

PAVILION NEWSFLASH!

Great World Artists Management of Ottawa has been appointed to act as impresario of the entertainment component for the Canada Pavilion. John Cripton and Michael Tabbitt of GWA will co-ordinate a program which will be representative of the regions and cultures of Canada. The contract also includes Canada Day celebrations which promise to be spectacular, especially in light of Canada's 125th anniversary.



Continental PIR Communications Inc., of Ottawa, has been chosen as the public relations agency for the Canadian participation at Expo'92. Gail Flitton, in Canada and Joaquin Maestre, of affiliated company Shandwick in Barcelona, will work in collaboration with the International Expositions Division of the Ministry of External Affairs to promote the Canadian participation in Canada and in Europe. Work has already begun on a December event to take place at the Canada Pavilion to highlight its completion. Luc Lavoie, Commissioner General for the Canadian participation, would take the opportunity to thank all the people who have worked on the Canada Pavilion since ground was broken in April of 1990. Mr. Lavoie would also accompany the media on a tour of the building. We will keep you informed...



The sun in Spain has been depicted in a computer program. Vancouver architect Bing Thom utilized a computer-based graphic print-out which depicted sun and

shadow in relationship to the architecture of the Canada Pavilion. Variables included the time of year and time of day to help ensure crowd comfort through the use of shade, creating extra shade cover as appropriate.



The Commissioner General of the Canada Pavilion, Luc Lavoie, has recently moved to Seville where he has set up office in the World Trade Centre. Mr. Lavoie already has made contact with key Spanish authorities and reporters.



Editorial research and planning as well as advertising solicitation is well underway in connection with FUTURE, the official publication of the Canada Pavilion. Inside Guide Magazine Limited, of Toronto, is producing the magazine which will have a press run of 50,000 and will be distributed mainly through the VIP lounge.



Maria Jean Pierre Bridal Ltd., of Toronto, has been contracted to design and produce uniforms for the hosting staff of the Canada Pavilion. Photographs of the uniforms will appear in a later edition of "Canada at Expo'92".



At the end of November, the National Film Board of Canada will have the first cut of the stunning 15-minute IMAX film which is the centrepiece of the Canada Pavilion.