

The Japan Pavilions

The Host Country Welcomes Visitors with its National Pavilions

By Ministry of Economy, Trade and Industry / Japan Association for the 2005 World Exposition

JAPAN is well-known for its brilliant combinations of traditional craftsmanship and cutting-edge technology. The Japanese government will incorporate the EXPO 2005 theme of "Nature's Wisdom" in all three pavilions; Japan Pavilion Nagakute, Japan Pavilion Seto, and Japan Pavilion on the Web (CYBER NIPPON-KAN). These pavilions will focus on the concept of "Rekindling the Relationship between human beings and Nature," with the goal of fostering new ties with nature.



Epic Poetry Recitation

Japan Pavilion "Nagakute"

The Nagakute pavilion will demonstrate a new relationship between human beings and nature by utilizing the advanced technologies which Japan is famous for. All the electricity needed for the pavilion operation will be generated from renewable energy source, and the pavilion will introduce a self-sufficient electrical system.

At the pavilion, visitors can experience the "Earth Vision," the world's first 360-degree spherical imaging system, which displays the Earth's vitality and beauty in 1:1 million-scale images in a 12.8m diameter theater. Visitors can also enjoy "Geo-Space," a dynamic 3D vision of space. The National Museum of Emerging Science and Innovation will present special exhibits on the miraculous relationship between the Earth and the Sun. This will be demonstrated via the world's most advanced Glass-free 3D vision simulator.

Buildings and construction materials themselves are integral parts of the Nagakute Pavilion exhibits. The entire building is surrounded by a bamboo "cage," that acts as a thermal insulator. The concept is based on bamboo blinds traditionally used as sunshade in Japan.

The pavilion applies "photo-catalytic steel plate roof" and sprinkled water to cool the building. Natural resources and cutting-edge technology are combined in the pavilion construction to provide visitors with a comfortable environment, and the Pavilion itself functions as a laboratory for new environmental technologies and materials.

IC Chips Used in Admission Tickets for the First Exposition of the 21st Century

IC chip technology will be used in admission tickets for the first time in international exhibitions.

The IC-chip tickets make it possible to provide a broad range of customized services for the visitors, and realize the highest possible standard in counterfeit prevention measures.

New Services Provided by the IC Chip

Reservation service:
Reservations for entry into pavilions and events can be made

by using the Internet or mobile phones or by using dedicated devices at the site.

Eco-money Service: A service to accumulate points earned through eco-friendly activities such as the purchase of eco-goods, or the use of reusable shopping bags, which helps protect the environment. The visitors can also earn points by participating in the Nature Experience Program such as the "Forest Nature School" or "Village Nature School" at the EXPO site. The eco-car users can also get points.

The points can be exchanged for eco

goods or donated for environmental activities such as afforestation.

Admission control: When the visitor passes through an entrance gate, the validity of the ticket will be checked and the admission is registered. The customized admission data is recorded on a separate server, so the ticket holder can be permitted to enter on a different day if the site is closed.

Site management services: It is possible to gather data on the number of visitors on a real-time basis as they pass through the

gates. Data on the number of visitors will then be used to manage the site.

EXPO 2005 represents a truly unparalleled opportunity to test the IC chip technology. This will surely be the greatest opportunity possible to have the people of the world experience cutting-edge Japanese technology.

The know-how gained from this technology would be contributed to the encouragement of its utilization and promotion.



0.4mm-IC Chip is smaller than a grain of rice, and is the smallest in the world

The following services are also planned:

- Stamp rally: visitors collect commemorative "stamps" at various different locations
- Internet access to pavilion shows
- Digital photograph service
- Management of equipment hire

Huge Potential inside a Tiny Chip

1. World attracting INNOVATION as a technologically advanced nation
2. A high INTEREST-FACTOR ticket
3. SCALABILITY to create an opportunity for a new technology to spread from the EXPO 2005



Japan Pavilion "Seto"

The Seto Pavilion will stress Japanese wisdom, skill and spirit present in everyday life. The pavilion uses a solar chimney/geo-heat system, called the Tower of Wind, to realize effective natural ventilation. Underground temperatures are lower than the air in summer, and the geo-heat system will circulate the cooler air through the solar chimney, and cool the building.

The "thermochromic glass" used in the pavilion is also unique. It automatically regulate the incoming sunlight to maintain ideal conditions in the building.

The Seto pavilion is designed to reduce the environmental impact as much as possible by using the power of nature.

In addition to the exhibitions, a special performance will be held at the Seto pavilion. For the first time in EXPO history, a group recitation of an epic poetic drama will be performed about 20 times a day, everyday during the 185 days of the EXPO. The poetry features nursery rhymes and festival chants, reflecting the wisdom derived from the Japanese tradition of living in harmony with nature. The rhymes and chant will reverberate through the theater in all directions, and the lighting, acoustic and visual effects will enhance the audience's experience. Audience seats are arranged to surround the center stage, which are further encircled by performers. The show is performed by talented Japanese artists who have passed a special audition.

Cyber Nippon-Kan : <http://www.nippon-kan.jp>

The Japan Pavilion on the web, the internet pavilion, has been up since March 25, 2004, exactly one year prior to the opening of EXPO 2005. The site features useful information about the EXPO, the Japan pavilions and environmental issues. The web site also has various pages for children.



Japan Pavilion Nagakute

Theme Song, "Share the World"

As the host country of EXPO 2005, the theme song for the Japan Pavilions was created in the spirit of delivering a message to overcome differences in language and borders. The song was composed by Watanabe Sadao, a world-famous jazz musician who is also Director-General of the Japan Pavilion Project, and uses only five notes which were derived from the sound of the word the "Earth": *mi, la, re, do* and *ti*. It is Japan's sincere hope that its message will spread around the world.

THE Japan pavilions offer a new perspective on the relationship between people and nature, incorporating knowledge and technologies long nurtured by the Japanese people. The pavilions will provide an opportunity to learn about the current crises of the Earth, and will also help to open visitors' eyes to the beauty of the Earth.

Through the Japan pavilions, the Japanese government will demonstrate its warm hospitality to the world. We hope all of you will visit EXPO 2005, and experience a new definition of wealth in which people and nature coexist harmoniously. **JS**

Centrair Now Opened to the World

The Central Japan International Airport, known as Centrair, which can operate 24 hours a day, opened on Feb. 17, 2005. Centrair, the nickname for the Central Japan International Airport, was selected from proposals submitted nationwide.

This international airport, situated on an artificial island, is a user-friendly facility built on the principle of universal design. In addition to facilitating a range of domestic flights, it is an extremely convenient airport for transit passengers, with domestic and international flights sharing the same building. When the start of construction was delayed for six months, it was feared that the airport would not be ready in time for the scheduled opening in March, which is to coincide with EXPO 2005. However, owing to good weather and the efforts of construction firms, the airport will not only open on time, but has been rescheduled to open a month earlier. It will provide full services to the guests arriving for the exhibition.

There has been an increase in the number of airport massage salons, which tout the benefits of relaxation. Centrair will house facilities such as Japan's first spa to offer a panoramic view of the aircraft, a

body care center, a nail salon and a hair salon. In addition, the shopping zone will feature areas that recreate the old Japanese post towns that lined the country's trade routes, as well as European

lanes. The panoramic restaurant can also serve as a venue for wedding parties, and its large-scale entertainment zone can be enjoyed not only by air travelers but by visitors who come just for fun.

Photo: Central Japan International Airport Co., Ltd.



Scale of Central Japan's Economy (2001)

	Gross Domestic Product (and Gross Product of Central Japan)
U.S.	10,082
Japan	4,175
Germany	1,846
U.K.	1,422
France	1,310
Central Japan*	1,084
Italy	1,073
Canada	705
Mexico	617
Spain	581
South Korea	422

Sources : Estimates based on data from the Statistics Bureau, Ministry of Internal Affairs and Communications, and the Annual Report of Prefectural Economic Data issued by the Cabinet Office

Note : *Combined gross products of Aichi, Gifu, Mie, Shizuoka, Nagano, Fukui, Ishikawa, Toyama and Shiga Prefectures