

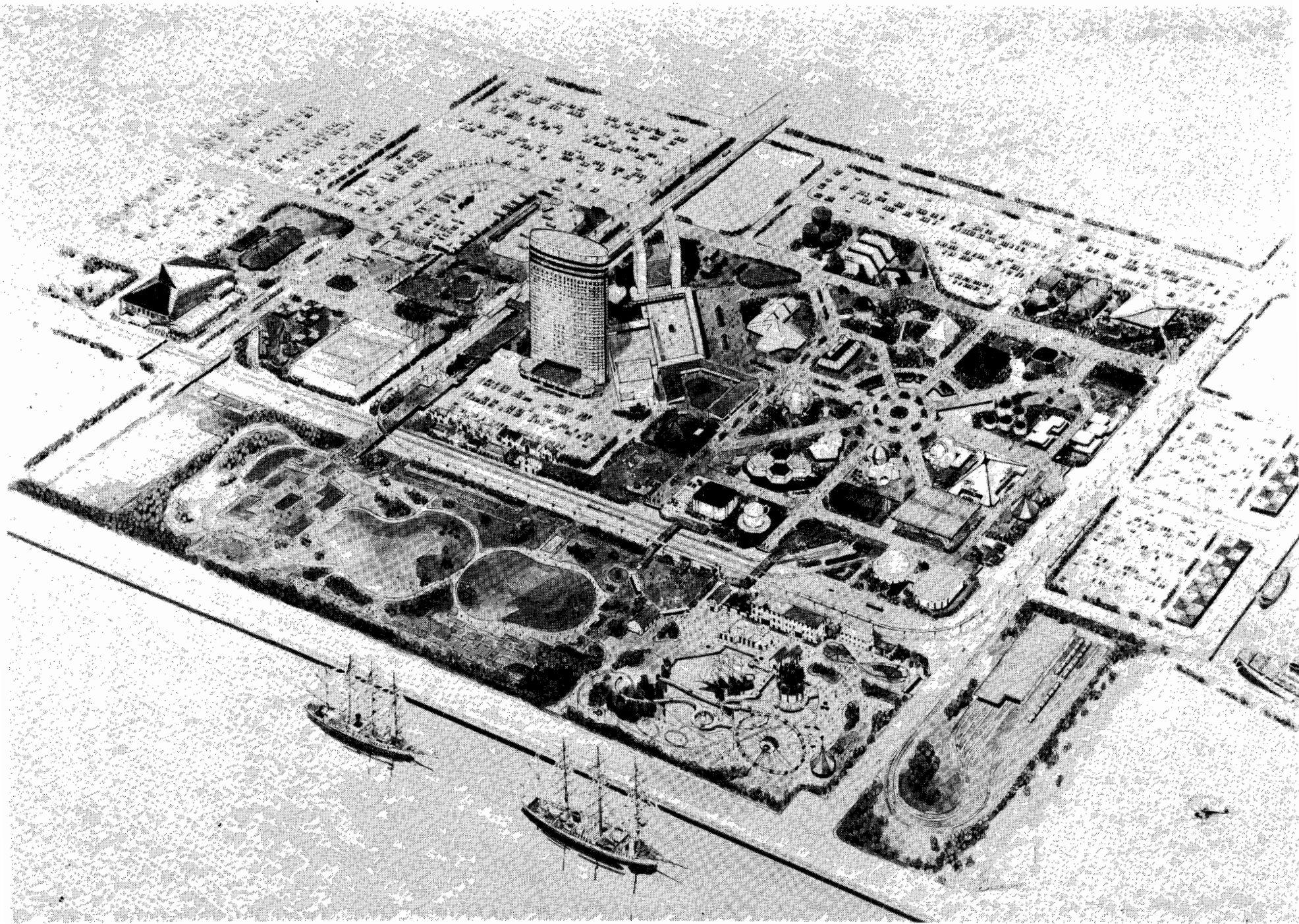


PORTOPIA '81

PORTOPIA '81

THE KOBE PORT ISLAND EXPOSITION

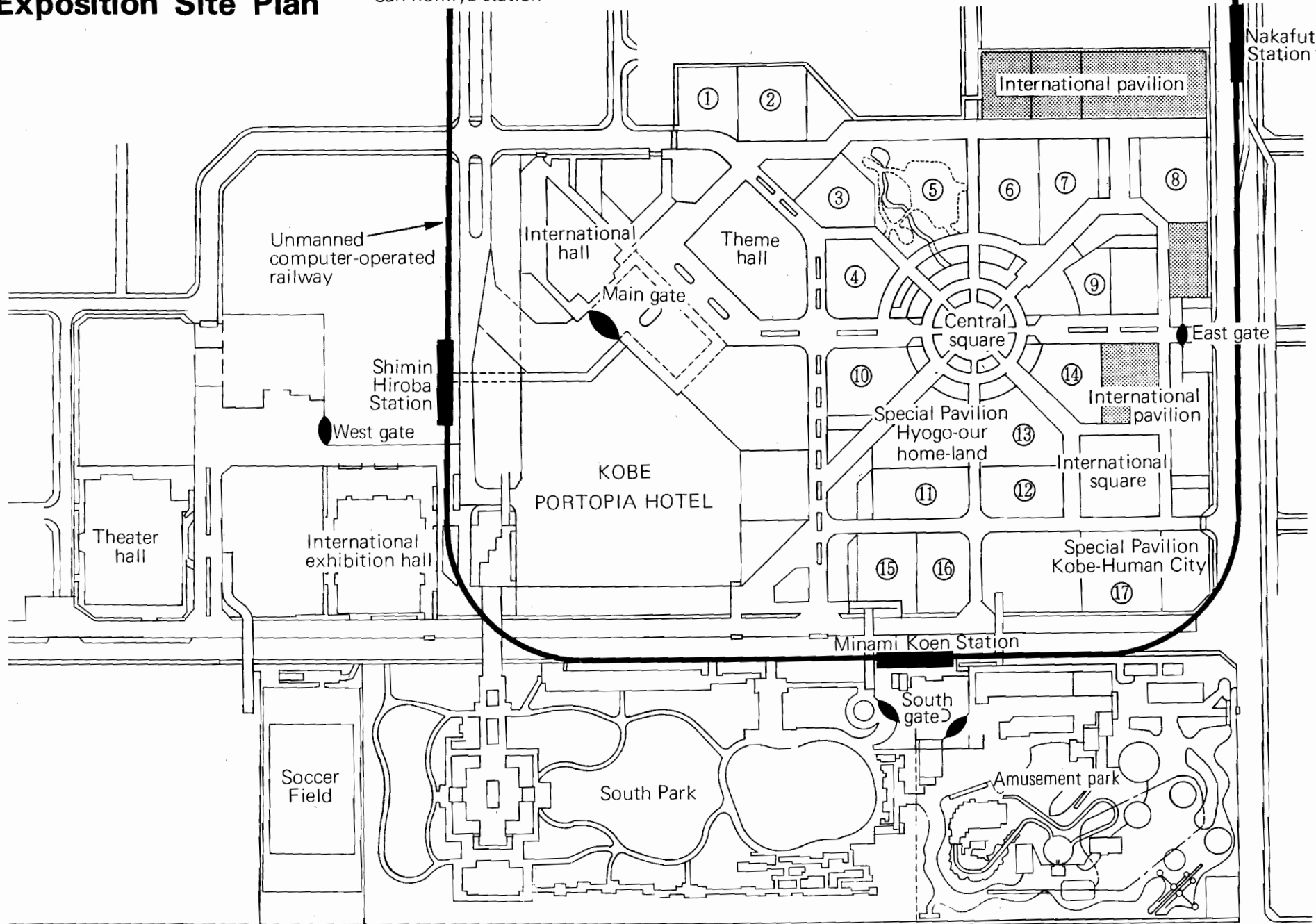
Kobe Port Island Exposition Association



Exposition Site Plan

From San-nomiya station

To San-nomiya Station



- ① The Kansai Electric Power Co., Ltd.
- ② Matsushita Electric Industrial Co., Ltd.
- ③ The Fuji Bank, Ltd. and Fuyo Group
- ④ Sanwa Group
- ⑤ Japan IBM, Ltd.
- ⑥ Mitsubishi Group.
- ⑦ The Dai-Ichi Kangyo Bank Group
- ⑧ Sanyo Electric Co., Ltd.
- ⑨ Suntory Ltd.
- ⑩ Kawasaki Steel Corp.
- ⑪ Mitsui Group
- ⑫ Sumitomo Group.
- ⑬ The Daiei, Inc.
- ⑭ Kobe Steel, Ltd.
- ⑮ Osaka Gas Co., Ltd.
- ⑯ Ueshima Coffee Company Ltd.
- ⑰ The Taiyo Kobe Bank, Ltd.

List of Portopia Exhibitors

1. Domestic Exhibitors

	Exhibitor's Name	Contents of Exhibit	Total Area (in sq meters)	Floor Area (in sq meters)
Theme Pavilion	Kobe Port Island Exposition Association	An exhibit based on the main theme of ... the Creation of New "Cultural City on the Sea"	6,360	2,824
Special Pavilions	Hyogo Prefecture	The face, customs and culture of Hyogo Prefecture	3,240	1,473
	Kobe City	The city of Kobe - its past, present and future as a city of humanity	2,740	1,594
Individual halls	Kawasaki Steel Corp.	A new planet earth.	3,070	1,000
	Kobe Steel, Ltd.	Portrama hall - with its theme "the sea, the sky and life"	2,540	1,000
	Suntory Ltd.	The pleasure of water - with its coolness, enjoyment and its mysteriousness	2,930	1,000
	Sanwa Group	Portopia Midori Hall - with its theme "Invitation to the bottom of the sea"	2,790	1,250
	The Taiyo Kobe Bank, Ltd.	The construction of a Kobe Planetarium and Theater	2,490	1,000
	The Daiei, Inc.	Around the World in One Hundred and Eighty Days	3,030	1,000

Individual halls	Sumitomo Group.	An exhibit based on the joint participation of 21 member companies of Hakusui-kai	2,510	1,250
	Mitsubishi Group.	An exhibit based on the joint participation of 28 member companies of Kinyo-kai	3,550	As yet undecided
	Japan IBM, Ltd.	The passion of civilization as expressed by computer technology	1,400	750
	Sanyo Electric Co., Ltd.	Sanyo Hall	3,270	1,000
	The Kansai Electric Power Co., Ltd.	Energy sources of the future	2,610	1,000
	Osaka Gas Co., Ltd.	Osaka Gas Pavilion with its theme "the mysterious world"	2,510	1,000
	The Fuji Bank, Ltd. and Fuyo Group	An exhibit based on the joint participation of Fuyo Group companies.	2,550	As yet undecided.
	The Dai-Ichi Kangyo Bank Group	Heart Hall	2,920	1,200
	Mitsui Group	An exhibit based on the joint participation of Mitsui Group companies.	2,910	1,250
	Matsushita Electric Industrial Co., Ltd.	"Self-sufficient system of energy" and "Aiming at better life"	3,240	1,200
Ueshima Coffee Company Ltd.	UCC Coffee Hall with its theme "Good day, nice friends"	2,510	1,200	

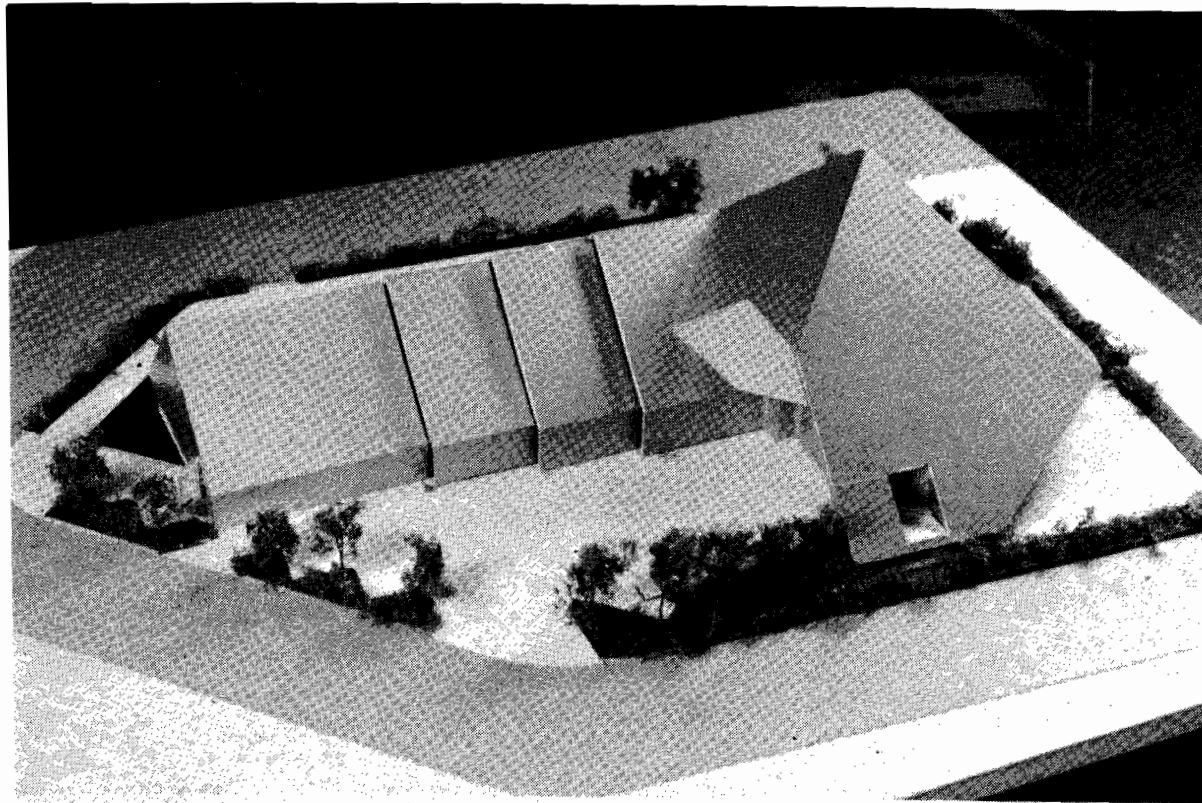
Collective Halls	Local Governments	Prefectural, & municipal governments with their own display of Industry, Culture & Tourism	Exhibition hall	1,700
	Public Corporations	The Future, the present situation and the history of the public corporations in Japan	Exhibition Hall	2,400
	Joint Enterprises No1	Better living by joining hands with people overseas	2,000	1,000
	Joint Enterprises No2	Portopia Sports Stadium	3,000	1,296
	Joint Enterprises No3	The new life style of the 1980's Kobe fashion	2,000	1,000

2. Foreign Exhibitors

International Collective Pavilions	International Pavilion 1	Foreign participants in a collective pavilion	2,695	1,000
	International Pavilion 2	Foreign participants in a collective pavilion	1,808	1,000
International Individual Pavilions		As yet undecided		

Basic Conceptions for Proposed Pavilions

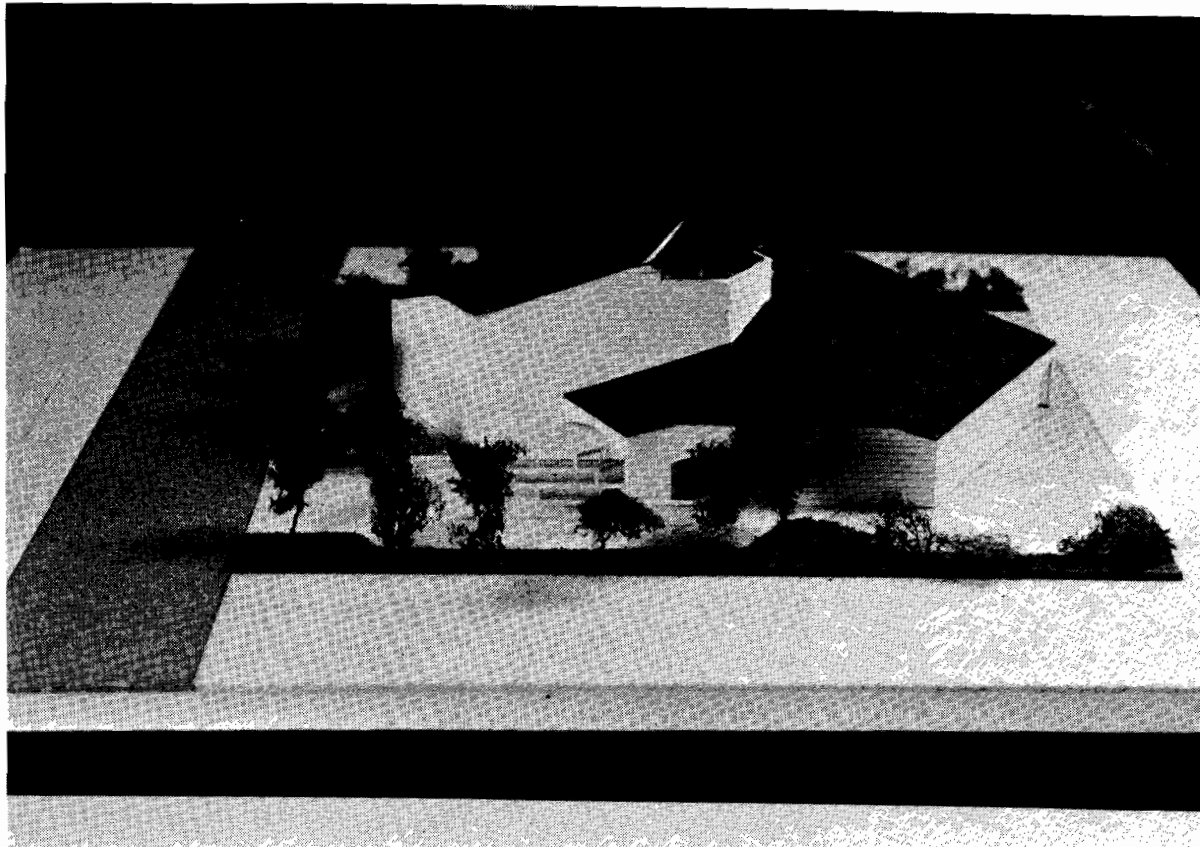
Theme Pavilion (Kobe Port Island Exposition Association)



Special Pavilion-Hyogo, Our home-land (Hyogo Prefectural Government)



Special Pavilion-Kobe Human-City (Kobe Municipal Government)

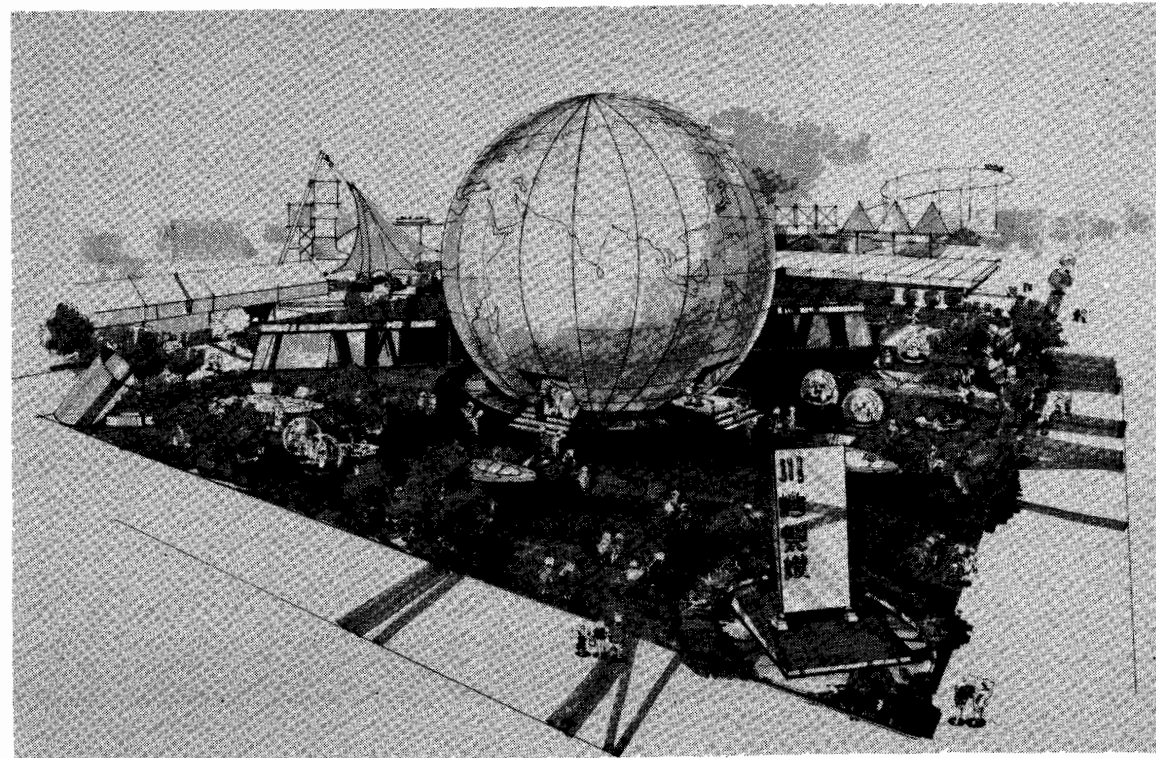


Kawasaki Steel Pavilion

On the 4th of June 1979, it was decided that Kawasaki Steel would construct its own pavilion at the Kobe Port Island Exposition, Portopia '81. In an area comprising 1500 square meters, Kawasaki has chosen to tackle the theme "Thoughts for a New Planet Earth", with the problems of diminishing resources, food supplies and increasing population as its main points, with various areas of the world used as examples. This the first time for Kawasaki to undertake the massive task of constructing its own pavilion; previously, at Expo '70, it participated in the Iron and Steel Pavilion, and at the Okinawa Marine Exposition as part of the DKB Group. The Kawasaki Ironworks Group includes forty different companies at present, whose cooperation is being sought in this major project, estimated to cost approximately Yen 400 million. Kawasaki hopes that as one of the major industries in this region, its participation in Portopia '81 will help improve the level of local culture as well as further economic development.

(June 5, 1979 – Kobe, Nihon Keizai, Asahi,

Yomiuri, Mainichi, Sankei and Nihon Kogyo newspapers)

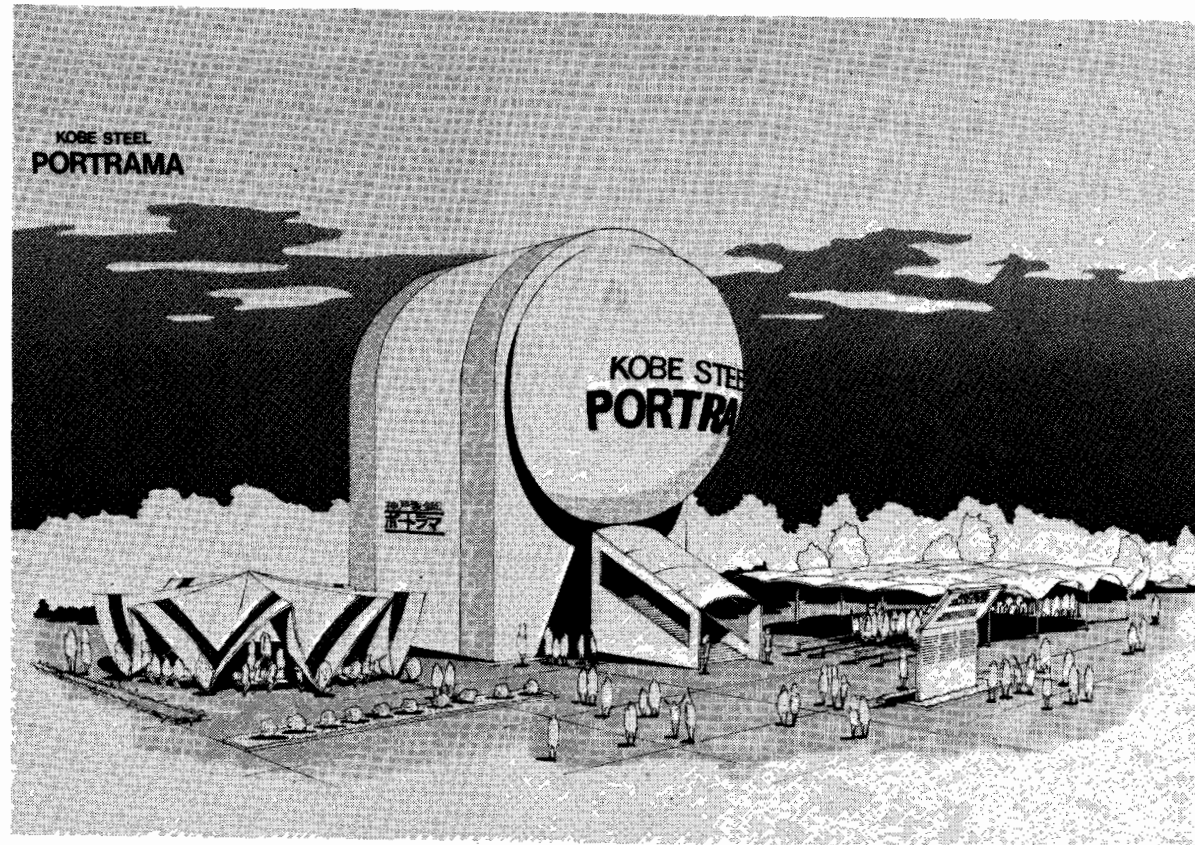


The Kobe Steel Pavilion

On the 27th of June, Kobe Steel announced its decision to participate in the Kobe Port Island Exposition, Portopia '81.

The pavilion will be called Portrama (the Portrama Pavilion) and will house a new film projection system, one of the first of its kind anywhere. This system utilizes a new hemispheric screen onto which two cameras with fisheye lenses will project coordinated images. A film of approximately fifteen minutes' duration can thus be shown to an estimated 800 spectators, and for its central theme, Kobe Steel has produced a movie entitled "The Sea, The Sky and Life" which depicts the four seasons in Japan. It is hoped that this advanced film technology will be of great interest to many visitors to Portopia '81. The pavilion will cover a site of 1000 square meters and will have entailed an outlay of Yen 400 million.

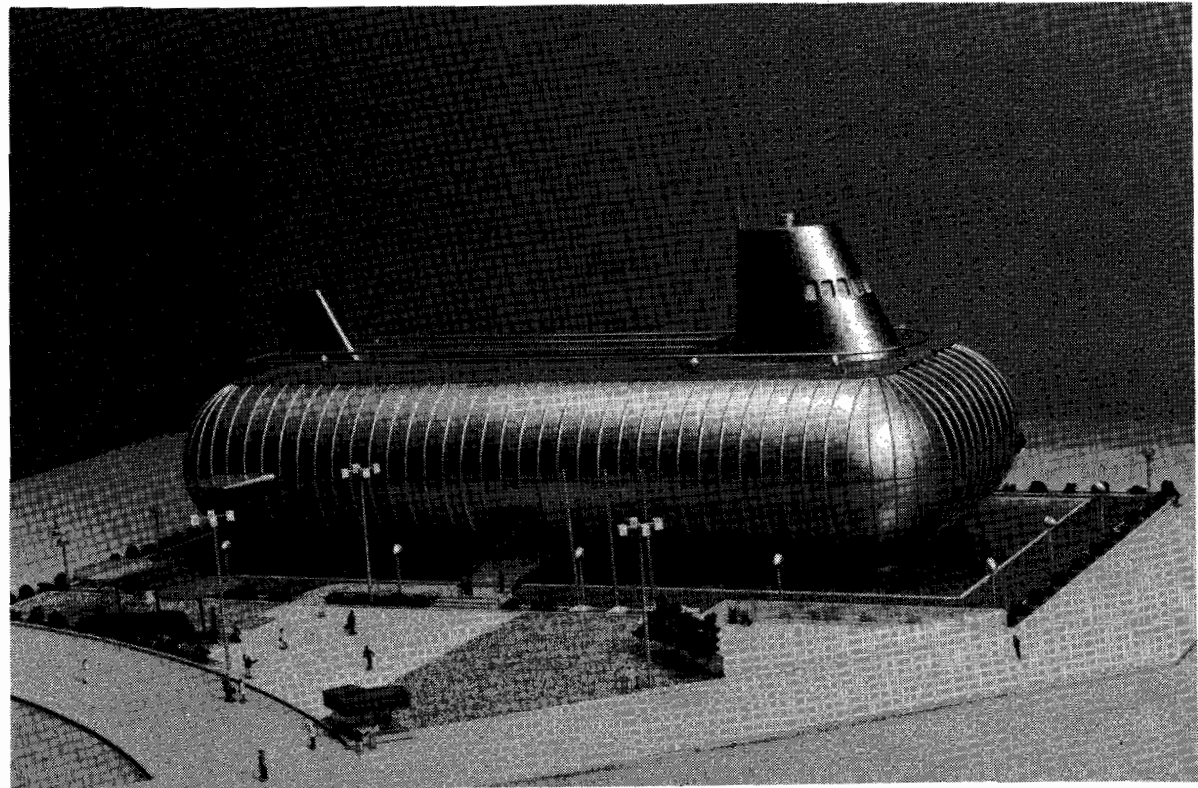
(June 28, 1979 – Kobe, Asahi, Mainichi, Yomiuri, Sankei and Nihon Keizai newspapers.)



Sanwa Group

On the 30th of June, 1979, the Sanwa Group (also known as Midorikai) announced its decision to participate in the Kobe Port Island Exposition, Portopia '81. It will be the first time for the Sanwa Group to participate in an exposition as a major group enterprise. At the present time, a pavilion site of 1,250 square meters has been proposed, the contents of which are as yet in the planning stages. Participation companies will include: Ube Industries, Ohbayashi-gumi, Sanwa Bank, Takashimaya, Teijin, Toyo Construction Co., Nissho-Iwai, Nichimen, Hitachi Shipbuilding, Maruzen Oil, Yamashita-Shinnihon Line and Unitika – a total of 12 companies.

(July 1, 1979 – Kobe, Yomiuri, Sankei, Nikkei and Mainichi newspapers.)

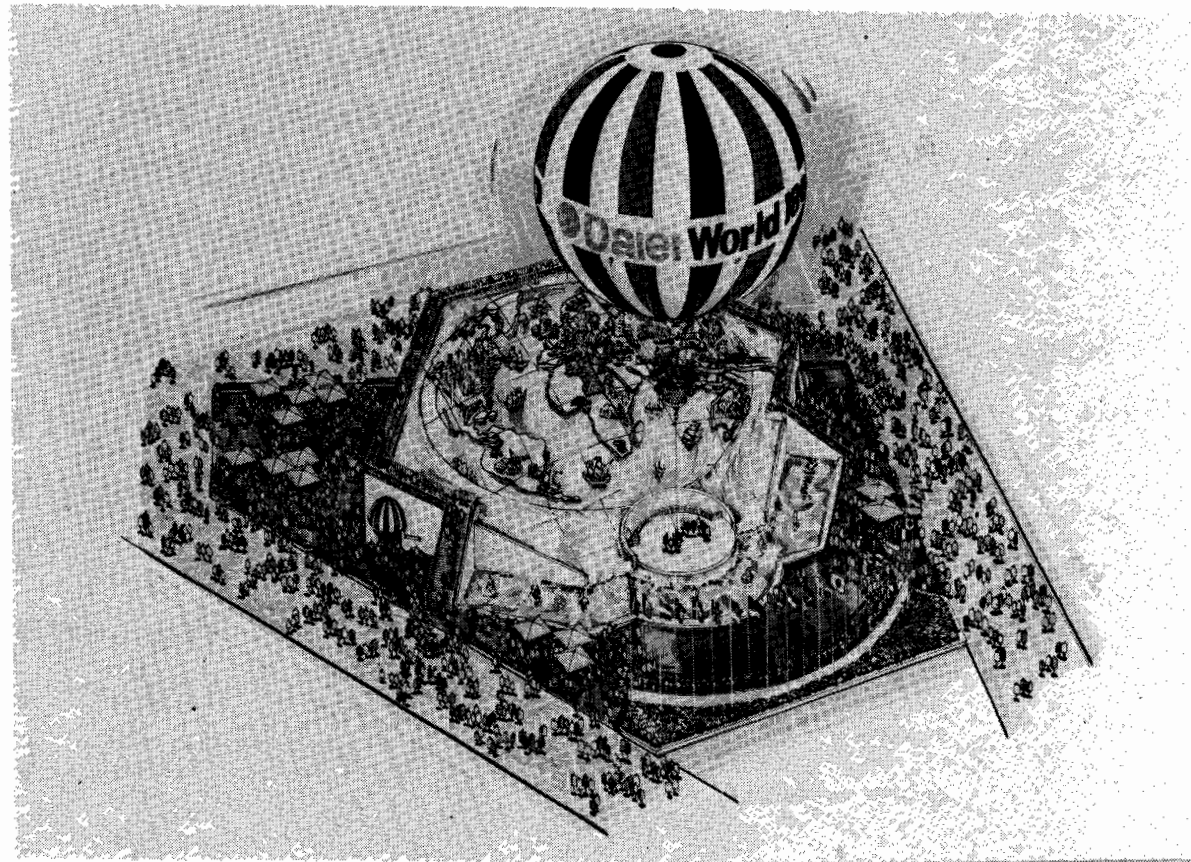


Daiei

With the theme “Daiei - A Hundred Eighty Days Around the World”, Daiei announce its decision to construct a pavilion of 1000 square meters at the Kobe Port Island Exposition, Portopia '81. The notification was made of the 10th of July. The pavilion will cover 1000 square meters and be constructed in a hexagonal shape. On the roof, 12 meters high, there will be a panorama of showing the Eiffel Tower, the Arch of Triumph and the Statue of Liberty. Inside a multi-screen system will show films of the aerial views of different cities of the world. An artificial pond is being planned with a stage to encircle it. Last but not least, a world bazaar will sell goods from many different countries. The pavilion will seat 500 visitors at a time, and will cost an estimated Yen 1 billion to construct.

(July 11, 1979 – Kobe, Asahi, Mainich, Yomi-
uri, Sankei and Nikkei news-

papers)



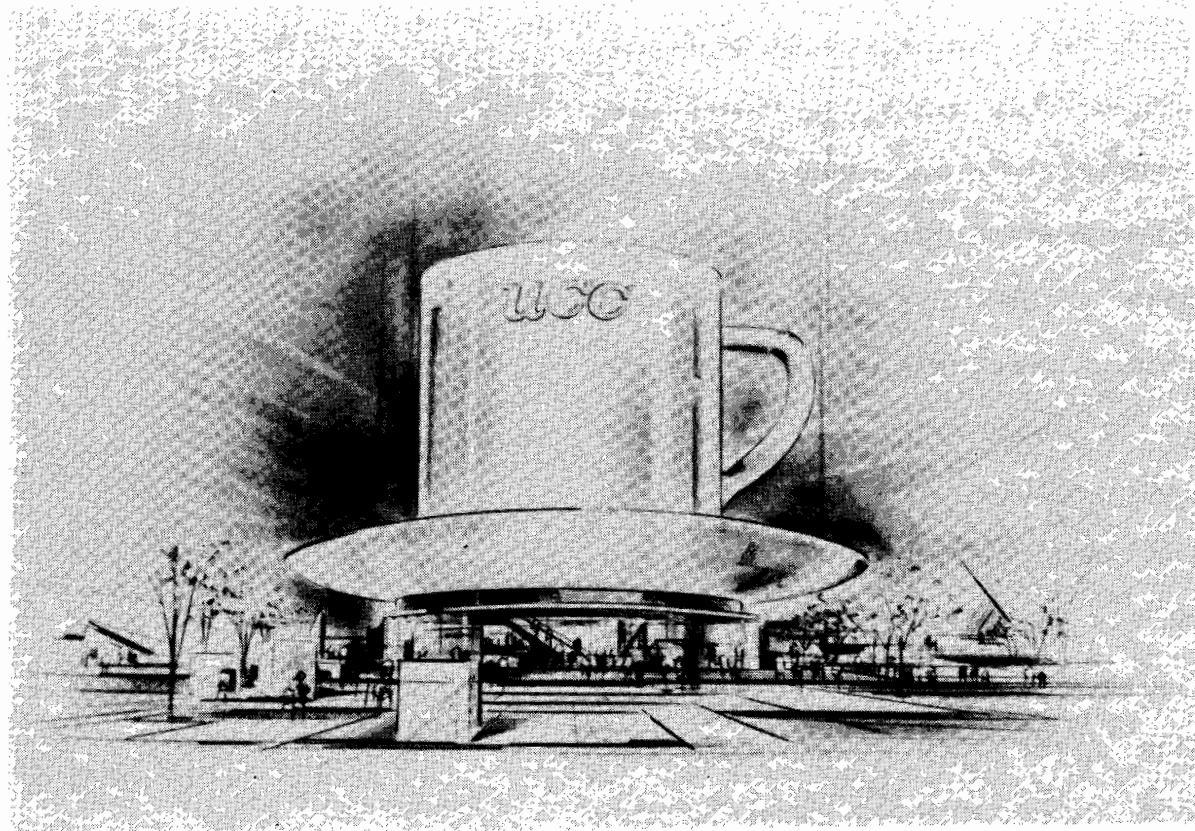
UCC Coffee Pavilion

Theme ——— “Good Day! Nice Friends!”

Sub-theme ——— To seek new contacts

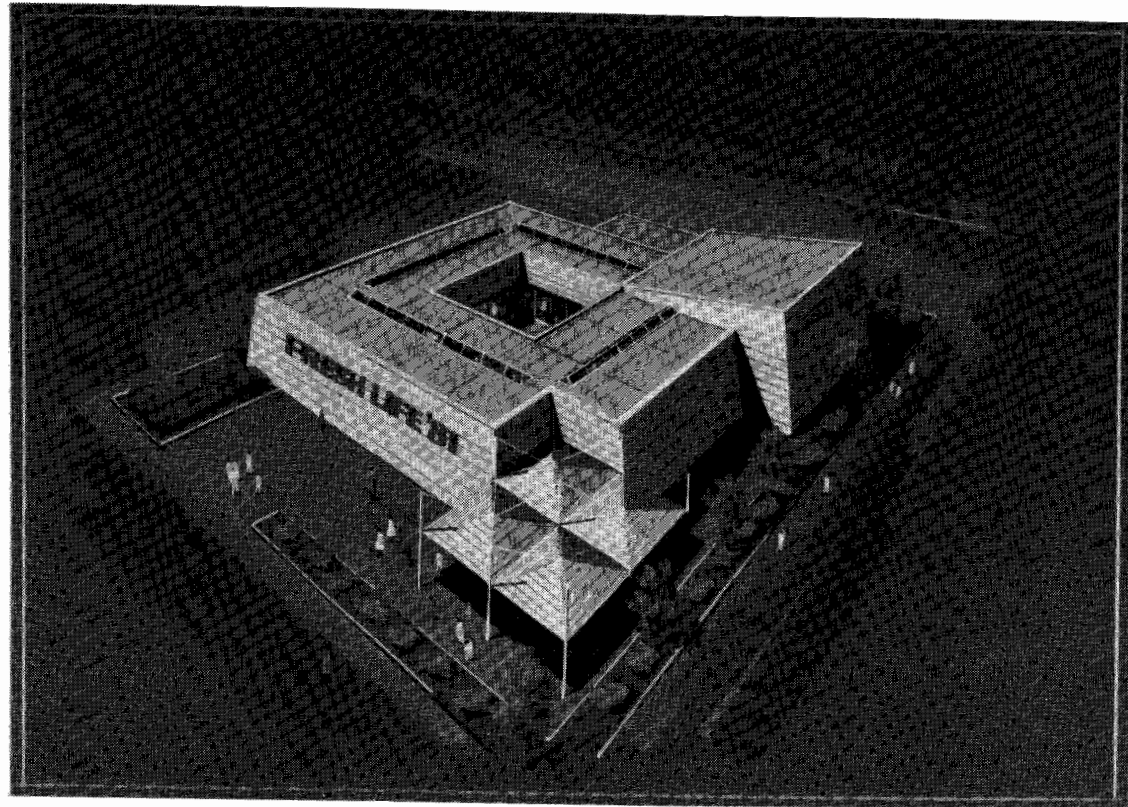
Events and exhibits ——— Event plaza of music and dances from all over the world and exhibits of coffee culture.

Shape and scale of Pavilion ——— Comprises a huge coffee-cup-shaped cylindrical building and an outdoor event plaza, totaling to 1,200 square meters on the site of 2,500 square meters having a capacity of 300 - 400 visitors per hour.



Collective Hall No. 1. HIT-Pia (Heart International Trading + Utopia)

With the theme of “Better Living by Joining Hands with People Overseas”, this pavilion will accommodate the system to entertain visitors with pictures, illustrations, multi-slides showing the relationship between human life and past, present & future merchandises of participating enterprises at 4 different zones of food, clothing, shelter and culture. The culture zone (HIP-Pia Zone) will have a combined system of round multi image projection of 2 - 3 minutes duration and special display as well as performance of electronic organ. The site for this pavilion will be 2,000 square meters while building area 1,000 square meters.



Collective Hall No. 2 (Portopia Sports Stadium)

Theme: "Sport is a world language; language of the earth"

Site: 3,000 m², building area - 1,296 m²

The sport is symbolized by this pyramid-shaped pavilion erected with 20-meters high tent depicting the expansion of sport from its vertex (limitations of human faculty) down to the base (participation of all the nation).

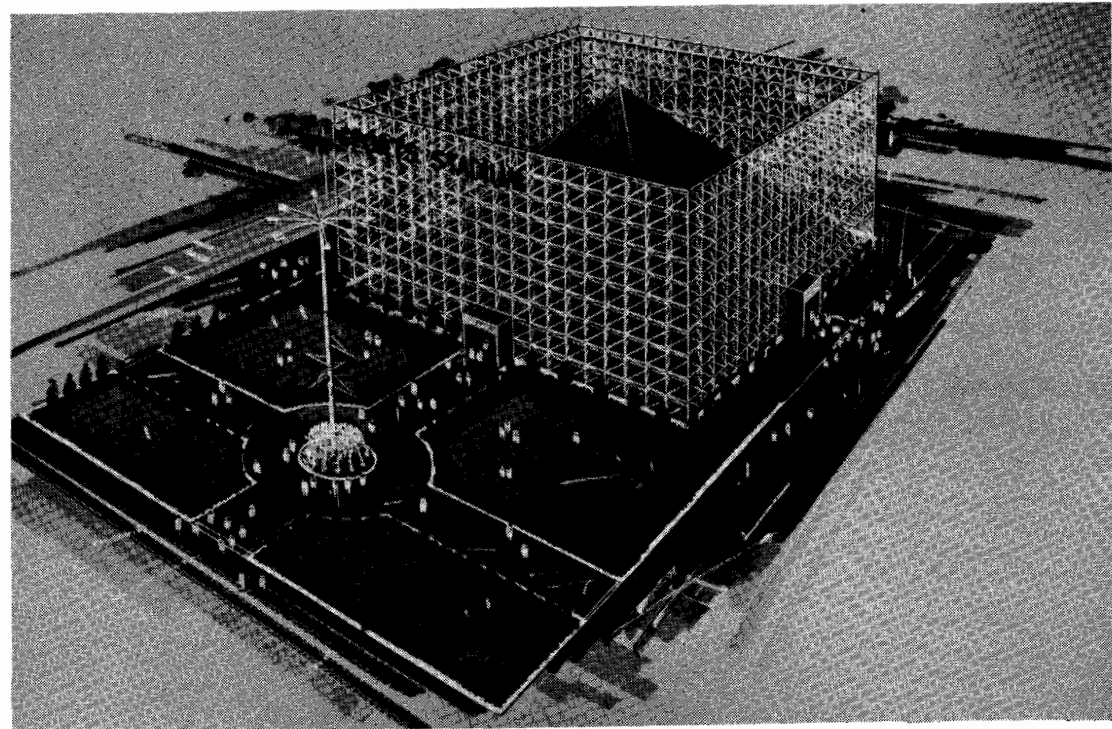
+Sport image zone: The figures and its beauty of top sports players who challenge to the limitations of human bodily strength will be projected onto a large screen.

+Trial experiences similar to those of top players by projection and electronic installations.

+Health and Sports Plaza: Examination of bodily strength, health patrol, exemplary per-

formance of skill, etc.

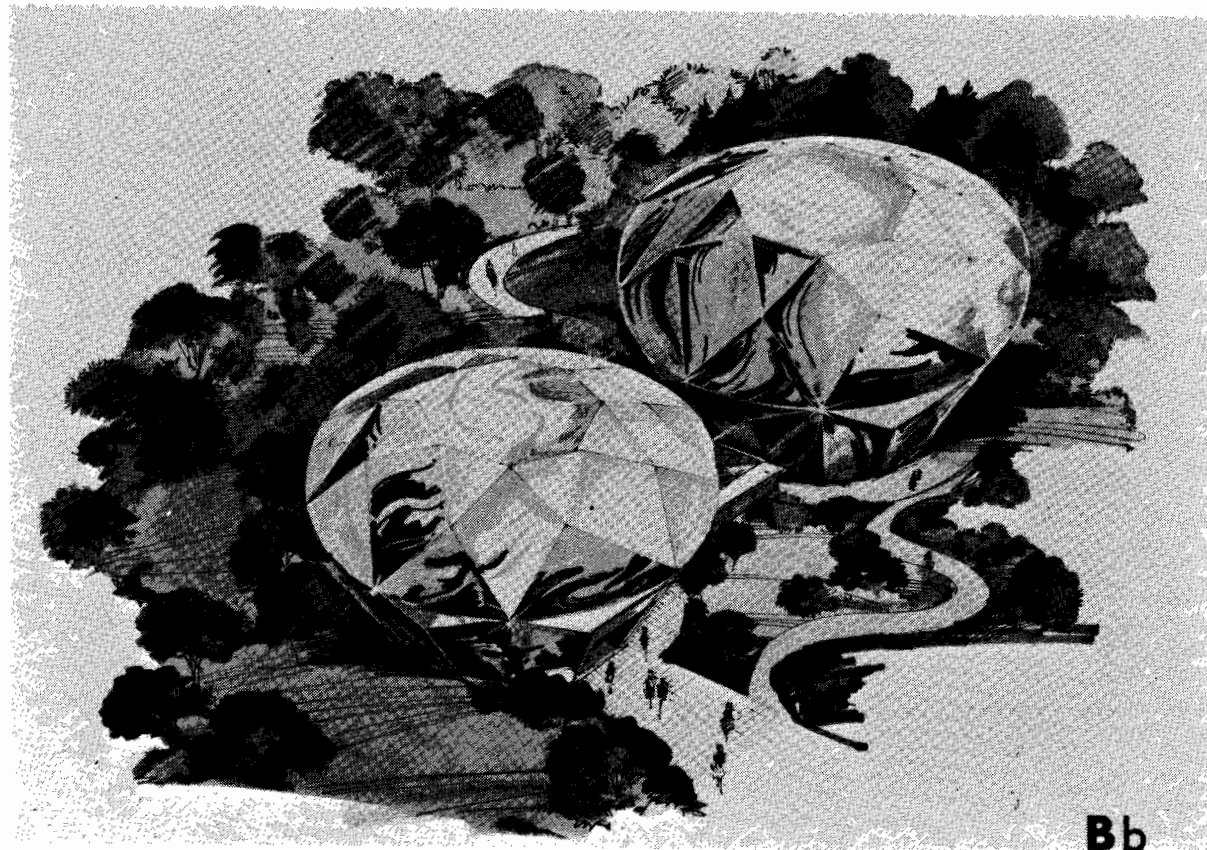
+Sports and food life



Collective Hall No. 3

This pavilion will comprise the Jewelry Palace where jewels and jewel ornaments are displayed and the Fashion Theater where fashion shows are held. Both the buildings will be constructed in a multi-phase structure of jewel shape, reflecting the sunlight in daytime and emitting mystic light with blue illumination in nighttime.

Site area: 2,000m² and building areas: 1,000m².



Bb

Outline of Kobe Port Island Exposition

	Kobe Port Island Exposition, Kobe Japan, 1981 (PORTOPIA'81)	Other recent Exposition in Japan
		International Ocean Exposition, Okinawa Japan 1975 (EXPO '75)
Site & Area	Hyogo prefecture, Kobe Port Island 53.2 ha	Okinawa prefecture, Motobu Peninsula 100 ha (including the sea area)
Sponcer	Kobe Port Island Exposition Association, Kobe, 1981	Japan Association for the International Ocean Exposition, OKINAWA, 1975
Theme	Creation of "New cultural city on the sea"	"The Sea - We would like to see."
Duration	Mar. 20, 1981 - Sep. 15, 1981	Jul. 20, 1975 - Jan. 18, 1976
Pavilions	27 pavilions	21 pavilions
Visitors	6,000,000 (estimated)	3,490,000