

SPECIAL REGULATION No. 1

(The definition of the theme of the Exhibition
and the guidelines for the development
of the theme by the Organiser and the Participants)

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Concerning the definition of the theme of the Exhibition and the guidelines for the development of the theme by the Organiser and the participants

ARTICLE 1 – Purpose

The purpose of this Special Regulation is, in accordance with Articles 1 and 34 of the General Regulations of the 2005 World Exposition, Aichi, Japan (hereinafter referred to as “the General Regulations”, and the 2005 World Exposition, Aichi, Japan, as “the Exhibition”), and with the resolutions concerning the importance of the theme of International Exhibitions adopted by the 115th General Assembly of the International Exhibitions Bureau (hereinafter referred to as “the B.I.E.”) on June 8, 1994, and by the 118th General Assembly on December 13, 1995, to define the theme of the Exhibition and to set forth the measures for the development of the theme by the Japan Association for the 2005 World Exposition (hereinafter referred to as “the Organiser”) and the participants.

ARTICLE 2 – General principles

With regard to the theme of the Exhibition, the Organiser and all participants shall comply with the General Regulations and the Special Regulations of the Exhibition. The Commissioner General of the Exhibition guarantees that the Organiser shall follow the theme in the presentations for which it is responsible. The Organiser shall assist participants and also provide coordination mechanisms in order to ensure that all participants follow the theme in their presentations. The Commissioner General of the Exhibition shall have final authority over all matters related to the theme of the Exhibition.

ARTICLE 3 – Definition of the theme

The theme of the Exhibition will be “Nature’s Wisdom”.

Nature has bestowed its bounty freely. The source of all life, Nature has freely bestowed wisdom and allowed humankind to harness its numerous energy and other natural resources through the aid of various technologies. However, humanity has not yet repaid or even acknowledged this vast debt, and now Nature is beginning to lose patience.

The overriding imperative for humanity in 21st century is, therefore, to rediscover nature’s wisdom in order to be able to once again live in peace and harmony with nature and all living things. Technology was not given to humanity for the purpose of forcefully dominating and wreaking irreparable changes upon the environment. Rather, technology should be devoted to drawing out the hidden essence of nature so that it can sparkle with new purpose. Technology should not enslave and command life but draw forth the infinite possibilities locked within all living things in order to explore new realms of science and knowledge.

Thus, we need to heed the message of nature and life and create meaningful interfaces infused with nature's wisdom. Thus, we need to instil our technology-dominated civilisation with this spirit to rediscover the values of modesty and humility in our hearts, and restore the now precarious relationships between humanity and nature and between people themselves.

This is the wonderful experiment being begun in the semi-domesticated woodlands of Japan, which lack imposing wilds but contain everything that humankind needs for the 21st century. This experiment is a bold attempt to confront and find attractive solutions to deal with the issues facing humankind. Concentrating together the full potential of human technology, art, and culture, all the people of the world shall try, working hand in hand, to investigate beyond the limits of life and nature in order to bring out a new ideal civilisation for tomorrow.

This is the focus we propose for the Exhibition.

ARTICLE 4 – Development of the theme

In order to promote wide-ranging participation from around the world and to develop the theme of the Exhibition, the theme will be divided into the following three sub-themes.

(1) **Nature's Matrix**

To show directions for mankind in the 21st century, a new model for civilisation in the space age is explored based on the latest achievements of space technology and the history of the Earth. New ways for resolving population and environmental problems are sought through cutting-edge experiments using bio and information technologies.

For example, exhibits may include real-time broadcasting from a space station, reproduction of extinct species by virtual reality techniques and new types of intercultural communications by means of new information technology.

Examples such as the following could be considered for development of this sub-theme

1) Silent warnings from distant space

Broadcasts from a space station and astronomical observatories; CG (computergraphics) displays.

2) The universe and Earth as imagined by humankind

Presentations on varying views of nature through different perceptions of the universe by different countries and cultures.

3) Wisdom of life lasting 4.6 billion years

Presentations on the mystery of nature and life from historical, scientific, cultural, and spiritual perspectives; reproductions of extinct species through images.

4) Future communications and technology

Presentations on new intercultural communications via the latest IT.

5) The existence of humankind and life science

Presentations on systems in which the life sciences may enable mankind to live in happiness.

(2) Art of Life

Directions for new ways of life in which 21st century humankind lives actively are proposed. The issues of aging society and the creativity of children are addressed. Through fine arts, performing arts, and daily customs from around the world, various exchanges between people and nature are developed and ways to let the richness of nature and the force of life shine much are to be proposed.

For example, exhibits may include presentations of regional arts and customs associated with nature and life, introduction of lifestyles harmonised with nature, and presentation of a model society where the elderly live vibrantly, and social and technical support is provided therefor.

Examples such as the following could be considered for development of this sub-theme

1) Living cultures coexisting with nature

Presentations on various cultures that live in harmony with nature.

2) Arts that have been inherited throughout the ages

Displays of the various arts and cultures that have existed on since ancient times.

3) Technology and ethics: the past and the future

Analysis of the relationship between technology and ethics from the present to the future, as compared with a time when science, technology, art, and religion were unseparated.

4) Ideal aging society

Presentations on the latest medical technologies based on human genome analysis; an experimental social system in which the wisdom of the elderly is utilised for younger people.

5) Messages for the next generation

A ceramic environment-monitoring tower where messages from people all over the world aged 100 years or older are embedded in its walls.

(3) Development for Eco-Communities

To demonstrate a model recycling society in the 21st century, new energy and new recycling technology are utilised. Ideal lifestyles and urban infrastructures are sought in which resources are used efficiently. The ideal balance between social development and environment is pursued and the restoration of environments is attempted.

For example, the exhibition site may be made from materials which consist of recycled PET bottles and timber with less impact on the environment. Exhibits may present new technologies in environmental industries, introduce examples of lifestyles and eco-community experiences in different parts of the world. Restoration of the eco-system around the site may also be attempted.

Examples such as the following could be considered for development of this sub-theme

1) Presentations on development, preservation of nature, and environmental restoration in the 21st century

Nature in urban communities, nature in rural and satoyama (a woodland area close to

human habitation that has provided for human needs) communities, and virgin nature.

2) Proposals for building a global-scale social system based on recycling and energy conservation concepts

How environmental industries work; specific examples of the concept of “reduce, reuse, and recycle”; technologies for energy conservation.

3) Proposals of lifestyles for a new “global citizen” based on recycling and energy conservation concepts

Proposals on lifestyles adapted to the environment in various parts of the world; how to realise eco-communities; experiments in eco-communities.

4) Monuments symbolic of eco-communities

Construction of an ascending kiln using waste materials as fuel, an “eco-road” made of the ashes from the kiln; a building built solely from materials recycled from PET bottles and forest thinning.

ARTICLE 5 - Support by the Organiser

The Organiser shall offer the following support with regard to the theme to those foreign governments and international organisations which accept the official invitation of the Government of Japan to participate in the Exhibition (hereinafter referred to as “official participants”), from the end of 2002, at the latest.

- (1) Documentation containing guidelines and examples for treating the theme from various different starting points.
- (2) An advisory service that is available to official participants at the different key stages in the development of their presentations. The details of this service will be communicated to all official participants.

ARTICLE 6 - Coordination mechanisms for compliance with the theme

1. The participants must submit to the Organiser a “Theme Statement” which defines the overall theme and the general contents of their presentation, both of which must follow the theme of the Exhibition as described in Articles 3 and 4 of this Regulation, as an integral part of the application for the allocation of exhibition space in accordance with “Special Regulation No. 2 concerning conditions of participation in the Exhibition”. The Theme Statement shall include referential materials on the theme and sub-themes as they will be developed in specific presentations.

Notwithstanding the provisions of “Special Regulation No. 2 concerning conditions of participation in the Exhibition”, the allocation of covered exhibition spaces in modular buildings, as well as open-air space for theme-related exhibits and demonstration projects, shall not be considered final until the Theme Statement is approved by the Organiser.

In order to accomplish the purpose of the Exhibition, as described in Article 1 of the General Regulations, the Organiser shall make the advisory service mentioned in Article 5 (2) of this Regulation available to the participants.

The Organiser shall forward to the B.I.E. copies of the Theme Statements when they are received from the participants through the Commissioner General of the Exhibition.

2. As an integral part of the “Application for Preliminary Approval” detailed in “Special Regulation No. 4 concerning constructions, installations, fire prevention, labour safety and the protection of the environment”, the participants shall submit a document entitled “Exhibition Project” which shall include a detailed description of their presentation. The Exhibition Project document provides a detailed plan of the presentation following the general outline submitted in the Theme Statement. The Organiser will verify that the contents of the presentation are in accordance with the approved Theme Statement and that the Exhibition Plan meets the thematic criteria described in Articles 3 and 4 of this Regulation.

Notwithstanding the provisions of “Special Regulation No. 4 concerning constructions, installations, fire prevention, labour safety and the protection of the environment”, preliminary approval of a project for construction or installation works cannot be granted without approval of the Exhibition Project documentation by the Organiser.

In a case where the Exhibition Project document is not approved by the Organiser, the Organiser shall provide official participants with a detailed explanation of the reasons and make suggestions to remedy the situation. The Organiser shall also continue to provide on-going assistance to the participants through the advisory service as defined by Article 5 (2) above.

The participants shall modify the content of the presentation in order to comply with the theme observance criteria. In case of disagreement over the level of compliance of a presentation with the theme, both the Organiser and the participants shall make every effort to reach a consensus.

3. Notwithstanding Article 10 of the General Regulations, if a consensus on the matter of the theme, as described in paragraphs 1 and 2 of this article, cannot be reached between the Organiser and the participants, the matter shall be referred to the discretion of the Commissioner General of the Exhibition for resolution after consultation with the B.I.E.
4. The participants shall make available to the Organiser final information on the content of their presentation at least 120 days before the opening of the Exhibition. This information will be used for the Official Exhibition catalogue in compliance with Article 30 of the General Regulations. The content of said information shall be in accordance with the documentation, submitted pursuant to paragraphs 1 and 2 of this Article, concerning the conformity of the presentations to the theme.

The Official Exhibition catalogue will be available in printed format and additionally in electronic software and other media formats.

ARTICLE 7 - Measures taken by the Organiser

1. The Organiser and the Government of Japan are planning to present a major thematic area. The presentations to be shown in this area will be structured around the theme and sub-themes of the Exhibition as described in Article 3 and Article 4 of this Regulation. Details regarding the planning and organisation of the thematic area will be distributed to official participants separately.
2. The Organiser plans to host conferences, seminars and symposia related to the theme of the Exhibition and shall keep official participants informed of all such events. Furthermore, official participants are invited to take up the theme of the Exhibition in similar events of their own.
3. Official participants should submit their final events programmes to the Organiser at least six (6) months before the event. The Organiser may coordinate programmes and provide official participants with logistics assistance, if necessary.

