

## MEDIA OVERVIEW

### Canada Pavilion

The Canada Pavilion's theme, "Explore Canada, Explore a New World", emphasizes Canada's history of exploration, its contemporary innovations in science and technology, its uniqueness as a multicultural society and the vastness and beauty of its landscape. The pavilion will show the world the vibrancy of Canadians and Canadian society, and will highlight the country's world class expertise in various high technology fields and illustrate the attraction of Canada as a tourist destination and a multicultural success story.

The Canada Pavilion has been designed by Bing Thom architects, designers of the award-winning Northwest Territories Pavilion at EXPO'86 in Vancouver. The Canada Pavilion will occupy a 4,200 square-metre site located near the major western entrance to the EXPO '92 site and near the USSR Pavilion.

Canada's ten provinces and two territories will be represented in the 5,000 square-metre, three-storey pavilion. The pavilion will feature a 500-seat courtyard which will create an impression of Canada's vast land and its natural resources.

Site preparation for the Canada Pavilion in Seville began on April 19, 1990 making Canada the first international participant to break ground. Pavilion construction is scheduled to begin in June.

The budget for Canadian participation at EXPO'92 is \$33 million dollars. This figure includes pavilion and theatre design and construction, exhibit design and production, shipping, outfitting of the pavilion, cultural events and promotion, film production, staff accommodation and transport. Over two-thirds of the budget will be spent in various regions of Canada.

Supply and Services Canada is the contracting authority for the design and construction of the Canada Pavilion on behalf of External Affairs and International Trade Canada. An eight-person project team from External Affairs and International Trade Canada and from the Canadian Government Expositions and Audio-Visual Centre of Supply and Services Canada has been appointed to manage Canadian participation at EXPO'92.

### Background

Scheduled to commemorate the 500th anniversary of the historic voyages of Christopher Columbus, EXPO'92 in Seville, Spain, will be the first universal exposition since the 1970 World's Fair in Osaka, Japan and the last universal exposition of this century.

On its 215-hectare island site in the Guadalquivir River, EXPO'92 will host pavilions from 103 nations, 22 international organizations and 23 multinational corporations. Centred around