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THE DAILY YOMIURI

SATURDAY, DECEMBER 17, 2005



The Daily Yomiuri

Each one of the "Merry EXPO" books has a different color and design.

Expo boxes make the front cover

By Saori Kan

Daily Yomiuri Staff Writer

A photography book dedicated to one of the projects at 2005 World Exposition Aichi has been published using recycled cardboard boxes from the expo.

The full-color photo book, "Merry EXPO," edited by Tokyo-based art director Koji Mizutani, features the smiling faces of 312 children, whom Mizutani photographed in more than 20 countries. It also includes short messages by more than 1,000 people, including the featured children, in their own languages.

During the expo, which ended in September, Mizutani organized a project with the same title as his book, broadcasting the smiling faces of more than 20,000 people from around the world onto a huge screen.

"I wanted to record the project in an environmentally friendly way, as the expo had an ecological theme, 'Nature's Wisdom,'" Mizutani said.

In August, he and his staff started to collect used cardboard boxes at the expo's dump sites. After being cut into the correct size for the book's cover at the expo site, the cardboard was sent to his office in Roppongi, Tokyo, where he and his colleagues bound 6,000 copies of the book by hand.

The book costs ¥1,575. Part of the proceeds will be used to build a new school in South Africa. Available at major book stores and through Merry Project's official Web site (www.21merry.net).