

**FOR IMMEDIATE RELEASE**

**BRC IMAGINATION ARTS RE-INVENTS THE U.S. PAVILION EXPERIENCE  
AT WORLD EXPO 2005 IN JAPAN**

***With Only 100 Days To Go, Burbank, CA-based Experience Design Company Puts  
Finishing Touches on the U.S. Exhibit: "The Franklin Spirit"***

Burbank, Calif. – **December 14, 2004** -- BRC Imagination Arts ([www.brcweb.com](http://www.brcweb.com)), one of the world's leaders in the design, creation and production of innovative and immersive experience-based attractions, today celebrated the "100 Days To Go" countdown of the March 2005 opening of the U.S. Pavilion ([www.uspavilion.com](http://www.uspavilion.com)) at the World Exposition in Aichi, Japan.

Taking place from March 25 through September 25, 2005, the World Expo 2005 ([www.expo2005.or.jp](http://www.expo2005.or.jp)), is centered on a theme of 'Nature's Wisdom,' and will feature exhibits from 122 countries. The U.S. Pavilion, expected to be a dazzling attraction that celebrates nature, progress and human achievement, will showcase "The Franklin Spirit," a mesmerizing multimedia show hosted by great U.S. statesman Benjamin Franklin on his 300<sup>th</sup> birthday.

Over the course of U.S. history, few have understood, captured and shared 'Nature's Wisdom' with more success than Ben Franklin. In "The Franklin Spirit", audiences will be immersed in a storyline and experience that highlights his accomplishments, extraordinary vision, and the spirit of innovation that drove him to create everything from bifocals to the first defining documents that created the United States.

Created by BRC Imagination Arts using an innovative multi-plane 3D effect that suspends layered planes of digital media on stage, audiences will see Franklin visit to the world of 2005 to celebrate his 300th birthday. What he finds delights and amazes him as he experiences the technical, social, agricultural, and geographical advances that have taken place since the 18th century. Franklin acknowledges that the 21<sup>st</sup> century is the most exciting time to be alive as he experiences and discusses the pending advances in science, technology freedom and enterprise that will improve the lives of people worldwide.

"The Franklin Spirit' is one of the most captivating shows BRC has produced," said Bob Rogers, chairman and founder of BRC Imagination Arts. "Our creative team has developed an entertaining and inspirational show that speaks to the ideals of hope, optimism, freedom and enterprise that define the U.S. experience. Ben Franklin was an innovator – snatching power from clouds and kings. BRC's unique stage magic is the perfect way to illustrate

Franklin as an explorer of nature's wisdom. He'll appear and disappear, conjure lightning bolts, and more. Visitors will be spellbound and educated in a sophisticated and entertaining way at once."

"With a strong history of presenting enchanting and memorable productions, BRC was a natural choice to help us bring Ben Franklin to life at the U.S. Pavilion," said Douglas West, president and CEO, Aichi USA 2005, organizers of the U.S. Pavilion. "BRC has created a program that will capture the imaginations of visitors to the U.S. Pavilion at EXPO 2005."

EXPO 2005 is BRC's 10<sup>th</sup> major world's fair presentation. According to World's Fair historian and critic Alfred Heller, "signature elements of a Bob Rogers and BRC production include a lively story, magical special effects and an inspiring message."

Other projects currently underway by BRC Imagination Arts include the April 2005 opening of the Abraham Lincoln Presidential Library and Museum (<http://www.alplm.org>), the first Experience Museum, and the May 2005 opening of Sentosa Images of Singapore.

### **About the U.S. Pavilion World Expo 2005**

The World Expo 2005 will be held in the Aichi Prefecture, Japan, from March 25 through September 25, 2005. Business and political leaders from around the world will be among the estimated 15 million visitors to the Expo. Of the 122 country exhibits, the U.S. Pavilion is expected to be a major attraction that celebrates nature, progress and human achievement, with the Pavilion theme dedicated to "The Franklin Spirit." As the country's first diplomat and a Founding Father, Benjamin Franklin is the ideal personality to bring the story of U.S. innovation and achievement to life for those who visit the Expo.

On July 29, 2004, the U.S. Department of State signed a Memorandum of Agreement with Aichi-USA 2005 World Exposition, Inc. Under the terms of the Memorandum, Aichi USA 2005, Inc is raising all the funds necessary to create and manage the official U.S. Pavilion. Pavilion sponsors include leading American-based companies and organizations and U.S. states. More information on the U.S. Pavilion can be found at [www.uspavilion.com](http://www.uspavilion.com).

### **About BRC Imagination Arts**

Founded in 1981, BRC Imagination Arts is the leader in the design, creation and production of innovative and immersive experience-based attractions for museums, experiential marketing, theme parks and cultural heritage sites worldwide. With offices in California, Amsterdam and the United Kingdom, BRC has been honored with over 250 international awards for creative excellence including two Academy Award nominations and nine THEA Awards for Outstanding Achievement in themed entertainment. BRC projects have consistently exceeded the expectations of clients and visitors, and have a proven track record of economic sustainability and the industry's best record for on time, on budget performance. Clients include Ford Motor Company, General Motors, NASA, Disney, Warner Brothers and Universal Studios. The company is currently engaged in major projects in the U.S., China, Japan, Singapore, South Africa, the UK, and Sweden. More information can be found at <http://www.brcweb.com>.

**Note to editors:** Photos available upon request.

**Contacts:**

Creators of "The Franklin Spirit": BRC Imagination Arts, Bob Rogers (818) 841-8084

U.S. Pavilion at World EXPO 2005: Michael Porcaro (415) 348-2739

World's Fair Expert and Historian: Alfred Heller (415) 461-6695

Pavilion Facility Architect: Bud Holloman (601) 957-9660

Additional Display Fabrication: Robert Albitz (248) 475-8000

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