

40th Anniversary of Expo Osaka 1970

On March 13th, 2010, Expo Osaka 1970, the first World Expo ever held in Asia, celebrated its 40th anniversary at the Iron & Steel Pavilion of the Expo 1970 Park, a living legacy of the Expo still dominated by its symbol, the "Tower of Sun" of the artist Tarō Okamoto.

On this occasion, the Commemorative Organization for the Japan World Exposition 1970 inaugurated a permanent exhibition, in collaboration with the BIE and "EXPO x EXPOS", dedicated to the history of Expo Osaka 1970 and to the future Expos.

Moreover, a line of 100 "smiling umbrellas" celebrated Expo Shanghai in front of the Tower of the Sun representing a symbolic bridge between the two Expo sites of Osaka and Shanghai

This event recalls the positive and long-lasting impact of Expos and their role as links between cultures.



COMMEMORATIVE ORGANIZATION FOR THE JAPAN WORLD EXPOSITION 1970



The Pavilion of the Kingdom of Morocco

Morocco Pavilion joins in the theme of the Expo "Better city, Better life" or "Morocco, the art of life"

The Kingdom of Morocco embraced the challenge of building an authentic pavilion. Everything was made to attract the public:

- a majestic architecture and authentic materials,
- aesthetics consideration and an extreme attention to details and strong and powerful images,
- authenticity.

Through its pavilion, the Kingdom of Morocco helps the visitors to understand :

- its knowledge through the architecture and the originality of its building,
- its history,
- the quality of life and the values of its people,
- its level of development and its capacities to exchange.

The Pavilion presents Morocco as:

- a country, which enjoys an exceptional geographical situation, facing Europe and the door of Africa,
- a country connecting two worlds, a link between two civilizations.
- a country, which has benefited from a melting pot, that for centuries, has generated a creative spirit in architecture, in the traditional arts (ceramic, wood, plaster, marble, zellige,) as well as in embroidery, jewellery, costumes, tools and food...

Our Pavilion, with the theme "Morocco, the Art of Life", presents a welcoming diverse country, with a strong historic and cultural legacy, in full urban development and social change.

The pavilion of the Kingdom, with its skillfully embroidered facades, its gardens, its ponds of water and its fountains, is conceived to attract the visitors and invite them to discoveries.

Built on a 2000 m² area, with a covered area of



4000 m², the pavilion has 3 levels and a terrace. The ground floor reflects marvellously the permanent concern to create a good living environment. In a museum atmosphere, the visitor roams through shop windows, with a smooth background music and images of Morocco, which scroll slowly on the walls. On the 1st floor the visitor is plunged into a medina with its alleys and its shops. Already in this structure of the traditional city, the life was organized around the art of life. It is important to show this model of ancestral organisation with an active and harmonious life.

Visitors will appreciate and notice many resemblances with the Chinese traditions.

They will discover the product of the manual labour of "maalmens" in all the domains: calligraphy, embroidery enriched by the Andalusian influence, the jewels, the regional traditional costumes, the pottery and the enamelled ceramic, the brass work, the carpets, for the country or the city (houses in Morocco are very cheerful), cavalry and metal work, music etc. All the colours and the diversity reflects a real art of life.

On the upper floor we can see the Kingdom of Morocco to day.

A fast-growing Morocco, landscapes, new cities, sport activities, harbour infrastructures, free zones, high-tech parks, highways ... Images are passing on a screen of 240 m².



Using the multimedia in an open space, a luxurious architectural space.

The event agenda and the communication programme deserve a particular attention: reports, documentaries and movies, mediatization of the craftsmen, cooperation with the Chinese Embassy in Morocco, press conferences, reception of delegations and meeting of Commissioners General, creation of the Pavilion's Website, special package with travel agencies for Moroccan people to go to Shanghai, activities with the Moroccan community in China, Pavilion's events, National Day of Morocco on September 30th, 201, etc.

From its opening, on May 1st, the Pavilion has welcomed more than 30 000 visitors a day sometimes exceeding 50 000 visitors.

Ahmed AMMOR, Commissioner General of the Moroccan Pavilion