

Canadian
Participation
EXPO '92
Seville, Spain

December, 1991

THE CANADA PAVILION EXHIBIT HALL

Participation
canadienne
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Séville, Espagne

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canadiense
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Expo'92 will be a place for people to share ideas, goals and a vision about the future. At the Canada Pavilion, millions of visitors from around the world will have the opportunity to witness Canada's technological and industrial achievements and experience our culture.

Reflecting the "discovery" theme of Expo'92, the Canada Pavilion 1,000 metre square exhibit hall will highlight participation by Quebec, Ontario, British Columbia and the Federal Government. The exhibit hall will focus on future technologies, discoveries, inventions and innovations in different fields.

The Federal Government Exhibit

For the federal exhibit area, "hands-on" exhibits encourage visitors to actively explore and learn about Canada and the achievements of Canadians. The exhibits, designed with a focus on youth, will appeal to visitors of all ages. A Montréal firm, Design + Communications Inc., won the competition for the design of this interactive and entertaining exhibit.

A dominant feature of the design concept for the federal exhibit is a large colourful "Exploration Wall" that projects a strong image of Canada and, at the same time unifies the exhibit. The "Exploration Wall" depicts the land, the regional and cultural characteristics of Canada and offers visitors the opportunity to interact with an assortment of exciting exhibits.

Set against this background are science and technology exhibits representing all regions of the country. A wide variety of exhibit techniques are used. Visitors can discover European cities in a computer game using satellite imagery. They can also see a life-size nest of recently-discovered dinosaur eggs, ride a computer-simulated Bombardier snowmobile and study 45-million-year-old specimens from an ancient tropical forest in the Arctic, to name only a few items of the exhibit.

Quebec Exhibit

The theme "Quebec is America and Then Some" is brought to life through an impressive live visual presentation and by the strategic layout of its components. Responsible for the exhibit is Design + Communications of Montreal, Quebec.

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