

# News Release

Minister for  
International  
Trade



# Communiqué

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## MINISTER CROSBIE UNVEILS MODEL OF EXPO 1992 CANADA PAVILION

International Trade Minister John C. Crosbie unveiled today the architectural model of the Canada Pavilion for Expo 1992 in Seville, Spain. The unveiling took place on the occasion of the official visit to Canada of the Prime Minister of Spain, Felipe Gonzalez from May 14-17.

"As this impressive model indicates, visiting the Canada Pavilion at Expo '92 in Seville will be a thrilling experience. Visitors will be invited to discover the many faces of Canada from our spectacular scenery to our multicultural society," Mr. Crosbie said. "It will also showcase Canadian expertise and leadership in developing new and advanced technologies in fields such as telecommunications and environmental protection."

The model was presented by Canadian architect Bing Thom of Vancouver who designed the Canada Pavilion. The Pavilion will feature a 500 seat IMAX theatre, an exhibition hall and an inner courtyard which will create an impression of Canada's vast land and its natural resources. Total indoor exhibit area, separate from the theatre, will exceed 1000 square metres. The theme for the 5000 square metre Canada Pavilion is "Explore Canada, Explore a New World."

"Canada is looking forward to participating at Seville in 1992 and helping Spain celebrate its past, present, and future," Mr. Crosbie said.

The year 1992 will be a year filled with excitement and celebration for Spain. Spain will host the Summer Olympics in Barcelona; Madrid will be the cultural centre of Europe; and the European Community will realize its single market free of internal barriers to the movement of goods, services, capital and people among the twelve member states.

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Photos of the model are available upon request.

Affaires extérieures et  
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Canada

## 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

its theme "The Age of Discovery", the exposition will be similar in scale to Canada's EXPO'67 - a showcase for the best the world has to offer in architecture, culture, technology and international cooperation.

#### **Theme**

The EXPO'92 theme, "The Age of Discovery", celebrates discovery in all areas of human endeavor and in the past, present and future. "Discovery" will manifest itself in the architectural achievements of EXPO'92's pavilions, in the cultures and lifestyles they represent and in the technical and scientific achievements that make them possible. Coinciding as it does with the 500th anniversary of the voyages of Christopher Columbus, EXPO '92 is a fitting occasion for celebrating historic and contemporary human accomplishments and previewing mankind's achievements into the next century.

#### **Location**

Seville, with a population of 700,000, is located about 45 minutes by air from Madrid and 90 minutes flying time from Barcelona. One of Spain's leading centres of art, literature and education (the University of Seville dates back to 1502 and the city's cathedral is one of Europe's largest churches), Seville shows a strong Moorish influence in its architecture, in its shaded streets and whitewashed houses wrapped around gardens, courtyards and a network of canals.

Thought to be the historic home of the legendary Don Juan, and located on the Guadalquivir River, Seville is an important inland port, light manufacturing centre and traditional exporter of wines, perfumes, fruit and olives.

#### **Exposition Schedule**

EXPO'92 will take place from April 20 to October 12, 1992. During that same period, other events of international significance will also focus world attention on Spain and Europe - the 1992 Summer Olympics in Barcelona and the market integration of the European Economic Community both coincide with EXPO'92.

#### **Attendance Projections**

Current projections indicate that EXPO'92 can anticipate approximately 50 million visits. Business executives are expected to account for approximately two million of these visits.

#### **International Participation**

To date, 103 nations have agreed to participate in EXPO'92. A total of 170 exhibitors are expected, making this history's largest world exposition. In comparison 62 nations participated in Montreal's EXPO'67.