

Welcome to The Japan Pavilion

THE JAPANESE GOVERNMENT and the people of Japan welcome you as you enter the Japan Pavilion at the Golden Gate International Exposition. This Pavilion is designed to show the grace, dignity and simplicity of Japanese architecture. Its wide doors are open to the world in the spirit of Japanese hospitality. Its gardens and exhibits are for your enjoyment.

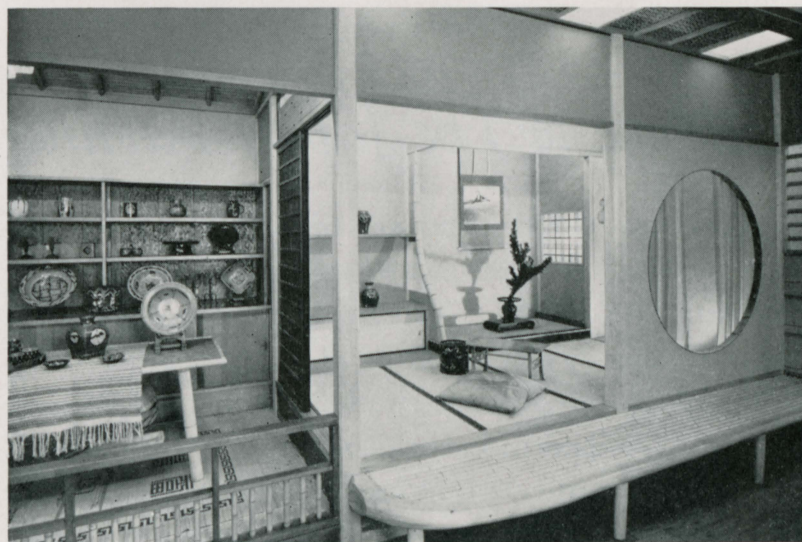
Japan felt it particularly fitting that the Pavilion should be reopened for the Exposition of 1940, as this year is the 2600th anniversary of the founding of the Japanese Empire. The

Natural color photograph of Japan Pavilion.

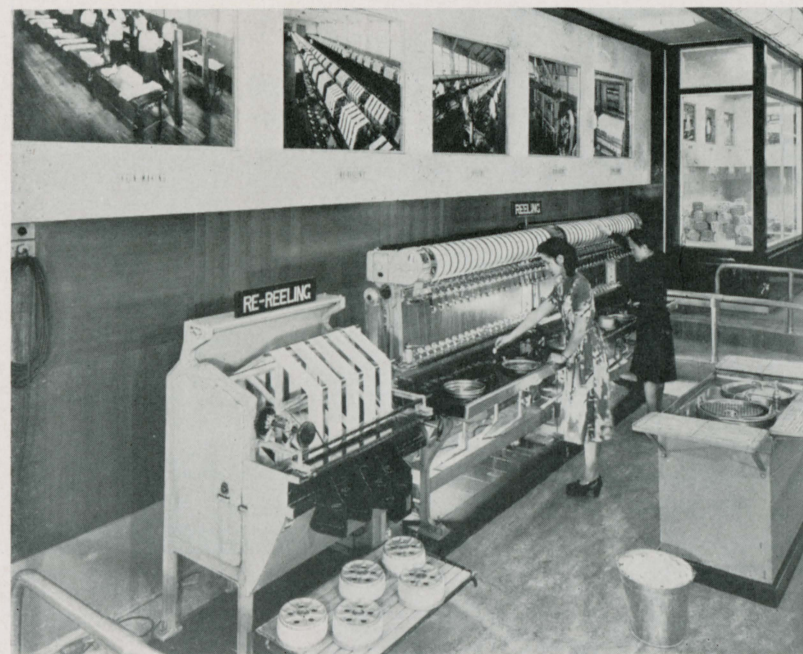
Government, therefore, gladly accepted President Roosevelt's invitation to continue its exhibit as an outstanding part of the Exposition on Treasure Island, so important a part that it attracted 4,500,000 visitors in 1939.

The people of Japan are celebrating this year the founding of the Empire in 660 B.C. The celebration in Japan of this achievement will be reflected in the hospitable activities at the Japan Pavilion here at the Exposition. There will be portrayed from time to time the romance of 2600 years of history in pageants, in other forms of entertainment and in the exhibits in the Pavilion.

An earnest endeavor will be made to give the visitor an intimate view of the life and culture of Japan.



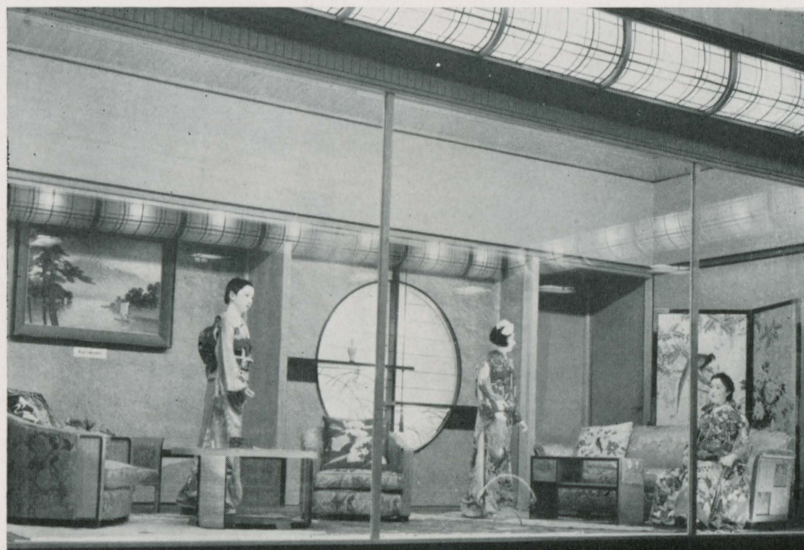
"Kozashiki"



Reeling and rereeling machines for filature process.

Silk Room

SILK combines romance, beauty and practical use as no other fabric. History records its value and appreciation by those of high estate, but few know much about its actual production. The exhibit at the Japan Pavilion shows just how silk stockings and other garments are made. A "silk girl" gives a daily demonstration at the silk reeling machine. The complete filature process is shown from the boiling of the cocoons to the rereeling of the silk thread.



A model room furnished throughout in silk and mulberry wood.

The moths that lay silk worm eggs so prolifically, the eggs, the silk worms that come therefrom, and the cocoons that follow, are all displayed to give the visitor a clearer understanding of producing raw silk.

Photographs on the walls illustrate the complete story of silk production. Examples of the wide use of silk are also shown, as, for example, a Japanese room furnished in Occidental fashion, in which the wall coverings, upholstery, rugs, and even the artificial flowers are made of silk. To carry out the same theme, the wood in the room is from the mulberry tree, on the leaves of which the silk worm lives.

Industrial Arts

OUTSTANDING examples of every phase of Japanese industrial art are displayed here. Reproductions of old ceramics, metal craft, lacquerware, bamboo craft, cloisonné and carvings are shown to give a comprehensive view of the vast field it covers.

An interesting feature shown in this exhibit is a model "Kozashiki," (small sitting room) with a "Tokonoma" (formal alcove)

decorated with a floral arrangement and a "Kakemono" by Yokoyama Taikan, Japan's foremost contemporary brush artist. This "Kozashiki" gives the visitor an idea of the simplicity and beauty of the Japanese home and an insight into the culture of the Japanese people.

Next to this "Kozashiki" is a display of representative modern folk crafts from various parts of Japan including woodwork, weaving, and pottery.



"Peasant woman"

A doll by Toyoko Oka. The doll is attired in the costume of a farmer's wife and expresses the simple love of a mother for her children.

Travel Hall



Japan Tourist Bureau

IT IS INTERESTING to note that the walls have been decorated not with paper, but with thin shavings of Paulownia (Kiri) wood, giving the entire room a soft neutral background for its many colored presentations.

The eight large water colors on the walls are painted on silk and depict the four

seasons. These paintings are works of eminent Japanese contemporary artists.

The illuminated glass, "Floral Calendar," shows a few of the many varieties of flowers according to their seasonal appearance:

January	Yellow daffodils and berry-like nandines
February	Plum blossoms
March	Red, pink, and white camellias
April	Cherry blossoms and roses
May	Peonies, iris, and wisteria



Water colors.

June	Evening primroses and hydrangeas
July-August	Poppies, sweet williams, lotus, morning and evening glories
September	Purple and white bellflowers, and red cocks-combs
October	Bush clovers and pampas grass
November	Chrysanthemums
December	Camellias

The large revolving basket contains the flowers of the year with plum blossoms, camellias, roses, iris, hydrangeas, cherry blossoms, wisterias, chrysanthemums, maple leaves, &c. All of the flowers are made of silk and by hand. This technique is called "Tsumami Zaiku."

Life size dolls playing with shuttlecocks, and battledores on either side of the pond are "Kimekomi" dolls.



Japan Pavilion welcomes World's Fair visitors.



Dolls

Travel map.

Floral basket

Prospective travelers to the Orient will be interested in the large map on the wall showing illuminated rail, water, and air routes from San Francisco to Japan and throughout the Empire to various points in Chosen, China, and Manchoukuo.

For the convenience of visitors, the Japan Tourist Bureau will maintain an office for the duration of the Exposition where information and illustrated travel literature are available.



Hall of Culture

LARGE PHOTO MURALS, presented in surrealism style, cover the four walls of this hall. A masterpiece of photography and presentation, these murals are entitled, "Present Day Japan," and present to the visitor the many phases of Japanese life and culture. They illustrate how Japan is retaining her characteristic culture, and at the same time keeping up with the world in modern industrial and social development.

CASE 1 has a complete display of ladies' kimono accessories including such articles as parasol, zori (slippers), umbrella, fan and purse.



"Hagoromo—Noh Drama"

A wood carving by Tositaka Maki.

Famous throughout the Far East for his Noh sculpture, Tositaka Maki has in this dancing figure caught the exquisite coloring and graceful movement of the Noh Drama. The vivid colors used on the figure are expressive of the classic garments worn in Japan's traditional drama.

CASE 5 has a model of the plane "Nippon," which made a goodwill tour around the world in 1939, and the model of the plane, "Wings of the Century," which holds the world's record for a closed course endurance flight.

CASES 6 and 7 show the development of printing and book binding in Japan with various examples of engraving, color

CASE 2 shows the complete costume for the performer of the classical Noh Drama. This art, founded five centuries ago, still retains its archaic and delicate representation.

CASE 3 has an album of the make-up used in the Kabuki Drama together with battle-dores decorated with silk figures of Kabuki actors.

CASE 4 displays a complete outfit for "Kendo" (Japanese fencing) with a wooden figure of a fencer fully equipped.

type, and the reproduction of antique scrolls and paintings.

CASES 8 and 9 have displays of children's toys made of wood and celluloid.

Hall of Graphic Illustrations

LEAVING the main building by the veranda, the visitor approaches the Hall of Graphic Illustration, which contains a graphic display of six comparative charts; namely, Agriculture, Trade, History, Population and Industry. There are also examples of contemporary commercial art.

AGRICULTURE: Comparison of the expense and income per acre, as well as the number of farmers per acre in Japan and the United States.

TRADE: Monetary import and export exchange between the two countries with the chief commodities pictured.

HISTORY: The main historical events in European, American, and Japanese history arranged chronologically with representative figures.

POPULATION: Comparison of the population density of Great Britain, United States, and Japan and their respective dependencies.

INDUSTRY: The charts on industry reveal the recent and rapid growth of Japan in the industrial world.



A portion of the Garden.

The Garden

THERE ARE MANY intangible elements that are especially important in the construction of Japanese gardens. For example, the wind rustling through the boughs of the trees, the effect of rain falling on the moss, rocks, and plants, should be carefully considered in the art of Japanese gardening. Snow effects, moonlight, and faint lantern light through the darkness should also be taken into account in giving a successful finish to a Japanese garden.

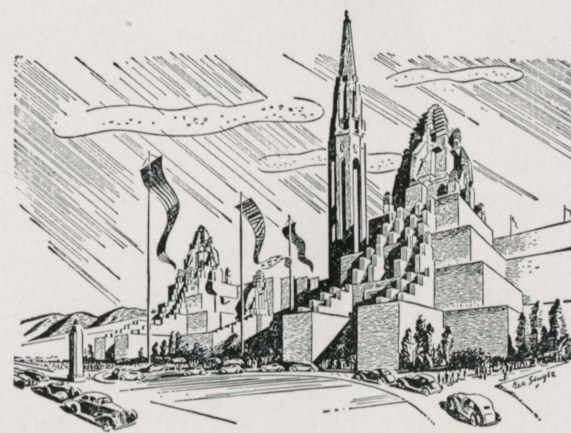
With all of these points in mind, this garden has been laid out in "Kaiyu" form or circular style, which was brought to perfection during the Yedo Era.

The garden has been planned to blend harmoniously with the building and, as a result, visitors can enjoy different views of the garden from various parts of the Pavilion.

The Japan Pavilion and its exhibits are for our guests to enjoy for the duration of the Exposition.

The Japanese Government and the people of Japan extend a hearty welcome to the people of the world visiting her Pavilion on Treasure Island.

"Sayonara! Come again!"



Pacific Portals

Visitor's Memo

*Natural color photograph showing
a portion of the garden.*

