

Press Release

17 March, 2005  
2005 EXPO Aichi Spanish Pavilion

## Spanish Pavilion Is Open to Press Six Months of Spain in Japan “Sharing the Art of Live”

**Tokyo, March 17, 2004** – The Spanish Pavilion completed its construction and was opened to press today. Through the Pavilion’s theme “Sharing the Art of Life,” the modern and innovative Spain of today will be introduced by highlighting the special qualities of life, the rich cultural diversity of Spain and its unique gastronomy. The Spanish Pavilion will offer a wide range of programs outside of the EXPO site, such as art exhibitions, concerts and dance throughout next six months until September 25<sup>th</sup>. Under the tagline “Spain in Japan”, a variety of activities will be offered for people in Japan.

Pablo Bravo, the Commissioner General H.E. of Spain at Expo Aichi, said at the press conference, *“By finding the common denominator between Spanish and Japanese tastes and values, and by creating a fusion between the East and the West, tradition and innovation, Spain aims to strengthen its presence in Japan as well as cultivate mutual understanding between the two countries”.*

María Jesús Escribano, Deputy Commissioner General of Spain at Expo Aichi, stated *“With our presence at EXPO Aichi 2005 we desire to unite the Japanese and Spanish culture showing their common points between both nations like traditional activities, customs and consumer habits. Spain will show all the visitors its richness and cultural diversity as well as its bet for science, technology and environment protection.”*

### **About the Spanish Pavilion**

With the theme “Sharing the Art of Live” the Pavilion is located in Global Common 3 in the Nagakute Area of EXPO 2005 Aichi, the Spanish Pavilion was designed by Alejandro Zaera Polo. The exterior of the Spanish Pavilion features the “celosia,” which is a typical element of traditional Spanish architecture. The structure of the Pavilion resembles the design of a cathedral: the central space, where Ryuhei Matsuda and the Spanish actress María Bueno chat about Spain in an audiovisual shown in 16 screens. The actress presents the main Spanish places which are Natural, Cultural and Human Patrimony and invites Ryuhei and the audience to visit them. Surrounding the central space are five exhibition spaces with five different themes. Innovation shows Spain’s Astrobiology Center, one of the world’s leading institutions in the study of the origins of life on Mars, in this room visitors will be able to see a replica of the PTinto robot which will go to Mars in 2016 to explore the surface of this planet; Harvest of Paradise describes the latest innovations in Spanish agriculture and fishing and includes outstanding sculptures of Javier Mariscal; Quixote is a space dedicated to the universally admired classic on its 4<sup>th</sup> centennial commemoration; Contemporary Heroes celebrates highly admired Spanish sports figures; and Fiesta will project films regarding Spain’s most famous fiestas and the values behind them.

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A shop featuring famous Spanish brand, LOEWE, and the "Tapas Bar" where people can enjoy small plates of Spanish dishes, will be open in the Pavilion as well. The "Tapas Bar" is a place to experiment the differences and similarities between the Spanish and Japanese gastronomy through 13 of the most renowned chefs in Spain. The Spanish chef José Barahona, who lives in Japan, will coordinate the gastronomy contents.

Various Japanese people who have decided to live in Spain farewell the visitors from the screens. With them are also the descendants of the first Japanese embassy who arrived to Spain in the 17<sup>th</sup> century sent by Date Masamune, the Japón family.

From the queue entrance until the exit of the pavilion, the attendees will learn about Zaragoza, the Spanish city that has recently been chosen to hold the next International Exposition in 2008.

The Spanish Pavilion will also carry out many activities at the pavilion and in various parts of Japan including art exhibitions featuring famous artists from Spain, a flamenco festival, etc.

The replica of Nao Victoria, Spain's ship ever to travel around the world in the 16<sup>th</sup> century, set sail from Seville to Japan's Expo on the 12<sup>th</sup> of October 2004. The ship sailed through the Atlantic and the Pacific Ocean and at the beginning of March 2005, she departed from Hawaii. During the Expo 2005 Aichi, Nao Victoria will remain in Japan as part of the activities of the Spanish pavilion. After the Expo, Nao Victoria will return to Spain during Spring 2006 stopping by ports in Shanghai, where the next Expo will be held in 2010, and other Asian countries.

The Spanish Pavilion and Filmax Group have jointly begun the production of an animation film, "GISAKU" and the film is planned to be launched at the Tokyo Hispanic Film Festival organized by the Spanish pavilion which will be held on September 2005. The film, currently under production, tells the story of the young Samurai "Yohei" who was a member of the Japanese mission sent to the kingdom of Spain by Sendai-han in the 17<sup>th</sup> Century. Yohei sleeps for centuries falling under a magic spell and awakes in modern Spain.

Spain's participation in EXPO 2005 Aichi is a key factor in its relationship with Japan; this will be the first time Spain will participate in a universal exposition held in an Asian country.

For further information visit: [<http://www.expoaichi2005.com>] and also at i-mode ([www.expoaichispain.jp](http://www.expoaichispain.jp)).

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