State Grid of China
Magic Box

Chinese utility creates dazzling entertainment complex to trigger consumer excitement in smart grid technologies

Key tactics:

✓ Extreme focus on customer engagement in entertaining atmosphere
✓ Total immersion concept in consumer education
✓ Accessible, interactive presentations of smart grid technologies, benefits

To educate and engage consumers in how the adoption of smart grid technologies and services would benefit them in their daily lives, address environmental issues and ensure a bright energy future for China, State Grid created an interactive display that could be considered part IMAX 3D movie, part light show and part video game on a very grand scale.
**Organization:** State Grid Corporation of China

**Service area:** 26 provinces, municipalities and autonomous regions from Northwestern to Eastern and Middle China

**Headquarters:**
No. 86, West Chang’an St.
Xicheng District,
Beijing City, China 100031

**Customers:** 128 million

**Pavilion Deputy Director:**
Jiang Xiaoyun
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**Magic Box designer:**
Atelier Brueckner
Stuttgart, Germany
Uwe R. Brückner
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**Project service area:** 4,000 square meter pavilion at Shanghai Expo

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**ACTIONS**

State Grid enlisted the Shanghai architecture firm CCDI and German design house Atelier Brueckner to create the Magic Box for the Shanghai World Expo 2010. The structure features six giant LED walls (each 50 by 50 feet) to house a dazzling combination of computer generated imagery and sound telling the story of the development and transmission of electricity and how it can be used to improve the quality of life now and in the future. The Magic Box was the prominent feature of a larger pavilion complex divided into separate theme areas.

**CHALLENGES**

The mammoth undertaking required integration of smart grid demonstration pilot projects, including nine sub-projects that illustrated each aspect of the electricity value chain (a smart substation, distributed automation, power quality monitoring, a customer energy use collection system, energy storage, renewables integration and more). At the same time they had to be compelling enough to attract and engage Expo visitors.
BENEFITS

• The Magic Box attracted 2.6 million visitors during the six-month run of the Shanghai Expo.

• Heightened consumer awareness among Expo attendees and from extensive media attention focused on the Magic Box.

• Demonstrating that there are ways to portray the smart grid as hip and exciting.

ADDITIONAL RESOURCES

State Grid Corp. of China opens “Magic Box” pavilion – State Grid press release

State Grid special” Magic Box prepares to amaze visitors – China Daily news article

State Grid’s magic box – YouTube video

How Disney-style magic could sell consumers on smart grid technologies – Smart Grid News article

Shanghai World Expo 2010 Web site

Accelerating Successful Smart Grid Pilots – Report from Accenture and WEC