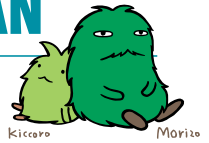


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## The UK Pavilion at EXPO 2005 AICHI, JAPAN

By *The British Embassy, Tokyo*



THE United Kingdom is delighted to be taking part in EXPO 2005. Prime Minister Tony Blair's announcement made during his visit to Japan in 2003 that the UK would participate in the EXPO was warmly welcomed by both countries as a further example of the already close relationship between the UK and Japan, especially in the field of environmental sustainability. Expositions have a long history of providing an international forum for sharing and exploring new ideas. The EXPO theme of "Nature's Wisdom" is particularly relevant at a time when we are facing serious global problems such as climate change.

### Tackling environmental challenges

The extraordinary progress made in science and technology over the last century in transport and communications, in sport and leisure, in medical techniques, and household technology have contributed to improving standards in basic welfare for an increasing population. The downsides of technological progress, however, have been brought into sharp focus in recent years. It is now clear that carbon dioxide (CO<sub>2</sub>) released by the burning of fossil fuels, which provides much of the energy needed to power modern life, is causing significant changes in the world's climate. As a result, Arctic Ocean ice has thawed and the average global sea level is rising.

The British government is committed to significantly reducing CO<sub>2</sub> emissions by developing renewable energy sources and promoting energy efficiency. It also takes a keen interest in protecting nature by acting to preserve bio-diversity and working with other countries to combat international problems such as illegal logging and the associated destruction of forest habitats.

*Photo: The British Embassy, Tokyo*



In 2005, the UK wants to use the presidency of the G8 to get its partners and major emerging markets engaged in international action to address the problem of climate change and the economic cost of inaction. Since the signing of the Kyoto Protocol, Japan has been recognised as a world leader in the fight against climate change. Close co-operation with Japan is therefore a key part of our strategy. For example, on Jan. 19, 2005, Japan and the UK launched a collaborative project in which top UK scientists will use the Earth Simulator Center in Yokohama to improve our understanding of the Earth's climate and how it is changing.

### UK pavilion

The UK pavilion has been designed to highlight global environmental issues while exhibiting the best of modern British innovation and design. It will provide an imaginative and highly interactive showcase for the UK within the EXPO's overarching theme of "Nature's Wisdom," highlighting British capabilities in the fields of art and design, sustainable development and innovative technology.

The UK is famed for its gardens and natural woodlands, so the inspiration for our pavilion is drawn from right outside our front doors. The pavilion includes a garden of diverse British plant life, which will change with the seasons. Set amongst the trees will be eight installations commissioned by eminent contemporary British artists. These installations will seek to explore current global environmental issues. They will be thought-provoking as well as visually stimulating; the garden will offer a few surprises as you walk around. The artists commissioned to produce a piece for the woodland are Anya Gallaccio, Richard Deacon, Richard Woods, Ross Sinclair, Catherine Yass, John Riddy, Heather Ackroyd, Dan Harvey and Cornelia Parker.

### Inspired by nature

Inside the pavilion itself, the focus is on science and technology. Through the use of interactive communication media, it gives an insight into a series of British projects and innovations, which have been inspired by nature. There are seven exhibits:

#### (1) Seeding the Future

The Millennium Seed Bank, managed by the Royal Botanic Gardens, Kew, is creating a genetic database of the world's plants to prevent extinction, retain diversity and, if necessary, reintroduce species in the wild.

#### (2) Natural Architecture

The Eden Project in Cornwall in Southeast England is a series of bubble-shaped conservatories that have been specially built to grow plants from all over the world.



### (3) Seeing with sound

British scientists have developed the UltraCane, based on the way bats fly around in the dark, which will help visually-impaired people find their way around.

### (4) Swim like a shark

At the Athens Olympics in 2004 Japan's Olympic Gold medallist, Kitajima Kosuke wore a UK-developed swimsuit based on the structure of sharkskin.

### (5) Tidal Energy

The TidEl system is a pair of underwater floating windmills driven by 15-meter blades attached to generators. Tests of this novel design for capturing tidal energy have proved to be an unobtrusive, economical and practical method of generating energy.

### (6) Hanging by a hair

The sole of a gecko's foot is covered with branched hairs, which allow it to walk with ease across windows and ceilings. This effect had been mimicked in developing a new adhesive tape with many potential uses, including rock-climbing.

### (7) Smart fabric

British scientists have developed a fabric that responds to the temperature of the wearer. Inspired by the way pine cones open their scales as they dry out, the new clothing will help keep you cool when you are hot, and keep you warm when you are cold.

## Celebration

There will also be a celebration zone in the pavilion, looking at the rich natural heritage the UK enjoys. From rolling grasslands to craggy highlands, the UK offers an astonishing variety of countryside and wildlife enjoyed by millions every year. The landscape has been moulded over many thousands of years by natural forces. But most of the countryside we cherish today has been

shaped more recently by farming, forestry and fishing. Our commitment to restoring and conserving our natural heritage will ensure that it is protected for future generations.

## Events

Beyond the pavilion there will be many other interesting events throughout the year.

To celebrate the UK's EXPO National Day on April 22, STOMP will perform in the EXPO Dome. STOMP provides a unique entertainment experience through movement and sound created using everyday objects from bins to bananas. In addition to STOMP, we hope to provide a variety of other entertainment.

In July 2005, Prof. Lloyd Peck from the British Antarctic Survey will present the lecture series "To the end of the Earth: surviving Antarctic extremes" in Nagoya and Tokyo. The lectures will be delivered in English with full simultaneous translation. The lectures are ideal for children between the ages of 14 to 18, as well as members of the general public who have an interest in science and the environment.

There will be many other events from conferences on recycling to flower shows, details of which will appear on the UK pavilion website ([www.my-earth.org.uk](http://www.my-earth.org.uk)).

## See you at the site

The theme of the EXPO recognises that we face serious global environmental problems and that protecting our natural heritage is not just desirable but a necessity. The UK pavilion's thought-provoking art works in a natural setting and fun interactive exhibits demonstrate that nature is a valuable resource in more ways than we usually imagine. We hope to see you at the EXPO 2005. **J.S**

**Partners...** The UK pavilion is being produced by a design-led consortium, which includes the Land Design Studio and the Natural History Museum, under the management of the public events specialist company Ten Alps Events, a subsidiary of Ten Alps Communication PLC, whose non-executive Director is Bob Geldof. The pavilion is fund-

ed equally by the British Government and the private sector: BNFL, GKN, HSBC, Inchape, Shell and Toyota (GB) and a number of SMEs. Marketing of the UK pavilion in Japan is being led by the UKNow Partnership, which consists of the British Embassy, the British Council, Visit Britain and the British Chamber of Commerce Japan ([www.uknow.or.jp](http://www.uknow.or.jp)).