

# EXPO 2005 REPORT

FROM AICHI, JAPAN



## Excitement is Building for the First World Exposition of the 21st Century!

Preparations for “EXPO 2005 AICHI, JAPAN,” to be held from March 25 to September 25, 2005, are moving ahead with increased speed. By July 22, the number of confirmed official participants had reached 120, including 112 countries and 8 international organizations. In addition, a number of government organizations and corporate groups will create pavilions. Conveniently located near the city of Nagoya in beautiful Aichi Prefecture in central Japan, this large-scale exposition is expected to draw as many as 15 million visitors from around the world.

Under the theme, “Nature’s Wisdom,” the Expo will promote the sustainable coexistence of nature and humanity by stimulating discussion and action on major issues, and by exploring new and better modes of living. There will also be three sub-themes: “Nature’s Matrix,” examining people’s interactions with nature including population and environmental problems; “The Art of Life,” presenting lifestyles and customs from around the world, as well as new ways for people to have a higher quality of life; and “Development for Eco-Communities,” exploring new lifestyles and infrastructures for sustainable development.

This first issue introduces several projects prepared by the Japanese government and the EXPO 2005 Association. Future issues will describe other pavilions and events, and keep you updated on Expo news and developments.

### FACTS ABOUT EXPO 2005 AICHI, JAPAN



**Official Name:** The 2005 World Exposition, Aichi, Japan

**Abbreviated Name:** EXPO 2005 AICHI, JAPAN

**Dates:** March 25 — September 25, 2005

**Location:** Nagoya Eastern Hills (Nagakute Town, Toyota City and Seto City)

**Participants:** 112 countries and 8 international organizations, (as of July 22, 2003), plus numerous government organizations, corporate groups and NGOs/NPOs.

**Projected Number of Visitors:** 15 million

**Theme:** Nature’s Wisdom

**Sub-Themes:** Nature’s Matrix / Art of Life / Development for Eco-Communities

**Website:** <http://www.expo2005.or.jp>

# Host Country Pavilions Offer New Perspectives on Environment and History

## Two Pavilions Show the Past and Offer Solutions for the Future



Japanese government pavilion in the Nagakute Area

Two pavilions sponsored by the Japanese government will focus on environmental issues as well as on Japan's rich traditions and colorful history.

The Government Pavilion in the Nagakute Area will feature two exhibits — one to alert visitors to environmental and other problems around the world, and another to commemorate milestone events in Japan during the latter part of the 20th century. The historical exhibit will close with a proposal to harness the advanced technologies available to us today to create new lifestyles and tackle problems from the previous century.

Visitors to the Government Pavilion in the Seto Area will have a chance to recall the ancient spirit and wisdom of the Japanese people. For thousands of years, the Japanese have lived in harmony with the environment, relying on nature for physical and spiritual sustenance. The theme of the pavilion is intended to invite contemplation on how ancient practices and beliefs may enrich our lives today, and whether these can provide solutions to problems that have eluded science and technology.



Japanese government pavilion in the Seto Area

## Global House

### Promoting Greater Understanding and Love for Planet Earth.

The Global House pavilion is located in the middle of the Central Zone — the very heart of the Expo. It is also symbolic of the Expo as a whole, conveying the theme and sub-themes from a global point of view. It will use state-of-the-art graphics and information technology to present the magnificent drama of life on Earth, and will inspire visitors to consider the role all of us have in preserving our one and only planet.

**World's First Super-Resolution Video System:** The world's first super-resolution audio/video system will project images of the universe, the Earth and the creatures living on it, onto a 600-inch (15m) screen.

**World's Largest Seamless Super-Wide Screen:** Visitors will be awed and thrilled by beautiful images shown on a super-wide, high-resolution screen measuring 2,005 inches diagonally (10m by 50m).

**Pavilion of the World's Treasures:** Treasures gathered from around the world under the themes of space, life, civilization, technology, our future and dreams will be displayed to convey the achievements of humankind.

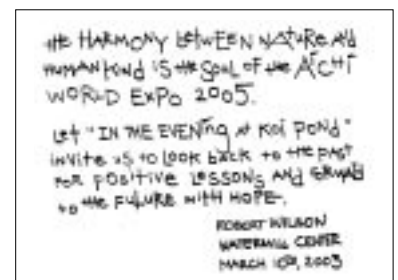
**Global House Studio:** This studio will provide various means for the communication of messages from the Expo to other parts of Japan and the world.

## In the Evening at Koi Pond

### Artistic Spectacles Will Entertain Visitors Every Night.

The Koi (carp) Pond is located next to the Global House in the Central Zone. This tranquil pond will be an ideal area for visitors to rest during their travels around the Expo grounds. At night, however, the Koi Pond itself will become a major attraction. Each evening at 8PM, it will be the scene of a spectacular experimental theater show, which will provide a focal point for those strolling around the grounds after dinner. The event will be produced by the world famous artist and theatrical producer, Robert Wilson.

Robert  
Wilson  
Photo by  
Tilde De  
Tullio



A message from show producer and famed artist Robert Wilson.

The Global House is the heart of the Expo.

## Crown Prince Visits EXPO 2005 Site

As Honorary President of the Event, the Crown Prince Tours the Expo Site.

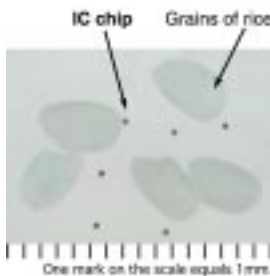
His Imperial Highness the Crown Prince of Japan visited the EXPO 2005 AICHI, JAPAN site on June 10. This was his first visit to the site since becoming the Honorary President of the Expo. The Crown Prince was given a tour by Chairman Toyoda, Secretary General Sakamoto, and other EXPO 2005 officials. He reviewed the work underway and watched a presentation on the progress being made, showing great interest in all details of the event.



The Crown Prince (third from left) enjoys his first guided tour of the EXPO site.

## Advance Ticket Sales to Begin on Sept. 25, 2003

High-Tech Tickets Feature Pictures of the Expo Mascots.



Advance ticket sales are scheduled to start on September 25, 2003, exactly 18 months before EXPO 2005 opens. A 20% discount will be offered from then until March 31, 2004. Tickets will feature the latest anti-counterfeit technology, with a 0.4mm IC chip embedded in each one. This provides each ticket with an ID code that is authenticated by placing the ticket over a reader, and also broadens the range of services available to visitors.

The tickets will feature the official Expo mascots, forest sprites named Morizo and Kiccoro. Morizo is a gentle and wise old being known to have magical powers. Kiccoro is a child of the forest full of energy, curiosity and happiness. Both children and adults will have fun meeting these two mascots at EXPO 2005.



Four types of tickets will be available, all with embedded IC chips.

## First Commissioners General Meeting

The first Commissioners General Meeting to be hosted by Ambassador Watanabe, Commissioner General of the Exhibition, will be held in mid-November of this year. Representatives from each of the participating countries will be invited for an explanation of the status of EXPO 2005, a Q&A session and an inspection tour of the site.

## Two EXPO Areas to Celebrate Key Regions

The EXPO grounds, formerly called the Youth Park Area, have been officially named the Nagakute Area. Nagakute, a region to the east of Nagoya, boasts a rich cultural tradition. It is the site of one of the pivotal battles fought over the consolidation of Japan in the 16th century.

Another area of the EXPO grounds, formerly known as the Kaisho Area, has been named the Seto Area. One of the most scenic regions in Aichi Prefecture, Seto has been known for its magnificent ceramics for over 1,300 years. Still one of Japan's foremost ceramic production centers, Seto offers unique insights into Japanese culture and aesthetics through this highly evolved craft.



# Number of Official Participants Is Now 120!

Since EXPO 2005 AICHI, JAPAN was first announced, one aim was to involve a large number of countries and international organizations, in order to promote a level of global communication befitting the first world exposition of the 21st century. We are therefore happy to report that the number of official participants has reached 120.



(In the order of announcement, as of July 22, 2003)

## Global Common Update

The EXPO 2005 Association has received applications from participating countries for module allotments. The allocation plan will be announced soon!

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