

EXPO 70



ANNOUNCEMENT BY THE PRIME MINISTER,
MR JOHN GORTON, OF DESIGN FOR AUSTRALIAN
PAVILION AT OSAKA

15 JULY 1968

Admiral Morrison, Your Excellency, Ladies and Gentlemen :

This is an opportunity which I am glad to take to announce the selection of the design for the Australian pavilion for EXPO 70. You can see it, and I hope you will agree with me that it is an imaginative and eye-catching concept and one which I think will do us credit in Osaka.

This design was chosen because it was considered that it had those qualities of originality and aesthetic appeal which are most likely to capture the imaginations of those citizens who go through this exhibition in Japan.

I don't propose to dwell at any length on its interesting features because these will be described to you later by those who know them in much more detail and who are able to give a much better detailed description both of the building and of the tube in which the exhibition itself is to be laid out.

It is not surprising, but it is worth mentioning that the design of the building, coming from the Department of Works, was due to the work of the same architect who designed our building in Montreal - a highly successful building in that exhibition.

Nor is it surprising that the layout of the exhibition itself, as distinct from the building, has as its architect - I expect that is the word... designer, whatever it might be... the man responsible is again Robin Boyd who was responsible for the interior layout of the building designed by Mr Maccormick for Montreal.

I think the displays - and I think you will agree when you hear about them - to be shown in this building, will be just as exciting as the building is itself, and will be just as imaginative.

International expositions such as this bring together from all parts of the world the most advanced innovations in design, architecture, in display of exhibits and in film techniques. To make an impact in this kind of exposition, we have to be contemporary and we have to be imaginative. I hope that as you learn more about the way in which the design is to be laid out and as you examine the building, you will agree that we are being contemporary and we are being imaginative in this instance.

I think all I wish to say in addition to that are some words on the scale of our participation, as a nation, in this exposition. The budget for this exhibit will be something of the order of \$6 million (Australian). But we see this as well worth expending at a time when we are having closer and closer contact with Japan in trade and indeed in many other ways. We feel that the millions of people in Japan who will, we confidently expect, go through this building, examine the exhibits and form an impression of our

nation from which the exhibits came and in which the building was designed, will go away with a better understanding of our nation and will go away with a feeling, perhaps developed above that high level at which it at present stands.

This, I think, is full justification for us, a growing nation, and a nation to grow yet more, to take part in this international exposition on the scale on which we propose and with the building you see before you and with the exhibits that will be described to you.
