

News from the Nordic Pavilion at EXPO 2005, Aichi Japan
June 25, 2005

Nordic Day and Midsummer celebrations at the Nordic Pavilion

On the occasion of the joint participation of the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) in EXPO 2005, July 2 will be celebrated as **Nordic Day** at EXPO. From June 23 and until July 5 there will be various Nordic cultural events at the EXPO site, one of the highlights being today's **Midsummer festival**. The "Nordic Days" are arranged by the Nordic Pavilion and the Nordic Council of Ministers.



Majbritt Christensen playing Danish songs

continue on Sunday and Monday.

The Nordic cultural program continues after the Nordic Day with video art by Mr. Mikael Scherdin and various Nordic movies at EXPO Plaza, as well as Nordic music in the pavilion (see program below). Car fans will also get the chance to study the Swedish SAAB Linear outside the pavilion on July 3.



Keiko and Hakan play Swedish folk music

The Nordic countries are known for their long summer days, and right now is a period where the sun hardly sets. The Nordic countries have a long tradition for celebrating the season of the "white nights", and being far away from home has not prevented pavilion staff from upholding the midsummer tradition. Today's celebration takes place in front of the Nordic Pavilion, featuring Swedish folk dance and Nordic folk music. Further, pavilion guides have worked hard to prepare a Swedish-style "Midsummer pole" and garlands. The music program will



Pavilion guide with home-made garland

continue on Sunday and Monday.



Music group Blageten and Samuelsson

On the Nordic Day, July 2, two **Nordic seminars** will take place at EXPO (invitees only). The themes of the seminars are "Nordic models of economic and family welfare" and "Nordic co-operation within Innovation and Creating New Industries". Main speakers and guests of honour are as follows,

Ms. Rannveig Gudmundsdottir, President of the Nordic Council, Iceland
Ms. Laila Dávøy, Minister of Children and Family Affairs, Norway
Mr. Árni Magnússon, Minister for Social Affairs, Iceland



Japanese folk dance group "Swepan" in full swing

Mr. Per Unckel, Secretary General of the Nordic Council of Ministers, Sweden
 Mr. Jan-Erik Enestam, Minister for the Environment, Finland

From today on, pavilion guests are invited to participate in a lucky-draw, which will send the winner on a **romantic Christmas-trip** for two to Scandinavia. When guests sign up for the new “Scandinavian Fairytale Club” - a brand new Scandinavian fan club with an elaborate info site – they automatically participate in the lottery. The lucky draw will be made on the Nordic Day, July 2 at noon.

Nordic Day Program and “Norden” related events

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June 23: Live concert with traditional Swedish music in the Nordic Pavilion,
 Keiko McNamara & Hakan Borjesson

June 25: Swedish-style midsummer celebration at the Nordic Pavilion,
 Folk dance & Nordic music 11:00-17:30

June 28: TV program on NHK Nagoya with the theme “Nordic Midsummer”

July 2: VIP seminar on innovation & creative industries,
 Rotary Hall 10:30-12:30 (invitees only)



guests signing up for the lucky-draw

July 2: VIP seminar on economic and family welfare,
 Nordic Pavilion 10:30-12:30 (invitees only)

July 3: Exhibition and introduction of SAAB Linear outside the Nordic Pavilion,

July 3-4-5: Nordic video art and Nordic films at EXPO Plaza,
 Swedish video artist Mikael Scherдин & Nordic films, every day 12:00-14:00 and ca 18:40-19:40 on July 4 & 5

June 25-26- 27 & July 2-3-4-5: Live music in the Nordic Pavilion

June 25 to July 2: “Win a Christmas trip to Scandinavia” campaign, pavilion guests are invited to participate in the lucky-draw organized by the Scandinavian Tourist Board & sponsored by Scandinavian Airlines

June 11 to July 24: HOME SWEDISH HOME exhibition in Okazaki (Matsuzakaya), Arranged by the Swedish Embassy and Sweden’s EXPO friendship-city, Okazaki



Pavilion staff after raising the “Midsummer pole”