

Canadian  
Participation  
EXPO '92  
Seville, Spain

December, 1991

## THE CANADIAN ZINC INDUSTRY AND THE CANADA PAVILION

Participation  
canadienne  
EXPO '92  
Séville, Espagne

Canadian zinc producing companies have joined together under the umbrella of the Canadian Zinc Industry to showcase their metal to the world by sponsoring the two zinc facades of the Canada Pavilion at Expo '92.

Participación  
canadiense  
EXPO '92  
Sevilla, España

Designed by Bing Thom Architects of Vancouver, B.C., the Canada Pavilion is one of the most distinctive zinc-clad structures in the world. About 2,000 square metres of preweathered zinc sheets -- nearly 50 tonnes -- cover the two facades of the pavilion.

"This sponsorship endeavour is the result of a true Canadian effort", explains Commissioner General for the Canadian Participation, Luc Lavoie. "Not only is this project beneficial to the Canadian zinc industry, it has also created a unique eye-catcher!"

Zinc was chosen by Mr. Thom for its versatility and recyclability. The exterior of the pavilion will demonstrate the beauty of zinc, a product that naturally and permanently retains its initial colour and patina. When construction is fully completed, the material will take on a "life" and an "inner glow" that will give the Canada Pavilion a striking and ever-changing image throughout the day and night.

The use of zinc on the Canada Pavilion ties in with the main theme of the exposition: The Age of Discovery. "Discovery" will be manifested in part through the architectural achievements of pavilions at Expo '92. Visitors to the Canada Pavilion will discover how zinc can be used in architectural design. The metal has been used widely in architectural applications in Europe for many decades. It is hoped that by sponsoring projects such as the Canada Pavilion, the market for zinc in architecture will be developed in North America.

Located on a principal avenue just inside the main gate of the Expo '92 site, the Canada Pavilion will have a strong presence during the exposition. Its double zinc facade will attract the attention of monorail passengers and of pedestrians using the main gate.

Canada is the largest zinc producing country in the world. The Canadian Zinc Industry Sponsors are Cominco Ltd., Curragh Resources Inc., Falconbridge Limited, Hudson Bay Mining Company, Metall Mining Corporation, Noranda Minerals Inc., Teck Corporation and Westmin Resources Limited.

External Affairs and  
International Trade  
Canada  
125 Sussex Drive  
Ottawa, Canada  
K1A 0G2  
Tel: (613) 993-5745  
Fax: (613) 993-4604

Affaires extérieures et  
Commerce extérieur  
Canada  
125, promenade Sussex  
Ottawa, Canada  
K1A 0G2  
Tél: (613) 993-5745  
Fax: (613) 993-4604

Ministerio de  
Asuntos Exteriores  
y de Comercio Exterior  
125 Sussex  
Ottawa, Canada  
K1A 0G2  
Tel: (613) 993-5745  
Fax: (613) 993-4604

.../2

C A N A D A