

FINAL

ASIMO Event Report

ASIMO Lends a Hand to Celebrate Japanese–Swiss 150th Anniversary

Geneva, Switzerland, 30th Anniversary 2014 – Following its recent trip to Lausanne, ASIMO returned to Switzerland this week to attend the 2014 Geneva Book and Press Fair.

Honda’s humanoid robot was invited to take part in the five day-long event to help celebrate the 150th anniversary of diplomatic relations between Switzerland and Japan, which is being commemorated this year.

To mark the anniversary, a 1000 square meter Japanese pavilion has been constructed in the venue, offering visitors an opportunity to experience the diversity and modernity of the Asian archipelago. The structure comprises a pond, a stage, a reading and resting square, a bookstore, and a tasting space.

The pavilion itself was designed by the Swiss architect Antoine Müller Moriya, who studied in Japan whilst a student and has worked for several years in the country with world famous Japanese architect, Tadao Ando.

ASIMO attended the opening day of the Fair, where it demonstrated its advanced capabilities, including climbing stairs, during two half hour public appearances.

The Geneva Book and Press Fair, which this year is organized around three main themes (“narration”, creation” and “art of life”), takes place in the City’s Palexpo exhibition centre and runs from the 30th April to the 4th May.

ENDS