



A Future Shaped by Immersive Installations and Digital Experiences The EU Pavilion at Expo 2025 Osaka – Opening on Sunday, 13 April!

Details on official uniforms and events during the Expo, including "Europe Day," to be announced soon.
A ribbon-cutting ceremony will mark the opening.

Ahead of the opening of Expo 2025 Osaka, Kansai, Japan, the European Union (EU) will announce details about the EU Pavilion, the official uniform, and a series of events to be held during the Expo, including "Europe Day".



EU Pavilion: Step into the Future as Envisioned by the EU through Immersive

The EU Pavilion at Expo 2025 Osaka is designed with inspiration from the three principles of the "New European Bauhaus" – sustainability, aesthetics and inclusion. Immersive installations and digital activities, such as the "Zen Robot Installation" and "Talking Plants," are more than exhibitions, offering spaces for discovery, dialogue and interaction. These installations embody the theme of the EU Pavilion, "Nurturing Tomorrow". Visitors will have the opportunity to experience the EU's vision for the future as they explore the pavilion.

■ Overview

Name: European Union (EU) Pavilion

Period: 13 April 2025 (Sunday) – 13 October 2025 (Monday)

Location: Saving Zone S07

Official Website: https://eu-at-world-expos.europa.eu/index_ja

Official Social Media: •Instagram: [@euinjapan](https://www.instagram.com/euinjapan)

•X: [@EUinJapan](https://twitter.com/EUinJapan)

•Facebook: [@Delegation of the European Union to Japan](https://www.facebook.com/DelegationoftheEuropeanUniontoJapan)

«Contact Information for Media Inquiries»

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■ Ribbon-Cutting Ceremony on 13 April (Sunday)

Time: From 14:00

Location: Saving Zone S07

Speakers: EU Commissioner-General Jean-Eric Paquet

Representatives from EU Member States (participants to be confirmed)

■ EU Pavilion Details

The Facade

Inspired by Japanese ema plaques and the precision of origami, the facade features rotating, petal-like modules made from sustainable bamboo, a material chosen for its durability, lightness, and environmental performance. These elements move naturally with the wind, mirroring the graceful motion of sakura blossoms and bringing the EU's theme, "Nurturing Tomorrow," to life.

By day, its lightweight structure plays with natural light and shadow, while at night, dynamic LED illumination enhances its vibrancy.



Talking Plants

Touch a digital plant to watch its virtual twin grow and reveal fascinating insights into EU initiatives on sustainable agriculture, food safety, and green alliances.



Green Cities

In the "Empowering People" space, visitors will learn about EU energy, agriculture and green cities:

- Ljubljana, Slovenia – European Green Capital Award 2016
- Vitoria-Gasteiz, Spain – European Green Capital Award 2012
- Lahti, Finland – European Green Capital Award 2021
- Grenoble, France – European Green Capital Award 2022
- Tallinn, Estonia – European Green Capital Award 2023
- Copenhagen, Denmark – European Green Capital Award 2014

The high-tech and futuristic space focuses on European science and technology, while the "Protecting Lives" space introduces visitors to the EU public health, humanitarian aid and environmental protection programmes.

The EU Pavilion at Expo 2025 Osaka is more than an exhibition – it is a space for discovery, dialogue, and interaction. Throughout their wanderings, visitors will have the opportunity to discover:



Zen Robot Installation

Find a moment of peace as an interactive robot nurtures a zen garden, tracing patterns in the sand and greeting guests in Japanese and English.



Interactive Photo Stations

Take augmented photos in iconic European locations, learning about travel to Europe.



Digital Origami Birds

Inspired by Japan's origami culture, fold your own digital dove and release it into the installation, symbolising hope and cooperation.



EU-Japan Relations Quiz

Test your knowledge of the strong partnership between the EU and Japan.

■ Comment by Jean-Eric Paquet, EU Commissioner-General and EU Ambassador to Japan

I eagerly await the opening of Expo 2025 Osaka, which brings people together from around the world to share knowledge, culture and experiences and to explore new possibilities for humankind. At the EU Pavilion, we will be showcasing Europe's commitment to sustainability, innovation and diversity, while engaging visitors in meaningful dialogues about how we can "nurture tomorrow". It is a great honour to be part of this historic event, and I hope many people will visit our Pavilion and gain greater understanding of the EU and its work.

Official EU Pavilion Uniform with Sustainability and Functionality



The design competition for the EU's official uniform at Expo 2025 Osaka took place in the autumn of 2024. Among the applicants, all of whom were fashion students from across the EU, Tomáš Maliňák from Slovakia was selected. Over the following months, Maliňák worked under the guidance of Kunihiro Morinaga, founder and designer of the renowned Japanese fashion brand "ANREALAGE," to enhance his design.

Inspired by the theme of the Expo, "Designing Future Society for Our Lives," and the EU's "Nurturing Tomorrow", Maliňák's design embodies the spirit of the EU and the guiding values of the New European Bauhaus. Maliňák's design is not only aesthetically beautiful and unmistakably European, but also sustainable and inclusive.

The official uniform is designed to ensure comfort for all, regardless of gender, body shape or colour palette. It consists of a button-down denim vest, a knitted polo shirt and high-waisted denim trousers, balancing both form and function. Advanced production technologies, such as pattern generation and 3D visualization, were employed alongside certified-sustainable fabrics. The uniform features 100% cotton, lightweight, breathable 3D-patterned fabric for comfortable wearing in all weather conditions while offering a flattering, relaxed silhouette for any body type. Maliňák's design is entirely produced in Europe. Honouring his Slovakian heritage and the fact that he is currently pursuing a degree in Prague, the uniforms are hand-sewn in Slovakia using fabric sourced from Czechia.

Upcoming EU events

A variety of exciting events will take place at the EU Pavilion throughout the Expo. Europe Day, which marks the anniversary of the EU's founding, is the most important occasion to honour peace, unity and the future of Europe. To commemorate this special day, the EU will host a diverse lineup of events, reflecting the strong ties between European nations and further strengthening relations with other partners.

■ Europe Day Commemorative Event, 9 May

On Europe Day, which honours peace, unity and the future of Europe, the EU will host various initiatives and performances from EU Member States in the EU Pavilion and all around the expo site, focusing on showcasing the strong ties between the European countries and further strengthening relations with world partners. The events will centre around the EU's core values of unity, solidarity and diversity with cutting-edge performances that blend music, digital art and dance. The EU will collaborate with the Jellyfish Pavilion to present a children's programme titled "Tales from Europe". Starting on Europe Day, an EU Stamp Rally will encourage visitors to explore the pavilions of EU member countries and collect stamps. This unique experience, celebrating Europe's culture and diversity, offers visitors the opportunity to engage with the various pavilions while enjoying both entertainment and educational activities.

<Performance Show Overview>

Enjoy a cutting-edge performance show that blends music, digital art and dance.

Date: Friday, 9 May 2025

Time: 15:15–19:30

Location: EXPO National Day Hall "Ray Garden" (East Gate Zone E12)

Performers:



Pianographique

An Ars Electronica collaboration featuring visual artist Cori O'Lan and pianist Maki Nakagawa. In this performance, music is used as a trigger to generate dynamic real-time images, immersing the audience in a visual landscape of sound. The programme will premiere new music composed by Joe Hisaishi. The event will be at the intersection of Japanese and European cultures and traditions with advanced technology to provide the audience with an experience of the music of the future.



Breath

A contemporary multimedia dance performance by Gloria Benedikt. Delving into the human condition through the lens of breath, it shows how the ecological, biological and social systems we have created increasingly constrain a fundamental human necessity that connects all humans: the ability to breathe.



DJ Set

A back-to-back DJ set featuring Krikor Kouchian and MAYUDEPTH (electro, techno). Their set will be complemented by original works by Jackson Kaki and Shinsuke Yamaji to create an immersive contemporary performance at the intersection of music and visual arts.



The European Union Youth Orchestra

The European Union Youth Orchestra is a youth orchestra with members drawn from the EU's 27 Member States. Since its foundation in 1976, it has connected music colleges and the professional music world for generations of European musicians. The brass quintet will march around the Expo site during the day and visit other pavilions.

<Children's Programme "Tales from Europe" Overview>

Spark imagination and discover European folklore through storytelling sessions, workshops and interactive exhibits designed for younger visitors.

Date: Friday, 9 May 2025

Time: 13:30–16:30

Location: Playground of Life: Jellyfish Pavilion (Signature Zone X03)

<Stamp Rally Overview>

Explore the pavilions of EU member countries and collect stamps in your passport!

Date: Friday, 9 May 2025 – Sunday, 11 May 2025

Time: 9:00–22:00

Location: Connecting Zone (Luxembourg, Germany)

Saving Zone (EU, Belgium, Italy, Bulgaria, Netherlands, Poland, Romania)

Empowering Zone (Ireland, France, Portugal, Austria, Nordic Pavilion, Malta, Czech Republic)



■ Animation Residency Kickoff Event

Expo 2025 Osaka will bring people from around the world to Japan, creating a unique opportunity to bridge cultural and creative differences through the universal language of animation. To further this aim, an "EU-Japan Artist-in-Residence Programme" for European and Japanese animation artists has been organised. This residency is a collaboration between the EU, the Cultural Relations Platform, Image Forum (Tokyo) and co-curators Clemens Blagard and Koyo Yamashita.

<Overview>

Date: Wednesday, 23 April 2025

Time: 17:00–18:30

Location: EU Pavilion (Saving Zone S07)

■ Discover Europe's Heritage and History through Smell

What did ancient Europe smell like? Three researchers from the 'Odeuropa' project will host a "nose-involved" lecture that explores European culture and history through the sense of smell. Participants will learn about past olfactory rituals and customs while experiencing historical scents. Often overlooked, smell is deeply connected to our emotions and memories. Recently, museums and the tourism industry have begun focusing on "learning through smell," and multisensory storytelling is attracting new audiences. Join us in exploring how we perceive history and preserve it as a heritage through scent.

<Overview>

Date: Monday, 28 April 2025 – Tuesday, 29 April 2025

Time: 9:00–22:00

Location: EU Pavilion (Saving Zone S07)

■ Immersive Digital Art by Europe's Masters

A special exhibition showcasing iconic works of immersive digital art by prominent European contemporary artists will be held. Planned as part of the Osaka Kansai International Art Festival 2025, this exhibition features 360° video projection technology and a sound system with floor cushions. Visitors can experience an awe-inspiring fusion of art and technology.

<Overview>

Date: Friday, 2 May 2025 – Wednesday, 14 May 2025

Time: 9:00–22:00

Location: Seaside Studio CASO (1-7-89 Nanko-Kita, Suminoe-ku, Osaka)

■ From Art Preservation to Skincare: Green Materials for a Sustainable Future

Based on the HORIZON EUROPE GREENART project, this interactive showcase explores how sustainable nanomaterials originally developed for art conservation are now being adapted for skincare in collaboration with Shiseido Co. Through a walk-in workshop, participants will embark on a journey of green materials, discovering their transformative applications — from preserving artwork to enhancing skincare. At three different stations, they will learn about gel applications, skincare benefits and refreshing techniques.

<Overview>

Date: Saturday, 3 May 2025 – Monday, 5 May 2025 (Public Holiday)

Time: 9:00–22:00

Location: EU Pavilion (Saving Zone S07)

Official material storage location

Please download the materials from the following link and use them as needed.

https://drive.google.com/drive/folders/1BOMYPaP3UUUmVa9m6DbSNT_GYOUqvKu6



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