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**WATER AND
SUSTAINABLE
DEVELOPMENT**

14th June 14th September 2008.

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Welcome



post expo

The organization of Expo Zaragoza 2008 is determined to keep the spirit alive well after the closing ceremony. They wish to go further in time and want to give the city and its inhabitants the opportunity to keep using these top-level facilities.

Therefore, the most representative buildings and areas of the Expo will undergo the following transformations:

The Site

Will become a large Park that will accommodate important cultural, scientific and sporting activities.

The International Pavilions

Will be turned into top-level productive spaces. Modular spaces dedicated to office and service use.

The Themed Exhibitions

Will be dedicated to metropolitan-scale equipments that will provide the city with development and growth according to its vocation as a modern and constantly developing city.

The Conference Centre

Will become a convention centre. The adjoining spaces and buildings will be turned into hotel establishments that will enrich the already important hotel offer of the city.

With the firm wish that a place, which has served as a meeting point between different countries, organizations, societies and peoples of the world, stays alive after the Expo...

...Welcome to a future that starts on 14th September 2008.

Welcome to the post Expo Zaragoza 2008.

WATER AND SUSTAINABLE DEVELOPMENT

14th June 14th September 2008.

Welcome to Expo Zaragoza 2008

Welcome to a unique encounter. An encounter to get to know more closely the projects, ideas, resources and experiences that people, companies, international organisations and countries from all around the world will exhibit regarding one of the most appreciated elements of life: **Water**. Welcome to sharing different ways of thinking, acting and resolving. Different ways of presenting alternatives and studying solutions which will assure us a future based on **sustainable development**. Welcome to a unique space. Alongside a city that knows about water. A city with a present and a **future**, open and hospitable, and which is already prepared to receive millions of people and ideas from all around the world. To set a great future in motion...

Welcome to a city born on the water's edge when, more than 2000 years ago, it was founded by the Romans beside the most important Hispanic river, the Ebro.

An origin which was to mark its **history** through the centuries to the point that it boasts the oldest water basin planning organization in the world: The Ebro Hydrographic Office.

Open, lively and full of initiative, Zaragoza has become a capital that is totally equipped in infrastructure and services, with one of the most significant economic growth rates.

Its great personality, its calling as a hostess, its strategic situation, **and being perfectly** connected with the rest of the world has allowed it to be the organizer of international fairs and to become accustomed to receiving and hosting visitors from around the world who enjoy its art, its nature, its history, with more than 45 monuments declared as being of cultural interest, and, of course, its unique **hospitality**, with a wide range of hostelry and gastronomy.

Welcome to a land proud to have been chosen as the host to this Expo, whose success will be that of all her inhabitants.

Welcome to Zaragoza.



zaragoza

Its art and its culture

The age-old culture of Zaragoza is a witness to the settlings and legacies it retains of the 5 civilizations which were established on these lands:

Iberians, Romans, Muslims, Christians and Jews.

Currently, Zaragoza boasts 200 historical sites and 45 monuments that have been declared of Cultural Interest, of which the most outstanding are theatres baths and a forum from Roman times, in addition to the Seo Cathedral, the Aljaferia palace of Muslim origin, the Stone Bridge, the Puerta del Carmen and many more.

A land which was the birthplace of universal artists such as the immortal painter Francisco de Goya or the film-maker Luis Bu uel.

However, the cultural restlessness of Zaragoza continues to this day, thanks to her modern and competitive University and her Research Centres which carry out an internationally recognized labour.



Its infrastructure

Zaragoza can boast a network of perfectly equipped infrastructures, of which one should highlight:

Cultural infrastructure with more than 40 centres dedicated to different disciplines such as theatres, auditoria, museums and cultural centres.

Hostelry infrastructure to host the ever increasing number of visitors. Hotels of all categories which are the best example of the hospitality of the city and her inhabitants, and where the visitor can find the comfort required.

Medical infrastructure with centres of medical attention and assistance, equipped with the latest technologies, ready to attend any medical and health needs.

Its communications

The growth experienced by Zaragoza, and its privileged location, have necessitated the existence of a first-rate network of communications. The Zaragoza international airport, situated barely 7 kilometres from the Expo site, communicates it with the most important cities of the 5 continents. A modern station with a high-speed train keeps it in even closer contact with Spain's two most important cities, and a road network connects it with the rest of the regions of Spain.

Its river. Its dependence on water

Zaragoza has historically been connected with the River Ebro, a key circumstance in her location and the centre of attraction for the numerous civilizations that chose to settle on her banks. It is the largest river in Spain, 910 km long, and passing through 9 Autonomous Communities.

Along its banks there are currently 10 km of urbanized zones where projects and plans for adaptation and revitalization are under way in order to reach an even closer union with the urban medium, thus making the river the true main road of the city.



Its location

Zaragoza is located in a privileged situation half-way between the two most important cities in Spain, at only 300 kilometres from each one. A location which situates it in the centre of the quadrangle made up of Bilbao, Valencia, Madrid and Barcelona.





the expo

Expo Zaragoza 2008 comes under the category of the thematic or Recognized International Exhibitions in different cities of the world which take place in-between two Universal Exhibitions and which come under the control of the International Bureau of Expositions.

They are important encounters organized around a concrete theme of universal interest.

Expo Zaragoza 2008 follows on from AICHI 2005 whose theme was "Nature's Wisdom" and will be the predecessor of the exhibition to be held in Shanghai in 2010 whose theme will be "Better City, Better Life"

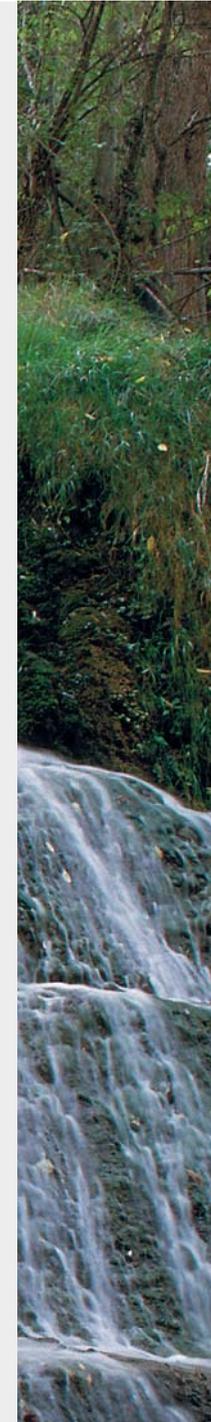
In the edition in Zaragoza, the chosen theme is:

Water and sustainable development

A sensitive, intelligent and deliberate examination of the situation, opportunities, achievements and solutions that converge on an element that is vital for the future of our cities.

Due to this character of total necessity, and given that in some areas of the planet the shortage of water and the lack of natural resources are now a serious problem, the conclusions which arise from Expo Zaragoza 2008 will be of truly global importance.

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the organization

The Organizing Body

The management, promotion, organization and operation of the EXPO is in charge of the **Sociedad Estatal Expo Zaragoza 2008 S.A.** with the economic support of the public administrations as shareholders with the following distribution:

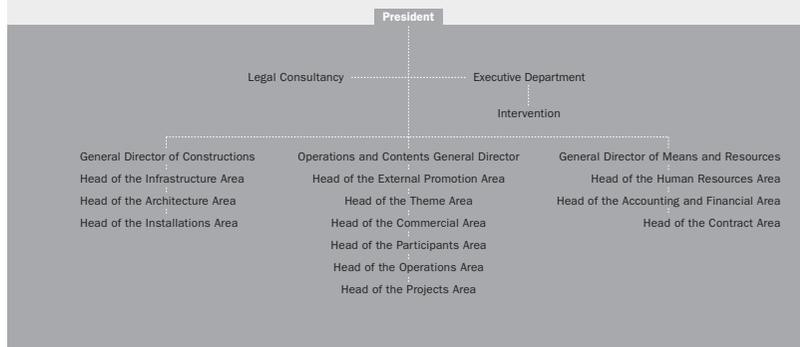
- The General State Administration** (the Spanish government) 70%
- The Autonomous Administration** (the Government of Aragon) 15%
- The local Administration** (The town hall of Zaragoza) 15%

The Executive Body

The Sociedad Estatal Zaragoza 2008 is run by an administrative council whose **president** directs and manages the Sociedad Estatal. The Spanish Government has in turn named, via an agreement of the Council of Ministers, a **commissioner** of the Zaragoza International Exposition 2008 who acts as the direct representative of the Government and carries out the functions entrusted by the BIE.



RONQUE GESTAL President of Expo Zaragoza 2008
JER NIMO BLASCO JAUREGUI Operations and Contents General Director
EDUARDO RUIZ DE TEMINO BRAVO General Director of Constructions
JOS  LUIS MURRILLO COLLADO General Director of Means and Resources
EMILIO FERN NDEZ-CASTA O Commissioner of Expo Zaragoza 2008



the meeting point

The great rendez-vous with the 2008 Exposition will take place in Zaragoza on the following dates:

From 14th June to 14th September 2008

In these three months, the time established by the BIE for this kind of exhibitions, all of the imaginable projects surrounding its main theme will be developed.

This may seem to be little time given the vital importance of Water and Sustainable Development, but the intention is that this encounter should be just the starting point for the development of a new culture towards water, based on sustainability.

The choice of these dates is no coincidence.

This is when the majority of tourists visit Spain. In 2005, out of 55 million tourists more than 25 arrived in this period.

Between June and September the days are longer, and there are therefore more hours of sunlight.

The summer nights invite people to be outdoors, even more so in a place where, due to the culture, people take advantage of the open-air, socializing and human contact.

The opening and closing ceremonies coincide with the change of the seasons. The opening ceremony, to be exact, with the summer solstice. Yet another reason to celebrate a great fiesta with a true Mediterranean flavour.

So that you may be present at the beginning, and see how the future will be, we await you all in Zaragoza.

In Expo Zaragoza 2008.

the proposals

A subject as complex and vast as Water and Sustainable Development requires a thorough approach and a division into separate sub-themes, capable of responding to the many alternatives, anxieties and solutions that could arise.

These are the proposals of the Expo Zaragoza 2008:

Water, a scarce resource

Water for life

Waterscapes

Water: an element linking peoples



Exhibition:

Water for life

Location:

Water Tower. A true tribute to water in a singular building with a total exhibition area of 5,200 square metres.

Theme:

Water and its key role in sustaining life on the planet, and in maintaining human well-being and health. What is water. Its scientific knowledge, nature, composition. States. The origin and presence of water in the universe and on our planet. Water as a basic element of all living beings. Water, definition of ecosystems and landscape modelling. Water as a human right. Holy water, venerated water, respected water.

Of interest to the visitor:

Experiments and experiences with water sounds, from relaxation to anxiety. Experiments in different environments: ice-cold, sultry, damp, dry. Foggy spaces. The inside of a bubble. Shows that allow us to experience in the flesh the importance of water in providing comfort. Thermal treatments, talasotherapy. Impressive individual shows.

Exhibition:

Waterscapes.

Location:

River aquarium with an exhibition space distributed over two floors. A ground floor of 1,290m² and a 1,300m² top floor.

Theme:

The river as a witness of the biogeographic diversity of the continents. The key role of Water in the origins of the ecosystems and natural life cycles. Criteria set by UNESCO establish the different ecosystems around the main river systems. Holarctic, African, Neotropical, Indo-Malayan and Australian region. The conservation of hydrologic systems, of vital importance for a sustainable and durable development of the Planet.

Of interest to the visitor:

Virtual tour through some of the most representative river basins of our planet. Large central aquarium connecting the different areas. Representative species of each ecosystem. Rapid waters. Coral reefs.

the site

As a result of a careful selection of spaces, the site chosen for the location of the Expo Zaragoza 2008 fulfils a series of requirements that make it unique. A site based on three important premises:

Spacious

Wide, open, an authentic green wedge inside the city.

Nearby

For the comfort of the visitors, the site is located at merely 2 kilometres from the city centre and at 700 metres from the railway station, perfectly connected to the city's main access roads.

Surrounded by water

Once again, nature transcends all artificial borders, offering a space that seems to have been specifically created for this event:

The Ranillas Meander.

The area covers more than 150 square hectares, 25 of which are entirely dedicated to the Expo.

250,000 square metres distributed over four floors, with perfectly delimited sectors that have been distributed into three levels, will accommodate the Pavilions, the Themed Plazas, the Bridge Pavilion, the River Aquarium, the Conference Centre and the spectacular Water Tower - a peculiar building and authentic architectural symbol of the Expo.



the exhibitions

Expo Zaragoza 2008 features three themed exhibitions, located in the different pavilions that have been constructed as permanent buildings and are dedicated to fundamental questions regarding Water and Sustainable Development.

Exhibition:

Water: a scarce resource.

Location:

Bridge Pavilion. A two-storey building with a 4,900m² ground floor and a 2,400m² top floor.

Theme:

Water is an essential part of any ecosystem, also the human one. Its appropriate management is the main objective of this exhibition.

The use of water in production systems:

Agriculture: Innovations in irrigation systems. Agricultural pollution

Industry: Advances in efficient and clean industrial production systems. New technologies in the demand and economic return of water.

Energy: Advanced research and experiences in the use of water as a clean and renewable energy source.

Good practices in consumption habits

Innovative programmes including ideas and projects developed by citizens, organizations and administrations. The economic and social value of good practices.

Of interest to the visitor (exographic components):

Experimenting water from a major transformation point of view. The effects on the behaviour of water related to the behaviour of the visitor. Large-scale interactive projection. Transformation of the river depending on the visitors' movements. Alteration of the river course by the visitors. Projections that show the value of a drop of water and its appropriate management. Water expedition in compostable bottles. Three-dimensional landscapes. Music created by a water organ. Skaters on the River Ebro.

And these are the themes included:

Water, a scarce resource.

Appropriate water management requires taking into account a wide range of aspects, among which stand out those of economic, political and social nature. Its impact on the following sectors:

- Agriculture
- Industry
- Energy
- Human consumption
- Means of transport
- Prevention and safety
- Consumption habits

Water for life.

This section is aimed at the development of proposals related to the fundamental role of water in satisfying vital human needs.

- Well-being
- Scientific knowledge and innovation
- Current problems
- Water as an element of relaxation and its importance in the field of leisure
- Water as an element of artistic expression
- Curative properties

Waterscapes

Feeling the presence of Water nearby, the importance of its integration in the environment, its function and dynamism, raise topics such as

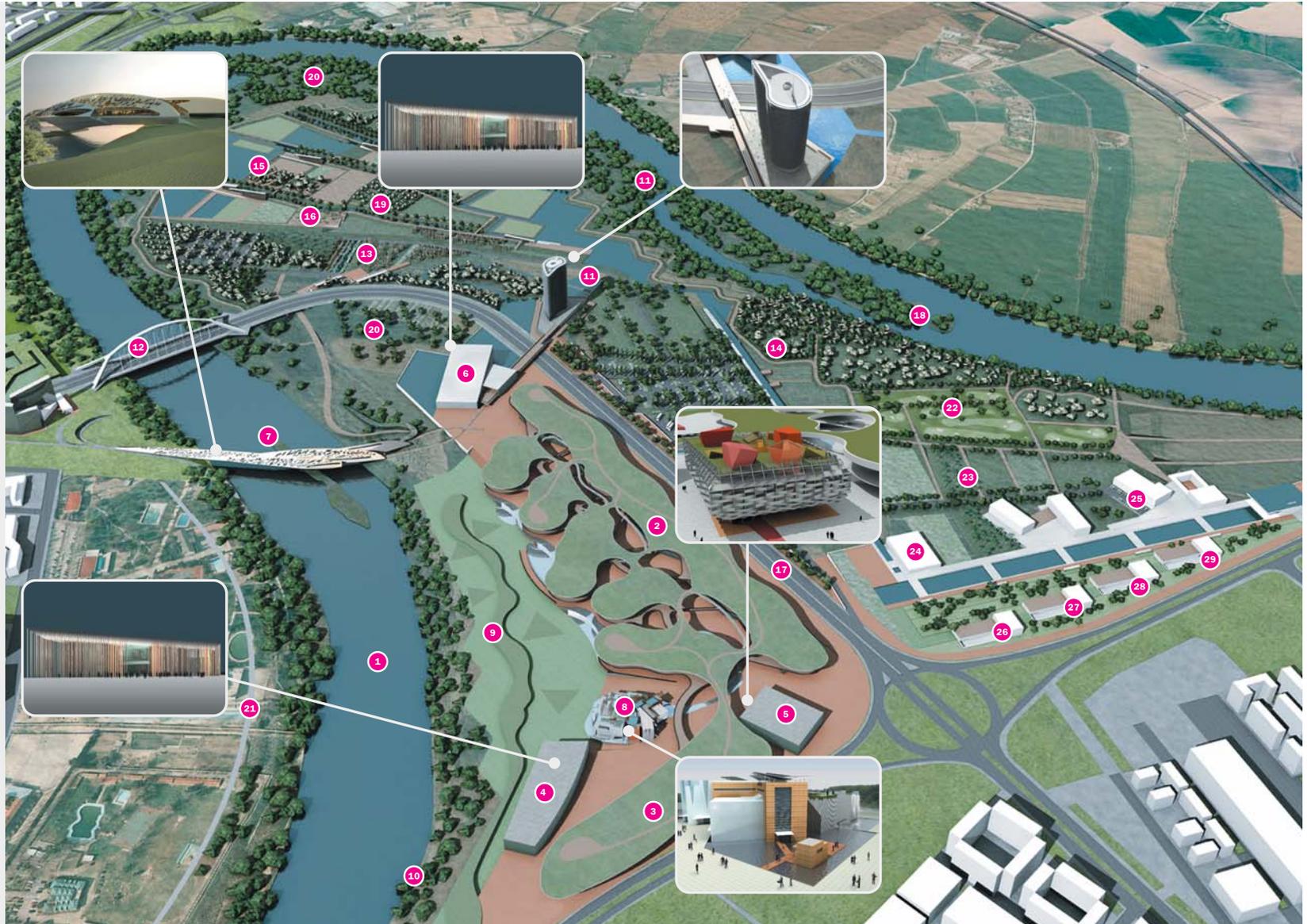
- Water as a creator of natural landscapes
- Water and the layout of land
- Hydraulic heritage

An intelligent and sensitive look at Water allows us to discover in an integrated way the image, structure, functions and dynamism of these vital systems.

Water: an element linking peoples.

Water knows no borders. Therefore, its importance as a path and a place of encounter between different peoples and the need to raise awareness among all countries of the role of water, calls for the necessity to manage shared resources and vehicles of social agreement.

- 1 River Ebro
- 2 Internacional pavilions
- 3 Regional, companies and ngos pavilions
- 4 Spain pavilion
- 5 Aragon pavilion
- 6 Conference centre
- 7 Bridge pavilion
- 8 Rivers Aquarium
- 9 Themed plazas
- 10 Pier
- 11 Water Tower
- 12 Millenium bridge
- 13 White- water channel
- 14 Aqueduct
- 15 Bathing area
- 16 Themed gardens and kitchen gardens
- 17 Ronda del Rabal
- 18 Riverside grove
- 19 Botanical garden
- 20 Hotel
- 21 Almozara neighbourhood
- 22 Pitch & Putt
- 23 Inhabited Forest
- 24 Thermal Centre
- 25 Diving centre
- 26 UN and Expo offices
- 27 Police Station
- 28 Metropolitan facility
- 29 Expo technical control centre





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the themed plazas

Apart from the exhibitions staged by the organizers of the Expo and the pavilions of the participating countries, Expo Zaragoza 2008 presents 6 themed plazas that offer 6 monographic exhibitions intended to offer a different vision on the main themes of the Expo. Water and Sustainable Development.

What are they? Spaces where the visitor can find a fresh, attractive and varied offer to enjoy the innovations, alternative technologies and new interpretations to old problems.

Where are they? The themed plazas are located between the Bridge Pavilion and the Spain Pavilion, forming a parallel line with the river Ebro.

What do they show?

Plaza 1 Prevention

Reducing the risk of water-related disasters.

Science and technology at the service of the localization and management of water resources and of the prevention of disasters and risks.

Show Spectacular simulator. Ultimate innovations.

Plaza 2 Life on the water's edge

Life without water is impossible.

Research into life forms that experience adverse conditions in their access to water. Experimental projects directed at the development of energy systems. Improvements in the living conditions in desert areas.

Show Recreation of environments in which water is a scarce resource, presenting technological solutions by means of simulations.

Plaza 3 Shared water

Water: an element linking peoples.

Water offers plenty of possibilities for different peoples to meet each other. Questions related to the availability and quality of water.

Show Interactive show with live actors. Expo Cinema hosting a series of water-related movies.

Plaza 4 Thirst

When shortage of water becomes a problem.

A place where numbers rule. Almost 1.1 billion people do not have access to water. 2.5 billion people lack access to appropriate health care systems. 5 million people die every year because of water-related causes. Exploitation of water resources.

Show Spectacular effect of the importance of water and the shortage of it. Cinematographic and expographic solutions.

Plaza 5 Water and the city

The increase in water usage puts our health and well-being at risk.

This plaza can be partially installed, above the water. Urban agglomerations, river-coast facades, fountains and gardens.

Solutions that show the possibilities that design and technology have to offer in order to improve the relationship water-quality-city.

Show Large projections. Tour through a number of cities. Infrastructure solutions and urban-landscape design.

Plaza 6 Aquatic inspirations

The tribute to and celebration of water.

One of the Expo's points of reference. Water through landscape painting, paintings, music, literature and cinema in an original and unique stage performance. Evocations of water that call for reflection.

Show Auditorium. Events. Artistic creations of numerous Spanish and international artists.

the pavilions

The area dedicated to the pavilions on the site of Expo Zaragoza 2008 is divided into two sectors:

[Participating country pavilions.](#)

[Institutional pavilions.](#)

[Autonomous Regions and Companies pavilions.](#)

Participating country pavilions

In accordance with the rules of the International Bureau of Expositions (BIE), the participants have not been grouped by countries, but have been organized around the main eco-geographic regions of the world.

Therefore, a total of 8 buildings, equipped with the latest technology and with the necessary space to satisfy the demands of the different participating countries.

Will accommodate the following:

[Different approaches by each country.](#)

[An overview of their different contributions to each element.](#)

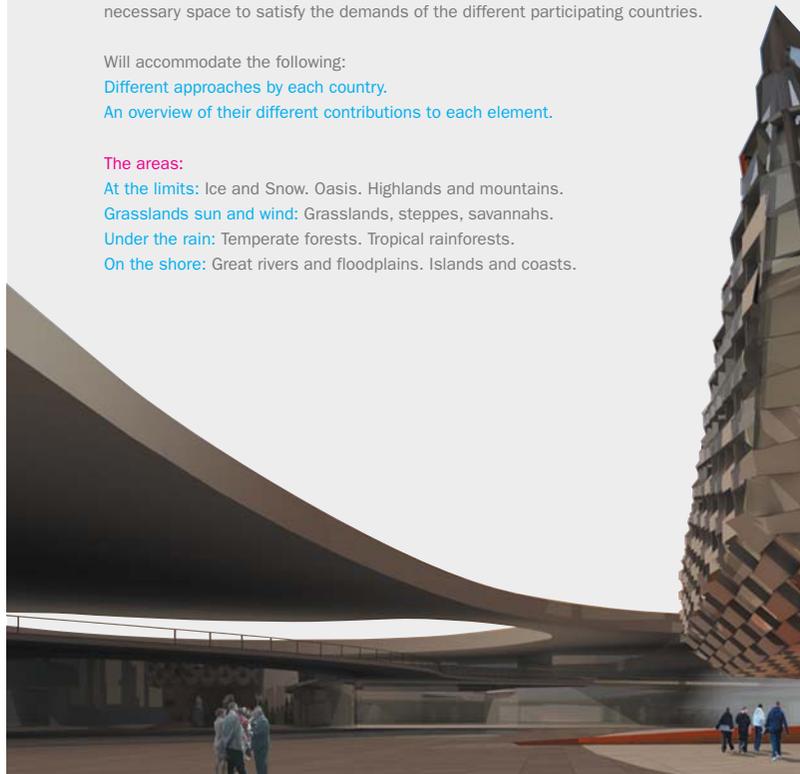
The areas:

[At the limits:](#) Ice and Snow. Oasis. Highlands and mountains.

[Grasslands sun and wind:](#) Grasslands, steppes, savannahs.

[Under the rain:](#) Temperate forests. Tropical rainforests.

[On the shore:](#) Great rivers and floodplains. Islands and coasts.



Institutional pavilions

Expo Zaragoza 2008 counts with the presence of 2 institutional pavilions:

Spain Pavilion

This pavilion will house the exhibition:

Water and landscapes in Spain, organized by the State-owned Company for International Exhibition (SEEI).

Aragon Pavilion

This pavilion will host the exhibition dedicated to the theme:

Aragon, landscape diversity.

This exhibition explores the different possibilities, solutions and projects proposed by the Aragon government to these areas of concerns.

The importance of water and its impact after 2000 years of history; and how water has been treated by the different civilizations that have left their marks on this unique piece of land.



the symbol

A logo and a mascot, winners of the two contests in which several prominent artists took part, will be the symbol and the image of the International Exhibition of Zaragoza 2008.

Two elements created with the objective of communicating to the outside world the character of an Expo that was born with the vocation of providing -taking as a starting point the origin of life- major solutions for the future.

The logo

Water and the city in a perfect combination of layout and design. A drop of water in the shape of a large Z, which includes the name of the Expo, the organizing city and the year of its celebration. The transparent blue colour of the water blends perfectly with the yellow and red colours that represent the organizing Administrations.



The mascot

Fluvi is the name of the creature - characterized by a friendly, nice, loving and expressive design- that represents the official mascot of the Expo Zaragoza 2008. For the father of the creature, Fluvi is "a symbolic form, a drop of water, the positive part of Water". Fluvi has an original, unmistakable and unforgettable personality. His mission consists in representing, in its different applications, the image of the Expo all around the world. Fluvi, welcome to the Expo Zaragoza 2008. Welcome to your Expo.



accompanying plan

The future of the Expo is already up and running.

The first step has been the design of a detailed Accompanying Plan, which includes a series of projects that will constitute a major urban transformation for the benefit of the city, its inhabitants and its visitors. An investment programme carried out by the Zaragoza Town Council, the Government of Aragon and the Spanish Government, which will affect the following areas:

The Ranillas Meander

An authentic green wedge allows for a perfect harmony between urban development and natural surroundings.

The Ebro River

Revitalization of almost 20 kilometres of urban riverside, turning the Ebro River - overflowing with history, wealth and life- into the city's main road.

The accesses

The creation of a Digital Mile. A technological district designed to be a business park offering advanced services and innovative activities to companies and the university.

The Expo Village and Expo City

Expo Village will include 324 houses to accommodate the workers of the participating countries.

Expo City will include more than 400 houses to accommodate the visitors. Both will be located in two areas near the site, or to be more precise, between Delicias Railway Station and Avenida Ranillas.

The Gallego, Huerva and Canal Riversides

With the start of construction and improvement works, which will affect the Imperial Canal.

Other equipments

Other initiatives of metropolitan significance that are worth mentioning are, for example, the creation of the Goya Centre and the La Alfranca Centre, both carried out by the Government of Aragon.

A series of projects that, as a result of the Expo, provides the city of Zaragoza with new possibilities to strengthen its expansion, reaffirm its level of competitiveness and positively affect its development.