

EXPO'70

Matsushita Pavilion and Time Capsule

Theme: Tradition and Development



The founder

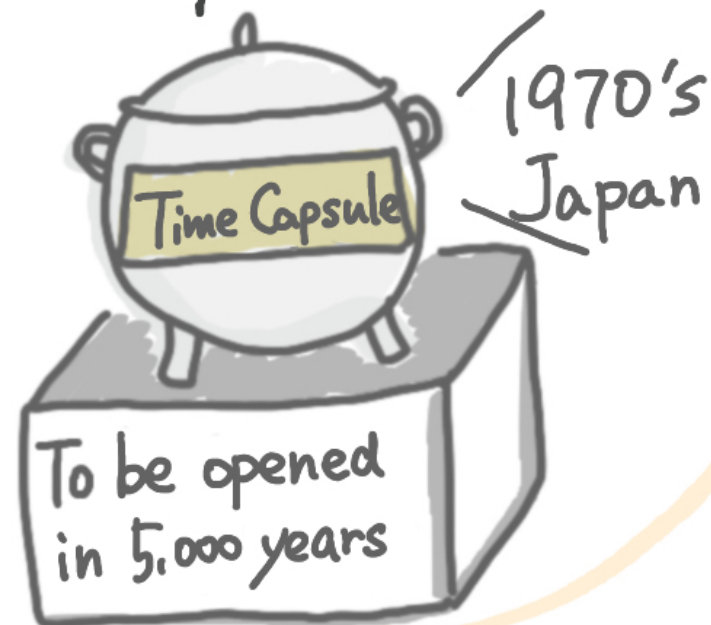
Enjoy a quiet moment of peace



Designed by Isoya Yoshida:

A pavilion with bamboo, water, and a tea ceremony

2,098 objects of modern culture preserved:



1970's Japan

To be opened in 5,000 years

About 7.6 million visitors!
About 640,000 users of the tea ceremony room!



Princess Beatrix of the Netherlands



A refreshing cup of tea

Tradition: Tea ceremony room

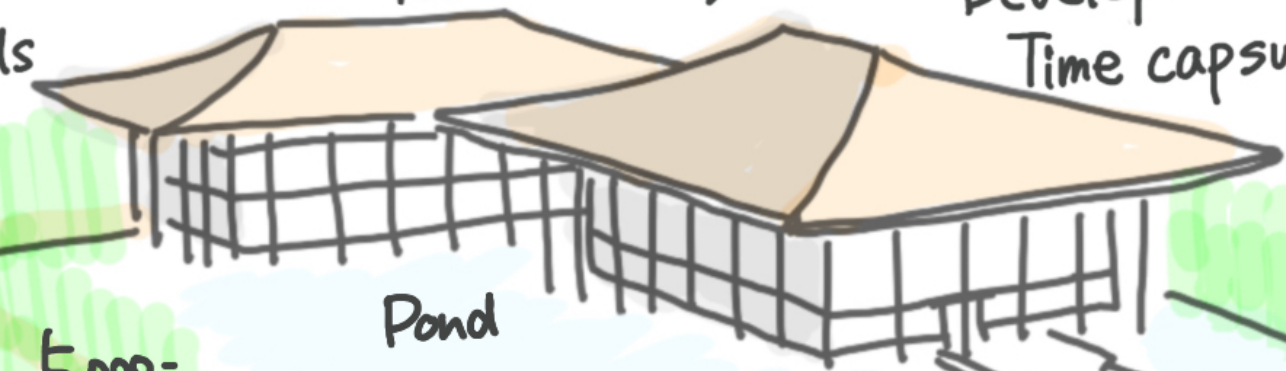


Prince Takamatsu of Japan



Kimono uniforms proposed by a female employee

Development: Time capsule



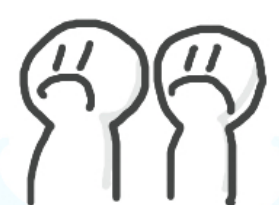
Pond

5,000-Year Path

Bamboo grove

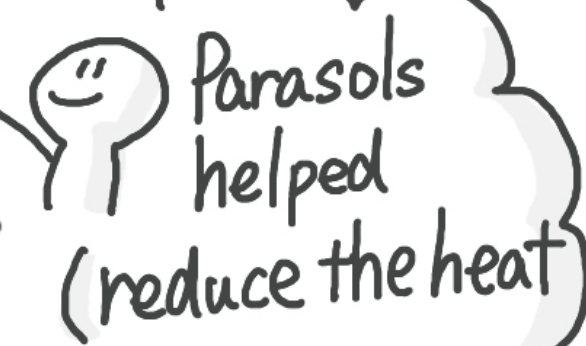


Then-Crown Prince and Princess of Japan



Premier Brand of Western Australia and his wife

Giant parasols for outdoor tea gatherings



Parasols helped (reduce the heat)

Lessons from the Matsushita Pavilion: The Customer Comes First

1. Before opening: Simulated walk-throughs to manage crowd flow

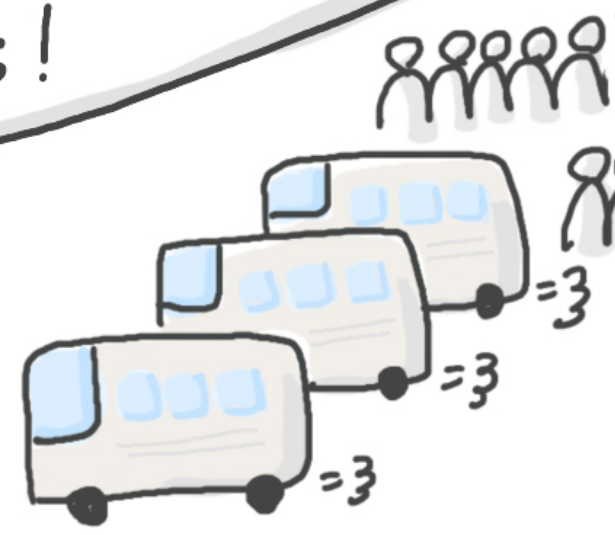


Did you actually rehearse handling the crowd movement? If you don't, you won't see the dangers!

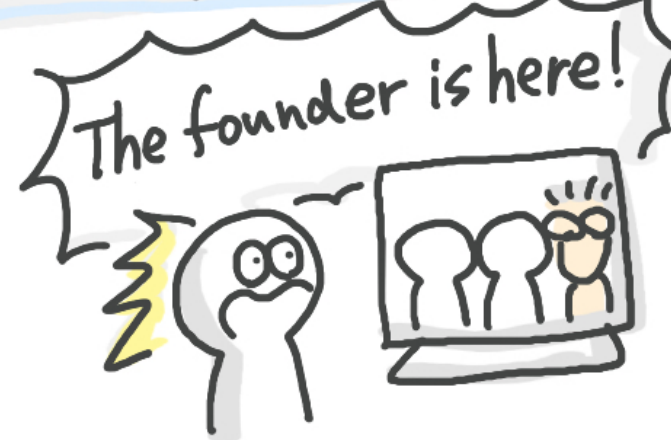
We didn't do it...

Buses arranged, hundreds of employees rehearsed three full times at the Expo site after work!

The founder personally attended the rehearsals



2. After opening: The founder lined up to check and improve operations



The founder is here!



I have lined up to measure the wait time



Giant outdoor parasols



Paper hats handed out to waiting guests

Reevaluate guest flow into the pavilion!

Set up sun protection for the hot summer!

Helping visitors take a relaxing break

3. Hospitality at the tea ceremony room:

Sharing the spirit of tea with the world



Widespread praise from VIPs around the world

Timeless Japanese beauty
The spirit of hospitality

The Asahi ware tea bowls used were gifted to supporters



Careful management of the tea ceremony room on detailed manuals

The customer always comes first. Learn from the founder's example!



Yuki Kusumi, CEO Panasonic Group

Yuri