

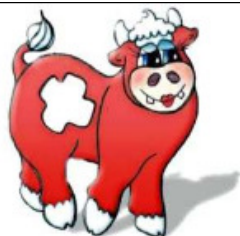


### **The Mountain – Switzerland at the 2005 Exposition in Aichi, Japan**

A World Exposition Moves Mountains: Switzerland, which was represented at the Expo 05 by the Mountain project, can look back on a successful presentation. Presence Switzerland had a mandate from the Federal Council to coordinate Switzerland's presentation at Expo 05.

On 25 March 2005, the world exhibition Expo 2005 opened in Aichi, Japan. Switzerland was represented by The Mountain project by the Panorama 2000 Group. The Mountain was a huge membrane in the form of a high mountain range which ran the entire length of the pavilion.

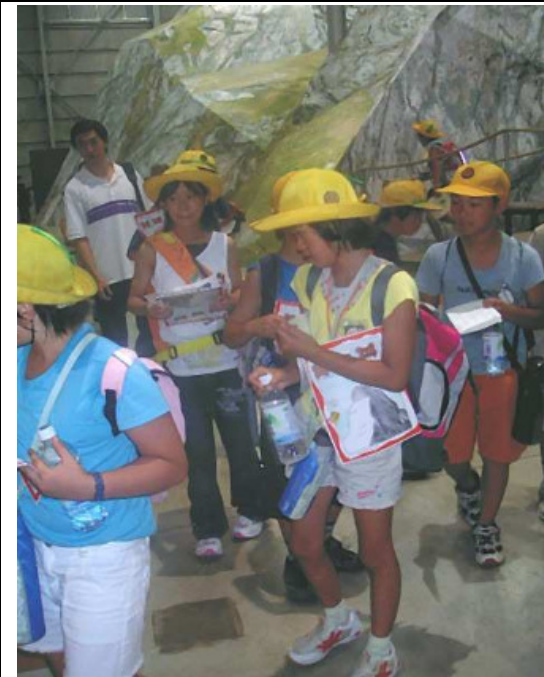
In the interior of the mountain, Switzerland displayed exhibits and excerpts from Swiss exhibitions and collections to illustrate the Expo topic - the Wisdom of Nature. The Swiss pavilion went down very well with Japanese visitors. The magnificent mountain scenery tuned visitors in to the exhibition by displaying a feature of Switzerland that is familiar to and popular with them. The interior of the mountain contained numerous historical but also modern and contemporary objects, conveying the image of a diverse and modern Switzerland. ©Presenz Switzerland



Hmmmhm..... Am I a Swiss cliché?



Akabeko says,  
no zwirbel you're a modern cow...



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