

Expo 2005 Aichi: Sweden Day

Sweden Day, April 6

Cirque nouveau, magic and rock

Sweden Day on April 6 will be inaugurated at the Expo Dome in the presence of **Crown Princess Victoria** and **Thomas Östros, Minister for Industry and Trade**. After that, the stage will be filled with “cirque nouveau” (new circus), magic, song and music. The mistress of ceremonies for the afternoon and evening program is **LiLiCo** (Ann-Sophie Lennerfors), the Swedish-Japanese program hostess, singer and more.

Cheeky commitment, solidaritarian individualism and qualitative insanity – these are the guiding principles of **Cirkus Cirkör**, one of the world’s foremost cirque nouveau groups. In its production *99% Unknown* the ensemble combines art and science in a dazzling journey through the human body.

Carl-Einar Häckner stands for another kind of magic • he is an illusionist who mixes dazzling magic tricks with songs, storytelling and stand-up comedy. Häckner, whose ambition is to entertain and alarm, follows in no one’s footsteps.

In recent years, Swedish pop music has become a flourishing export industry. The audience at Sweden Day will be treated to a show by **Sahara Hotnights**, a cocky band with attitude that is played and plays worldwide. One of the four-girl band’s concerts was described by a Swedish TV host as “a hard, sweaty punch.”

Pernilla Andersson’s music is of a somewhat more gentle kind: jazz-pop in the singer/songwriter tradition. Pernilla sings, writes songs, plays the piano, produces and arranges – in her very own way.

Contrasting with these young female artists is the **Flesh Quartet**, an electrified string quartet which • aside from more than ten albums • has also created music for movies, theater and opera. With its offbeat musical fancies, the Flesh Quartet has been uninterruptedly creative since the start nearly 20 years ago.

A unique musical encounter will take place on the Expo Dome stage between the **Flesh Quartet** and **Pernilla Andersson**, who will make joint appearances during the day.

The Swedish Institute is responsible for the program.

During Sweden Day, **Crown Princess Victoria** and **Minister Thomas Östros** will give a press conference at the Expo Media Center. They will also be present at a reception held at the Nordic Pavilion. Jazz pianist **Keiko McNamara** will provide the entertainment.

The joint Nordic exhibition pavilion, “The Oasis in the North,” is located in Global Common 4. The main themes of the Nordic exhibition are design, environment and energy. Close attention has been paid to light, water and wood in creating the pavilion.

Images and further information about the participating artists are found on the website www.imagebank.sweden.se

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Schedule of Events

EXPO Dome

- 12.00 Official ceremony attendet by HRH Crown Princess Victoria of Sweden and Minister for Industry and trade, Mr Thomas Östros. The following cultural program features live music, song and magic.
- 15.30 Cirkus Cirkör – one of the world’s foremost ”cirque nouveau” groups (new circus).
- 16.45 Sahara Hotnights – a cocky girl-band with attitude.
- 17.30 The Flesh Quartet and Pernilla Andersson – an electric string quartet meets jazz-pop of the gentle kind.
- 18.30 Cirkus Cirkör – presents the *99% Unknown*, a show combining art and science.

EXPO Plaza

- 14.00 “Images of Sweden”, photos by Anders Hanser and music by Benny Andersson.

Other

- 15:15 Press conference in the Nordic Pavilion attendet by HRH Crown Princess Victoria of Sweden and Minister for Industry and trade, Mr Thomas Östros.
- 18:45 Jazz concert with Swedish-Japanese couple, Keiko McNamara and Hakan Borjeson in EXPO Hall (arranged by the EXPO Association).

You can find more information about the Nordic Pavilion and the Swedish day on our website, www.nordicatexpo2005.org