



The EU to Host the First “New European Bauhaus” Event at Expo 2025 Osaka-Kansai!

**European Commission Vice-President Henna Virkkunen to Deliver Keynote Speech
Exploring the Future of Cities through Architecture and Technology,
with Interactive Exchange Opportunities**



The European Union (EU) will host its first-ever “New European Bauhaus (NEB)” keynote and interactive event, titled “NEB Comes to Osaka: Shaping the Future of Cities – Design, Technology, and Democracy” at Expo 2025 Osaka-Kansai on Tuesday, May 13, 2025.

This event, aligned with the Expo’s overarching theme “Designing Future Society for Our Lives,” will explore sustainable, inclusive, and beautiful urban futures. It will feature a keynote speech by European Commission Vice-President Henna Virkkunen, followed by an international panel discussion with thought leaders from Asia and Europe, and an open networking session to inspire creative dialogue.

What is the Future of Cities Envisioned by the New European Bauhaus? International Panel Discussion at the EU Pavilion

“NEB Comes to Osaka: Shaping the Future of Cities – Design, Technology, and Democracy” will spotlight how architecture and urban design can support democracy, resilience, and social connection. It will also address global challenges such as demographic shifts in cities and explore locally grounded strategies to drive systemic change.

The program will include:

- A keynote speech by European Commission Vice-President Henna Virkkunen
- An international panel discussion with experts from Asia and Europe
- A Q&A session with the audience
- A networking reception after the event to foster informal exchanges and community building

«For Media Inquiries»

EU Pavilion PR Office for Expo 2025 Osaka-Kansai (inside Sunny Side Up Inc.)
Contacts: Takada (+81-80-7647-3019, Doi (+81-90-6653-2270), Takeshima, Kindaichi, Takeuchi
TEL: +81-3-6894-3251 / FAX: +81-3-5413-3232 / E-MAIL: media-euatexpo@ssu.co.jp

【Event Overview】

Title: NEB Comes to Osaka: Shaping the Future of Cities – Design, Technology, and Democracy

Date and Time: Tuesday, May 13, 2025, 15:00–17:30 JST

Venue: EU Pavilion (Saving Zone S07) at Expo 2025 Osaka-Kansai

Live Streaming: Available in both Japan and Europe

(Central European Summer Time: 08:00–10:30)

Languages: English and Japanese

Speakers:

- Henna Virkkunen, Vice-President, European Commission
- Assistant Professor Seungho Park-Lee, Department of Design, Ulsan National Institute of Science and Technology (Korea)
- Dr. Mark Boden, Acting Head, Territorial Development Unit, Joint Research Centre, European Commission (EU)
- Professor Gi-Hyung Cho, Department of Civil Urban Earth and Environmental Engineering, UNIST (Korea)
- Dr. Mervi Hämäläinen, Sustainable Smart City Development, City of Espoo (Finland)
- Junior Professor Yusuke Yabutani, Department of Art and Design, University of Toyama (Japan)

Participation:

To attend, please send your name and affiliation to:

 delegation-japan-st@eeas.europa.eu

※The first 30 registrants will receive a free one-day admission ticket to the Expo.

■ About Henna Virkkunen



A Finnish politician, Henna Virkkunen has served as **Vice-President of the European Commission** (in charge of Technology Sovereignty, Security, and Democracy) since December 2024. A member of the National Coalition Party and the European People's Party (EPP), she was first elected to the Finnish Parliament in 2007 and has held roles including Minister of Education and Minister of Transport and Local Government. From 2014 to 2024, she was a Member of the European Parliament (MEP), working on industry, research, and energy policy. Her focus areas include AI, quantum technology, cybersecurity, and addressing social media addiction.

■ About the EU Pavilion

Under the theme “Nurturing a Brighter Future,” the EU Pavilion is designed to explore the values of diversity and the transformative potential of science, technology, and innovation in building a sustainable and inclusive society. Its architecture reflects the three core concepts of the New European Bauhaus: sustainability, beauty, and inclusion.

Name: European Union (EU) Pavilion

Period: April 13 – October 13, 2025

Location: Saving Zone S07

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

Social Media:

- Instagram: [@eujapan](#)
- X: [@EUinJapan](#)
- Facebook: [@Delegation of the European Union to Japan](#)



■ Official Media Materials

Download photos and visuals here:

<https://qr.paps.jp/KpvzN>