

Press Release
2005-08-23



PORTUGAL
ポルトガル

The Portuguese Pavilion presents...

人類、自然と歴史
MAN, NATURE AND HISTORY
O HOMEM, A NATUREZA E A HISTÓRIA
JAPÃO 日本 EXPO 2005 AICHI 愛知・国際博覧会

NEW CONCEPTS

aiming for more sustainable objects and processes

Portugal's participation in the Eco-Money Project

To participate in a project such as this is, for the Portuguese Commission, an opportunity to stimulate Portuguese companies - especially small creative workshops - to respond to an international challenge and to test their products in a distant market.

We were, after all, among those admitted into the Project (and there were only 4 participants among EU countries) the one that presented more products - and almost all in the innovative perspective to not only redeem the used materials, but also the concept and use of daily objects.

In response to the challenge of the Eco - Money Project, at the Portuguese Pavilion visitors earn Eco-Money points through the use of recycled paper bags, of recyclable food take out packages, and in buying eco products.

The presentation of these products is supported by Fundação Oriente, and intends to promote and support the creativity and work developed in Portugal by small groups with independent initiatives, whose basic concept is to motivate all the process of new relations of creation and production, and of the involvement of the people who work on them. These objects answer to the contemporary challenge, humanizing the objects and present clear intentions concerning:

- the development of products with ecological concerns such as the use of recycled and recyclable materials, the rethinking of the possible cycles of the product and the involvement of the whole society;
- contemporary crafts which reinterpret traditional Portuguese processes and techniques. The objects appear as an alternative to the standardization and globalisation of products and closer with the individual construction of the consumers.



NEW VALUE



NEW CRAFTS



NEW INDUSTRY

Place: Portuguese Pavilion's Events Rooms, Nagakute Area, Global Common 4
Calendar: From the 24 th to the 30th of August (from 11:00 to 19:00)

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