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EXPO 2005: “Love the Earth”

Artists of the world to deliver messages through music

Eric Clapton, other major artists to take part in musical program

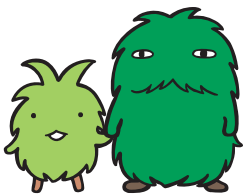
The 2005 World Exposition, Aichi, Japan, will be held for 185 days beginning on March 25 of next year. The theme of this global gathering, which will take place in the Nagoya Eastern Hills (Nagakute Town, Toyota City, and Seto City) in Aichi Prefecture, is to be “Nature’s Wisdom.”

As part of EXPO 2005, the “Love the Earth” musical program will be particularly significant. We are proud to announce that Eric Clapton and other top musicians from around the world will take part in “Love the Earth.”

In addition to the pavilion exhibits, the EXPO 2005 Association will also be host to a number of special events designed around one of our key phrases: “Let’s Connect at EXPO 2005.” The “Love the Earth” musical program will be key among these events, symbolizing both this key phrase and the theme of EXPO 2005 as a whole.

“Love the Earth” will deliver a powerful message to the world through the “global language” of music. It will serve as a touchstone for the ideals of exchange between various people and cultures, and will also reemphasize humanity’s ties to nature and the Earth. Major artists from Japan and around the world will come together and perform at EXPO 2005; they will also be presenting their messages to the world during the preparatory stage of the international gathering.

We are pleased to announce that top guitarist Eric Clapton, a leading figure on the global music scene for 40 years, will be playing a major role in “Love the Earth.” Mr. Clapton is offering his support for EXPO 2005 and the “Love the Earth” message. He is joining EXPO 2005 as Executive Music Consultant, and he has written a new song, titled “Say What You Will,” as a theme song. This song will be released as part of the “Love the



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Earth” compilation CD, which will be available before EXPO 2005 kicks off. The song will also see use in a wide range of advertising and public-relations work, helping to raise the profile of EXPO 2005.

This program will involve a number of famous artists from around the world. These include Yo-Yo Ma, the world-renowned cellist whose musical creations inspired by the folk music of peoples living along the Silk Road are infused with the spirit of cultural understanding; and Sarah Brightman, the soprano singer who is said to possess the world’s most beautiful voice.

For more information on the “Love the Earth” program and the participating artists, please contact:

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Attachments:

“Love the Earth” program overview
Artists’ Profiles

“Love the Earth” Program Overview

EVENT OUTLINE

“Love the Earth” will be a central part of the EXPO 2005 events. Designed around musical entertainment, “Love the Earth” will deliver a powerful message to the world through the “global language” of music. It will serve as a touchstone for the ideals of exchange between various people and cultures, and will also reemphasize humanity’s ties to nature and the Earth.

Major artists from Japan and around the world will take part in “Love the Earth.” There will be live performances at EXPO 2005, the release of a “Love the Earth” compilation CD, and other musical undertakings. Highlights of the program are as follows:

- In addition to the three major artists already announced, we will be inviting other musicians from Europe, North America, Asia, and within Japan to join “Love the Earth,” making it a truly global program befitting its position in EXPO 2005.
- The artists will present songs matching the theme of “Love the Earth,” which will be compiled into a CD and released before the beginning of EXPO 2005.
- The artists will deliver the “Love the Earth” message through media appearances and other events, both in Japan and around the world, during the period leading up to EXPO 2005 as well as during the event.
- Live concerts will be held during the 185 days of EXPO 2005 in venues including the EXPO Dome, EXPO Hall, and EXPO Plaza. (Separate announcements will cover the schedule of live performances and the participating artists.)

PARTICIPATING ARTISTS (as of March 11, 2004)

1. Eric Clapton. Mr. Clapton will serve as the Executive Musical Consultant for EXPO 2005. He is also providing the original theme song, “Say What You Will,” along with advice on ways to promote the “Love the Earth” program.
2. Yo-Yo Ma.
3. Sarah Brightman.

Other participating artists will be announced as soon as they are selected.

Eric Clapton

Eric Clapton was born in Britain in 1945. He began his performing career in the 1960s, coming to prominence as a guitarist and singer for The Yardbirds and the supergroup Cream. Clapton is the composer of such rock standards as “White Room” and “Crossroads.” Clapton earned the nickname “Slowhand” for the way his fingers could nimbly play fast licks while seemingly moving in slow motion, and he was often called a “guitar god.” He embarked on a solo career in the 1970s and composed such hits as “Layla” and “Wonderful Tonight.” He was counted among what were known as the “three greatest guitarists in the world,” along with Jimmy Page and Jeff Beck.

Entering the 1990s, Clapton continued to reign at the top of the music world by creating such hits as “Tears in Heaven,” “Change the World,” and “Over the Rainbow.” Clapton has been at the forefront of popular music for some 40 years, and he has won 16 Grammys to date and has been inducted into the Rock and Roll Hall of Fame three times (as a member of The Yardbirds, as a member of Cream, and as a solo artist). Between 1974 and 2003, Clapton came to Japan to perform 16 times, drawing a total of 200,000 fans during a tour of the country in 2003. At the end of 2003 Clapton received the Order of the British Empire for the second time. His upcoming album, *Me and Mr. Johnson*, a tribute to the legendary blues innovator Robert Johnson, is scheduled for release on March 24, 2004. Clapton plans to release an album of all-new material in the fall of 2004, including the song “Say What You Will.” In addition to his musical activities, Clapton established a medical center for patients recovering from alcohol and drugs on the Caribbean island of Antigua in 1998.



Eric Clapton

Yo-Yo Ma

Yo-Yo Ma was born in Paris, France, in 1955. He began learning the cello from his father when he was four, and he gave his first recital at the age of just six. Ma moved to New York in 1962, and he began taking lessons from Leonard Rose at the Juilliard School. When he was still in his teens, Ma was hailed as an artist equal to such masters as Pablo Casals and Mstislav Rostropowitsch. Ma went on to attend Harvard University, where he was awarded an honorary doctorate in classical literature. Since his first visit in 1981, Ma has come to Japan more than 20 times. In addition to pleasing lovers of classical music through his performances of concertos, solo music, and chamber music, Ma was commissioned to create a family concert featuring new compositions based on Kenji Miyazawa's story "Yamanashi" and performed together with kabuki actor Tamasaburo Bando. Other innovative works of his include *Appalachia Waltz*, which is based on American country music, and *Soul of the Tango*, which was performed together with the tango master Astor Piazzolla. These diverse works have won Ma a broad base of fans.

In recent years Ma has been reexploring the suites written by Johann Sebastian Bach for unaccompanied cello and has been performing these works in cities around the world, as well as making new recordings. Both the performances and the studio recordings have been included released as a series of films made by Ma titled *Inspired by Bach*. The six Bach suites for unaccompanied cello are each interpreted by Ma and an artist from a completely different genre. This represents a new form of collaborative work, and the creative process is included in the film. His collaborators include dancer and choreographer Mark Morris, kabuki actor Tamasaburo Bando, figure skaters Jayne Torvill and Christopher Dean, and the directors of the films include Atom Egoyan and Francois Girard. These films, which were released on home video by Sony Classical, have won a number of awards, including an Emmy Award in 1998 and numerous prizes at film festivals.

At present Ma is actively undertaking an effort called the "Silk Road Project." The project seeks to examine the music, whether it has been lost or survives today, of the Silk Road that long ago connected Eastern and Western culture. Based on this heritage, modern musicians create compositions and forge a new music for the Silk Road. The participating artists perform the music with Ma and his ensemble or with an orchestra. As part of the project in 2000, performances were held at the *daibutsuden* (great Buddha hall) of Todaiji, a famous temple in Nara, Japan. The film that was shot of the performance won an International Emmy Award in 2001. Performances given in Washington, DC, at the Smithsonian Folklife Festival, which took the Silk Road as its

theme in 2002, were also given rave reviews and drew some 1.4 million people. As for the future of the project, a series of concerts in museums got underway in January 2004. Performances are scheduled for museums all around the world, including the Nara National Museum.

Ma features a repertoire spanning from baroque to modern music, and he has released more than 50 recordings. He has won numerous awards, including the Avery Fisher Recital Award and 15 Grammys.

At the official ceremony for the handover of Hong Kong to Chinese rule in 1997, Ma performed as the featured soloist in the symphony *Heaven, Earth, Mankind*, which was conducted by composer Tan Dun. Ma also drew worldwide acclaim and an Academy Award for his performance on the soundtrack for the movie *Green Destiny*, which was also composed by Tan Dun.

In addition, Ma performed at the opening ceremony for the 2002 Salt Lake City Winter Olympics. His most recent album is *Vivaldi's Cello*, and he plans to release a collection of the works of Ennio Moricone soon.



Yo-Yo Ma

Sarah Brightman

She has been called the woman with most beautiful voice in the world. Sarah Brightman continues to dazzle audiences with her amazing soprano vocals. After making her debut at the age of 13, Brightman appeared in such Andrew Lloyd Webber productions as *Cats*, in which she had a supporting role, and *Phantom of the Opera*, in which she was the star, and she played the lead in countless other musicals as well. She later went on to further develop her genius after a fateful meeting with Frank Peterson, the founder of Enigma who was famous for his work with Gregorian chants. Beginning with the smash hit, “Time to Say Goodbye,” which sold 15 million copies around the world, Brightman and her collaborators gave birth to a new genre called “classical crossover,” a beautiful fusion of popular and classical music, and Brightman was at the forefront of this movement. Her third album released on the EMI label, *La Luna*, went gold, while her fourth album, *Sarah Brightman—Classics*, went platinum. *Harem*, her most recent album, went gold immediately after its release, and it is steadily approaching sales of 300,000 copies. Brightman has won over legions of fans through her deft combination of a variety of musical genres, including arias, classical, pop, rock, club music, folk songs, and her own original style. The insightful concepts included in her music are then melded with spectacular visuals, producing works of exceptionally high quality and unparalleled beauty. Brightman is constantly one of the most talked about musicians in the music industry, and she has been on numerous TV programs and is often requested to appear in commercials.



Sarah Brightman