



THE U.S. PAVILION DESIGN

The design of the U.S. pavilion gives visitors a memorable experience of “The Franklin Spirit” - a celebration of a uniquely American embodiment of nature’s wisdom and human progress. The design features five general areas:

Exterior



The planned exterior for U.S. Pavilion, World EXPO 2005, includes a front entrance highlighted by an iconic rendition of the American Flag. This flag will be composed of many thousands of individual LED lights used to scroll images and text across the entire facade. These images may be as varied as live shots from across the U.S. to images of events and visitors at the EXPO site. In addition, there will be an outdoor stage area in front of the pavilion for entertainment and cultural programs held by the U.S. Pavilion.



Entry Corridor



The entrance to the U.S. Pavilion is a peaceful precursor to *The Franklin Spirit* presentation. The design includes large abstract shapes suggesting kites with projected summer clouds and kites hanging overhead.

Pre-show



The pre-show entrance follows through a tunnel of projected clouds. Through the deconstructed kite structure, brewing and swirling storm clouds are seen. The storm grows until it powers the pre-show presentation, reminding us of Benjamin Franklin and his achievements. From unlocking the nature of electricity to inventing bifocal glasses and mapping the Gulf Stream, Franklin's inquisitiveness combined a curiosity about the laws of nature with their impact on improving the human condition.



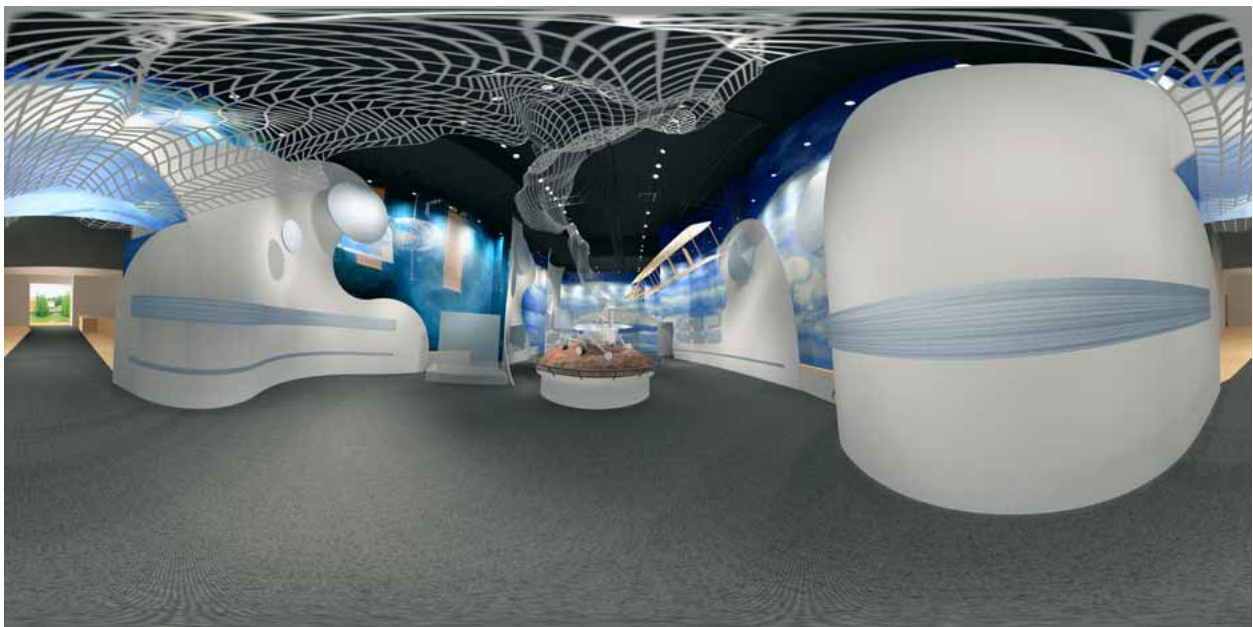
Main Show



In the stunning main show, Franklin will be played by a filmed performer projected onto scrims suspended in front of dimensional sets. The layered projected effects allow wonderful things to happen. Apparitions, electrical fields, floating objects, and Franklin himself will appear and disappear. The theater will also use other high-impact effects such as fiber optic star fields, projection onto fine curtains of fog, and strobe lighting.

Benjamin Franklin, as a uniquely qualified American (as established in the pre show) to look at the past, present and future, hosts the audience as we look through his eyes at technological developments through the 20th century.

Post-show Exhibit Space



Each of the items in the post-show exhibition will symbolize frontier-breaking technology, and uniquely American innovations mentioned in the main show. Relevant screen projections will support these objects and a plaque featuring Franklin will explain the potential of each.



Exhibits

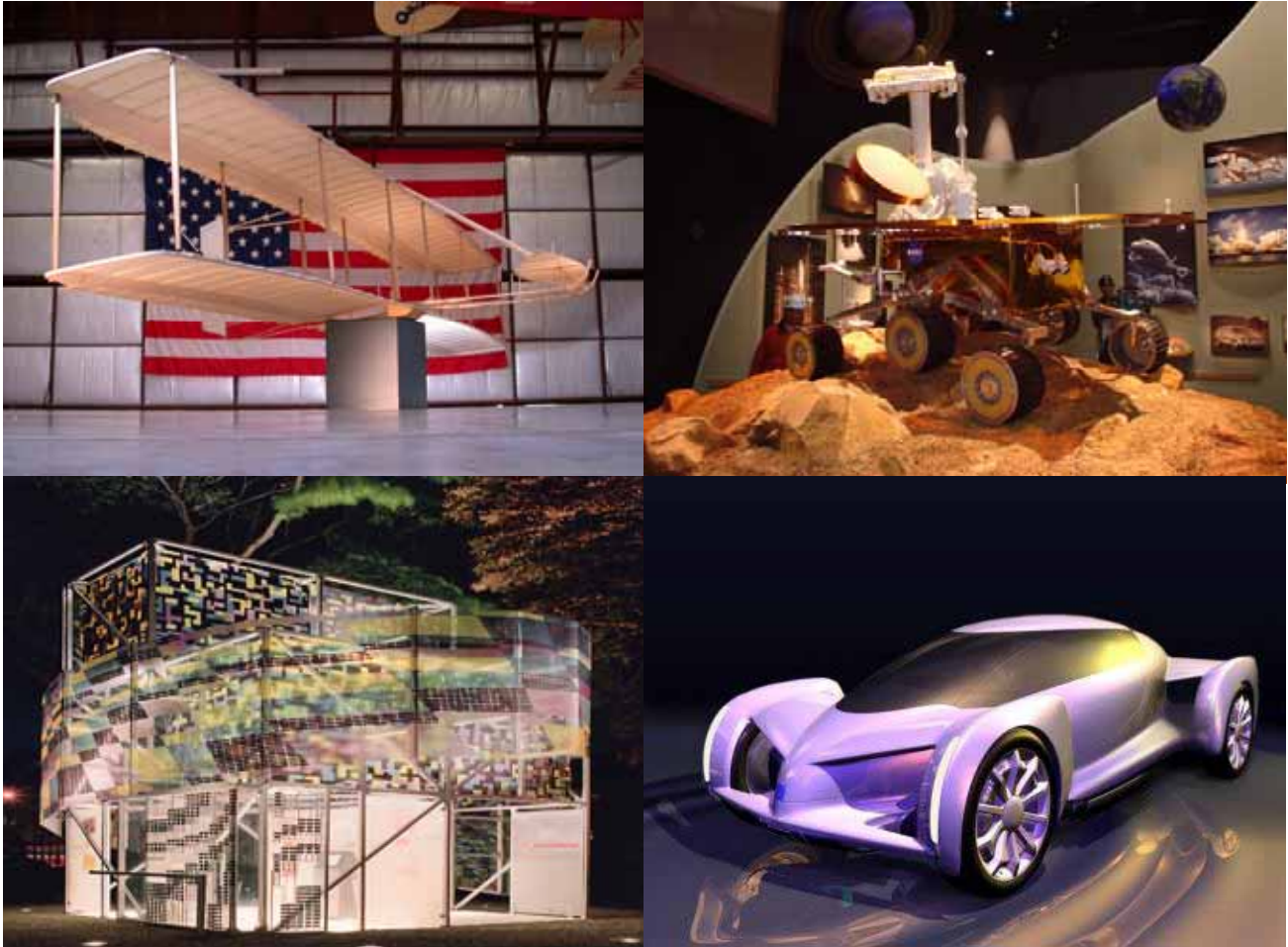


Exhibit items include a specially commissioned replica of the Wright Glider, a prototype of the Mars Rover, a GM AUTonomy, and a residential fuel cell. Other items will feature future-oriented innovations in biotechnology and biomimicry.