

EXPO I ♥

日本



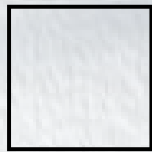
Exhibition overview

Discover Japan, a land where ancient traditions and modern marvels coexist in perfect harmony. With over 16,000 years of rich history, this isolated archipelago has cultivated a unique culture deeply connected to nature and enriched by influences from China and Korea.

Japan's exotic appeal remains strong today, with elements of its culture—like sushi, manga, and judo—integrated into daily life worldwide. Yet, many stereotypes persist.

This exhibition invites you to explore the nuanced coexistence of modernity and tradition in Japan, revealing a civilization of profound depth.

Curated by Dr. Freya Terryn | テリン・フレイヤ (博士) Postdoctoral fellow, East Asian and Arabic Studies Research Unit, Faculty of Arts, KU Leuven & Mme Edith Culot, holding a degree in Art History and Archaeology from the University of Liège, she spent two years living in Japan. She is currently a lecturer at the Centre for Japanese Studies at the University of Liège and works for the non-profit organization Art&Fact.



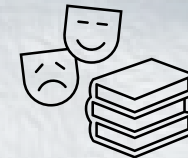
2000 sqm



Liège & Lyon



8 – 99 years



Educational



Introduction: From Edo to Tokyo

Edo Period: Explore the era from 1603 to 1868, when Edo was the name of the city, we now call Tokyo

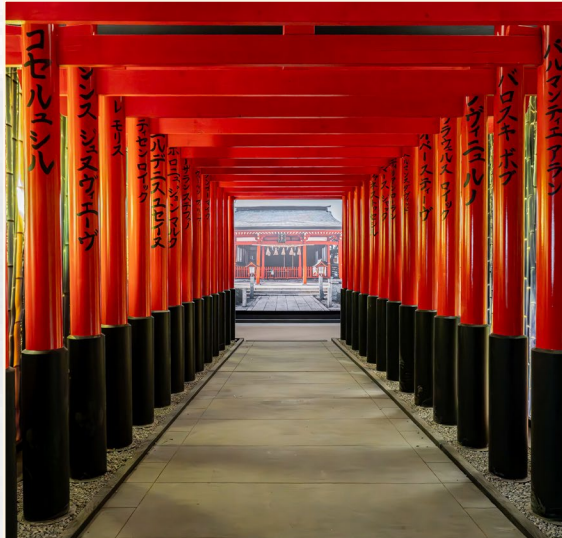
Audioguide: Guided by Yokai, Kitsune, mysterious beings from Japanese folklore.



Zen Garden:

- **Gardening Mastery:** Experience the serene beauty of moss gardens and Zen dry gardens.
- **Hanami:** Celebrate the fleeting beauty of cherry blossoms in the spring.

Religion: Sacred Harmonies



TORII GATES:

WALK THROUGH SYMBOLIC GATES THAT MARK SACRED SPACES.



BUDDHISM AND SHINTOISM:

LEARN HOW THESE COMPLEMENTARY RELIGIONS SHAPE DAILY LIFE IN JAPAN.



TEMPLE RITUALS:

PARTICIPATE IN TRADITIONAL PRACTICES LIKE EMA WISHING PLAQUES AND MAMORI CHARMS.



Geisha and Samurai: Icons of the Edo Period

- **Cultural Icons:** Delve into the world of geisha and samurai.
- **Traditional Attire:** Discover the history of kimonos and samurai armor.



Welcome to Edo: A Cultural Immersion

- **Historical Richness:** Step into the vibrant daily life of Edo, with No Theatre, Kabuki, and Sumo.
- **Martial Arts:** Trace the evolution from combat techniques to disciplines for personal growth.
- **Artistic Heritage:** Explore kokeshi dolls, calligraphy, kintsugi, ikebana, and the tea ceremony.

Transition to Modern Japan: Culinary Delights and More

GASTRONOMIC HERITAGE: SAVOR THE DIVERSE FLAVORS OF JAPANESE CUISINE, RECOGNIZED BY UNESCO.



CULTURAL EVOLUTION: WITNESS THE BLEND OF OLD AND NEW IN JAPANESE STREET SCENES AND CULINARY TRADITIONS.





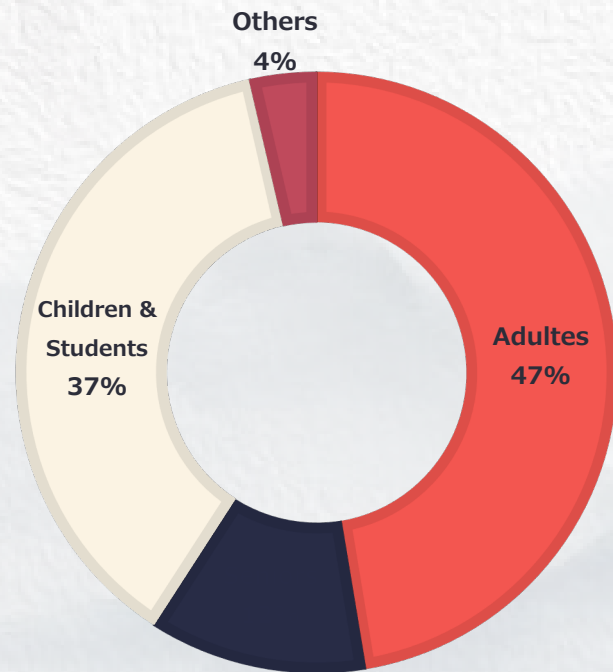
Japan Today: A Blend of Legends and Modernity

- **Yokai:** Encounter these folkloric creatures in contemporary media.
- **Capsule Hotels:** Experience this uniquely Japanese lodging concept that started in Osaka.
- **Contemporary Culture:** Dive into the world of tattoos, manga, cosplay, video games, and modern art.

Audience



**100,000+
visitors**



Target Audience:
Suitable for
ages 8 and up

Engaging Activities
Exciting escape
games to make
learning fun

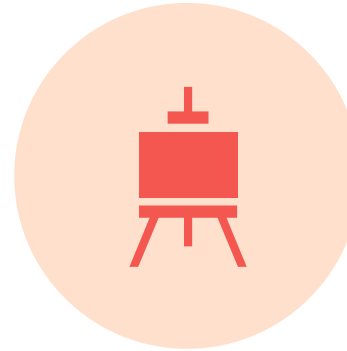
Educational Partnerships:
Collaborations
with schools for
enhanced
learning

Family Focused:
Designed to
offer a
memorable
experience for
families

EUROPA EXPO



INTERNATIONALLY RECOGNIZED
360° EXPERTISE



PRODUCING AND ORGANIZING
MAJOR EXHIBITIONS

OUR AMBITION? To promote Belgian and international heritage thanks to original, 3D and human scale exhibition set designs.

OUR STRENGTH? Immersion. Thanks to set designs that are as real as life, we make it a point of honour to promote mythical, exclusive and even unpublished objects from the four corners of the world.

EUROPA EXPO is a key player in the field of culture and tourism but also events, thanks to producing, setting up and holding immersive exhibitions of international scope in the museum venue at the Liège-Guillemins high speed railway station. Its activities undoubtedly boost and reinforce the attractive image of the Liège conurbation. Its primary concern is the promotion of Belgian and international cultural heritage.

This objective is implemented through its exhibitions, which focus on the promotion of Belgian artists and authors as well as major internationally renowned figures. Europa Expo also highlights historical, environmental and civic themes through an educational and informative approach aimed at the general public (of all ages) and school groups.

In this way, **EUROPA EXPO** aims to be a “transmitter of emotions”. With the exhibitions “Tout Hergé” (1991), “Tout Simenon” (1992), “I was 20 years old in 1945” (1995), “Made in Belgium” (2005), “From Salvador to Dalí” (2016) and more recently “Tutankhamun: discovering the forgotten pharaoh” (2020), “Napoleon – Beyond the Myth” (2021), and “I Love Japan” (2022), Europa Expo has attracted, over a period of 30 years, more than 3,500,000 Belgian and foreign visitors.

EUROPA



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