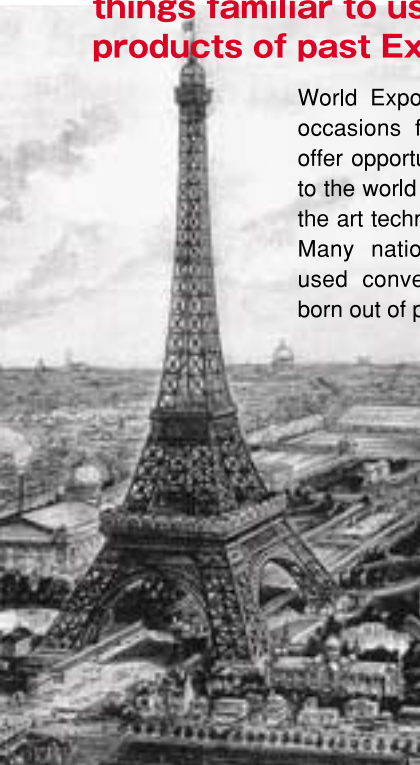


Though not so well known, many century-old things familiar to us today are products of past Expos.



Paris's towering symbol was also built for the Expo.

●Eiffel Tower★ Paris, 1889

Today the Eiffel Tower immediately comes to mind when we think of Paris. But its construction aroused great controversy, as many felt it would ruin the city's image. The importance of symbols to World Expositions began to be recognized from this time on.

Image by courtesy of the Institute for Research in Humanities, Kyoto University

Golden shachihoko represents Japan

A golden fish-shaped sculpture that decorated the roof of Nagoya Castle is exhibited.

World's first EXPO

The first World Exposition was held in London, Britain. The alarm clock and shower bath were introduced.

World Expositions are more than just occasions for cultural exchange. They offer opportunities for countries to show to the world such things as their state of the art technologies and their best food. Many national symbols and widely used conveniences of today were born out of past Expos.

150-Year History of world Expositions

- ★1851 Great Exhibition, London
- ★1853 New York Expo
- ★1855 Exposition Universelle, Paris
- ★1862 International Exhibition, London
- ★1867 Exposition Universelle, Paris
- ★1873 Weltausstellung, Vienna
- ★1876 Centennial Exposition, Philadelphia
- ★1878 Exposition Universelle, Paris
- ★1889 Exposition Universelle, Paris
- ★1893 World's Columbian Exhibition, Chicago
- ★1900 Exposition Universelle, Paris
- ★1904 Louisiana Purchase Exposition, St. Louis
- ★1915 Panama-Pacific International Exposition, San Francisco
- ★1926 Sesquicentennial Exposition, Philadelphia
- ★1933 Century of Progress International Exposition, Chicago
- ★1935 Exposition Universelle et Internationale, Brussels
- ★1937 Exposition Universelle, Paris
- ★1939 New York World's Fair
- ★1940 Grand International Exhibition of Japan (canceled)
- ★1949 Exposition Internationale, Port-au-Prince
- ★1958 Expo '58, Brussels
- ★1962 Century 21 Exposition, Seattle
- ★1967 Expo '67, Montreal
- ★1970 Expo '70, Osaka
- ★1992 Expo '92, Seville
- ★1998 Expo '98, Lisbon
- ★2000 Expo 2000, Hanover
- ★2005 Expo 2005 Aichi, Japan

2005 愛地球博

And in 2005, EXPO 2005 AICHI, JAPAN will be held around the theme of Nature's Wisdom.

★2000 Expo 2000, Hanover

Japan vows the world with a pavilion made of recycled paper.

★1998 Expo '98, Lisbon

★1992 Expo '92, Seville
Japan constructs a wooden pavilion, the largest wooden structure in the world.



Image by courtesy of Taro Okamoto Museum of Art, Kawasaki

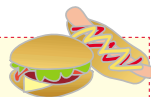
Osaka symbol embodies Okamoto's quote, "Art is explosion."

●Tower of the Sun
★Osaka, 1970

Visitors to the Osaka Expo were greeted by the four-faced Tower of the Sun with arms spread wide. The dynamic tower, worthy of representing Japan's first World Exposition, greatly impressed people worldwide. In addition, this Expo sparked the popularity of fried chicken and pizza in Japan.

Birth of old favorites

Hot dogs and hamburgers make their debut.



Moving walkway, moving pictures

Moving walkways run through the site, and movies are shown. The author Soseki Natsume visits three times.

Appearance of the telephone

The Expo commemorates the centennial of US independence. Alexander Graham Bell unveils the telephone.

Japan participates for the first time-in topknotts

The shogunate and the Satsuma and Saga clans take part with acrobatics, a tearoom, and other attractions.

Yukichi Fukuzawa visits London

The first Expo tour by Japanese nationals is held. Among the members was thinker and educator Yukichi Fukuzawa.

This popular ride first appeared over a century ago.

●Ferris Wheel ★Chicago, 1893

The Chicago Expo featured an amusement park called the Midway Plaisance. Its number-one attraction was the great Ferris Wheel, which had an impressive diameter of 76 meters and as many as 36 cars holding 60 people each.

Image by courtesy of the Institute for Research in Humanities, Kyoto University



Morizo and Kiccoro the Forest Sprites Appear on TV as Anime!

Kiccoro and Morizo are the official mascots for EXPO 2005. Morizo, the Forest Grandfather, has been living in the forest since long ago, while Kiccoro is a newly born Forest Child.



Take your pick: Morizo and Kiccoro memorabilia



- a. Stuffed Morizo doll (Size SS) ¥1,890
Stuffed Kiccoro doll (Size SS) ¥1,050
- b. T-shirt A ¥1,680
- c. Pin A06 ¥400
- d. Memo pads (block pink, block green) ¥400
- e. Mini-handkerchief (polka-dot) ¥400
- f. Picture book and finger-puppet set ¥2,500
- g. Mug (large) with check pattern ¥780

Attendants' Uniforms Unveiled: Take a Close Look!

Be sure to take note of the attendants' uniforms when you visit EXPO 2005. They make use of *trompe-l'oeil*, the art of accurately depicting subjects so as to deceive viewers into thinking that it is real. What appear to be collared jackets, for instance, are actually collarless jackets with collar-shaped stitches. Figure out for yourself where the tricks lie within the simple designs.



Ticket Type			Charge	Conditions
General admission tickets	One-day	Adult	¥4,600	Available to persons aged 18-64
		Junior	¥2,500	Available to persons aged 12-17
		Child	¥1,500	Available to persons aged 4-11
		Senior	¥3,700	Available to persons aged 65 and older
	3rd Period Advance Sales	Adult	¥4,100	3rd Period Advance Sales Available until March 24, 2005
		Junior	¥2,300	
		Child	¥1,400	
EXPO 2005 Full-duration passes		Senior	¥3,300	
		Adult	¥17,500	Unlimited admission throughout the Expo period
		Junior	¥9,500	
		Child	¥5,700	
Evening discount tickets			¥14,100	
		Adult	¥2,300	Same-day sales only, entrance after 5pm
		Junior	¥1,300	
		Child	¥800	
Special discount tickets		Senior	¥1,900	
		Adult	¥2,300	Available to handicapped persons and their caregivers (1 caregiver per handicapped person)
		Junior	¥1,300	
		Child	¥800	
		Senior	¥1,900	

※The age categories indicated in the table refer to ages as of April 1, 2005. The age attained as of April 1, 2004 will be applied to those visiting the Expo in March.

※Advance senior tickets will be available to those who will be aged 65 or older during the Expo period, and same-day senior tickets to those who are aged 65 or older on the day of the visit.

※See the Association's web site for information about eligibility for discounts for handicapped persons.

On-Site Transit

The advanced transit systems are attractions in their own right.

Transit systems in EXPO 2005 will offer a sense of excitement reminiscent of theme parks. Visitors will be able to ride in the world's first driverless vehicles, on show for the first time at EXPO 2005, as well as futuristic trams traveling around the Global Loop. Of course, all of these systems embody next-generation environmental technology. Be among the first to experience the Earth-friendly transportation technology of the future.

Transit Systems at the Nagakute Area



◆ Intelligent Multimode Transit System (IMTS)

Advanced information technology will allow three large-capacity, low-pollution driverless buses to travel around the site in electronically controlled formations.



◆ Global Tram

This fascinating and dramatic vehicle will travel around the Global Loop. Battery-powered to reduce the burden on the environment, it will provide an enjoyable way to tour and view the Loop.

Site Access

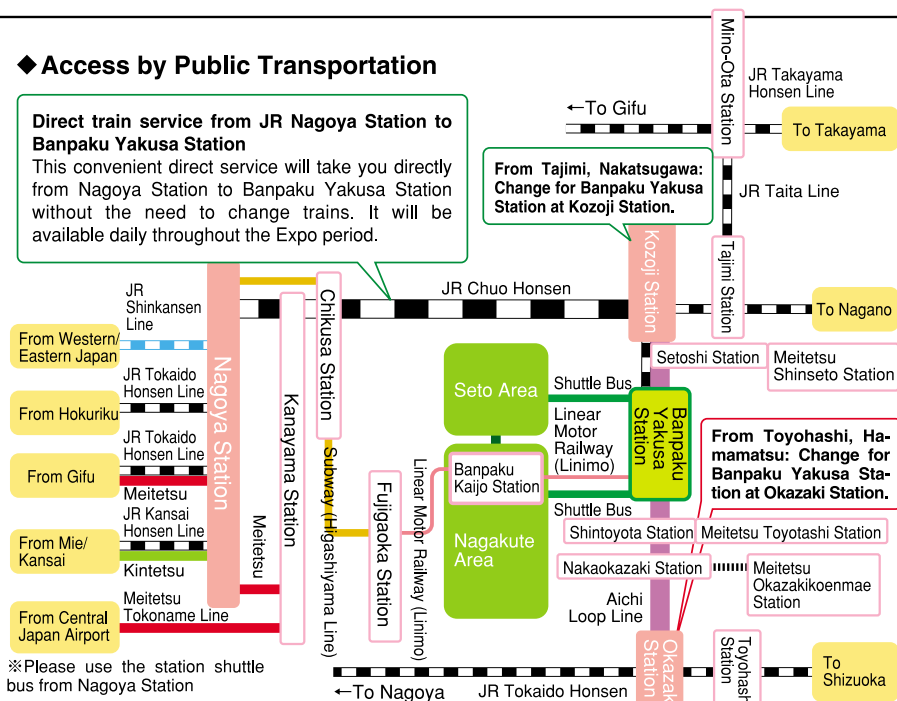
The Expo sites are located about 20 kilometers east of downtown Nagoya.

To reduce traffic congestion and the environmental load, visitors are encouraged to use public transport, such as trains and buses. There are no parking areas for private cars at the Expo sites. Please use one of the six park-and-ride parking lots (parking fee payable) located in adjoining areas. The trip to the site by parking lot shuttle bus (free) will take between 15 and 35 minutes.

◆ Access by Public Transportation

Direct train service from JR Nagoya Station to Banpaku Yakusa Station

This convenient direct service will take you directly from Nagoya Station to Banpaku Yakusa Station without the need to change trains. It will be available daily throughout the Expo period.



**Access from
Banpaku Yakusa
Station:**

- For the Nagakute Area, take the Linear Motor Railway (Linimo) to Banpaku Kaijo Station or use the shuttle bus that runs during peak hours.
- For the Seto Area, use the shuttle bus (operating every day).







	Fare (one-way)	First bus to Expo	Last bus from Expo	Interval (peak interval)	Time
Banpaku Yakusa Station (to Seto Area)	¥160	30 minutes before opening of Seto Area	30 minutes after closing of Seto Area	Approx. 5 minutes (approx. 3 minutes)	Approx. 5 min

※Half-fare for children

Station Shuttle Bus



●Main Routes from Nagoya Station

- ① JR Nagoya Station  Direct Expo Shuttle  Aichi Loop Line, Banpaku Yakusa Station  Railway  Tobu Kyuryo Line, Banpaku Kaijo Station
38 min. at top speed 3 min.
- ② Nagoya Station (Meitetsu Bus Center)  Station Shuttle Bus  Nagakute Area
Approx. 35 min.

*The route for transfers from the Higashiyama Line subway to the Linear Motor Railway (Linimo) at Fujigaoka Station is likely to be congested on weekends, public holidays, during the Golden Week and Obon periods, and just before the end of the Expo period in September.

Transportation between the Nagakute and Seto Areas



◆ Kiccoro Gondola

This elevated transit system will provide excellent views of the Expo sites. It will link the Nagakute and Seto Areas and provide transportation within the Nagakute Area.



◆ Morizo Gondola



◆ Inter-Site Fuel-Cell Bus

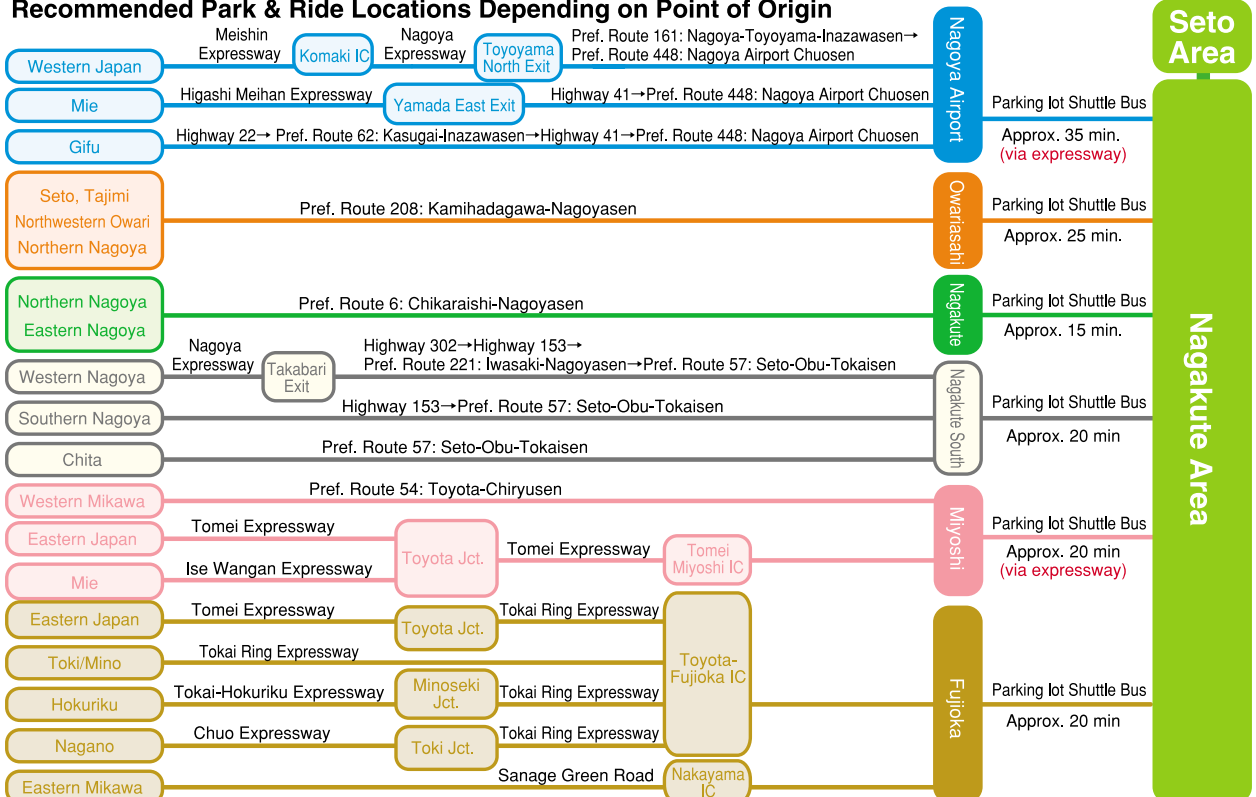
Because it is powered by fuel cells, this futuristic pollution-free bus emits no harmful substances. Its only exhaust is water.

◆ Access by Private Car Parking Fees

Park & Ride Parking Lots	Owariasahi, Nagakute, Nagakute-minami, Miyoshi, Fujioka	Nagoya Airport
Standard car (up to 10 passengers)	¥3,000 per day per vehicle	¥2,500 per day per vehicle
Motorcycle (including motorized bicycles over 50cc)	¥1,000 per day per vehicle	

※There is no advance booking system for parking.
※Bicycles and motorized bicycles (under 50cc) cannot be parked in the park & ride parking lots. Those traveling to Expo on bicycles and motorized bicycles (under 50cc) should use the free parking facilities at the West Terminal and North Terminal of the Nagakute Area or the Seto Terminal (total capacity: 1,000 bicycles).

Recommended Park & Ride Locations Depending on Point of Origin

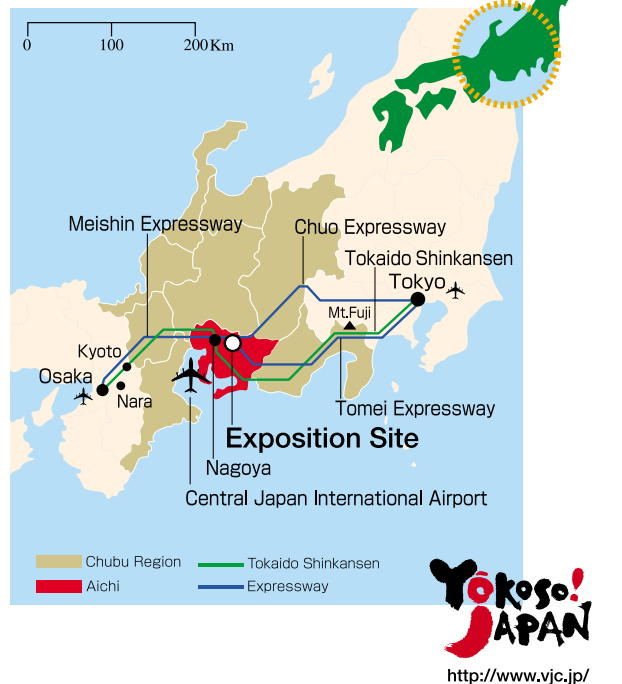


※Travel times are based on normal road conditions and may vary if conditions change.

EXPO 2005 AICHI, JAPAN

- Theme:
“Nature’s Wisdom”
- Duration:
March 25 through September 25, 2005 (185 days)
- Location:
Nagoya Eastern Hills
(Nagakute Town, Toyota City and Seto City)

Access to the site



Centrair (Central Japan International Airport)

Central Japan International Airport, or Centrair, was constructed on land reclaimed from the sea at Tokoname City, which is located on Aichi Prefecture's Chita Peninsula. In addition to its role as an airport, the new complex offers a wide range of other facilities, including shops, a scenic open-air spa, and a health and beauty center. For more information, visit <http://www.centrair.jp/en/index/html>

Japan Association for the 2005 World Exposition

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



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EXPO 2005 Call Center:052-955-2005

(Until March 24: AM 9:00-PM 5:00 From March 25: AM 8:30-PM 10:00)