, the Expo began to pay attention to the whole earth and global issues such as ecology and environmental protection. The numerous wars of the

past century intensified people's longing for peace. So the World Expo was viewed by people from around the world as a bridge towards eradicating misunderstanding, improving relationships and resolving contradictions.

The organizers of Expo in the 21st century wish to, through the use of rich means of exhibition, review the process of how people are using wisdom and technology to reconnect themselves with nature, from which they have been moving away. The Expo in the 21st century is still full of life, and will play an important role in promoting world peace and development. As the world progresses, the Expo 2010 Shanghai China, with the theme of "Better City, Better Life", will add the glory and splendor to the long history of the World Expo. ("Common Knowledge of World Expo", 2010)

3.5 Importance of Trade fair

Trade fairs, conferences, business events, economic forums and exhibitions can be defined in a unified manner as sophisticated platform for conducting business on a national and international scale. It is more than just a marketing tool as the entire marketplace is at your fingertips. As a source of market information they fulfill your needs in a centralized way.

They provide an excellent opportunity to assess opinions from clients and determine market potential, conduct research and evaluate competition, develop commercial structures by identifying new agents and distributors, and initiating joint ventures and project partnerships. (Rai, 2009)

"Exhibitions provide a unique networking platform to both Indian and foreign participants. They help in promotion, marketing and publicity efforts of participating companies. Exhibitions lead to joint ventures, tie-ups and they also help bring in investment in the Country", says Dr. Amit Mitra, secretary general, FICCI.

Below are the few good aspects of trade fair explained.

- Potential Marketing Tool

Trade fairs are considered to be a high-impact method to disclose new products, services and trends. Everywhere world trade fair is a great stage for head to head, business-to-business communication for exhibitors and visitors from any branch of the industry. Trade fairs are model for achieving all types of marketing objectives, particularly at the pre-sales stage. Any company take part in the exhibition, this includes promoting awareness of the company and its products, strengthening its image, generating a existence on the market, promotion innovations and gaining new clients.

- A target-oriented service for business

Trade fairs are the product of a close teamwork among show organizers, exhibitors and visitors. This strength of teamwork enables the different professional trade fairs to remain viable and market-driven.

- Benefits

01. Pre-Dominant, Low Cost Marketing Tool

02. Focused Marketing

03. Intellectual Marketing

3.6 Overview of the current trade fair in Dhaka

Dhaka International Trade Fair, (DITF) is organized by Export Promotion Bureau and the Ministry of Commerce, Government of Bangladesh usually held at Sher-E-Bangla Nagar in Dhaka west side of Bangabandhu International Conference Centre during January 01-31, every year.

This event projects quality exportable of Bangladesh to the visitors from home and abroad. Visitors from home and abroad can get a chance to show Bangladeshi exportable quality of project in this event. The rural local producer of Bangladesh have a chance to participate in international trade fair will have the opportunity to display their products to the buyer from abroad at this fair. On the other hand, the overseas participants avail opportunity to display their products to the consumer of Bangladesh where domestic market of consumer goods is expanding.

The foreign participants also have the opportunity to display their state-of-the-art technology. Besides, the participants are able to identify business contacts with prospect of entering into subsequent business negotiations. (DITF-EPB website).

Chapter 04: C O N T E X T U A L A N A L Y S I S

4.1 Background

Bangladesh being a developing country needs to be spotted or marked in the world map carrying a brand image to compete with fellow countries of her surroundings. Place making or branding strategies can be applied in this case to promote a country to worldwide through hosting an event and creating the event platform or base in the host country as a strong architectural Icon. THE INTERNATIONAL TRADE FAIR is one of the most popular events to hold PUBLIC ATTENTION as well as draw the foreign world and get exposure. The exercise of branding through ARCHITECTURAL ICON is executed through picking up the international Trade Fair as an event catalyst.

4.2 Importance of the project on the proposed site

The new area in town comes with a lot promising objectives to provide the city with better and healthy life hence, the Purbachal new town project has some quality grounds that validate the establishment of the proposal of the center for intl. trade fair events here. With careful studies and surveys EPB has come to a point of decision to have their new complex built here. However, the favors that the objectives of the new town bring to the site are of quite good eminence. The site falls under an area that undertakes the objective to reduce the pressure of the population of the city, which entails that many city dwellers would prefer to live here and hence the trade fair complex can result in being a great stamping ground for the dwellers here. The complex shall be domain in a healthy and environment friendly ambiance of the city. This complex also comprises in enhancing and expanding the civic facilities and also brings better and expands economic facilities in the new town.

4.3 Potential of the site



Figure 4.2.2 Map showing the Primary Road Network to the site

The above map shows the road network the site has a grip on through Purbachal area. The site lies being neighboring land of the primary road that goes through the industrial park in Purbachal and has got access to 4 different important part of the Dhaka division. This states the communication from the site is rich that connects important areas around it being and that too being an easy access.

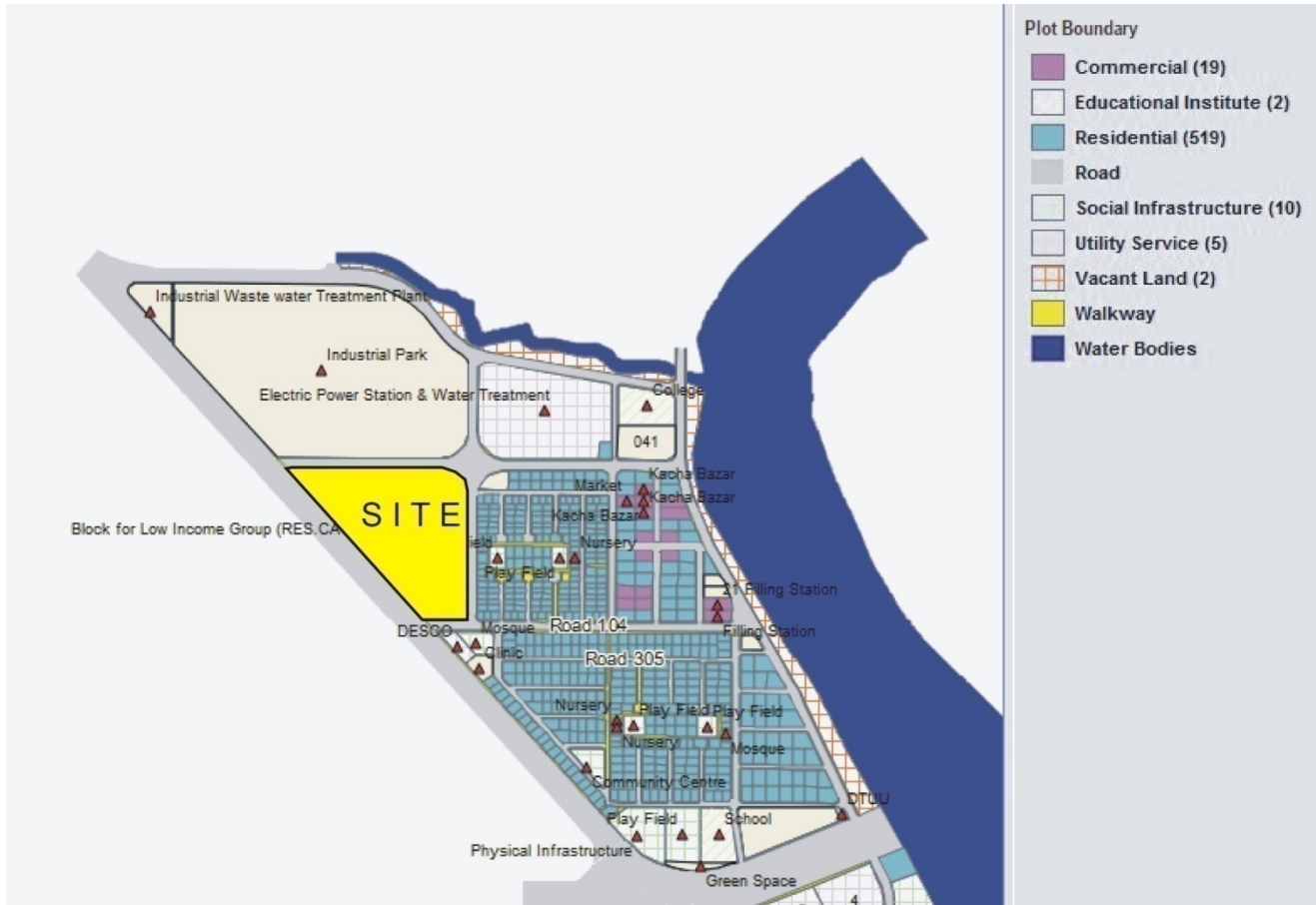


Figure 4.2.3 Surroundings of the SITE

The above map shows the plan of the settlements around the site showing the social potential of the area. The brilliant feature of the site is of having enormous water body around it that will help in keep the local climate cooler. Being very close to water body can bring positive activities and functional uses can be generated with the development of the complex and its surroundings. Apart from the capital, the site lays in a planned township where the focal point of trade and business center can be shifted easily. The site is situated at the distant East most part of the township and has the strength to flourish as a sophisticated event platform independently which can brand the city in future. The site's connection to nearby areas with the main access road shows the sign that the development around the site might affect underdeveloped nearby regions.

Chapter: 05 CASE STUDIES

- **National Expo Exhibition Complex** | Shanghai, China | - John Portman and Associates
- **New Trade Fair In Milano** | Milano, Italy | - Studio Fuksas – Massimiliano and Doriana Fuksas
- **Bangabandhu International Conference Center** | Dhaka, Bangladesh | - Beijing Institute of Architectural Design Research, P.R. China

01. National Expo Exhibition Complex

Shanghai, China | - John Portman and Associates

The task in designing the National Expo Exhibition Complex was not only to simply design the world's largest exhibition center, but to create a new standard of what trade means in the 21st century. The prime focus of the project was the 'continuous circulation' the designers had while designing, starting from the footprint to the form of the building and to the programming of the different functions. The result is an enhanced, efficient experience for exhibition planners and exhibitors, and easy navigation for the attendees. The space flows visually as well as functionally, with the help of glazing, skylights and open areas between interior floors. Natural light and ventilation streams throughout as the delineation between indoor and outdoor space is blurred. The roof is a mosaic of solar panels, creating the iconic exterior while also becoming a major sustainability feature of the project. At night, the glass curtain wall is lit from within, turning the entire building into a brilliant lantern that draws people to its glow.

The concept of the four-leaf plan configuration recalling the legend of a four-leaf clover was designed as part of a first stage design competition; this concept was adopted by the Client as the basis of a second stage design competition. The design concept remains an integral part of the project to be completed in 2015.



Figure 5.1: Aerial View of **National Expo Exhibition Complex**, Shanghai, China.

Source: <http://www.portmanusa.com/home.php>



Figure 5.2: Aerial View of **National Expo Exhibition Complex**, showing some of the basic exterior components.

Source: <http://www.portmanusa.com/home.php>

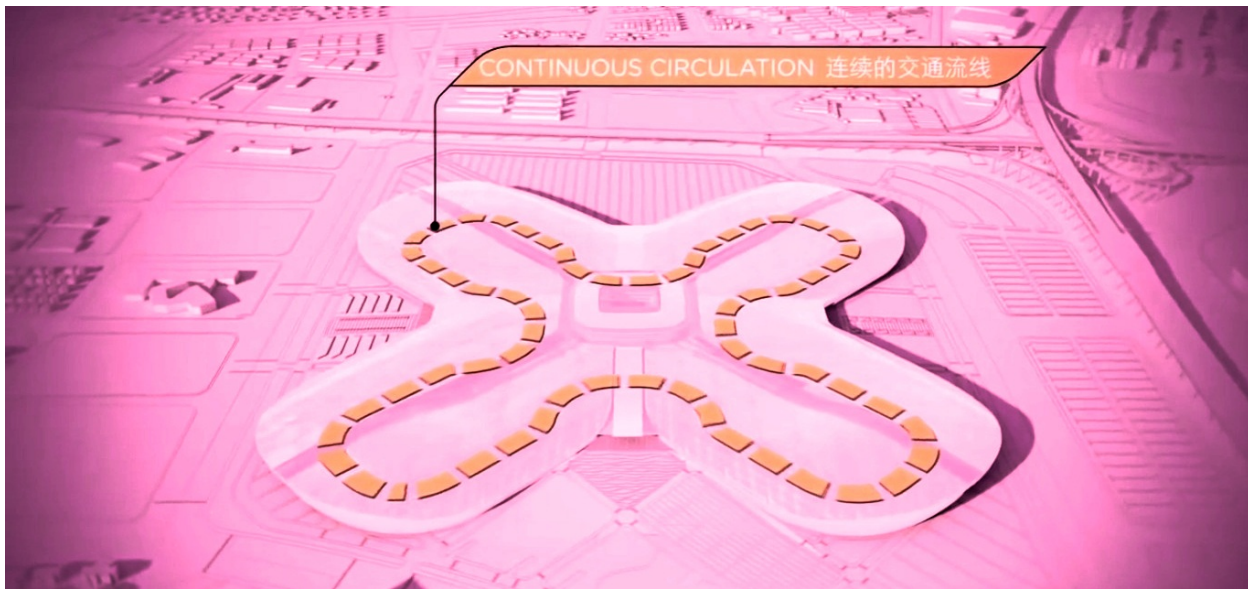
Project concept:

Since the dawn of the civilization people have been setting up exhibitions to address the very fundamental human need to create, to show, to see, to sell and to buy. Answering this need must be the basis of any attempt at designing an exhibition centre. Human are born of nature, so it is only fitting as we looked to nature for inspiration.

Flow, openness, growth, variation, beauty, diversity, and harmony – letting these characteristics become the fundamental values upon which the design is based.

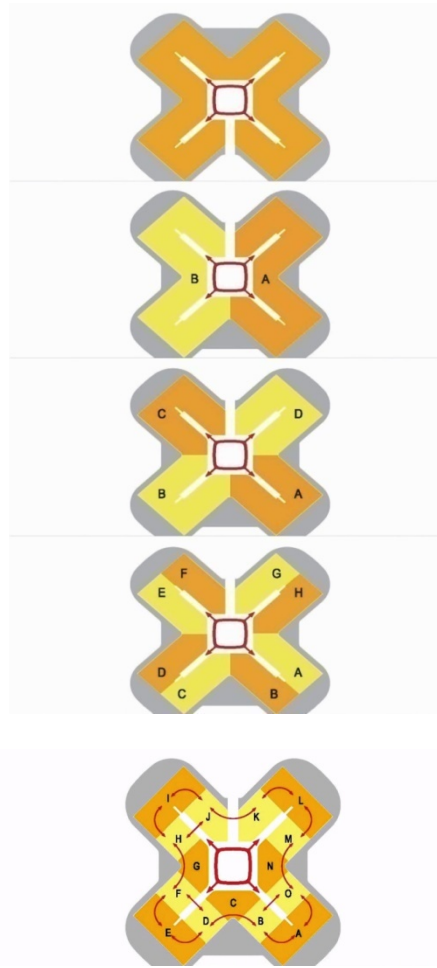


The above layout shows how the form the building has been derived from the leaves, similar to a jade plant. This layout comes to say that the core concept of the Expo Complex is the 'continuous circulation'. Hence the innovative layout creates a continuous flow of space.



Source: <http://www.portmanusa.com/home.php>

The continuous circulation allows the whole building to become one unprecedented mega-hall when needed, while also providing the flexibility to be divisible into a wide array of halls sizes to accommodate multitudes of events. This can be clearly explained by the help of the series of diagrams below –



Source: <http://www.portmanusa.com/home.php>

Visitor circulation is contained on the inside of the building with minimized travel distances and optimized entry locations that take the visitors straight into the heart of the building as shown in the figure below.

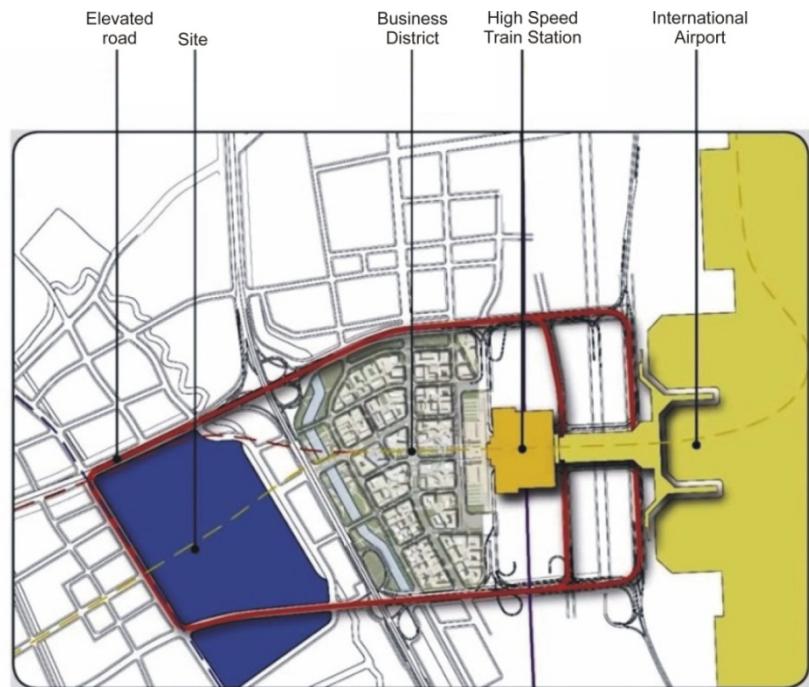


All public aspects of the program are located in the centre. The round building at the project's centre houses marts, mall, retail, food, and, other public function provides consistent activity and revenue, even when no activities are being staged.

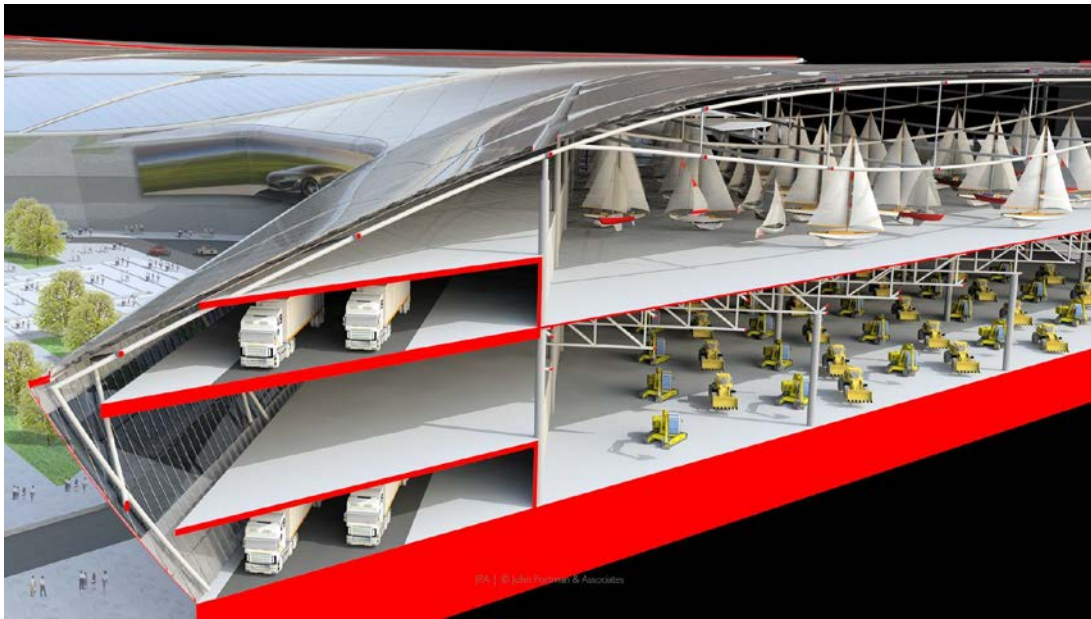


Source: <http://www.portmanusa.com/home.php>

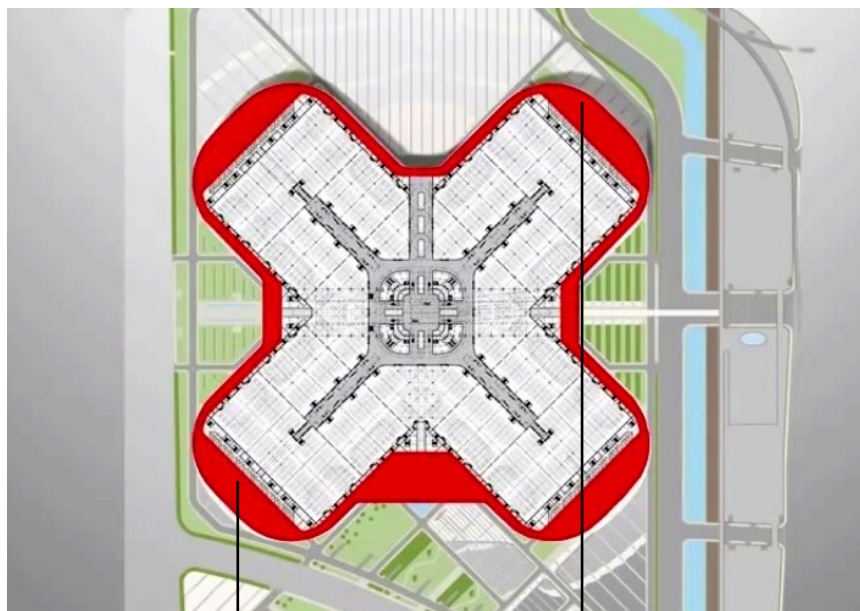
From the footprint and form of the building, to the programming of the different functions, everything is focused on the continuous circulation. The result is the enhanced, efficient experience for exhibition planners and exhibitors and easy navigation for the attendees. The project is located in Hongqiao district of Shanghai, convenient to the international airport and high speed rail depot and easily accessible by car, bus, and taxi and subway.



The expo complex will draw people to Shanghai for major exhibitions, but also serve the people of Shanghai as a shopping and dining destination. Moving on, to support the exhibition spaces the ends of each 'leaves' houses logistic support spaces, conferencing facilities and vertical transportation.

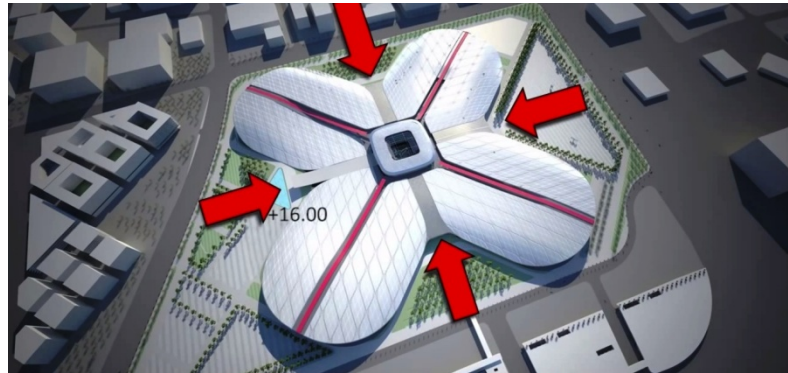


Service access is integrated into the perimeter of the building service truck have direct access to every single exhibition hall on all exhibition floors.

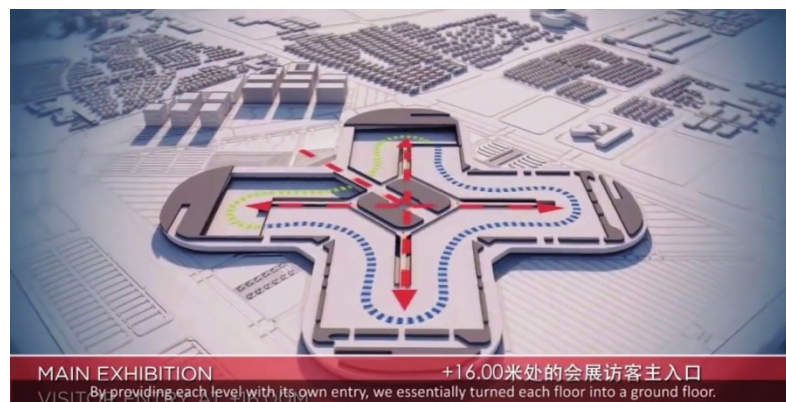
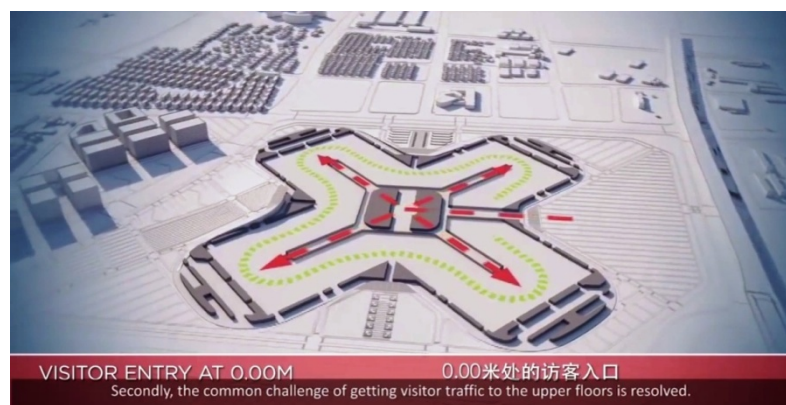


Red Zones around the edge of the building showing the service access

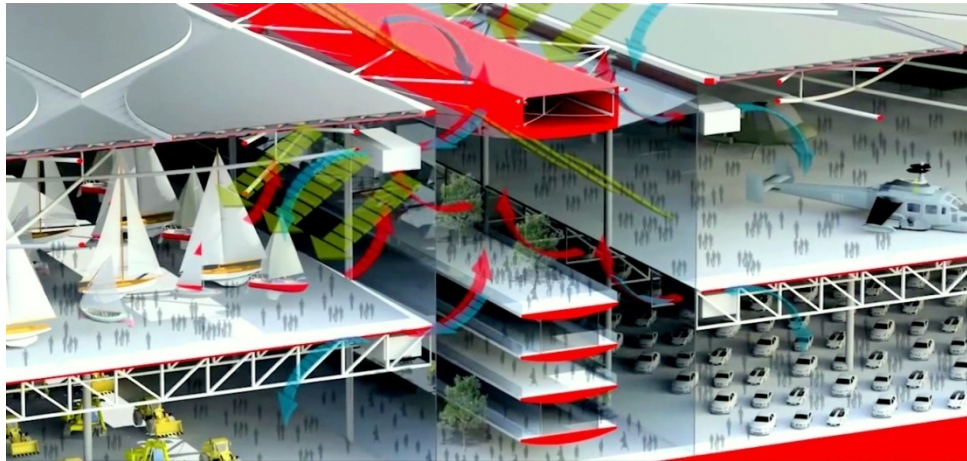
The introduction of the subtle slope allows entrances at multiple levels. Putting each entry at a different level allowed two things described in the figures below –



Source: <http://www.portmanusa.com/home.php>

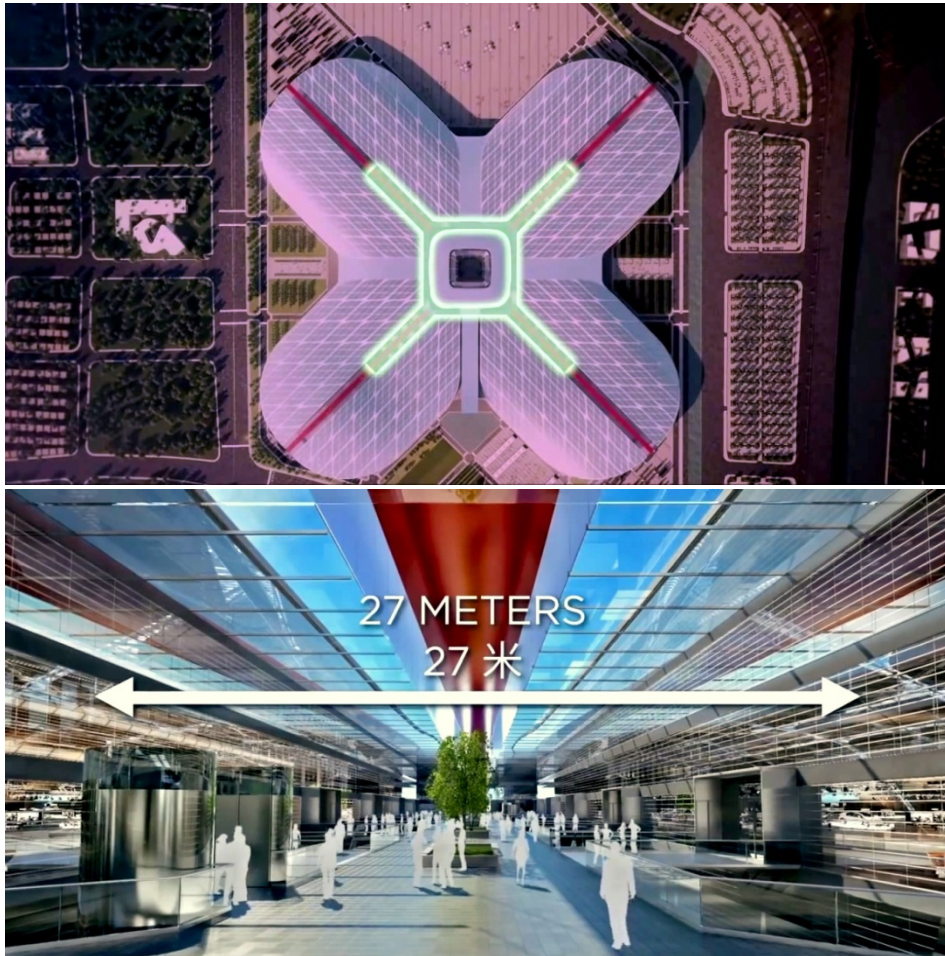


There are built breathing canopies, which also becomes an important sustainability and safety feature providing day light and natural ventilation as shown in the figure below –



Source: <http://www.portmanusa.com/home.php>

The corridors between the exhibition halls are 27m wide and 34m tall. This is apparently the same width as the 5th avenue in New York. This space literally functions as a street that serves the main circulation spine of the complex.



At night, the glass curtain wall is lit from within, turning the entire building into a brilliant lantern that draws people to its glow.

02. New Trade Fair In Milano

Milano, Italy | - Studio Fuksas – Massimiliano and Doriana Fuksas

Project overview

Project Name: **NEW TRADE FAIR IN MILANO.**

Location: Rho-Pero, Milano, Italy

Architects: Studio Fuksas - Massimiliano and Doriana Fuksas

Client: Fondazione Fiera Milano

Construction Period: 2002 -2005

Designer and Art Director: Doriana O. Mandrelli

General Contractor: Astaldi Spa, Vianini Spa, Pizzarotti Spa

Site Area: 2,000,000 Sq. M.

Construction area: 1,000,000 Sq. M.

The Milan Trade Fair is more of an intervention than being a complex. It can be considered an effort to attract large-scale and world-class conventions and recover the use of wide urban spaces. The project covers around 2.1 million square feet and stretches nearly a mile (4265 feet), giving it dimensions that would place it as one of the major complexes currently in Europe. With the astonishingly epic scale of the complex there is also a nice combination of pedestrian friendly aspects that help to capture the intimacy of traditional Italian built environments.

This project is characterized by its strong central axis and a fluid like-canopy that runs through the entire extent of the site. The canopy itself is freestanding and defies the traditional conception of a canopy as it floats over the adjacent buildings and then dramatically flows down to the ground level in a parabolic vortex fashion.

To effectively achieve the free-form shape rhomboidal glazing panes were utilized on the flat portions and triangular panes were used to make the curves. To accommodate everything that would need to be held in the complex, exhibition halls, auditoriums, conference rooms, restaurants and cafes, meeting halls and office spaces, eight separate structures were designed. By orienting the structures inward towards the central spine the space resembles a central street as natural light penetrates through the glass canopy connecting the structures. The exhibition halls have orange facades, the restaurants and cafes feature curvilinear facades and stand on pillars, the meeting halls contain stainless steel cladding and hover at walkway height, and finally the office spaces are contained within glass boxes that line the walkway.

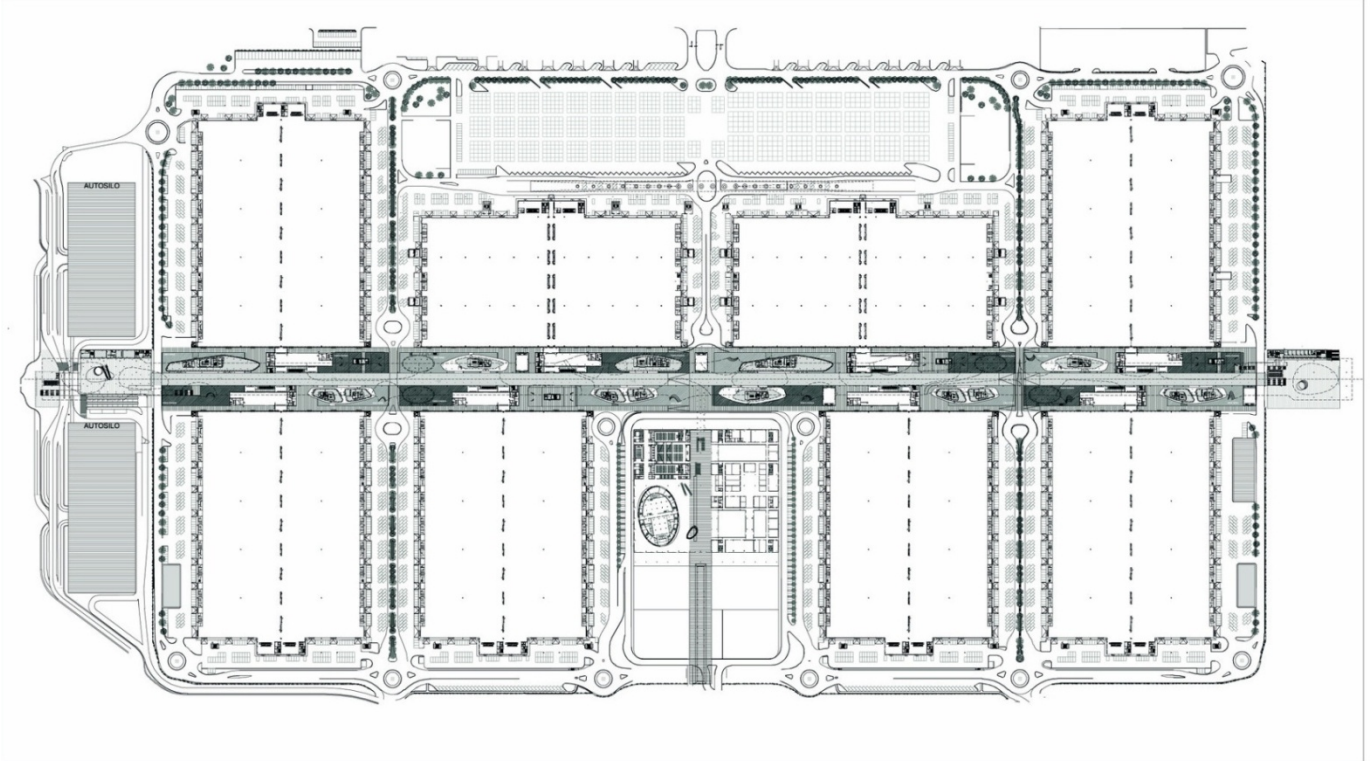


Source: www.archdaily.com

Other facts and figures of the project:

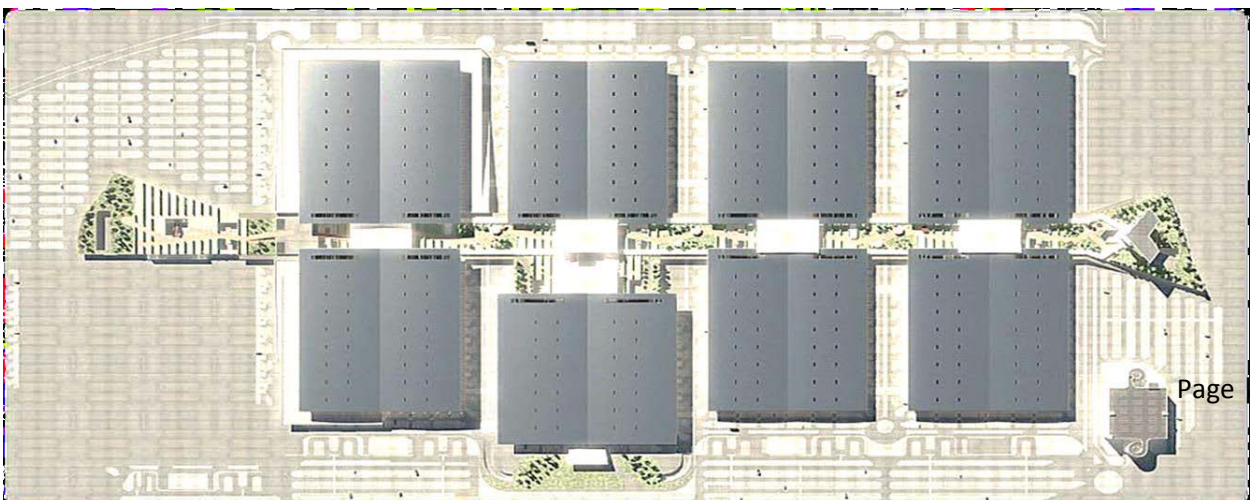
- Area: 2,000,000 Sq. M. (approx)
- Construction Area: 1,000,000 Sq. M.
- Parking: Visitors-20,050; Lorries-7,000; Exhibitors-4,320
- Length Of Central Axis: 1,500 m
- Number Of Pavilions: 8–6 One-Floor, 2 Two-Floor
- Exhibition Area: Outré 400 000 Sq. M.
- Outdoor Exhibition Area: 60,000 Sq. M. (approx)
- Conference Centre: 47,000 Sq. M.
- Conference Rooms: 80
- Central Axis Veil: Structural Design: Mero Gmbh & Co.
- Structural Consulting: Schlaich Bergemann and Partner
- Curtain Walls: Permasteelisa Spa

- Steel Structure: Icom Engineering, Ask Romein, Carpenteri d' Italia

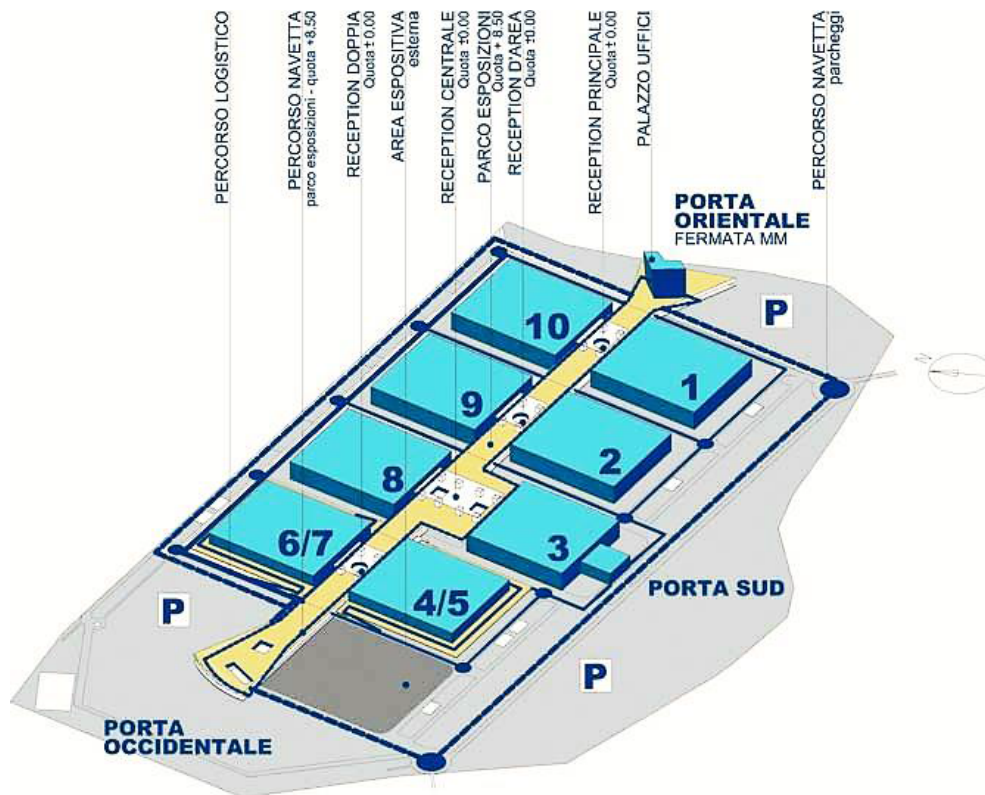


- Structural Engineering For Civic Works: Studio Marzullo
Source: <http://www.archdaily.com/248138/new-milan-trade-fair-studio-fuksas/50189ef928ba0d5d5d0000bb>

In an effort to attract large-scale world-class conventions and exhibitions, the city of Milan embarked on an ambitious plan to build a \$700 million trade show complex. Massimiliano Fuksas had garnered inspiration from the intrinsic elements of the surrounding landscape. Fuksas dealt with the expansiveness of the 8 separate structures by orienting them inwards towards the central spine covered with a glass canopy that functions akin to that of a central street. *City within a City*- "A project this size is like working with a landscape," says Fuksas of the daunting task which included designing approximately 60 buildings. "It's more space than most architects build in an entire lifetime."



“When you build one million square meters, you really don't know if what you envisioned will be good or bad,” says Massimiliano Fuksas, the Rome-based architect for the New Milan Trade Fair. In order to demarcate the various functions of the buildings, the exhibition halls have orange facades facing towards the canopy, the restaurants and cafes that line the open air corridor feature curvilinear facades and stand on pillars, the meeting halls feature stainless steel cladding and hover at walkway height, and the office spaces are contained within glass boxes that line the walkway.

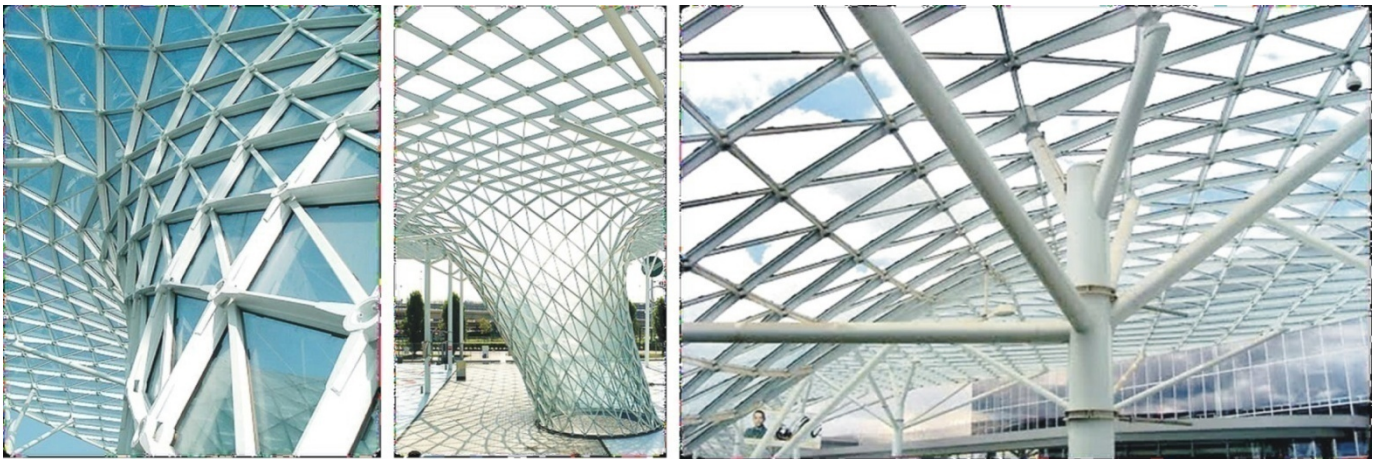


Zoning of Plan | **Source:** Studio Fuksas website

Material & Structure Analysis of the Project

The convention complex defies any notion that what is functional must be boring. The canopy or "sail" as Fuksas calls it is like a whim, solidified and concretized, while underneath, serious work gets done in exhibition halls, cafes, and offices. While the canopy itself is freestanding, it floats over portions of the roofs of the adjacent rectilinear buildings and dramatically swoops down to the ground level in parabolic vortex fashion, defying the traditional archetypal conception of a canopy.

Running a length of 4265 feet, the flat portions utilize rhomboidal glazing panes, while the doubly curved sections utilize triangular panes to efficiently achieve the free-form shape. Structure consists of tree-like columns of circular profile HSS (with two inner branches accommodating roof drainage) that were prefabricated off site. The free-form glass and steel structure, which looks light and airy, didn't come easily. The steel grid structure is made of geometric modules connected together with nodes. Or circular joints at the intersections of the steel rods or struts.



Images showin glass canopy and it's structural systems inside the complex and the partial section of the space with canopy |
Source: Studio Fuksas Website



03. Bangabandhu International Conference Center

Dhaka, Bangladesh | - Beijing Institute of Architectural Design Research, P.R. China

All images used in this portion of case study are retrieved from :

Source: <http://biccbd.com/venue>

Situated at Sher-e-Bangla Nagar, Dhaka, Bangabandhu International Conference Center which is also known as Bangladesh China Friendship Conference Center is the only international conference center we have in Bangladesh. Bangabandhu International Conference Centre is considered to be one of the most modern convention centers of recent times, globally. The centre was constructed with the technical and financial support of China and was intended to serve immediately as the venue for the 13th summit of the 114-member Non-Aligned Movement (NAM).

The country's only multi-purpose convention facility, Bangabandhu International Conference Center (BICC), has 17 locations within the structure for holding small to large scale events, state functions, social events, seminars, conferences, product launches, annual general meetings, fairs, exhibitions, cultural programs, reality shows, etc. BICC has been the venue for many renowned economic, social and cultural events. It has proudly hosted a number of international conferences and summits over the years.

This modern convention center is surrounded by a spacious parking area, lawn, garden and musical fountain. The elevated roof and massive structure makes any event grand at its premises. As of 1 July 2012, Bangladesh Services Limited (BSL); owner of Ruposhi Bangla Hotel is looking after the operation, maintenance and management of BICC. BSL has a rich heritage of reputed service in hospitality industry of Bangladesh.



Source: www.tripomatic.com

Built over 50,000 square meters of a lush green field, it was designed and constructed using Chinese grant of 240 million RMB which is approximately 50 million USD. Nearly four hundred Chinese engineers and technicians worked for about 17 months to get it completed. The complex has two 200-seat rooms for committee meetings, four negotiation rooms, a 700-seat banquet hall and a 300-seat media briefing room. Its main hall has a seating capacity for 1700 persons, 700 delegates on the floor and 1000 observers in the galleries. The main structure is built on about 20,000 square meters of land and has around it 30,000 square meters of space with water fountains, a parking lot for 700 vehicles and 128 flag poles. The centre, designed by the Beijing Institute of Architectural Designs and Research, combines in it the latest architectural technology.

It is situated at Sher-e-Bangla Nagar beside Chandrima Udyan in Dhaka. Dhaka International Trade Fair, (DITF) is organized by Export Promotion Bureau and the Ministry of Commerce usually held at Sher-E-Bangla Nagar in Dhaka west side of Bangabandhu international Conference Centre during in the month of January, every year.

Overview of the Project

Project Name: BANGABANDHU INTERNATIONAL CONFERENCE CENTER

Alternative Name: BANGLADESH-CHINA FRIENDSHIP CONFERENCE CENTER (NAM)

Location: Agargaon, Sher-e-Bangla Nagar, Dhaka.

Architects: Beijing Institute of Architectural Designs and Research.

Client: Ministry of Trade and Commerce (Govt. of Bangladesh)

Period: 2000-2002

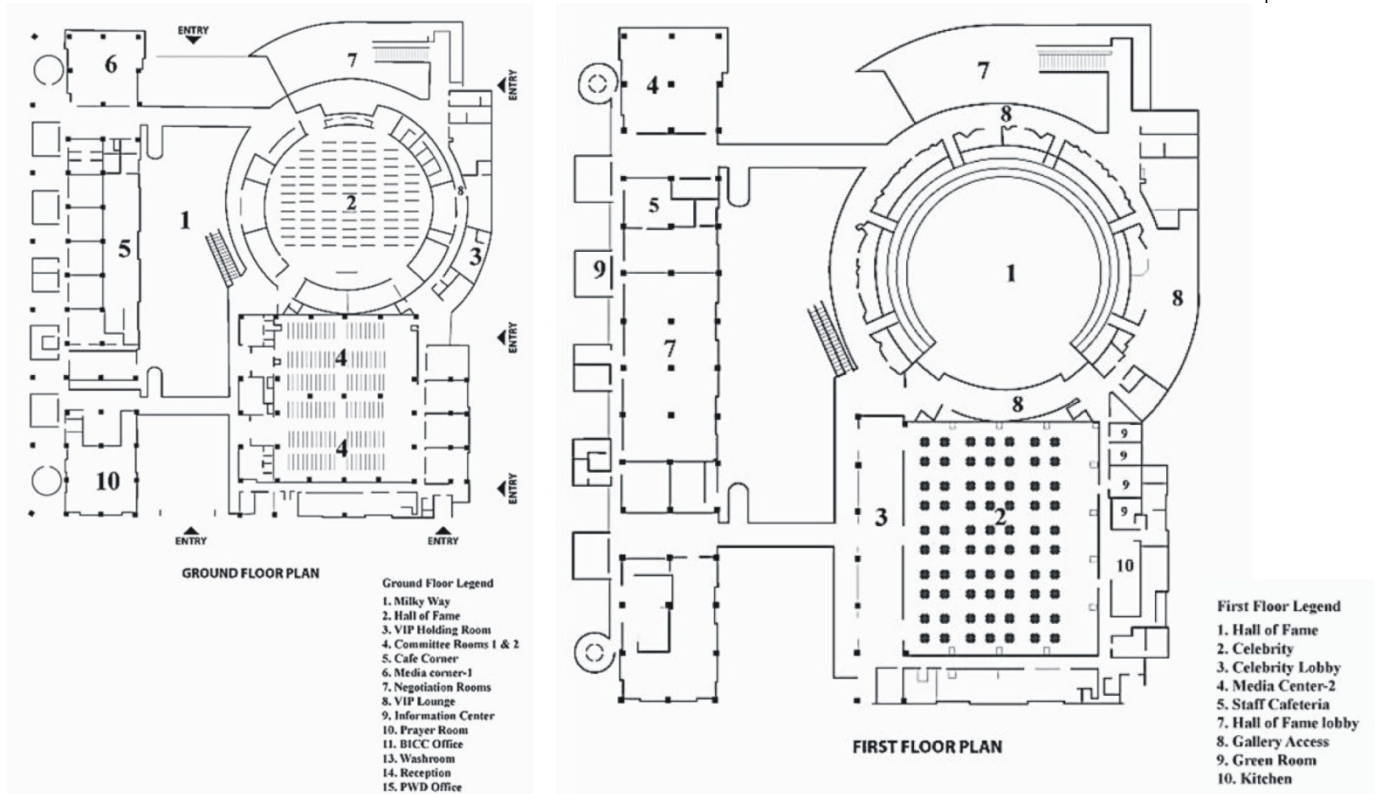
Constructed Area: 50,000 Sq. M. (538,200sq.ft)

Project Cost: USD \$5 million

Project Type: Conference Facility

Architectural Style: Modern Architecture

Parking: 700.



Source: <http://biccbd.com/floorplan>

The above figure shows the floor plans and the spaces in the complex.

Program Analysis:

01. Milky way

The 'Milky Way' with its large open space and ground terrace is ideal to hold large conventions, fairs, expo, etc. Convention or exhibition, anything that involves a huge number of visitors, can be adequately accommodated in this large open space. The big space with a natural inflow of air and easy elevation to the Celebrity by escalator makes it the perfect setting for any kind of public event.

*Size in feet 344 x 76,
26,144. Sq. feet*



02. Hall of Fame

From State programs to music concerts, BICC Hall of Fame is ideal to host large scale events. A circular dome with dazzling lighting and seating arrangement reminds a gala concert in a broad way theatre. The spacious Hall of Fame lobby portrays the beauty of a 21st century auditorium of Bangladesh.

Size in feet 12' Dia.

12,265 Sq.feet. Theater - 2000. Round Table 650. Reception 1500 and 136 x 69 Lobby.



03. Carnival & Harmony

The versatile 'Carnival' & 'Harmony' consist of two identical halls. 450 people in theatre style or 350 people in round table style can be accommodated for a conference or seminar in both the halls. It can also complement as the auxiliary venues to Milky Way to hold big fair, expo or convention. Any sort of dinner function is possible at this posh venue.

Size in feet 100 x 64,

6,400 Sq. feet, Theater 450, Class Room 270, Round Table 350, and Reception 400.



04. Celebrity

The 'Celebrity' is the epicenter, a unique and purpose built architecture. The superb and spacious Celebrity has the world class amenities. This grand hall with its beautiful chandelier is suitable for dinners, parties, seminars, corporate get-togethers or any grand occasion. A complete kitchen facility is also available.

*Size in feet 122 x 98, Sq. feet 8,625, Theater 1200,
Round Table 1000 and Reception 1200.*



05. Legendary, Eternity, Elegant & Milestone

In business you never get what you deserve; you get what you negotiate for. Negotiation requires cool nerve and the BTCC 'Legendary, Eternity, Milestone & Elegant' give you that fresh and soothing feeling of a place where you can rediscover the strength of your mind. We have created an ambiance in all 4 meeting rooms i.e. Legendary, Eternity, Milestone and Elegant that makes your mind speak.

*Size in feet 29 x 25,
74 Sq. feet, Rectangular 42.*



06. Media Bazaar & Windy Town

The amenities of international standard media meetings with all significant facilities are available on both the venues. Bright lighting with sound facilities and special podium will elevate your media meet to a new height. It's can also be used for small parties, get-togethers, cocktails etc.

Size in feet 68 x 51, Sq. feet 3,468, Theater 200, Round Table 150 and Reception 200.



07.Green View & Executive Lounge

The BICC Green View & Executive Lounge room has a capacity of accommodating around 120 people for meetings, business discussions, get-togethers etc. The green environment on the way to Green View & Executive Lounge touches the heart with freshness. It is ideal to cater for VIP guests, business executives etc.

*Size in feet 344 x 76,
26,144 Sq. feet. (Approximately)*



CHAPTER 06: P R O G R A M D E V E L O P M E N T

6.1 Programs from Client

The list of program by EPB was revised and modified as per need. Analyzing the number of pavilions and their users helped to extend the space requirements and make additional changes in set of programs. Finally, few more programs were added to support the need of the project. Export Promotion Bureau (EPB), Bangladesh under the Ministry of Commerce is a government agency of the country, entrusted with the responsibilities of promoting export of the country. EPB also assists the Ministry of Commerce in formulating policies related to export of the country.

Category: **EXPOSITION / EXHIBITION**

Special pavilions (60' x 60')	5 NOs	5 x 3600 = 18000 sq. ft
Premier pavilions (50' x 50')	8 Nos	8 x 2500 = 20,000 sq. ft
General pavilions (40' x 40')	50 Nos	50 x 1600 = 80,000 sq. ft
Mini pavilions (25' x 25')	30 Nos	30 x 625 = 18,750 sq. ft
Premier Stall (15' x 15')	40 Nos	40 x 225 = 9000 sq. ft
General Stall (10' x 10')	100 Nos	100 x 350 = 35000 sq. Ft
Exposition Hall		40,000 sq. Ft
TOTAL		2,20,750 sq. Ft

Category: **STORAGE**

Should be 20% of the total area of the exposition		20% of 2,20,750
TOTAL		44,150 sq. ft

Category: **SERVICE BLOCK**

Fair office	.	4000 sq. Ft
Ticket Counter (10' x 10')	15	1500 sq. ft
Info booth, traffic control room and protocol room	.	4000 sq. Ft
Toilet	100 Nos	2800 sq. ft
Medical Center	2	2000 sq. Ft
Prayer Space	1 Nos	4000 sq. Ft
TOTAL		18,300 sq. Ft

Category: **MEDIA AND PRESS**

Central Control Room

Projection Room

Equipment Room

Mechanical Room

TOTAL**6000 sq. Ft**Category: **ADMINISTRATION**

Trade office

3000

Engineering Department

2000

Store

1000

TOTAL**5000 sq. Ft**Category: **CONFERENCE AND SEMINAR AREA**

300 PEOPLE HALL 2 Nos 2 x 3500 = 7000 sq. Ft

150 PEOPLE HALL 3 Nos 3 x 1700 = 5100 sq. Ft

50 PEOPLE HALL 2 Nos 2 x 600 = 1200 sq. Ft

500 PEOPLE AUDITORIUM 1 Nos 6000 sq. Ft

Toilet 30 Nos 840 sq. ft

OFFICE 8000 sq. Ft
 info & reception
 lounge
 cleaning room

TOTAL**28,140 sq. Ft**

Category: **BUSINESS CENTER**

Bank	1 Nos	5000 sq. Ft
Money Exchange Center	1 Nos	1500 sq. Ft
Cargo Offices	1 Nos	1500 sq. Ft
Transport Offices	1 Nos	1200 sq. Ft
Others		800 sq. ft
TOTAL	.	10000 sq. Ft

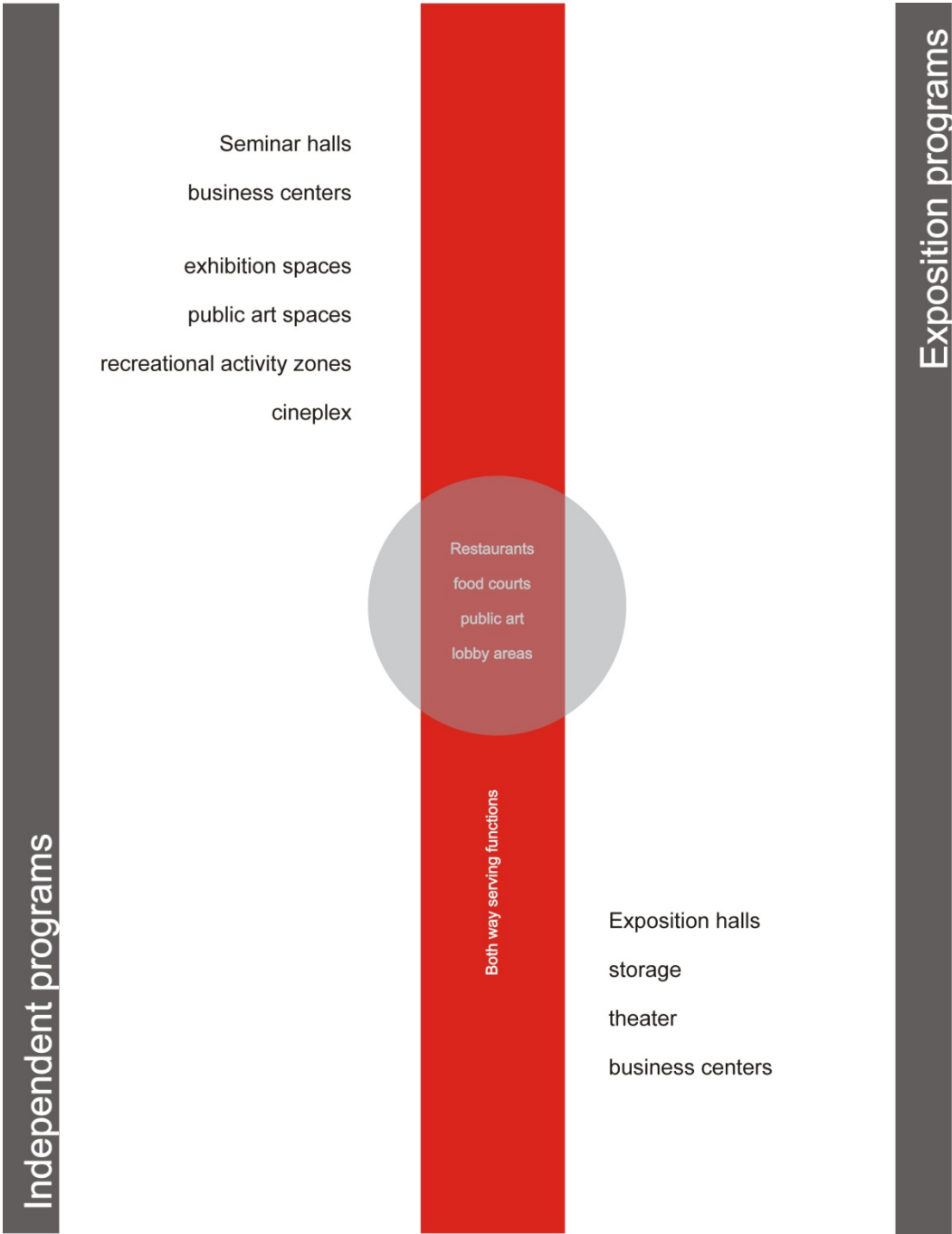
Category: **RESTAURANT AND FOOD COURTS**

FOOD CENTER	Multiples Nos	12000 sq. Ft
TOTAL	.	12,000 sq. Ft

Category: **PUBLIC FACILITIES**

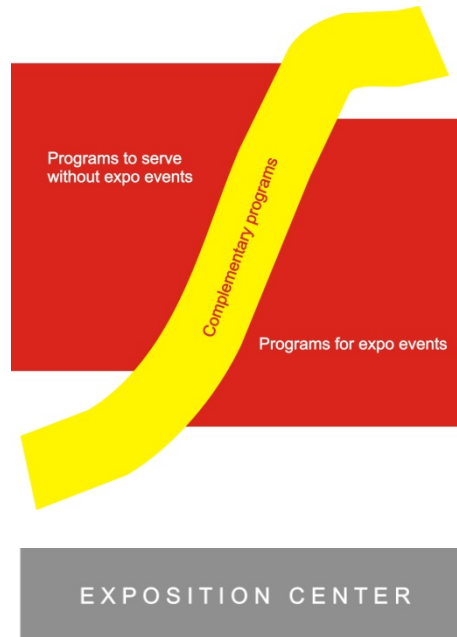
Multi Storied Mart	1 NOs	80,000 sq. Ft
Gaming Zones	1 NOs	20,000 sq. ft
Retails	Multiples Nos	20,000 sq. ft
Multiplex	1 Nos	5,500 sq. Ft
TOTAL	.	1,25,500 sq. Ft

6.2 Program flow diagram



CHAPTER 07: DESIGN DEVELOPMENT

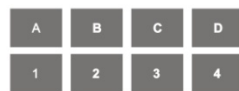
7.1 Design and conceptual development phase



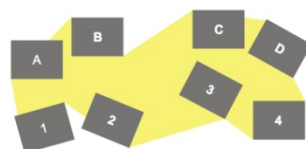
Only active during exposition events in a year



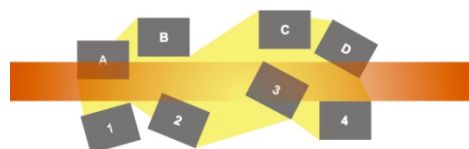
Inactive or almost dead for the rest of the days in a year



Identifying complementary functions that can perform independently without exposition events



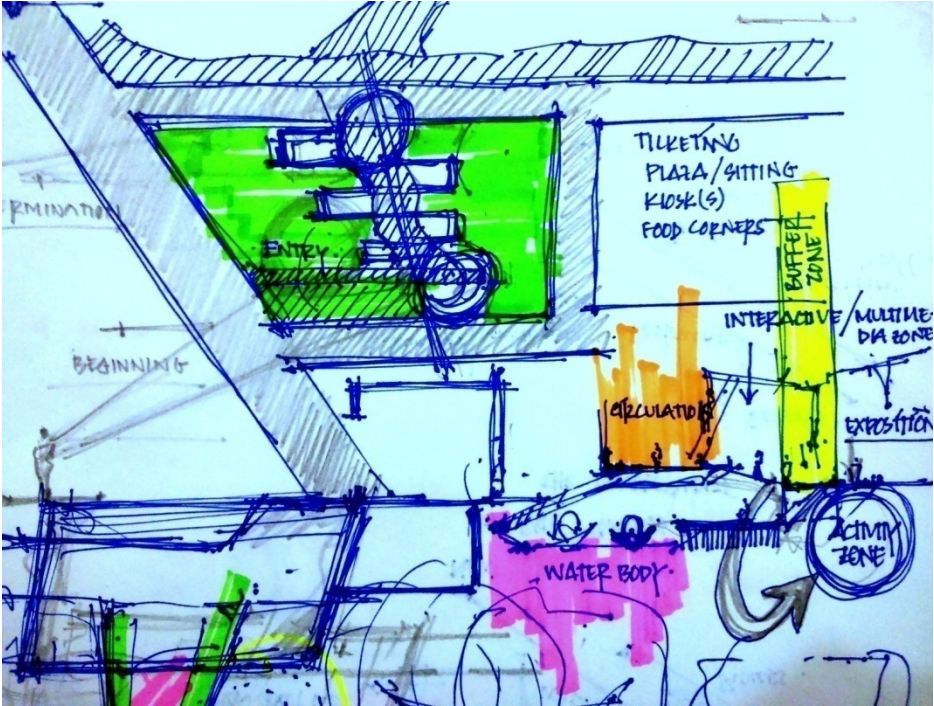
- Strategic positioning of functions creates independent functions perform uniquely for the complex
- creates secondary interesting and useful spaces
- creates program flexibility
- encourages better revenue generation



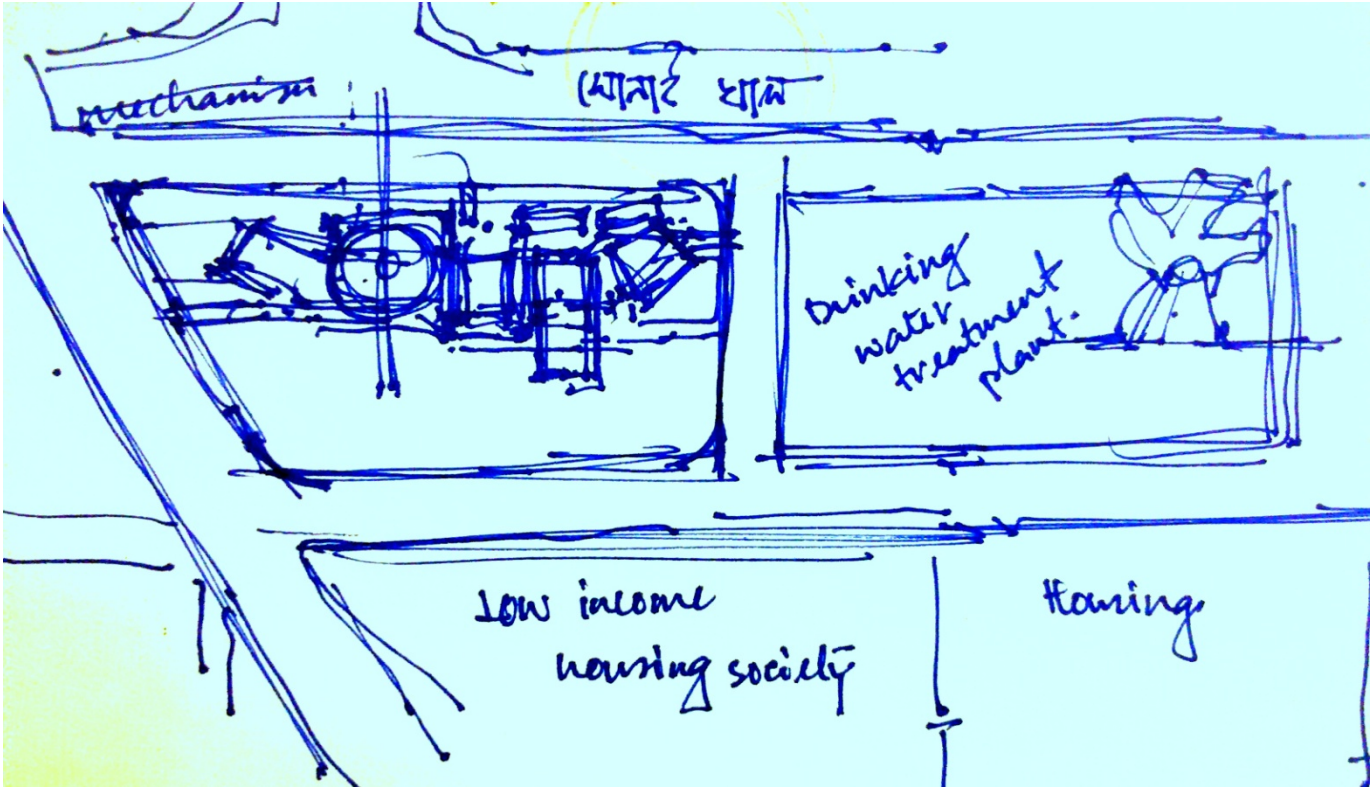
Introducing a tying element for the functions to create an unified mass and provide directional journey

Master plan development phases

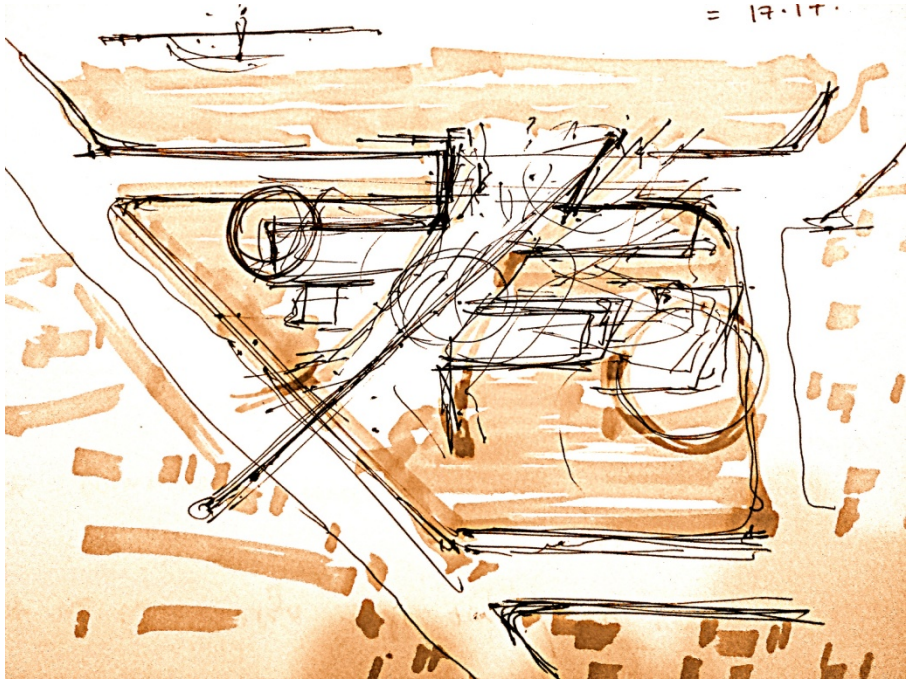
01.



02.



03.

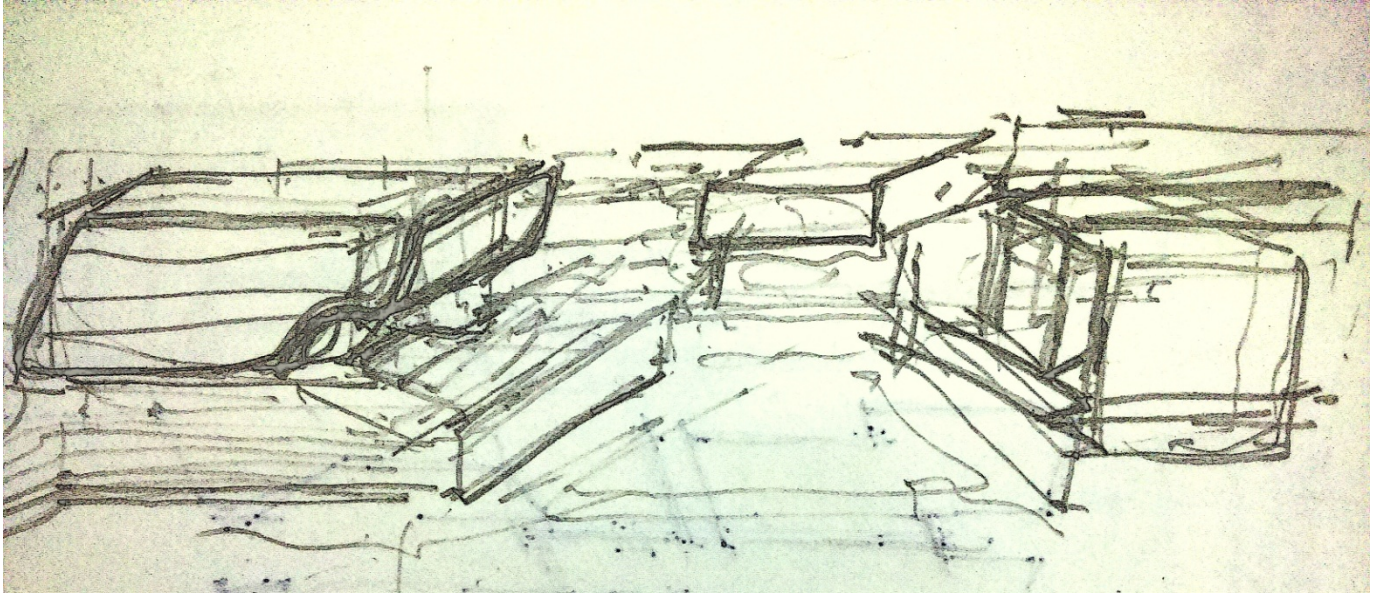


04.

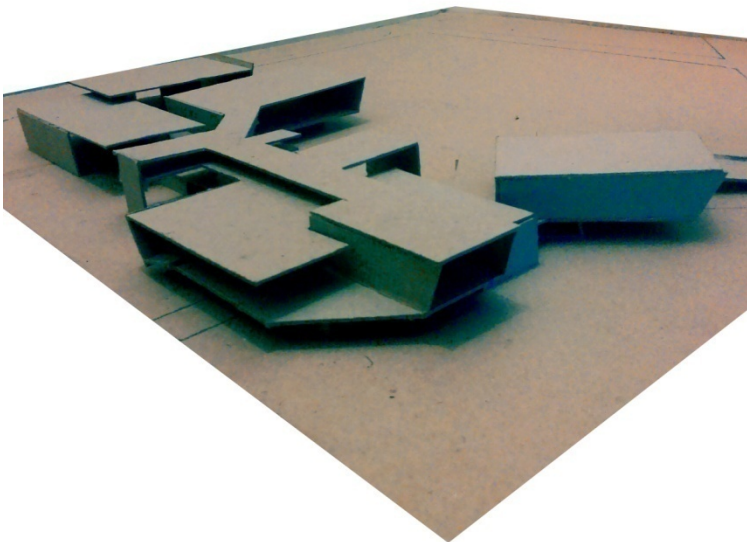


FORM DEVELOPMENT through sketches and physical and 3d models

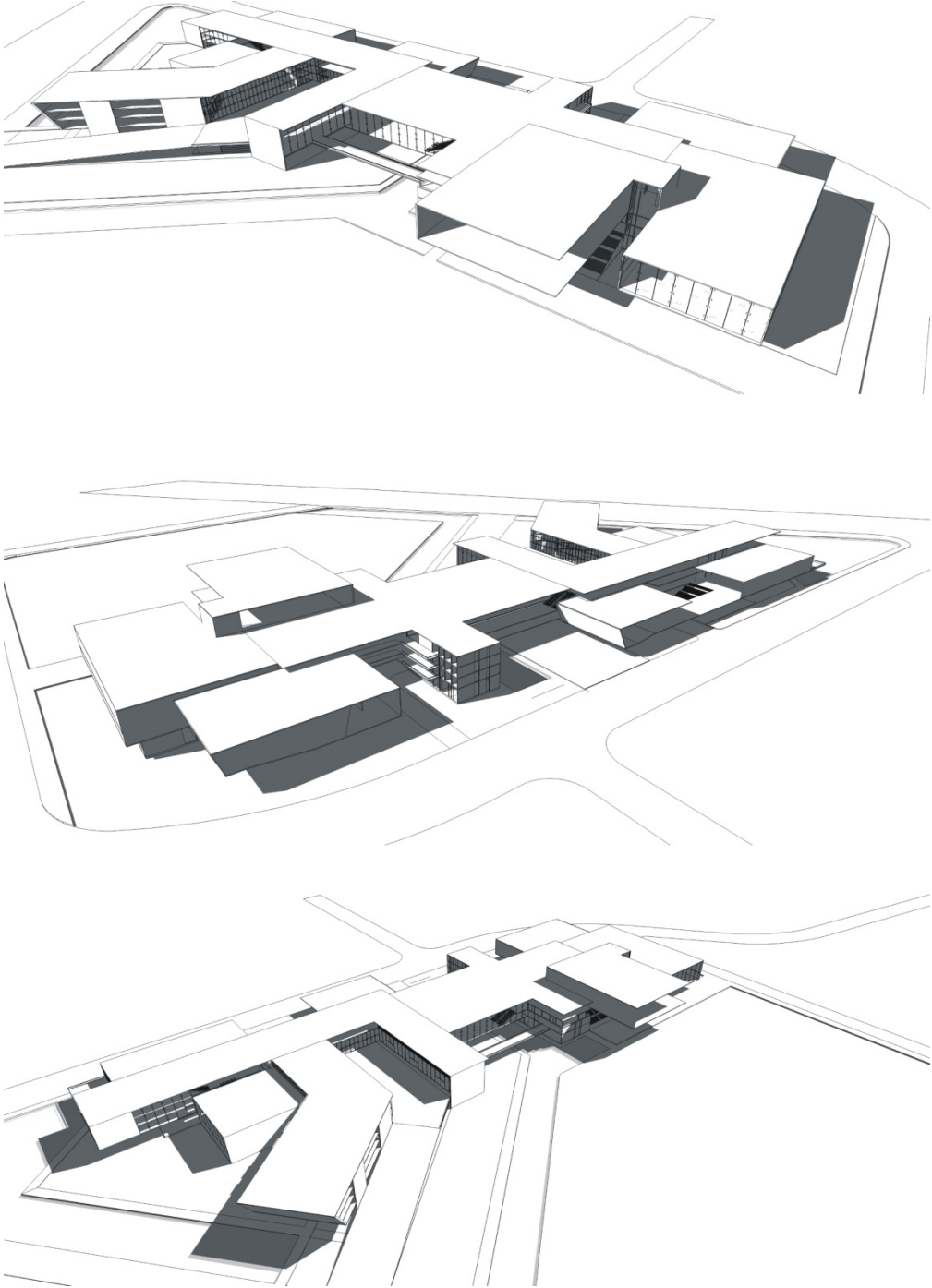
01



02.



03 .



7.2 Final design documents.

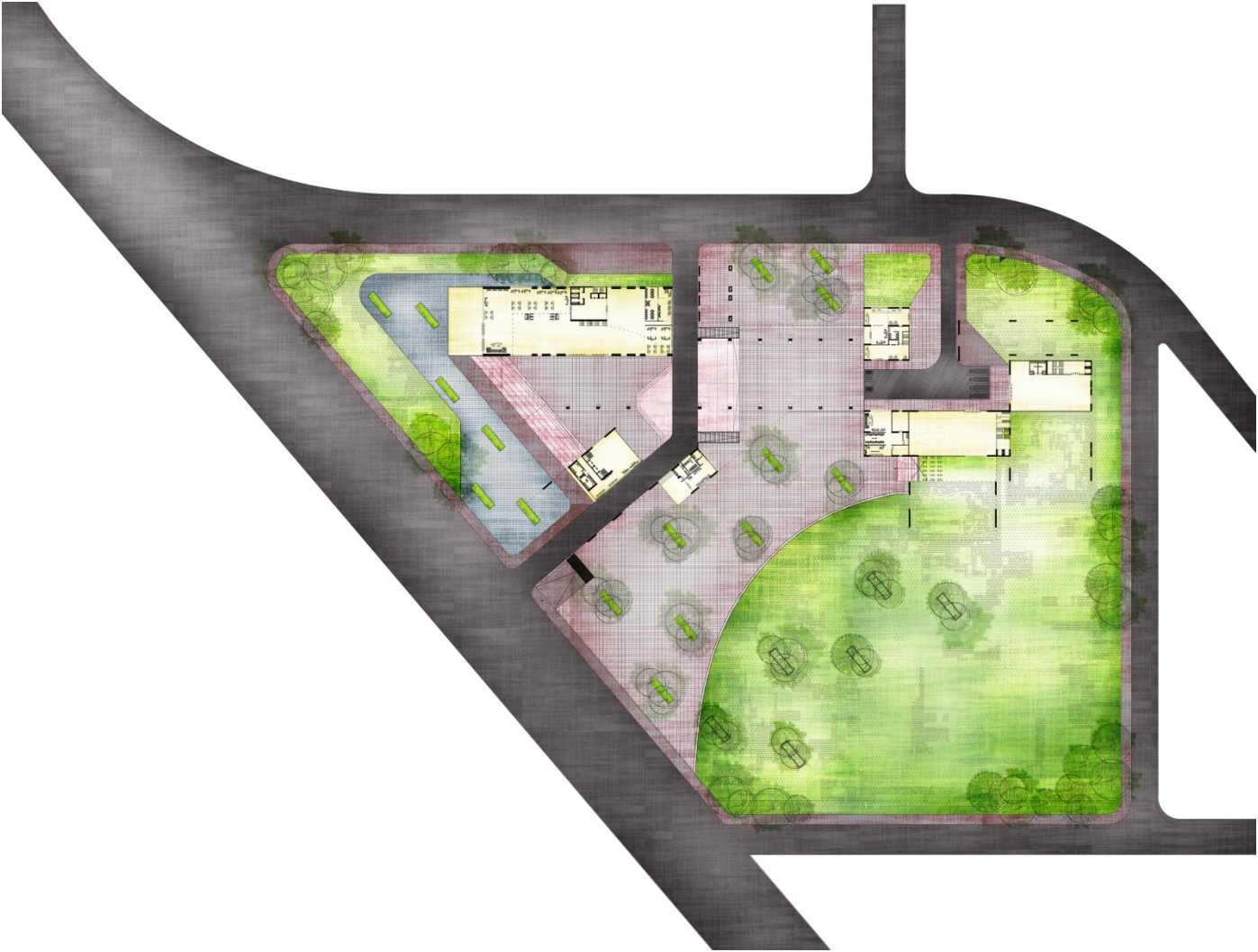


Figure: Master plan

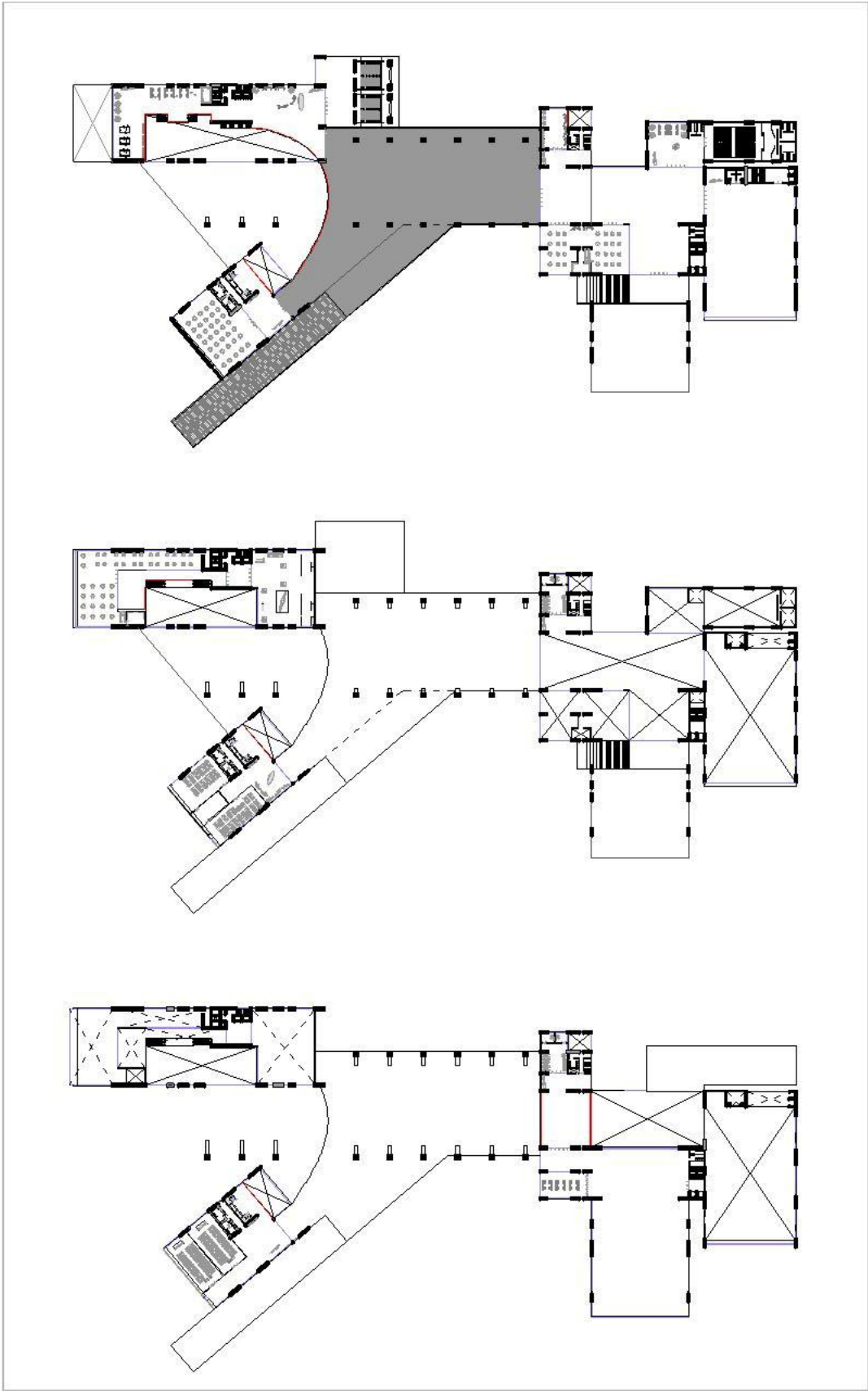
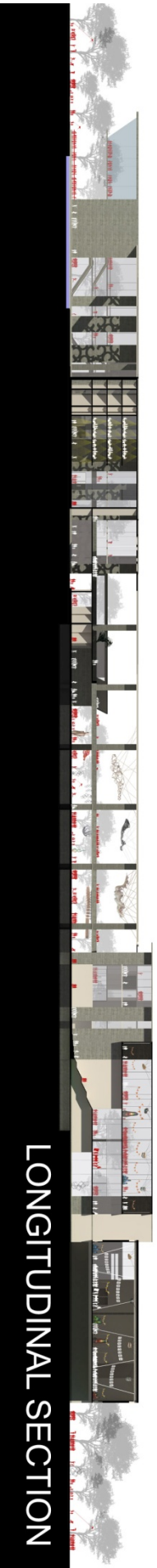
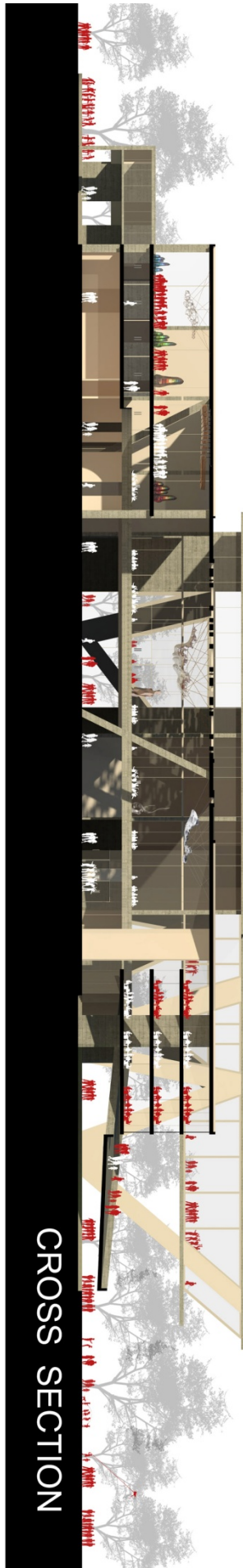
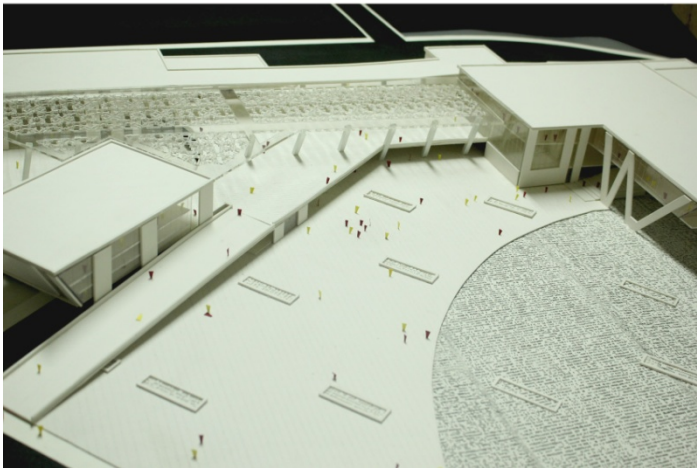
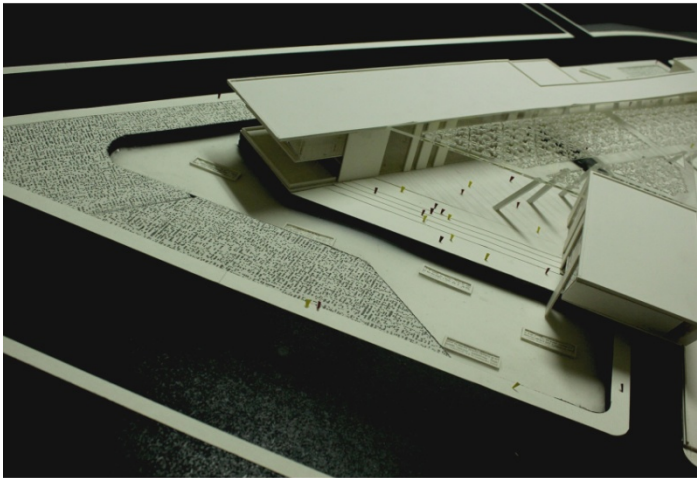
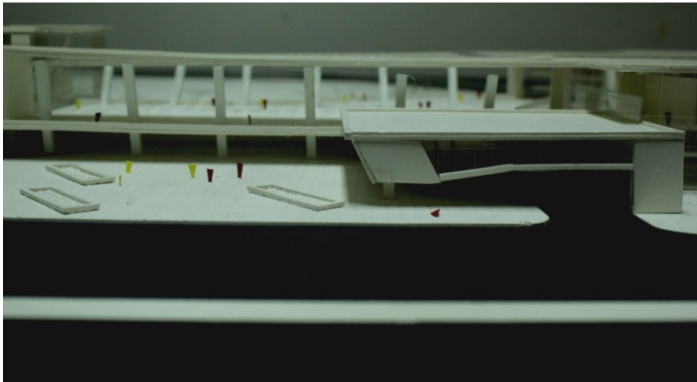
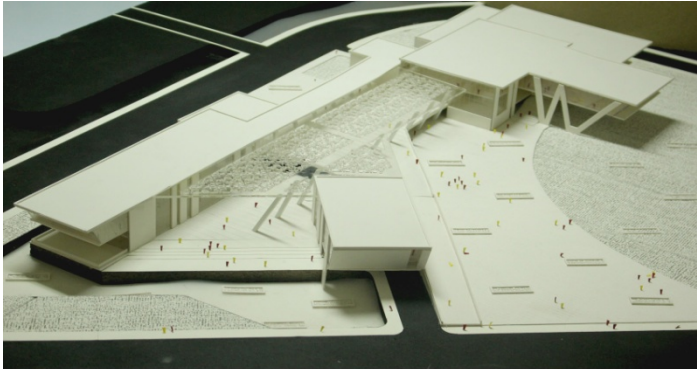


Figure: floor plans





MODEL IMAGES

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