



ピースは多いほうがいい。
Pieces of Peace — the more, the better!

世界遺産チャリティーアートエキジビション

PIECE OF PEACE

WORLD TOUR

WORLD HERITAGE EXHIBIT BUILT WITH LEGO® BRICK

『レゴ®ブロック』で作った世界遺産展

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2013.7.5^(FRI) - 7.31^(WED)

HONG KONG : CITYPLAZA

- This outstanding peace-themed exhibition was first held in Japan in 2003 and has since attracted 1.5 million visitors. This is its first tour to Hong Kong
- The exhibition features 40 World Heritage sites from 25 countries built entirely of LEGO® bricks
- This event is escorted by the first LEGO builder officially recognised by LEGO JAPAN, Kazuyoshi Naoe, who personally created most of these World Heritage models
- 由2003年起於日本巡迴展出，展覽目的在於宣揚和平，吸引逾150萬觀眾，今年首次衝出日本於香港公展
- 展出以樂高®顆粒建砌的40件源自25個國家的世界遺產展品
- 主要展品均由「亞洲首位樂高模型建築師」直江和由率領團隊建砌
- Organizer: Cityplaza
- Co-organizer: PIECE OF PEACE Executive Committee JAPAN*, LEGO Hong Kong
- Supported by: UNESCO Hong Kong Association, National Federation of UNESCO Associations in Japan (NFUAJ)
- * PIECE OF PEACE Executive Committee JAPAN consists of PARCO Co., Ltd., LEGO Japan and BAU Communications Co., Ltd.



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香港聯合國教科文組織協會
UNESCO Hong Kong Association
世界遺產協會
World Heritage Association of Hong Kong

INTRODUCING UNESCO

The United Nations Organization for Education, Science and Culture (UNESCO) was founded on 16 November 1945.

UNESCO has 195 Members and eight Associate Members. The Organization has more than 50 field offices around the world. Its headquarters are located at Place de Fontenay in Paris, France.

About UNESCO Hong Kong Association

UNESCO Hong Kong Association ("UNESCO HK") is dedicated to achieving UNESCO's peace mission, creating dialogues among civilizations, cultures and peoples based upon respect for commonly shared values for sustainable development. UNESCO HK is a member of the Chinese Federation of UNESCO Clubs and Associations. We are a charity and champion UNESCO movement in Hong Kong.

Mission :

To promote sustainable development and international exchanges through education, sciences and culture.

Objectives :

- Uphold the mission and objectives of UNESCO
- Launching programmes and activities in accordance with UNESCO objectives
- Strengthening Hong Kong's roles in international affairs and activities
- Leveraging Hong Kong's technology and talents to best support its longterm developments as well as that in Mainland China

World Cultural Heritage activities carried out by UNESCO HK:



2011 December :
Student Exhibition and Performance on
World's Intangible Cultural Heritage of China



2013 February :
Peacemakers' Celebration –
Celebrating Cultural Diversity and Peace

About The National Federation of UNESCO Associations in Japan (NFUAJ)

The PIECE of PEACE exhibit is a charitable art movement that started in 2003 to support UNESCO World Heritage Activities in Japan. It has been operated with the cooperation of the National Federation of UNESCO Associations in Japan (NFUAJ).

"From World Heritage to the local familiar—treasures to pass on to future generations"

The National Federation of UNESCO Associations in Japan (NFUAJ) works not only to help protect World Heritage sites, but also to protect our local cultural properties and natural environment that are part of our daily lives, so that they can be protected and be passed on to future generations.

NFUAJ's mission is to help build peaceful societies that overcome ignorance and prejudice by fostering a mutual understanding of the diverse cultures around the world. We hope this exhibition of World Heritage sites provides the opportunity for visitors to appreciate the wonder of the World Heritage sites and the treasures that are part of all our daily lives.

Noboru Noguchi
Director General
The National Federation of UNESCO Associations in Japan

介紹聯合國教科文組織

聯合國教育、科學與文化組織（教科文組織）成立於1945年11月16日。教科文組織擁有195個會員國和8個准會員。本組織在全世界各地擁有超過50個總部外辦事處，總部位於法國巴黎。

香港聯合國教科文組織協會簡介

香港聯合國教科文組織協會致力策導和推行聯合國教科文組織的和平使命，在尊重共同價值觀的基礎上為不同文明、文化和民族之間開展對話，創造條件來實現可持續發展的全球願景。本協會是中國聯合國教科文組織協會全國聯合會的成員，同時是註冊慈善機構，積極在香港推動聯合國教科文組織理念。

使命：

通過教育、科學、文化，促進可持續發展及推動國際間交流。

目標：

- 維護及宣揚聯合國教科文組織的使命及目標
- 秉承聯合國教科文組織的目標，開展教育、科學、文化項目及計劃
- 加強香港在國際活動中所扮演的角色
- 發揮香港技術及人才優勢，積極支援內地和香港的長遠發展

香港聯合國教科文組織協會主辦之有關世界文化遺產活動：



2011年12月：
「香港中國世界非物質文化遺產」學生展覽及
表演交流活動



2013年2月：
和平大使慶典-齊頌多元文化和和平

日本聯合國教科文組織協會全國聯合會簡介

「Piece of Peace 世界遺產樂高展」與日本聯合國教科文組織協會全國聯合會合作，於2003年首次面世，以慈善活動的形式致力支持聯合國教科文組織於日本所推廣的世界遺產活動。

日本聯合國教科文組織協會全國聯合會致力把「世界遺產及地方珍藏傳承下去」，以最大力量保護當地的文化遺產以及獨特可貴的自然區域。最終目標是希望把日常生活的重要部份成為世界遺產的一分子，並積極進行守護以傳授給下一代。

日本聯合國教科文組織協會全國聯合會的使命是促進大家互相了解彼此不同的文化背景，而除去社會中的無知及偏見，共建和諧社會。是次展覽希望能令大家更珍惜我們日常生活中不可或缺的世界遺產及其可貴。

野口升
總幹事
日本聯合國教科文組織協會全國聯合會



香港聯合國教科文組織協會
UNESCO Hong Kong Association

香港公益慈善機構
Charitable Institution of a Public Character
No. 100000000



United Nations
Educational, Scientific and
Cultural Organization



1945年11月
日本-日本文化協會

ADD YOUR PIECE TO THE PEACE OF WORLD HERITAGE

"We hope to bring a little more cheer, and more smiles to people around the world." With this sentiment, we set out to create the first World Heritage Exhibit built with LEGO® Bricks – PIECE of PEACE in 2003 in Tokyo, Japan. It was just around the time when events worldwide had demonstrated a patent disregard for the desire that we all have for peace, as we were facing increasingly grave environmental threats. Since then, the exhibit has evolved over the years, advancing together with people's desire for peace, a universal goal of humankind.

We are pleased to announce we are now presenting the PIECE of PEACE exhibit in Hong Kong. After having been held 30 times in Japan, attracting more than 1.5 million visitors nationwide, this is the first time for the exhibit to be presented outside Japan. This endeavor will bring PIECE of PEACE to the world, and it is a great joy for us to be starting the worldwide tour in Cityplaza, Hong Kong.

UNESCO has now registered 981 World Heritage sites throughout the world (as of June 2013). These are sites that embody our human historical and cultural heritage, sites of great natural beauty that have existed since the planet was formed, and sites that combine both manmade and natural elements. There are some sites also conserved as bitter reminders of the pain and suffering that wars have caused.

In so many different ways, these World Heritage sites are gems for all of humankind around the globe. Sadly, these treasures are now in peril even greater than in 2003, when the PIECE of PEACE exhibit was launched, for reasons of erosion, development and conflict. Protecting these sites is a difficult task, but if each of us here today brings a unique piece of peace, we will surely be able to leave these treasures to future generations.

太古城中心PIECE of PEACE，帶你遊歷世界遺產

「我們希望為世界帶來多一點的樂趣，為身邊的人帶來多一點歡笑。」在2003年，眼見世界各地發生多宗事件擾亂我們渴求的和平，而環境危機越來越迫在眉睫，所以我們在日本東京展出首個以LEGO®積木砌成的世界遺產展品「PIECE of PEACE」(和平地標)。自此之後，展品隨著年月與世人對和平的渴望而不斷演進，體現追求和平這個普世目標。

藉著今次的機會，我們宣佈「PIECE of PEACE」隆重登陸香港。展品過去在日本展出30次，吸引超過150萬觀眾從日本各地前來欣賞，而這次更是首度於日本海外展出，並於香港太古城中心與觀眾見面，展開 PIECE of PEACE 的環球之旅。

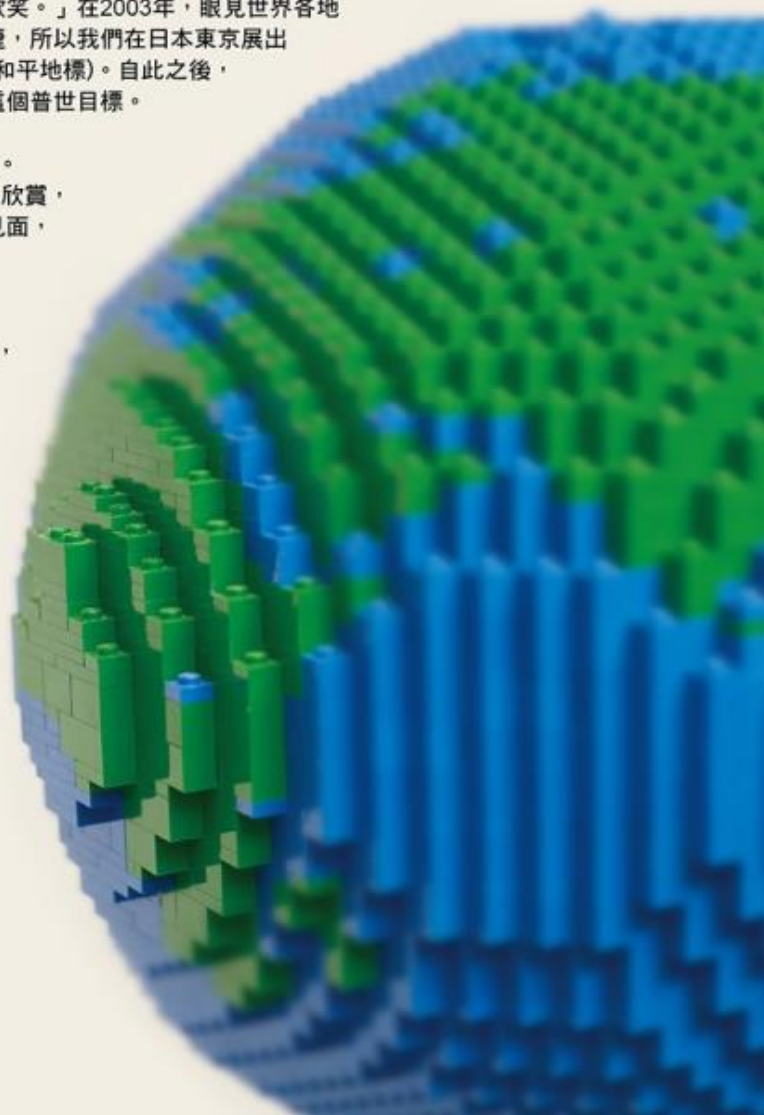
根據聯合國教科文組織的名錄，世界各地共有 981個世界遺產(迄至2013年6月)。它們有些是見證人類歷史和文化的珍貴遺產，有些是自地球形成之初已存在的自然奇觀，有些則合兩者兼備的複合遺產，更有一些是戰爭痛苦歷史的印記。這些世界遺產蘊涵不同的價值，是人類的歷史瑰寶。可是由於自然侵蝕、城市發展及戰爭衝突等種種原因，許多世界遺產的目前狀況比2003年「PIECE of PEACE」初次展出時面臨更大的威脅。保護這些遺址是一項艱鉅的重任，但如果我們同心散播和平的種子，定必能將這些珍寶傳到下一代的手中。

世界遺產チャリティーアートエキジビション

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PEACE** **WORLD
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WORLD HERITAGE EXHIBIT
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ABOUT WORLD HERITAGE

World Heritage Sites represent a natural and cultural history that has been handed down from generation to generation. It is a heritage that we should, in turn, pass on to our children and grandchildren. Our natural and cultural heritage are both irreplaceable sources of life and inspiration. As such, they enhance our feeling of belonging, our mutual respect for one and other and also our sense of purpose; all of which measurably contribute to the cohesion of the societies of which we are a part. To this end, World Heritage also plays a crucial role in sustainable development and in the fostering of mutual understanding and peace worldwide.

World Heritage knows no borders. Places as diverse as the wild beauty of East Africa's Serengeti, the unique magnificence of Egypt's Pyramids, the wild majesty of Australia's Great Barrier Reef and the splendidly imaginative Baroque cathedrals of Latin America are all wonderful examples of our shared World Heritage.

What makes the World Heritage so vitally important is its universal application. World Heritage sites belong to you, me – every one of us – irrespective of where in the world they – or we – happen to be located.

Lovingly compiled over many years, the full World Heritage list now includes over 981 properties. All of which form a vital part of the cultural and natural legacy which the World Heritage Committee considers as having outstanding value for not only ourselves, but also our children and grandchildren.

They include 759 cultural, 193 natural and 29 mixed properties in 160 countries. As of May 2013, 190 national governments had ratified the World Heritage Convention.

Like to find out more? Then please visit: <http://whc.unesco.org/en/list>.

世界遺產簡介

從自然及人類歷史的角度來看，世界遺產都代表著一種通過幾代人一直流傳下來的“遺產”；反過來說，它亦是我們應該交托給下一代的遺產。文化和自然遺產均是生命及靈感不可或缺的來源，不但增加了我們的歸屬感及彼此之間的尊重，亦明確了我們的方向及目標。因此，世界遺產為我們的社區帶來一股龐大的社會凝聚力，更為可持續發展、促進相互了解及世界和平擔當了重要的角色。

世界遺產是無分國界的，例如具野性之美的東非賽倫蓋提國家公園、冠冕堂皇的埃及金字塔、充滿自然美態的澳洲大堡礁以及富麗宏偉的拉丁美洲巴洛克大教堂等均是我們共同一起擁有的世界遺產。

不論你我身在何處，世界遺產也是屬於大家的，這無分彼此的世界性正正是世界遺產的重要之處。

到目前為止由世界遺產委員評選為世界遺產的數目現已多達981個，為我們及後代的文化及自然傳承擔當了重要的角色。

世界遺產分佈在160個國家之中，當中包括了759個文化遺產、193個自然遺產以及29個複合遺產。直至2013年5月，共有190個國家政府簽訂了世界遺產公約。

欲知詳情，請瀏覽<http://whc.unesco.org/en/list>。

