

MERRY FOREST PROJECT

by MERRY PROJECT



01

About MERRY PROJECT



25 Countries / 30,000 Merry Smiles

Smile is a universal Communication.

MERRY PROJECT is a communication-art project to spread the wave of "MERRY" under the theme of "Smile is a universal communication".

"What is MERRY for you?"

We asked this simple question to people all over the world and collected over 30,000 smiles and messages from them.

We believe each person that participates in MERRY minds and cares for the Earth in their smiles, and their messages will link to each other across global borders.

MERRY PROJECT



MERRY COP10

October 2010, COP10 was held in Nagoya JAPAN. MERRY PROJECT participated in COP10 as a partner, and opened the Merry Umbrellas at the site for COP10 to send out a message "Biodiversity for a child. The smile of a child is hope for the future." This project "MERRY COP10" connected to a partnership of "UN Decade of Biodiversity 2011-2020"



MERRY COP10 22-23.9.2010



MERRY FOREST PROJECT

A partnership of UN Decade of Biodiversity 2011-2020

UN Decade for Biodiversity starts from 2011. MERRY PROJECT takes an action as a partner of it. 2011 is International Year of Forests. We are going to have a project "MERRY FOREST PROJECT" to give children an environment to learn about the importance of Biodiversity through planting trees, and to spread out a message to the world "Biodiversity for a child. The smile of a child is hope for the future." through children's smiles.



MERRY FOREST PROJECT 1.11.2006



Merry EXPO

Merry EXPO was held under the theme "Wisdom of Nature" symbolizing "Love Earth Space" at the Aichi Expo. MERRY PROJECT collected about 20,000 smiles and messages from 25 countries. Various contents, which the Exposition association and official partners created together, were sent out by the media or internet to the world.

"To Love Earth Space from the world, To the world from Love Earth Space"
We make a communication using the latest technology. The message which was sent from the first exposition of the 21st century would be for its important meaning for the remembered future of the Earth and environment.



Love Earth Space at Aichi Expo / 3.25-9.25.2005



Collecting data around the world for Merry EXPO



Merry From World Merry in EXPO 2005 My Paper From Merry

Other Merry Project Exhibition



Merry 1999



Merry at Laforet 2000



Merry London-Life 2001



Merry in KOBE 2001, 2002



Merry in NEW YORK 2003



Merry in TOKYO 2003



MERRY EXPO BOOK EXHIBITION 2006



Merry Garden! 2008

Merry Umbrella Project



The Merry Umbrella Project is a Japanese project to send the message "Hope for our future" or "Hope for peace" through umbrellas with the smiling faces of children from around the world printed on them.

The project was created for the opening ceremony of the 2008 Beijing Olympics; the following year, their smiles bloomed in Banda Aceh after the devastation of the Tsunami in 2009.

Next, their smiles brought a warm welcome to visitors of the Shanghai Expo in 2010, linking together our next destination at the Osaka Flower Park and the former 1970 Expo site in Osaka.



Beijing Olympics Opening Ceremony / 8 Aug 2008

[History of Merry Umbrella Project]



Beijing Olympics Opening Ceremony / 8 Aug 2008



Banda Aceh (Indonesia) / 8 Nov 2009

Shanghai EXPO (China) / 4 May 2010

Shibuya Tokyo (Japan) / May 4 2010



Osaka Flower EXPO 1990 Commemorative Park (Japan) / 29 May 2010

Osaka EXPO 1970 Commemorative Park (Japan) / 30 May 2010

Itsukushima Shinto Shrine in Hiroshima (Japan) / 23 Sep 2010

02

The Plan of MERRY FOREST PROJECT

MERRY FOREST PROJECT

2011-2020 UN Decade for Biodiversity

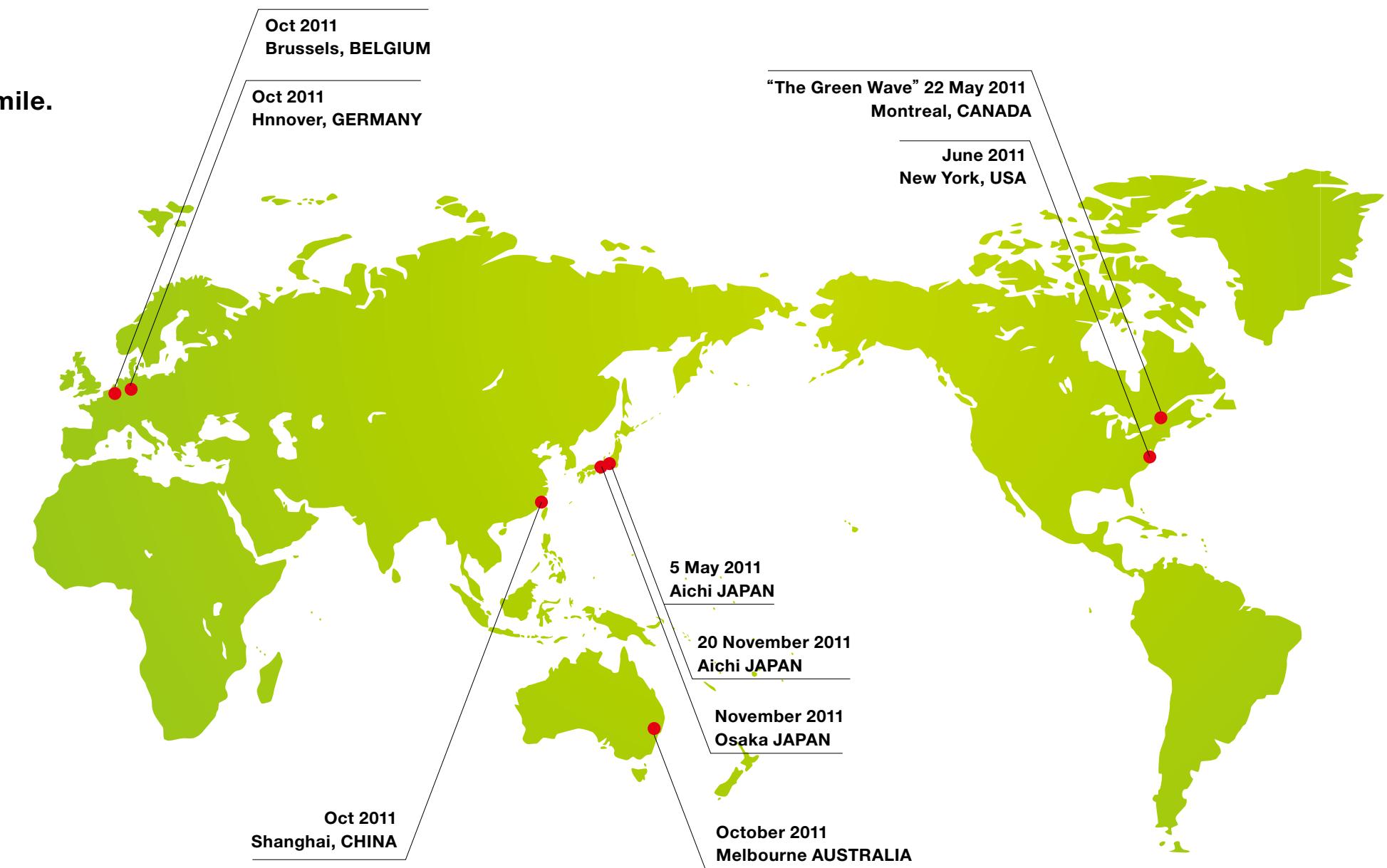
**“Biodiversity for the smile of a child.
The smile of a child is hope for the future”**

THE PURPOSE:

- To have all of people in the world to get a means to keep the Biodiversity by 2020.
- To promote CBD to the world through child's smile.

OUR MISSION:

To involve many children or youth into the action of Biodiversity to learn how important and how wonderful it is through the internet.



(Outline of the project)

1 Plant trees

with local children around the world.

Aim to make better world educating children care of the environment through planting trees.



2 Take a photograph

of children's smiling faces and collect their merry messages coming from the project.



3 Put them on the website

of CBD or MERRY PROJECT, and also put local biodiversity informations on it to provide an environment for study of Biodiversity in the earth.

Sending children's smiles and messages equals giving children a opportunity to speak to the world with their Merry Smile and Merry Message, it would be a power to make the world to be one.



4 Open the Merry Umbrellas

which children's smiling faces on it, and send out a positive visual message "Biodiversity for a child. The smile of a child is hope for the future" to the world, using the media or internet.

03

The actual achievement of MERRY PROJECT

Beijing Olympic Opening Ceremony August 8th 2008

08:08 August 8th 2008, 2008 of children's smile printed on umbrellas were opened, then the big hall was filled with hopeful smiles. The view made a deep impression on the world.

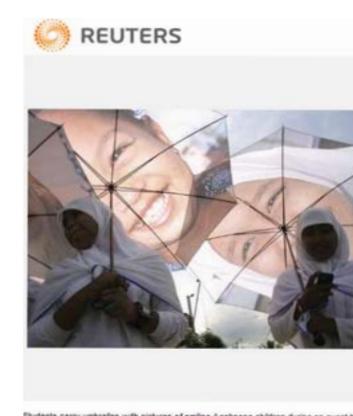


Merry Umbrella Project in Banda Aceh, Indonesia

Nov 8th, Dec 26th 2009

November 8th 2009, Opened one hundred of smile umbrellas around a boat washed up on 5 km away from sea by Tsunami.

The umbrellas were opened at fifth ceremony held in memory December 26th as well by local people.



MERRY COP10 Oct 22-23 2010

MERRY COP10 was held on Oct 22nd and 23rd with the message “Biodiversity for the children’s smiles, The smile of child is a hope for our future”. We opened over 100 of children’s smile umbrellas at some places.



MERRY COP10 22-23 Oct 2010

17 特集 ☆ 2010年(平成22年)11月10日(水曜日)

東 宋 新 序

卷之三

2010年(平成22年)11月10日(水曜日) ☆ 特 集 12



地球の未来を見すえ、三週間にわたつて難交渉を続けた国連地球生きもの会議(生物多様性条約第十四回締約国会議—COP14)は先月三十日で閉幕地、名古屋の名を冠した国際ルールで合意に達し、閉幕した。先進国と発展途上国との深い対立。最後は議長国・日本が指導力を発揮し、百九十三の国・地域の理解を引き出した。行方は、非政府組織(NGO)や先住民も見守り、会場の名古屋国際会議場周辺ではイーンや展示に延べ一万人以上の市民が詰め掛けた。

東京新聞

中村 安希さん
ルポライター

A close-up photograph of a bald eagle's head and upper beak. The eagle has a white head and neck, with a dark brown body. Its beak is slightly open, showing its pinkish interior and a sharp, hooked tip. The background is dark and out of focus.

地球
生きもの会

何が決ま 今後どうが

香坂 玲さんに聞く

A portrait of a man with a beard, wearing a suit and tie, looking slightly to the side. The image is part of a vertical column of text.

【COP10での主な成果】

名古屋議定書

- 生物資源（遺伝資源）の利用で生じた利益を公平に配分する
- 利益分配の対象には、生物資源を参考に化して成立した生物は含めない
- 生物資源の入手には、資源の原産国から事前に同意を得る必要がある
- 薬効のある植物の利用法など先住民の伝統的知識も利益に配分する
- 譲り書き発効以前に取得了した生物資源は利益分配の対象にしない
- 病原体のまん延などや動植物に危険が及ぶふらん緊急事態では特別な配慮をする
- 企業などが生物資源を不正に入手、利用していないかを監視する権限を設ける

Tokyo Shinbun (Japanese Paper) 10.11.2011

THE YOMIURI SHIMBUN

2010年(平成22年)

社会 ★中部14版 日本経済新聞 2010年(平成22年)10月24日(日曜日)

日本經濟新聞
10月24日

Merry Umbrella Project in Expo 2010 Shanghai China × Shibuya, Tokyo May 4th 2009

May 4th 2010, Opened one hundred of smile umbrellas at the area of Shanghai Expo, it happened Tokyo Shibuya at the same time. Children's smile connected China and Japan.



Merry Umbrella at The World Bank Tokyo:Sep 6th-30th 2010, Washington D.C.:Oct 8th-10th

September 6th, Merry Umbrellas were displayed at Tokyo office of The World Bank by their request, after 1 week, They flew to Washington D.C. for 2010 Annual Meetings of the International Monetary Fund (IMF) and the World Bank Group. They sent out to the world our message "Smile of child is a hope to our future" through the annual meeting between Oct 8th and 10th.



Merry Umbrella Project 「MERRY IN OSAKA」

May 29th-30th 2010

This event was reported in an official organ of The Bureau of International Expositions (BIE) "Progression".



40th Anniversary of Expo Osaka 1970

BIE INFO n°16-3

On March 13th, 2010, Expo Osaka 1970, the first World Expo ever held in Asia, celebrated its 40th anniversary at the Iron & Steel Pavilion of the Expo 1970 Park, a living legacy of the Expo still dominated by its symbol, the "Tower of Sun" of the artist Tarō Okamoto.

On this occasion, the Commemorative Organization for the Japan World Exposition 1970 inaugurated a permanent exhibition, in collaboration with the BIE and "EXPO x EXPOS", dedicated to the history of Expo Osaka 1970 and to the future Expos.

Moreover, a line of 100 "smiling umbrellas" celebrated Expo Shanghai in front of the Tower of the Sun representing a symbolic bridge between the two Expo sites of Osaka and Shanghai.

The Pavilion of the Kingdom of Morocco

Morocco Pavilion joins in the theme of the Expo " Better city, Better life " or " Morocco, the art of life "

The Kingdom of Morocco embraced the challenge of building an authentic pavilion. Everything was made to attract the public:

- a majestic architecture and authentic materials,
- aesthetics consideration and an extreme attention to details and strong and powerful images,
- authenticity.

Through its pavilion, the Kingdom of Morocco helps the visitors to understand :

- its knowledge through the architecture and the originality of its building,
- its history,
- the quality of life and the values of its people,
- its level of development and its capacities to exchange.

The Pavilion presents Morocco as:

- a country, which enjoys an exceptional geographical situation, facing Europe and the door of Africa,
- a country connecting two worlds, a link between two civilizations,
- a country, which has benefited from a melting pot, that for centuries, has generated a creative spirit in architecture, in the traditional arts (ceramic, wood, plaster, marble, zellige,) as well as in embroidery, jewellery, costumes, tools and food...

Our Pavilion, with the theme "Morocco, the Art of Life", presents a welcoming diverse country, with a strong historic and cultural legacy, in full urban development and social change.

The pavilion of the Kingdom, with its skilfully embroidered facades, its gardens, its ponds of water and its fountains, is conceived to attract the visitors and invite them to discoveries.

Built on a 2000 m² area, with a covered area of 4000 m², the pavilion has 3 levels and a terrace. The ground floor reflects marvellously the permanent concern to create a good living environment. In a museum atmosphere, the visitor roams through shop windows, with a smooth background music and images of Morocco, which scroll slowly on the walls.

On the 1st floor the visitor is plunged into a medina with its alleys and its shops.

Already in this structure of the traditional city, the life was organized around the art of life. It is important to show this model of ancestral organisation with an active and harmonious life.

Visitors will appreciate and notice many resemblances with the Chinese traditions.

They will discover the product of the manual labour of "maalmens" in all the domains: calligraphy, embroidery enriched by the Andalusian influence, the jewels, the regional traditional costumes, the pottery and the enamelled ceramic, the brass work, the carpets, for the country or the city (houses in Morocco are very cheerful), cavalry and metal work, music etc.

All the colours and the diversity reflects a real art of life.

On the upper floor we can see the Kingdom of Morocco to day.

A fast-growing Morocco, landscapes, new cities, sport activities, harbour infrastructures, free zones, high-tech parks, highways ... Images are passing on a screen of 240 m².

Using the multimedia in an open space, a luxurious architectural space.

The event agenda and the communication programme deserve a particular attention: reports, documentaries and movies, mediatisation of the craftsmen, cooperation with the Chinese Embassy in Morocco, press conferences, reception of delegations and meeting of Commissioners General, creation of the Pavilion's Website, special package with travel agencies for Moroccan people to go to Shanghai, activities with the Moroccan community in China, Pavilion's events, National Day of Morocco on September 30th, 201, etc.

From its opening, on May 1st, the Pavilion has welcomed more than 30 000 visitors a day sometimes exceeding 50 000 visitors.

Ahmed AMMOR, Commissioner General of the Moroccan Pavilion

FLASH BIE

Forum « City and Health », Shanghai, August 10th-11th, 2010, organised by the Académie Européenne des Sciences, des Arts et des Lettres, the City of Shanghai, the Chinese Ministry of Health, the Chinese Academy of Sciences (Info : nilemaire@wanadoo.fr)

40th Anniversary of Expo Osaka 1970

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Moreover, a line of 100 "smiling umbrellas" celebrated Expo Shanghai in front of the Tower of the Sun representing a symbolic bridge between the two Expo sites of Osaka and Shanghai. This event recalls the positive and long-lasting impact of Expos and their role as links between cultures.

Merry Umbrella Project 「MERRY IN OSAKA」

May 29th-30th 2010

Opened 125 smile umbrellas in Osaka city, at Osaka Flower Park and the former 1970 Expo site in Osaka.

Children's smile connected three exposition sites "1970 Expo site in Osaka", "1990 Osaka Flower expo" and "Shanghai Expo site".



Merry Umbrella Project in Hiroshima Aug 1st 2010

One hundred of Merry Umbrellas were opened in Hiroshima for the 65th anniversary of the atomic bombing of Hiroshima, to send out the importance of peace for next generation.



Merry Umbrella Project in Nagasaki Aug 7th 2010

One hundred of Merry Umbrellas were opened in Nagasaki for the 65th anniversary of the atomic bombing of Nagasaki, to send out the importance of peace for next generation.



Nagasaki Shinbun (Japanese Paper)
6.8.2010



Mainichi Shinbun (Japanese Paper)
8.8.2010



Yomiuri Shinbun (Japanese Paper)
8.8.2010



Asahi Shinbun (Japanese Paper)
8.8.2010



Nagasaki Shinbun (Japanese Paper)
8.8.2010



NBC 8.7.2010

Merry Umbrella Project in Okinawa 2010/8/14

Okinawa had a ground war 65 years ago, so one hundred of Merry Umbrellas were opened in Okinawa for the 65th anniversary of the end of World War II, to send out the importance of peace for next generation.



1 総合 1版 2010年8月15日(日) 白日15日 琉球新報

A wide-angle photograph of a hillside covered with numerous large-scale portraits of smiling children and young people. The portraits are arranged in a grid-like pattern, filling the frame. In the foreground, a dark banner with white Japanese text is overlaid. The background shows a clear sky, some trees, and a few people walking in the distance.

Merry Umbrella Project in Miyazima Sep 23rd 2010

Opened one hundred of smile umbrellas at "Itsukushima Shrine" in Hiroshima, and sent out the message "Smile of child is a hope to the future"

