



EXPO

PRODUCT PORTFOLIO





EXPO

A COMMEMORATIVE PROJECT BY
ARQUITECTURA A CONTRAPELO

Color and design are the main features of our latest project EXPO: a matching card game recalling the architecture and countries that gathered in the 1992 International Exposition of Seville (Spain).

A quarter century later, some of the most representative pavilions meet again, linked to the territories of their respective nations and continents. The unique combination of countries like the United States, Australia, United Kingdom, Russia and Japan; alongside the presence of celebrated architects such as Tadao Ando, Santiago Calatrava and Nicholas Grimshaw, immerse us into the amazing and enchanting World Fair universe.

THE GAME

EXPO is more than a matching game. If you were thinking about the well-known concentration game you trifled with during your childhood, you'll soon find out there's much more to it than what it seems.

There are five different geographical areas in this game (Africa/Oceania–Asia–America–Europe West–Europe East), each one easily identified with the five colors of the iconic Expo'92 mascot, Curro (Yellow–Green–Blue–Red–Pink). This sounds easy so far, but now you need to know that each group is represented by five of the most recognizable pavilions and their countries. So, 5 pavilions and 5 countries per group means, yes, 50 cards.



CARDS

All 50 cards are made in 160lb (440gsm) Crescendo white cardboard paper, using a CMYK color scheme with the best resolution. Every card has been carefully redrawn by our team and will be manufactured by the Belgian playing cards company Cartamundi.

List of countries included in the collection:
Australia • Austria • Canada • Caribbean • Chile • Denmark • Finland • Germany • Hungary • India • Italy • Japan • Kuwait • Mauritania • Mexico • Morocco • New Zealand • Papua New Guinea • Portugal • Russia • Saudi Arabia • Spain • Turkey • United Kingdom • United States

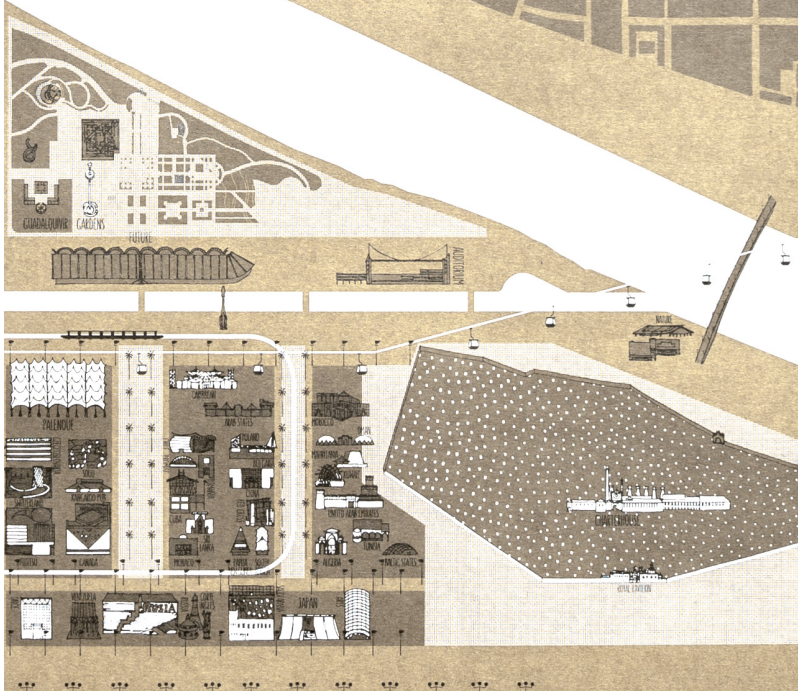
EXPO cards will be displayed inside a case made of 140lb (360gsm) SBS paperboard with a satin external finish. This box is made of two elements: the bottom and the lid, which slides to open and close. Printed in 4-color CMYK scheme and produced by the Italian paper-made packaging manufacturer Rotografica.



MAP

The entire enclosure of Expo'92 is compiled in a hand-made drawing that shows its 100-country pavilions and thematic buildings such as the Navigation or Discovery centers, together with urban furniture, infrastructures, gardens, or the Grand Central Lake. All this imaginary is reunited in a large poster (16,5" x 23,4" in / 42 x 59,4 cm) made in kraft paper (85 lb / 225 gsm) and printed using mixed offset and digital techniques in a CMYK color scheme and white ink.

This project tries to portray the global nature of a celebration where 112 countries took part, and which was visited by 15,5 million people from all over the world. A historical event that culminated in the October 12th 500-year commemoration of Christopher Columbus' arrival to America.



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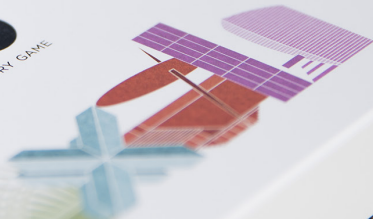
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EXPO

ARCHITECTURE MEMORY GAME



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