

**Thumbnail Image:**



Nov 04, 2016 by [CPD Blog Manager](#)

## **Sights from Milan Expo 2015: Japan** <sup>[1]</sup>



Japan built a 45,000 square foot pavilion for Expo Milan 2015 to communicate how Japanese knowledge of food can contribute to better human coexistence. The pavilion's walls feature intricate wooden patterns symbolizing Japan's four seasons, nature, ecosystem, and food.





Art in the form of paintings and video welcome visitors to the Japan Pavilion. The video's opening message represents humans' ability to both destroy and regenerate the environment.





豆

豆

野

和苗

肉

Carne

Meat

The government of Japan aims to increase Japanese food's global popularity through its participation in Expo Milan 2015.

***This photo essay is a part of CPD's eight-week special series, "Branding Nations at the Milan Expo." For related coverage, see:***

- [Branding Nations at the Milan Expo](#) (CPD Project)
  - [Introducing CPD's Video Series from Expo Milan 2015](#) (CPD Video)
  - [The Japan Pavilion: Globalizing Japanese Cuisine](#) (CPD Video)
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