



## **PERFORMANCE OF MEXICO AT THE 2005 AICHI EXHIBITION**

In response to an official invitation from the Government of Japan, Mexico confirmed its participation in the AICHI 2005 Exhibition on November, 2002.

This AICHI 2005 Global Exhibition represents an outstanding event for Mexico to show all attending nations the richness of its biodiversity, its cultural and historical heritage; its trade and economic development, as well as the proper use of its technology. It is also an excellent opportunity to create new ties for mutual cooperation, so as to consolidate sustainable development within the framework of social, cultural and ecological awareness.

The Mexican Pavilion is located at the Americas Community (Global Common 2). It is housed by a prefabricate structure that covers an area of 972 squared meters and reaches 12 meters height. Inside this area, an architectural and museum proposal will be displayed by the Mexican company *Museotec*, the winning enterprise at the private contest summoned to develop the project. The Pavilion will also house a restaurant and a store, as well the respective offices and service areas.

## **THE MEXICAN PAVILION**

### **Interweaving Diversity**

As its general topic, the 2005 AICHI Universal Exhibition has presented the concept "*The Wisdom of Nature*", which is indeed an invaluable opportunity to make visitors sensible regarding the importance of acknowledging the unbreakable relation among all living beings and the preservation of their natural habitat.

The 2005 AICHI Exhibition represents a special occasion for Mexico to share with the whole world the richness of its vast territory and its varied biodiversity.

Supported by its own logo "Interweaving Diversity", some of the most significant experiences that have created a massive culture of respect and sustainability for the environment will be presented and explained at the Mexican Pavilion. In doing so, we have combined the rich and ancient Mexican heritage with the enormous challenge resulting from modern times and development.



## **ARCHTECTURAL AND MUSEUM DESIGN**

To warmly welcome all visitors since the very moment they arrive at the Mexican Pavilion, the façade will vary its appearances from day to night, thanks to a collage of images representing the wide ecosystems existing in Mexico, visible through a translucent screen. The path to access the Pavilion will also be a sample of Mexican diversity, with changing biodiversity images and a native *Cactaceae* garden functioning as a preamble of the exhibition located inside.

Tours around the Pavilion will be pleasant and dynamic, serving two main purposes: to stress the role of men as a “thread in motion” inside the wider concept of life as an “interweaved net”, and to guarantee an effective attention form expected visitors, whom in turn will be able to move around freely and with no restrictions during the tour, including short stops- over to discuss topics of interest.

Cultural expressions of Mexican biological diversity will be represented through pre-Hispanic, popular and contemporary art works. These works, combined with innovative and creative forms of projections and lighting, will have an ever-lasting impact on every person attending this area.

## **SIGNIFICANT TOPICS AT THE MEXICAN PAVILION**

### **SEAS**

At the Pavilion, visitors will be able to value the beauty of Caribbean coral reefs, the wide variety of marine turtles that come to Mexican coasts to spawn and, most of all, the astonishing tour of the gray whale, that travels thousands of kilometers from the Bering sea in Alaska, to reach the warm waters of Baja California, where the whale calf is born.



## **DESERTS**

The distribution of desert ecosystems in our nation gives us an enormous privilege, placing Mexico among the first places concerning fauna and flora diversity. For instance, Mexico ranks first worldwide for the variety of its *Cactaceae* and *Agave* plants. Visitors will have the opportunity to know more about the amazing biodiversity present at Mexican deserts and its relation with ancient cultures that inhabited their sands.

## **FORESTS**

The Mexican Pavilion represents an excellent framework to show all attending visitors the richness and variety of species that inhabit our forests. Among them, we have the millions of Monarch butterflies that yearly migrate from the Canadian forests and the Northern part of the United States to the *Oyamele* woods located in the central part of Mexico, and spend the winter there. This incredible event of nature gathers the relation of several communities that coexist in the different kind of forests and their relation of respect and care towards the environment.

## **JUNGLES**

The jungles are one of the most complex ecosystems in the world. The Pavilion will emphasize the importance of these ecosystems on the sensitive balance that exist between community development and the better use of the multiple resources those communities generate, without overlooking the fact that diversity at Mexican jungles places us among the ten mega diversity nations of the planet.

## **SPINING**

This area will be devoted to an astonishing variety of textile and basketry products that several Mexican native communities create, making a clever and better use of natural elements -like fiber and tinting substances- as well as others of animal nature, like wool, silk and certain dyeing elements from insects and mollusks.



### **RESTAURANT AND SHOP**

Mexican cuisine is considered one of the most delicious and varied worldwide. Therefore, the restaurant at the Pavilion will delight visitors with numerous samples of different tastes, flavors and colors that characterize Mexican regions and states.

The Mexican Pavilion will also include a shop to offer visitors traditional products and souvenirs.

### **AGENDA FOR ARTISTIC EVENTS AND THE MEXICAN NATIONAL DAY**

During the 2005 AICHI Exhibition, Mexico will perform more than 100 Mexican artistic presentations, for the whole world to value part of our national culture, including dance and music shows as well as drama plays. The cultural richness from different Mexican regions will be highlighted and a handmade-puppets show focused on ecological preservation will be staged.

For six months, visitors to the Mexican Pavilion will be able to enjoy popular music and folkloric dances from the States of Jalisco, Puebla, San Luis Potosí, Veracruz, Yucatán, Nuevo León, Coahuila, Chiapas, Sonora, Guanajuato and Chihuahua.

Innovative music and audio-visual shows by the Mexican group NORTEC will entertain the youngest audiences. Furthermore, traditional Mexican music in a classical approach will be performed by the international well-known soprano Olivia Gorra and the baroque flautist Horacio Franco.

Likewise, Prof. Yukihiro Kuronuma will conduct a group of Mexican violinist children playing music from Mexican composers, and a play by the group "El Automóvil Gris" -based on an experimental proposal that uses the Japanese *Benshi* technique- will be staged.



## **Mexican National Day**

The Mexican Pavilion will be specially celebrating on September 15 (Mexican National Day). At the Expo Dome, several famous groups and singers will be entertaining the public: *Mono Blanco*, with its merry dances and *jarocho sones*; *Eugenia León* –a Mexican singer known worldwide- performing different rhythms from our nation, and last but not the least, the Mariachi, represented by the group “*Perlas Tapatías*”, the first female group of its kind in Mexico.

## **CRHONOLOGY**

All the activities carried out by Mexico within the framework of the 2005 AICHI Global Exhibition, demonstrate the importance of this event and the particular interest our nation has on topics related to nature at a global level, as well as the strengthening of cooperation and friendly ties with the Japanese people, reflected on the recent Mexico-Japan Economic Association Agreement.

**September 17, 2004.** Mr. Junichiro Koizumi, Prime Minister of Japan, attended an official presentation regarding the Mexican participation at the 2005 AICHI Exhibition, during his official visit to our nation to sign the Economic Association Agreement between both countries.

**October 4, 2004.** An official event regarding Mexican participation in the 2005 AICHI Exhibition was carried out at the Fine Arts Palace in Mexico City. This event was presided over by the Mexican Foreign Minister, Mr. Luis Ernesto Derbez, and Mr. Mutsuyoshi Nishimura, Ambassador of Japan to Mexico. For further information please visit [www.expo2005mexico.org](http://www.expo2005mexico.org)

## **November 8- 9, 2004**

During the Second Meeting of 2005 AICHI General Section Commissioners, held at the city of Nagoya, Mexico presented the information concerning its participation at an advertising desk, including the distribution of handbooks and a video projection.



Mr. Miguel Ruiz Cabañas, Mexican Ambassador to Japan and General Commissioner for the 2005 AICHI Exhibition, presided over the participation of our nation on this event that gathered more than 330 delegates from 100 countries, as well as 4 international organizations. Mr. Ruiz Cabañas also attended some interviews for different media. For further information, please visit [www.expo2005press.jp](http://www.expo2005press.jp)

**December 1, 2004.** The Embassy of Japan in Mexico, the Japanese Association and the Mexican Organizing Committee made a general presentation regarding the 2005 AICHI Global Exhibition and the Mexican participation at a hotel in Mexico City. This event was presided over by Mr. Mutsuyoshi Nishimura, Ambassador of Japan to Mexico. It was also attended by Mr. Munenori Yamada from the Japanese Association for the 2005 AICHI Exhibition as well as some officials from the Mexican Organizing Committee. For further information please visit [www.expo2005mexico.org](http://www.expo2005mexico.org)

**December 11, 2004.** Mexico participated in the meeting “100 Days to AICHI”, held at the city of Toyota and attended by more than 25,000 persons. To widely promote Mexican participation on this Exhibition, there was a show by the Folkloric Ballet of Jalisco, a traditional cuisine tasting and distribution of information among visitors. For further details please visit [www.expo2005mexico.org](http://www.expo2005mexico.org)

**OFFICAL Web PAGE ON MEXICAN PARTICIPATION:**

[www.expo2005mexico.org](http://www.expo2005mexico.org)