



Japan World Exposition

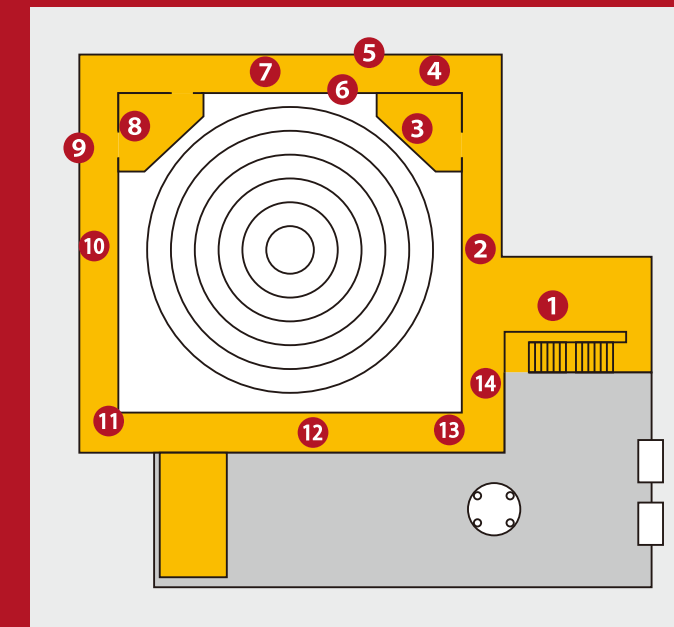
The Japan World Exposition 1970 was the first Expo to be held in Asia. Under the theme "Progress and Harmony for Mankind", exhibitors from 77 countries assembled here, and the recorded attendance was in excess of 64 million visitors.

This record, which was equivalent to half of the population of Japan of those days, is part of exposition history, and has left a deep impression on Japanese history as well.

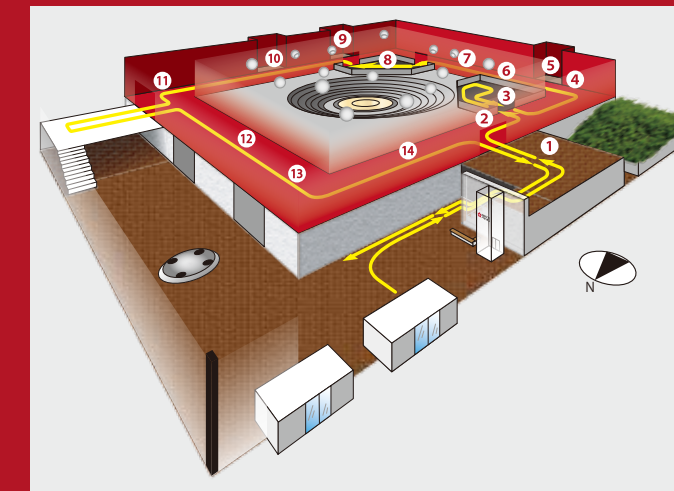
Data on the Japan World Exposition'70

[Duration]	From March 15th to September 13th, 1970 (183 days)	[Venue Area]	330ha
[Pavilions]	116	[Number of Visitors]	64,218,770
[Participants]	(Overseas) 76 countries, 4 international institutions, 1 Government Department, 3 Canadian states, 3 states and 2 cities from the USA, 1 German city and 2 companies		
	(Japan) 1 government department, 3 public corporations, and 28 industry associations		

Positions



Positions(3D)



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EXPO'70 Pavilion

The EXPO'70 Pavilion was called the Steel Pavilion when the Japan World Exposition '70, was held. Its theme was "Song of Steel", and it was a facility used as a music hall for the duration of the Expo from March 15th to September 13th where the concerts were held, and attended by approximately 7 million people.

On March 13th, 2010, on the 40th Anniversary of the Japan World Expo '70, it was opened to the public with a new name, "the EXPO'70 Pavilion" to commemorate the Expo.

A Guide to the Permanent Exhibition

The permanent exhibition, which is the main attraction of the EXPO'70 Pavilion, is situated on the second floor.

Walking along the 160 meter long four sided walkway, of which each side is 40 meters long, in a counterclockwise direction, visitors can see amazingly realistic displays of events at the time of the Japan World Expo '70 and the transformation of the site into the Expo '70 Commemorative Park through videos, photographs and donated exhibits which were items that were actually exhibited during the Expo, as well as through newly created models.

The rapid economic growth of Japan, the preparations for the Japan World Exposition which was the first Expo in Asia and which was held at the peak of the economic growth, each of the pavilions and the various events at the Expo and how they were managed, the records created by the Expo in the history of World Expositions, etc. are presented here.

The project to revive the site after the Expo as a self-sustaining forest is also presented.

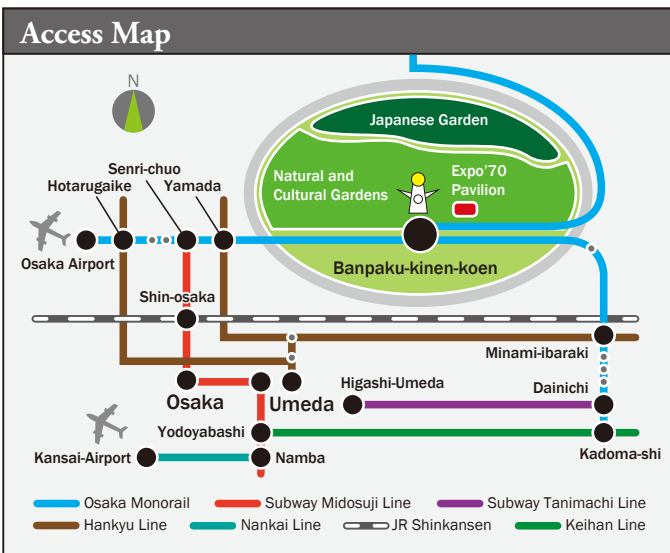


Expo'70 Commemorative Park EXPO'70 Pavilion Guide



Basic Information about the EXPO'70 Pavilion	
Open	from January 2nd - December 27th 10:00a.m-5:00p.m. (Last Entry: 4:30p.m.)
Closed	Wednesdays and the Thursdays following Wednesday Holidays. *Open every day from April 1st to early May and from October 1st to November 30th.
Admission fees	200 yen for high school students and older, free for those younger, 160 yen for group over 20 people. * A separate admission fee of 250 yen for high school students and older, and 70 yen for primary and junior high school students is required for the Natural and Cultural Gardens. *Additional fees may be required for special exhibitions.

Website <http://www.expo70.or.jp/e/>



Osaka Monorail offers easy access to the venue from the following stations:
Minami-Ibaraki, Yamada, Hotarugaikie (Hankyu Line), Senri-chuo (Kitaosaka Kyuko Line), Dainichi (Osaka Municipal Subway Tanimachi Line), Kadoma-shi (Keihan Line)

- From Osaka International Airport
"Osaka Airport" station → Osaka Monorail → "Banpaku-Kinen-Koen" station 17minutes
- From Kansai International Airport
"Kansai-Airport" station → Nankai Line → "Namba" station 39minutes~
"Namba" station → Osaka Municipal Subway Midosuji Line - Kitaosaka Kyuko Line → "Senri-chuo" station 29minutes
"Senri-chuo" station → Osaka Monorail → "Banpaku-Kinen-Koen" station 5minutes
- By JR Shinkansen
"Shin-Osaka" station → Osaka Municipal Subway Midosuji Line - Kitaosaka Kyuko Line → "Senri-chuo" station 13minutes
"Senri-chuo" station → Osaka Monorail → "Banpaku-Kinen-Koen" station 5minutes

1 The Symbol Zone

This is a model of the symbol zone (on a 1/200 scale) created at the time of original Expo '70.

a The Symbol Zone

The Symbol Zone is a zone which represents the theme "Progress and Harmony for Mankind", situated in the center of the venue, and measures 150m from east to west and 1km from north to south. This zone contained the Expo Tower, Tower of the Sun, Festival Plaza, Expo hall, Expo Museum, etc. And from this zone pedestrian walkways extended in every direction, to allow visitors to move smoothly around the vast venue. One point worth mentioning is the space frame roof of the Festival Plaza which was the huge building which could be seen from anywhere in the Expo, and therefore served as a landmark to identify one's whereabouts. The space frame roof was 108 meters wide, 292 meters long, and 3320 tons in weight. The roof was constructed on the ground, and it took 48 days to lift the roof up to a height of 30 meters using 12 enormous jacks in 6 places.



2 From the preparations until the opening ceremony

Approximately 70 photos and videos introduce us to the eventful time when the people passionately threw themselves into activities towards the opening ceremony, from the campaign to host the Expo for the first time in Japan, to site planning, etc.

b Chronicle

Here visitors can see the how Japan moved into full Expo mode, from 1965, when the decision was made to hold the Expo, till 1970, when the Expo '70 was held, through the social conditions in Japan at that time in terms of culture, fashion and social phenomena.

c Admission fee and ticketing

In the preparation phase, care was taken with respect to the pricing of the admission fee and the production of tickets. The admission fee was 800 yen per adult, which was not cheap at the time, and it was fixed by referring to the admission fee for Expos held in the past, as well as based on the estimated number of visitors. As it was the first Expo held in Asia, the pricing of the admission fee was carefully decided, after a lot of consideration and study. The ticket was produced by combining the best technologies in Japan - designed using a very fine coloring pattern called the Salmon pattern and printed using intaglio printing, and the anti-counterfeiting technology used was the same as the one used for bank notes.

d The symbol mark of the Expo

The symbol mark of the Expo was a visualization of the theme "Progress and Harmony for Mankind", and the entire theme represented the cherry blossom, the national flower of Japan. Its five petals represented the five continents (Asia, America, Europe, Africa and Oceania), in short, they represented the world, and it showed the intention of the whole world to participate in the Expo by taking one another by hand. The circle in center represented the Japanese flag, the white space around represented room for development and progress, and the overall stable impression stood for dignity and harmony, which expressed powerfully that this Expo was an event of the whole world. This symbol mark was designed by Mr. Takeshi Otake, who also designed the world-famous package of the Cup Noodle.



3 Steel Pavilion

The Steel Pavilion was displayed by the Japan Iron and Steel Federation.

In keeping with the theme, "Song of Steel", the whole pavilion brought to mind a steel musical instrument, and in the pavilion was a round hall, where many performances were given during the Expo, and in the foyer 17 steel sculptures of musical instruments made by the French artist, Francois Baschet, were exhibited.

The Steel Pavilion was produced and designed by the architect Kunio Maekawa, who also designed the Tokyo Bunka Kaikan (Ueno, Tokyo), and its stark exterior without any embellishments enhanced its dignity.

e Stereophonic Music Hall (Space Theater Hall)

This was the first stereophonic music hall (Space Theater Hall) in the world at the time. In the center of the room of 40 square meters there was a round stage having a diameter of 10m, encircled by 960 seats. There were 1008 speakers in total which were built into the walls and flooring and suspended from the ceiling, and they made the hall resound with realistic sound.

At the time of the Expo '70, there were many performances including laser beam shows linked with music, as well as classical music concerts and Noh plays, and many people attended and enjoyed them.

Now, although the audio equipment does not exist anymore, visitors can see how the hall was used at the time.

4 Fashion

At the time of the Expo '70, many women still wore the Kimono when they went out, and they carried their hand luggage wrapped in Furoshiki, a Japanese wrapping cloth. The ten-gallon hat was in fashion among the young people. At the venue of the Expo, many groups of people wore the same badges or wore hats with the same design, to prevent them from being separated from their companions.



5 The Best of the Expo

This is a presentation of the various No.1s in the Expo '70 - The Soviet Union Pavilion was 110 meters in height, 306 trees were used for the British Colombia State Pavilion, the wait time for the USA pavilion was 4-5 hours, 32,000 light bulbs were used for illumination in the Switzerland Pavilion, 40,000 mirrors were used in the Canadian pavilion, etc.

6 Unprecedented Records

During the 183 days of the Expo, every day people were surprised and impressed anew.

The Expo '70 had various records like 64 million visitors for the entire event, a single-day high of 830,000 visitors, 48,000 lost children, and 48 million yen found, which enable us to glimpse the excitement of those days and the greatness of this unprecedented event.



7 Pavilion☆Pavilion

The greatest item of interest in Expo '70 was the pavilion. It was where every country, enterprise, and organization throughout the world pushed architecture, video, and technology to their limits and used them to express the shining future in their own way.

A feast of beauty in modeling, spatial art consisting of video and music, modern, psychedelic, techno, avant-garde; the future of all of them was there at the Expo.

There are brochures in a variety of designs created by each pavilion which do not seem outdated.

Here visitors can see how the pavilions looked at the time, both exterior and interior, and also the uniforms of the hostesses. Furthermore, at the innermost corner there is a monitor where visitors can see a collection of videos newly edited from the various video libraries of the Expo, to allow the visitors experience a virtual ride on a monorail around the Expo with views from the window and scenes when the monorail passes through a station. From the window of the monorail, pavilions of various designs can be seen.



8 The Theme Pavilion (The Tower of the Sun)

Here we present the Theme Pavilion with the Tower of the Sun. The Theme Pavilion is the facility housing the "Progress and Harmony for Mankind" exhibit which was the theme of the Expo. The time axes - the past, the present and the future - was replaced by the spatial axes - the basement, the ground and mid-air, and this exhibition space contained the space frame roof and the Tower of the Sun at the center.

The basement (the past) was below the Plaza of Harmony (currently the Plaza of the Sun) in front of the Tower of the Sun, and there was represented how men lived from the time life originated until the primitive era, and expressed the preciousness and the dignity of life which has been passed on from generation to generation.

And the ground (the present) was the Plaza of Harmony, with an exhibition entitled "Nameless people who are sustaining the world" containing photographs of the lives of unknown people all over the world, who were living silently but taking responsibility for the well-being of the world.

There was also the mid-air (the future) exhibition on the space frame roof of the Festival Plaza, with an exhibition of the people's lives in the near future, made more convenient thanks to technological innovations, as well as the negative aspects of human life such as racial discrimination, poverty, pollution, etc.

The Tower of the Sun played a role as a guide from the basement to the mid-air, and visitors saw the "Tree of Life" inside the Tower of the Sun, and then went towards the mid-air exhibition center.



f The Tree of Life

The "Tree of Life" stood inside the Tower of the Sun, with a height of 41 meters and a base diameter of 1 meter. 292 models of life-forms were installed in this tree, from protozoists and dinosaurs at the bottom, to human beings at the top. These models symbolized the process of evolution of life, and also the dignity and energy of life, which were inherited from the past.

The tree of life exhibited here is a replica, but the models of animals and plants are the originals which were actually exhibited at the Expo '70, with a few exceptions.



g Masks

The masks displayed in this area are the originals which were exhibited in the basement of the Theme Pavilion at the time of the Expo '70. Their innovative design was the modern interpretation of ethnic masks of all over the world by Taro Okamoto.



b The Hand Chairs

"The Hand Chairs" are the works of Taro Okamoto, and the 5 chairs in 5 colours - red, blue, yellow, green and black - were displayed at the basement of the Theme Pavilion. During the Expo '70, visitors could sit on these works. At present too, visitors can sit and take commemorative photos.



9 The Uniforms

The hostesses at the pavilions decorated the site of the Osaka Expo beautifully.

Some of their uniforms were designed by famous designers, and these designs retain their originality even now.

Since this Expo, showy uniforms for women have become popular.

This exhibition of uniforms consists of items which have been reproduced as faithfully as possible based on documents from the original exhibition.



10 The Festival Plaza

Other than the events to commemorate National Days, various events of various countries, for example, folk dances of all over the world, as well as all over Japan, were held in the Festival Plaza every day.

It was the era when foreign travel was still a dream. This Plaza became a "Place of Human Fraternization", with performances of top artists who got together from all over the world, and festivals and folk performing dances of the world, which gave a culture shock to the visitors.

d Robot "Deme" and Robot "Deku"

"The Festival Plaza" was a space for festivals, relaxation and entertainment. To create stage effects suitable for each event, various technology like lighting, acoustic devices, computers, and robots were fully used, and two robots, "Deme" and "Deku" were installed at the Festival Plaza. Both of them were 14m high, and the cockpits were in their heads, while the lighting and acoustic devices were in their bodies, and they gathered the sound and light from around them and transmitted them to the main control compartment. Based on the processed information, lights, sounds, smoke, and scents were sent out. Deku was used as the sub-control station.



11 1500 people who were backstage

The venue of the Expo was filled with lots of visitors and was full of liveliness.

Backstage, there were people who worked very hard with the thought of making the Expo a success.

The Operation Control Center which compiled approximately 5 million units of data, the Cleaning Management Center and the Clinic which took care of "Information, Sanitation and First Aid", the guards and the fire station protected the safety of the visitors. The two-way radios and cameras which were used by the Expo staff and are on display give the visitors a feel for the period.

The pictorial signs with simple pictographic symbols used as guide sign of the site were very effective, and the electric bicycles which were lent to the concerned people as well as electric cars for transport of visitors played an active part.

d Pictorial signs

For the convenience of visitors from various countries who speak languages other than Japanese and English, simple pictographic symbols were adopted for guide signs at the venue. Almost all these pictographic signs, except the one of the lost child, were designed to be the same as the ones used at the time of Tokyo Olympics (1964) and the Expo in Montreal (1967).

e Electric Cars

Electric cars were used as patrol cars for facility management, and as taxis inside the venue. A taxi which could seat 6 people, could take you anywhere for a fare of 200 yen for every 10 minutes.

12 EXPO'70 Collection

This area presents the Expo-related goods reminiscent of those days, consisting of various Expo-related goods which were sold in and outside the Expo '70, and the commemorative gifts like medals and badges, which were distributed for free.

The commemorative seals which visitors went around the pavilions to stamp are nostalgic gems.

There is also a rotating exhibit of detailed pavilion models made with craft paper. These models were created to a scale of 1-300, and delicately crafted to reproduce the Expo site when put together.

The models are crafted little by little every year, and at present more than 20 models have been completed.

13 Made in EXPO'70 - Everything started from the Expo '70

At the Expo '70, there were many new experiments.

The influence of the Expo is immeasurable - some of the items presented at the Expo have become more widely used today in modern versions, or developed in totally different ways.

m The Air Dome

Pavilions supported by an air membrane structure, like the USA Pavilion and the Fuji Group Pavilion, shook the concept of architecture at its foundations, and they were the forerunners of subsequent domes with an air membrane structure. This structure provides a large space to a construction, whatever its size or shape, and therefore currently many buildings like the Tokyo Dome have adopted this structure.

n The Wireless Telephone

The Telecommunications Pavilion exhibited the wireless telephone, which was called "Dream Telephone" at the time, with which one could make an immediate telephone call to anywhere in Japan. It is the origin of today's cell phone.

o The Ultrasonic Bath (Washing machine for human beings)

The ultrasonic bath at the Sanyo Pavilion was the full-automatic bath where people can sit in the capsule not only to clean the skin but to maintain both health and beauty, using massage balls and supersonic waves. Currently the same technology is applied to the baths for long-term nursing.

p The Electric Car

The electronic cars run with storage battery and motor, without emitting exhaust fumes or noise. At the Expo these electric vehicles were introduced in Japan for the first time on a trial basis as taxis, transportation inside the Expo, and as press cars.

q Canned Coffee (UCC Ueshima Coffee)

In 1969, Ueshima Coffee launched the first canned coffee "UCC Coffee with Milk", inspired by coffee milk. Orders from the people who tasted it at the Expo poured in, and it apparently began to sell explosively since then.

r Yogurt

The staff of Meiji Nyugyo heard that the Bulgaria Pavilion had authentic yogurt, and went there to taste it, and this tasting led to the new development. One year after, they succeeded in reproducing the authentic taste, and then launched the first plain yogurt in Japan, which spread amongst the public.

14 From the closing ceremony of the Expo, to the Expo '70 Commemorative Park

Here visitors can watch the transformation over time of the Expo site.

After closing the Expo, the pavilions in the site were removed, and part of them were relocated and made effective use of as a library, etc. throughout Japan. Efforts were made to restore the nature filled with greenery by planting trees and plants at the vacant site after the pavilions were removed.

Today, the Expo Commemorative Park takes forward the Expo '70's universal theme of the Progress and Harmony of Mankind with its new theme of, symbiosis between people and nature and exchange between people.



k Electric Bicycles

The electric bicycles which ran around the venue were developed by Sanyo Electric Co., Ltd. at the time, and lent to the press to help them cover the event. Their weight was around 44 kg, and they each took 12 hours to get completely charged.

