

Expo 2025 Osaka, Kansai, Japan – Signature Pavilion

The theme of the Expo 2025 Osaka, Kansai, Japan is Designing a Future Society Where Life Shines. This ambitious vision seeks to inspire a new way of thinking about the world and humanity's place within it. To bring this theme to life, the Japan Association for the 2025 World Exposition has initiated the Signature Project, an innovative endeavor that will see the creation of eight unique pavilions, each aligned with a distinct theme and designed by a renowned producer specializing in different fields.

Each pavilion is more than just an exhibition space; it is an interactive and immersive environment where visitors can feel, contemplate, and experience the future through all their senses. By blending advanced technology with art, science, and cultural heritage, these pavilions create dynamic experiences that transcend conventional storytelling, offering guests a glimpse into the possibilities that lie ahead. Whether through thought-provoking installations, hands-on activities, or multi-sensory engagements, each space is crafted to ignite curiosity and inspire new perspectives.

Within these visionary spaces, cutting-edge innovations intersect with artistic expression and diverse cultural influences from around the world, crafting an entirely new way to explore the interconnectedness of life, technology, and society. The Expo serves as a global platform where ideas converge, sparking dialogues about sustainability, human connection, and the evolution of life in a rapidly changing world. By inviting visitors to engage deeply with these experiences, the Signature Project aims to not only showcase futuristic concepts but also encourage active participation in shaping a society where life truly shines.

Inside the pavilion is the continuous appearance of interactive exhibitions. With every touch and every glance, visitors encounter surprising features that evoke connections between life and the Earth. The landscape that unfolds before them is a vision of the future peppered with suggestions of how to move toward a sustainable society, and performances employing AI and digital technology inspire deep emotion. Moreover, each exhibit has its own narrative, leaving a lasting impression as a story that resonates with the heart rather than simply offering information.

Furthermore, this space cherishes culture and tradition while also merging ideas across all borders, ensuring that every visit brings a continuous stream of new discoveries.

Celebrating diversity and coexistence, the Signature Pavilion provides a tangible sense of hope for the future. The experiences offered here are sure to propel you confidently forward.

For the Signature Pavilion at the Expo 2025 Osaka, Kansai, Japan, under the grand theme of the diversity of life, eight producers have harnessed their unique expertise and creativity to establish their own themes to coincide with said grand theme. This project began in 2020 and has been meticulously prepared for over four years since. During this period, numerous meetings were held to refine the concept, alongside active efforts to gather supporters and collaborators.

The themes introduced by each producer such as Resonance of Lives, Amplification of Lives, and Invigorating Lives capture the diversity and richness of life from various perspectives. Based on these themes, each pavilion is crafted with its own distinct structure and content while collectively conveying one powerful, unified message.

Design and Construction Process

A significant amount of time and effort has been devoted to the architectural design and planning of the exhibition content to bring each theme to life. In order to provide visitors with an experience that embodies the diversity of life, experts from various fields, architects, creators, scientists, educators, and others collaborated closely to materialize the concept.

The Pavilion Experience

Each pavilion not only offers an in-depth exploration of its own theme but is also designed to allow visitors to sense the connections and resonances between the different themes. This multi-layered approach enables an unprecedented immersive experience of the diversity of life throughout the entire pavilion.

What the eight producers have in common is their goal to help visitors re-recognize the value of life and the beauty of diversity. The new narratives, woven from a multitude of perspectives, are intended to inspire emotion and insight, while also encouraging positive actions for the future. By integrating individual themes with a cohesive whole, the Signature Pavilion at the Expo 2025 Osaka, Kansai Japan promises to deliver an experiential exhibition like no other, deeply imprinting the significance of the diversity of life on visitors from around the globe.

Introduction of the 8 Themes and Pavilions of Expo 2025 Osaka, Kansai, Japan

Who Are the 8 Producers Behind the Signature Pavilion?

Resonance of Lives / Better Co-Being

Concept: Creating a space where people and the future resonate

Producer: MIYATA Hiroaki (Professor, at Keio University School of Medicine and a researcher specializing in data science.)

Life is not an isolated existence but is formed through connections with others and nature. In this pavilion, visitors are invited to explore the deep interconnectivity that defines our existence and experience the merging of their own resonance with others and the surrounding space. Central to this experience is the mysterious pebble called “echorb,” which is handed to each visitor, symbolizing the unseen yet profound links that bind individuals together.

The pavilion is designed as an immersive, multisensory environment where light, sound, and interactive elements allow guests to perceive and feel the phenomenon of resonance in real time. As visitors navigate through this fluid and ever-changing space, they will witness how their presence influences the atmosphere, creating a unique interplay of energy and emotion. Through a combination of sight, touch, and dynamic digital projections, the pavilion fosters a heightened awareness of how collective resonance can shape the future.



Amplification of Lives / Future of Life

Concept: Exploring new possibilities of life through the coexistence of humans and robots

Producer: ISHIGURO Hiroshi (Honorary Professor at Osaka University and Visiting Director at the ATR Ishiguro Special Research Institute. He is a world-renowned authority in the field of android (humanoid robot) research.)

This pavilion offers a glimpse into a world where the boundaries of life expand through interactions with humanoid robots (androids) and simulations of future homes and workplaces. By engaging in dialogue with robots that exhibit human-like emotions and behaviors, visitors experience firsthand the evolving relationship between humans and machines. Through innovative demonstrations and thought-provoking scenarios, the pavilion invites guests to reflect on the role of artificial intelligence in shaping the future of society.

Visitors will also have the opportunity to explore their own digital avatars, experiencing how virtual identities may complement and extend human existence in both physical and digital spaces. This immersive environment encourages guests to question the nature of consciousness, identity, and emotional connections in a world where technology continues to redefine human interactions.

By integrating cutting-edge robotics, AI, and interactive simulations, this pavilion challenges conventional notions of life and intelligence. It raises profound questions about a future where robots may not only assist humans but also coexist as beings that are potentially endowed with a new form of life. Through this exploration, visitors are invited to contemplate the ethical, philosophical, and societal implications of a world where the boundaries between human and artificial life become increasingly blurred.



Invigorating Lives / Playground of Life: Jellyfish Pavilion

Concept: A playful spirit that nurtures creativity to make life shine

Producer: NAKAJIMA Sachiko (Musician jazz pianist, Mathematics Researcher, and STEAM educator.)

Drawing on multifaceted perspectives from music, mathematics, and education, this pavilion allows visitors to experience how creative “play” can elevate life. By integrating these disciplines, it fosters an environment where imagination and learning intersect, encouraging innovative thinking and exploration. In a fantastical space inspired by the fluid and mesmerizing movements of jellyfish, workshops and interactive exhibits invite visitors to engage with the joy of creation firsthand.



Forging Lives / null²

Concept: A space for self-discovery where the digital world and reality intersect

Producer: OCHIAI Yoichi (Media Artist with numerous awards to his name, including the World Technology Award in 2015. Associate professor at the Digital Nature Laboratory of Tsukuba University.)

In this pavilion, visitors are digitally scanned to generate a digital avatar, offering the experience of dialogue with another self. The digital body projected on the screen reflects the visitor's movements and emotions, sparking an exploration of new corporeal expressions. As the boundaries between reality and digital realms blur, this space invites contemplation on future self-awareness and the potential in our lives.



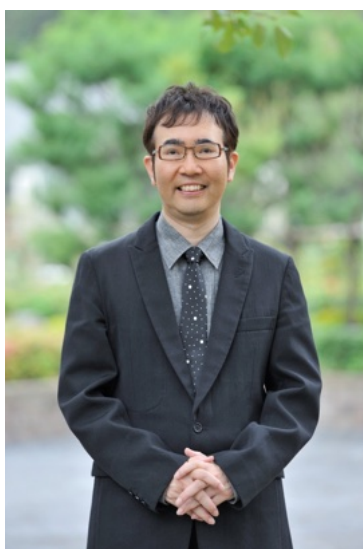
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Quest of Life / DYNAMIC EQUILIBRIUM OF LIFE

Concept: Exploring the essence of life as a dynamic equilibrium

Producer: FUKUOKA Shin-Ichi (Biologist and writer, a professor at Aoyama Gakuin University, and a visiting professor at Rockefeller University in the United States.)

Through its visually and tactilely engaging displays, this pavilion features exhibits that allow visitors to learn about the concept of dynamic equilibrium, where life continuously interacts with its environment. Giant projections recreate the movements of cells and molecules, enabling visitors to experience the harmony of life. In learning about our connection with nature, one can appreciate the astonishing dynamism and continuity of life, rediscovering its sanctity from a scientific perspective.



Totality of Life / LIVE EARTH JOURNEY

Concept: An adventure where the life of the universe, Earth, and the oceans are interconnected

Producer: KAWAMORI Shoji (Animation Director, World-renowned creator known for his work as the director and “mecha” designer of the television anime series “Macross.”)

Set against the vast backdrop of nature and the cosmos, this adventure-style pavilion expresses the interconnectedness of life. Visitors are encouraged to consider Earth from a life-centric rather than a human-centric perspective. Through interactive exhibits, the space provides a moving experience that demonstrates how the elements of life link together and support each other.



Cycle of Lives / EARTH MART

Concept: The continuity of life interwoven through the cultures and cuisine of our Earth

Producer: KOYAMA Kundo (Broadcast known for popular food-themed programs such as "Iron Chef" and for being a devoted food enthusiast.)

This pavilion resembles a vibrant marketplace where diverse cultures and culinary traditions from around the globe converge, offering visitors an immersive experience of the interconnectedness of life through food. More than just a showcase of global cuisine, it is a space where history, tradition, and innovation come together to highlight the role of food in shaping human civilization. By engaging with flavors, aromas, and stories from different cultures, visitors gain a deeper appreciation for the way food serves as a bridge between people, generations, and ecosystems.

In addition to sampling traditional dishes and witnessing cultural expressions tied to food, visitors can explore future food trends, alternative ingredients, and innovative culinary technologies that contribute to more sustainable lifestyles. Interactive exhibits and workshops provide insights into the challenges of food security, climate change, and ethical consumption, encouraging guests to reflect on how their dietary choices impact the planet.

At its core, this pavilion is designed to foster gratitude for the "bounties of the Earth" and nurture an awareness of the need to protect life, both now and in the future. By celebrating the richness of global food traditions while embracing forward-thinking solutions, EARTH MART inspires visitors to become conscious participants in a more sustainable and harmonious food culture, ensuring that the cycle of life continues for generations to come.



Embracing Lives / Dialogue Theater – sign of life –

Concept: A moving theater that conveys the preciousness and transience of life through visuals

Producer: KAWASE Naomi (World-renowned film director celebrated for her works that transcend the realm of documentary fiction through a consistent pursuit of "reality," vividly revealing the depth of human nature and profound emotions.)

The theme of this pavilion is dialogue. The Dialogue Theater aspires to a form of communication that goes beyond merely exchanging words—it is about engaging in profound face-to-face encounters that transcend language and surface-level interactions. This space invites participants to immerse themselves in deeply personal and collective conversations, where raw emotions and unspoken truths come to light through visual storytelling and interactive performances.

The aim is to create dialogues that resonate on a profound level, offering both participants and audience members fresh perspectives and moments of revelation. By witnessing and engaging in these conversations, visitors can rediscover the essence of human connection and reflect on the fragility and beauty of life itself.



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What can you discover in these 8 Signature Pavilions?

The Signature Pavilion explores the diversity of life through eight distinct themes, creating new experiences through their resonance. It will serve as a platform to reexamine the value of life from an unprecedented perspective and to envision the society of the future. In this space, where the real and the virtual converge, every visitor will receive profound insights and inspiration.

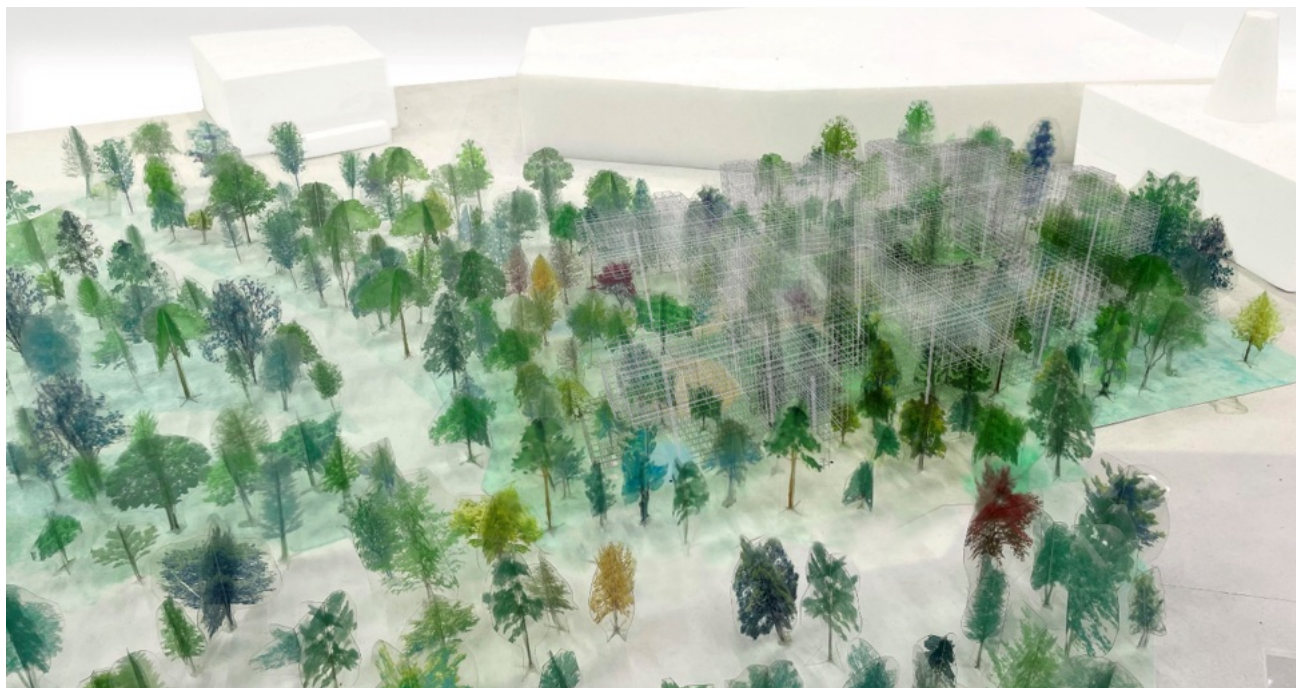
Signature Pavilion Better Co-Being - Resonance of Lives

Professor MIYATA Hiroaki, who serves as the producer for the Expo 2025 Osaka, Kansai, Japan thematic project Resonance of Lives, is a professor at Keio University School of Medicine and a researcher specializing in data science. Producer Miyata utilizes data science to improve reality through his research activities and collaborates with organizations such as Keidanren and the World Economic Forum to develop new societal visions. One such vision he has co-created is that of a resonating society, where life resonates to create a diverse society in which each individual shines through shared experiences. Resonating Life connects a world once centered on the economy to the future by integrating various axes of life such as the environment, human rights, health, peace, and education.

Better Co-Being: An Experiential Space that Resonates with the Future

Under the concept "Envisioning the Future Amidst Resonating Life," "Better Co-Being" aims to provide a resonant experience in which every individual connects, diverse forms of life are respected, and no one is left behind in creating a new future society together. The pavilion becomes a venue where we, living in connection, resonate with various forms of life – between each other, between humans and nature, and between humans and the world as we collectively move toward the future. Producer Miyata envisioned a forest as a symbol of a future society in which humanity shares and co-creates data. The forest and its plants abound with inspiration for a society built on shared data. The pavilion is situated in a corner of the "Forest of Tranquility" at the center of the Expo site. Designed by the architectural unit SANAA (Kazuyo Sejima and Ryue Nishizawa), the space was conceived with a strong awareness of unity with nature. It features neither a roof nor walls; rather than drawing boundaries, it is designed as a forest that blends and resonates. Within the pavilion, the goal is to offer a resonant experience where visitors connect with one another and together envision the future. Starting from serendipitous encounters, visitors form

groups and journey together from the entrance through three resonant experiences and an epilogue, moving toward the future.



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Sequence 1 (Theme: "Resonance Between People")

In this sequence, visitors turn inward to examine themselves and others, rediscovering "what connects us." The art installations, composed of diverse motifs that echo the Expo's theme, invite visitors to engage with symbols that illuminate the values cherished by others and the desires within themselves, providing clues to the resonance that carries us toward the future.

Sequence 2 (Theme: "Resonance Between People and the World")

Here, as visitors connect and face the world together, they create a "rainbow" that symbolizes a better future. Amid the convergence of people, plants, and nature, the shared experience of looking up at the same sky and walking together resonates with the Expo's theme of "Designing Future Society for Our Lives"

Sequence 3 (Theme: "Resonance Between People and the Future")

In this final sequence, the cumulative experiences of the visitors are transformed into an image of the future expressed through visual art, creating a multisensory experience. The connections between the people, between humans and the world, and between humans

and the future become unique, one-time events that vary with weather conditions and the combination of the individuals present.

As key materials that foster resonant experiences, there are two: the “Better Co-Being App” and “echorb” The Better Co-Being App is a web application that supports visitors’ resonant experiences by archiving their experiences during the Expo and promoting awareness of diverse perspectives and values. Meanwhile, echorb is shaped like a pebble and, through vibrations and similar interactions, enhances empathy among visitors.



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Better Co-Being is a pavilion that, while harnessing technology, reexamines the most important connection—the bond of life. Instead of competing for resources, how can we share them for a better future? Rather than drawing boundaries that divide us, how can we connect while respecting every individual? As we live together in connection resonating with diverse forms of life, whether it’s between the people, between humans and nature, or between humans and the world we have the opportunity to collectively feel the resonance toward the future and create a new era of “Co-Being (coexistence).”

Signature Pavilion Future of Life - Amplification of Lives

ISHIGURO Hiroshi, who serves as the producer for the thematic project "Expanding Life," is an Honorary Professor at Osaka University and Visiting Director at the ATR Ishiguro Special Research Institute. He is a world-renowned authority in the field of android (humanoid robot) research.

Producer Ishiguro's work focuses on android science as well as robots that interact with people. He has published numerous papers in major scientific journals and presented at international conferences. In addition, his development of humanoids and androids designed for human interaction has garnered significant attention from leading global media.

At Japan World Exposition Osaka 1970, a variety of futuristic technologies were showcased, inspiring many people to dream of their realization. Today, however, we fully harness the tremendous power of science and technology far surpassing the capabilities seen at the previous Osaka Expo held 55 years ago.

Producer Ishiguro believes it is his responsibility to envision the future of humanity and the environment, as well as to actively design what that future should look like. Moreover, he contends that moving forward, humans must further develop and integrate scientific and technological advances to dramatically expand the potential of life. In doing so, we can create a design for human society, as well as the environment and ecosystems that surround us, based on diverse values and a shared sense of well-being.

In the pavilion "Future of Life," produced by Professor Ishiguro, visitors are invited to experience and witness a new paradigm, providing them with an unforgettable encounter that redefines the essence of life.

Future of Life: Toward a Society Where Humans and Robots Resonate

"Future of Life" pavilion is "Expanding Life." Visitors will broaden their understanding of life's future by encountering visions of society 50 years from now, innovative products and ideas from diverse companies and creators, the future of Japanese culture, and even depictions of life 1,000 years hence all through interactions with approximately 30 robots and 20 androids. The pavilion emphasizes "water" as a symbol of life; the pavilion's

fantastical, predominantly black exterior is designed as a flowing, veiled representation of water.



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The structure of the pavilion is two stories tall. At the entrance, visitors are introduced to the world as it exists today. In Zone 1 on the first floor, the role and positioning of robots are showcased. Zone 2 on the second floor presents the future 50 years ahead through a combination of computer graphics and physical exhibits. Finally, in Zone 3 on the first floor, visitors experience a glimpse of what it might be like to live 1,000 years from now.

Zone 1: "The Origins of Life and Technology"

This zone exhibits artifacts such as haniwa and dogu figurines, showcasing how humanity has expressed life and linked it with technology since ancient times.

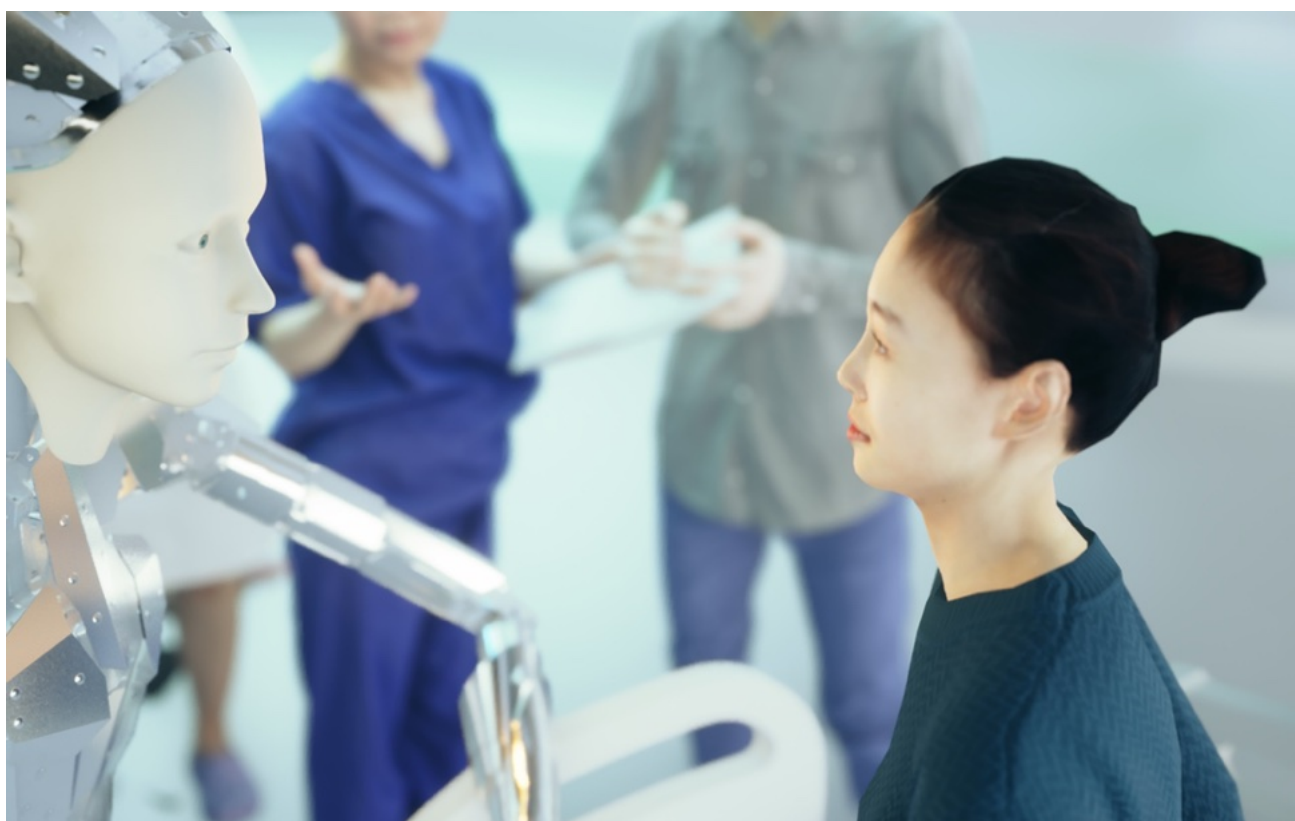
Zone 2: "Future Scenes 50 Years Ahead Envisioned with Co-Creation Members"

Here, visitors experience a future world where humans and robots coexist, as imagined in collaboration with co-creation members.

Zone 3: "A Space Where the Boundaries Between Humans and Robots Disappear"

In this zone, visitors encounter a world of interconnected sensations that redefine the very nature of life.

In addition, prior to the Expo 2025 Osaka, Kansai, Japan, a "Co-Creation Meeting" was held as part of the "Future of Life: Co-Creation Project 20205." This meeting brought together members from diverse backgrounds in person, online, and virtual formats (utilizing avatars) to envision what the future 50 years from now might look like. It served as an important opportunity to discuss and share perspectives on various aspects of society and life - ranging from housing, cities, health, and mobility, to work amidst the expanding possibilities brought about by advances in science and technology. Some of the ideas generated during these discussions have been incorporated into the seven future scenarios and emerging technologies, and are scheduled to be presented in the "Future Theater" within the Signature Pavilion.



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Through experiences at the "Future of Life" Pavilion, you will design the kind of life you want to live, consider the "life" embodied in robots built and supported by technology, and envision a future for humanity where the possibilities of life are expanded through fusion with technology thus broadening "Future of life."

Signature Pavilion Playground of Life: Jellyfish Pavilion - Invigorating Lives

NAKAJIMA Sachiko, who serves as the producer for the Expo 2025 Osaka, Kansai, Japan thematic project "Invigorating Lives," is a jazz pianist, mathematics researcher, and STEAM educator. Born in Habikino, Osaka Prefecture, Producer Nakajima describes her hometown as a city brimming with a spirit of challenge and experimentation a place where people are eager to try anything. She believes in the diverse and explosive creativity inherent in all things and is exploring the democratization of creativity. Embracing the concepts that "the whole world is both a playground and a place of learning" and "people from birth to 120 continue to play and learn," Producer Sachiko Nakajima has established a collaborative system called "Future Earth School" that unleashes the multifaceted creativity of each individual. Her vision is to create a new, playful, and inclusive world that harmonizes and celebrates individual uniqueness.



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A Space That Unleashes Creativity

Playground of Life: Jellyfish Pavilion, affectionately known as the Jellyfish Pavilion, is based on the concept "Where life dances, life sings, and life blossoms – STEAM: A Journey in the Search for Excitement!" It creates a collaborative space where, through play, learning, sports, and the arts, visitors can experience the joy and thrill of living while collectively

elevating life. The jellyfish expresses the allure of playful movement and the mysterious, indescribable charm that symbolizes both life and creativity. The pavilion's architectural design incorporates the soft, swaying nature of the jellyfish, whose form fluidly transforms, embodying the spirit of creative freedom.

The Playground of Life: Jellyfish Pavilion is composed of "Play Mountain," the "Playground of the Five Senses" centered on the "Tree of Creation" on the second floor, and the "Space to Sharpen Life" along with the "Jellyfish Festival Area" on the first floor. Play Mountain is a primitive, physical playground where native vegetation resembling earthen embankments and scattered play equipment create a natural, rugged play space.

On the stage in the Jellyfish Festival Area, live performances, diverse global festivals, and folk art come together with participants as one, forming a unique, once-in-a-lifetime festival experience.

In the Playground of the Five Senses, with the Tree of Creation at its heart, visitors are enveloped by the dynamic vitality and strength of life as a symbol of creativity, resulting in a space overflowing with the exhilarating sensation of "being alive!" and brimming with creative energy.

At the Playground of Life: Jellyfish Pavilion, the "Middle Jellyfish: Umitsuki" project is set in motion through a collaboration between Producer Sachiko Nakajima and artist Shingo Nagasaka, who, along with people from a slum in Ghana, created the peace symbol "Tower of the Moon" using discarded PET bottles. This project is a new, massive waste art installation inspired by the jellyfish motif, comprising the large roof of the Jellyfish Pavillion designed to evoke the image of a "giant jellyfish" and a "middle jellyfish" suspended inside it.

During the Expo 2025 Osaka, Kansai, Japan, events such as the "Garbage Festival" will take place. The Jellyfish Pavilion's second floor, the Jellyfish Mini Stage, and the central plaza "Life Park" located among the eight Signature Pavilions will be linked to host the "World Life Festival," featuring a variety of music and dance performances.



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The Playground of Life: Jellyfish Pavilion, with its inherent openness and dynamic fluidity, will continue to evolve through activities during the Expo, growing into a space where people's creativity flourishes even more. Built from small modular components that come together to form the pavilion, it is slated for relocation and reuse after the Expo reborn as a new life form. At the Playground of Life: Jellyfish Pavilion, which aspires to be a place where life moves boldly toward the future, visitors can feel the vibrant surge of life.

Signature Pavilion null² - Forging Lives

Producer OCHIAI Yoichi, who serves as the producer for the Osaka/Kansai Expo thematic project "Forging Lives", is an associate professor at the Digital Nature Laboratory of Tsukuba University. His research is dedicated to creating platforms that will serve as the foundation for the next generation. In addition, Producer Ochiai possesses profound expertise in digital technology and is an acclaimed media artist with numerous awards to his name, including the World Technology Award in 2015.

Producer Ochiai explores the concept of "Digital Nature" a new natural environment built upon the harmonious integration of computers and the natural world. He investigates how digitalization transforms and expands the human body and envisions a future in which nature and technology coexist and mutually enhance one another.

null²: A Mirror Reflection Through Digital Bodies

The Signature Pavilion "null²" (pronounced "Null-Nuru") of the "Forging Lives" thematic project is inspired by the motif of a mirror. Its architecture is constructed as an assembly of "Boxels" a term coined from "Box" and "Pixel" to denote its three-dimensional structural units. This design serves as a grand symbol that explores new symbiotic relationships between the digital and the natural, between humans and technology, while questioning new ways of living and forms of coexistence.



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Visitors experience self-reflection through two types of mirrors. On the exterior of the pavilion, a "physical mirror" is created by the reflective, morphing architectural surface. Inside the pavilion, a "digital mirror" displays the visitor's image. Moreover, using personal data from both on-site and virtual participants, a digital twin called the "MirroredBody" is generated, enabling visitors to engage in dialogue with their digitized selves at any time.

Visitors utilize graphic design techniques, generative AI, and large-scale language models (LLMs) to create a digital self-image known as the "MirroredBody." This generated MirroredBody can have its appearance, voice, and even thought processes altered by AI, allowing visitors to experience a range of transformations -- from aging to rejuvenation, or becoming thinner or heavier. Moreover, at null², visitors can interact with their digital copy through the MirroredBody experience.

The architectural design of null² is conceived as a "transformative kinetic sculptural architecture" that transcends traditional building frameworks. Its organically undulating and curving mirrored surfaces reflect the surrounding landscape and the figures of visitors, constantly transforming to produce an unprecedented visual experience. This innovative technology evolved following the demonstration of the "Organic Transformative Mirror" at Seishun Art Village in Hokuto City, Yamanashi Prefecture in 2023. Furthermore, the transformative mirrors used on the exterior of null² are not mere exhibition pieces they form a fundamental element of the pavilion's overall appearance. Thanks to this groundbreaking architectural technology, visitors gain a novel experience that not only allows them to "see", but also interact with the architecture itself.

At the Expo 2025 Osaka, Kansai, Japan, null² is positioned not merely as an exhibition facility but as a project that lays the foundation for a new digital age. Out of the approximately 28.2 million visitors expected for the entire Expo, it is anticipated that several hundred thousand to a few million will visit null². The generation and utilization of the MirroredBody on such a massive scale are expected to accelerate the advancement of interactive technology in the future.



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"null²" offers visitors an unprecedented space for self-exploration, presenting possibilities for the future that transcend the boundaries between digital and physical realms. Through this innovative pavilion, each visitor discovers an opportunity to "forging life" and experience a world that continues to evolve alongside digital technology. With the MirroredBody technology where the line between human and computer vanishes as they merge into an integrated whole visitors are invited to contemplate what the future of life truly means through the novel experience of their own selves being archived.

Signature Pavilion Dynamic Equilibrium of Life - Quest of Life

FUKUOKA Shin-Ichi, who serves as the producer for the Expo 2025 Osaka, Kansai, Japan thematic project "Quest of Life," is a biologist and writer, a professor at Aoyama Gakuin University, and a visiting professor at Rockefeller University in the United States. Numerous of his works, which reexamine the question "What is life?" from the perspective of dynamic equilibrium theory, have become bestsellers.

Dynamic Equilibrium of Life refers to a state in which two opposing processes synthesis and decomposition constantly counterbalance each other to maintain a precarious equilibrium. Our living bodies are in a perpetual state of flux, with matter, energy, and information continuously flowing in. In an instant, a transient order arises, like a fleeting pool within the stream, only to be swept away just as quickly. According to the universal principle of the "law of increasing entropy," order naturally moves toward disorder. Yet, life alone defies this law by actively breaking itself down and simultaneously reconstructing itself to sustain order. In other words, life is not selfish but altruistic, having evolved through cooperation among living beings.

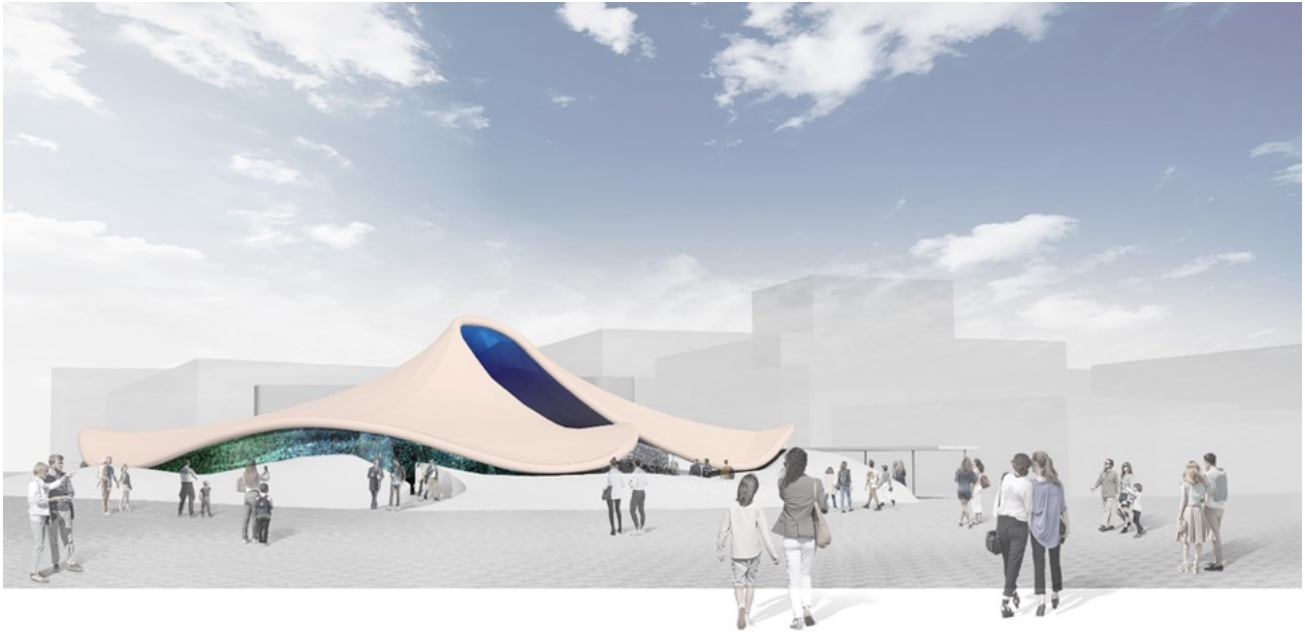
The Signature Pavilion "Dynamic Equilibrium of Life Pavilion," produced by Shinichi Fukuoka, embodies this concept of dynamic equilibrium illustrating how life, amid the unceasing flow of matter, energy, and information, creates ephemeral moments of order before these moments dissolve back into the flux.

Experiencing "Dynamic Equilibrium"

The "Dynamic Equilibrium of Life Pavilion" of the "Quest of Life" thematic project offers visitors an immersive experience of the very essence of life its dynamic equilibrium. The pavilion's architectural design, created by architect Naoki Hashimoto and dubbed "Ephemeral Architecture," is distinguished by a column-free, expansive space built around three elements: a foundation ring, a roof ring, and a lattice of cables. This structure symbolizes the moment just before a cell is born, established upon a delicate balance. The large, gently floating roof embodies the fleeting order that emerges amid life's ever-changing flow.

This pavilion encapsulates how life maintains dynamic equilibrium, expressing a transient, self-regulated order within the continuous flux. Visitors will perceive the space as the shimmering moment of life much like a soft cell membrane in the process of morphogenesis. The roof, yielding to forces such as gravity and wind, continuously shifts its

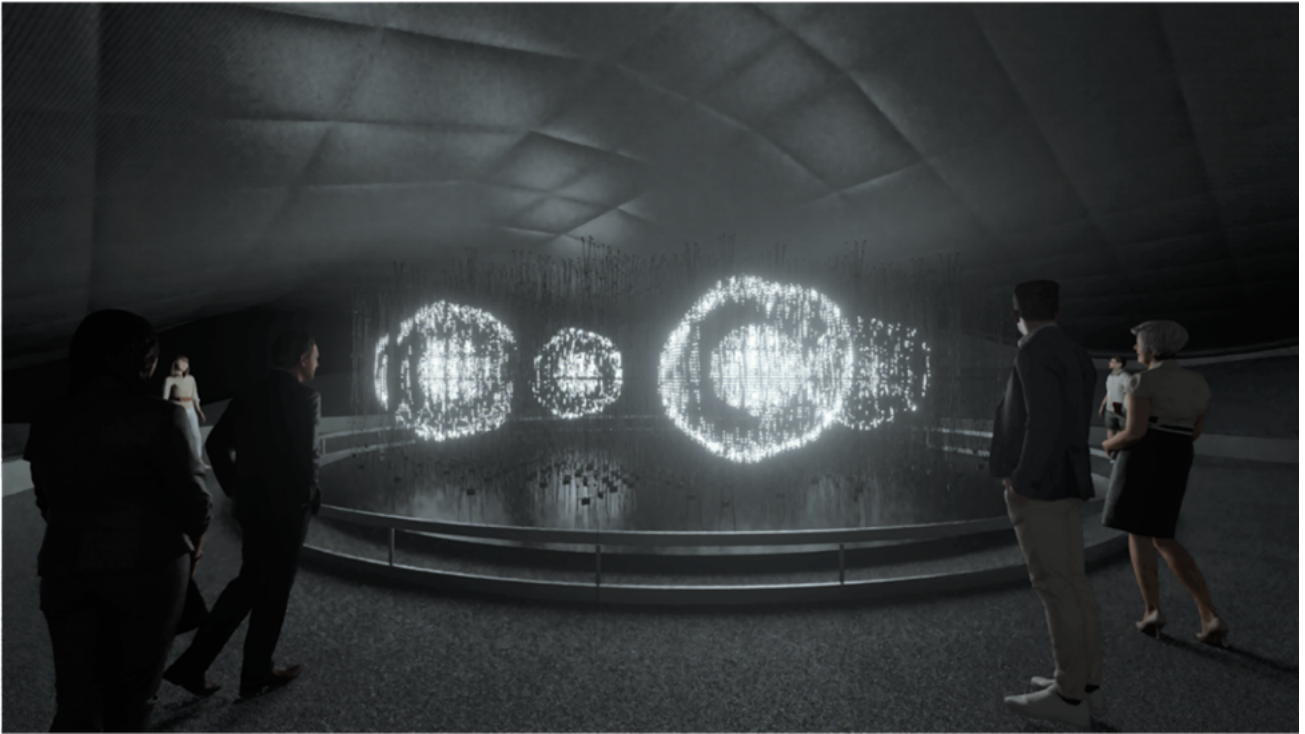
form while upholding a dynamic balance. Moreover, after six months, in a design that mirrors life passing the baton of existence, the rings will transform and reintegrate into the grand cycle of circulation.



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"Clathra," the main feature of the Dynamic Equilibrium of Life Pavilion, derives its name from the Latin word for the structural framework that composes a cell meaning "lattice." Clathra consists of slender, columnar structures fitted with three-dimensional LEDs, functioning as a 3D display that expresses the behaviors of various living organisms. Sensor cameras installed throughout the pavilion capture visitors' silhouettes in three dimensions and project them onto the Clathra. These silhouettes appear as particles of light and then dissolve and scatter as light particles. This entire sequence evokes the idea that the particles constituting our bodies are continuously part of life's flow.

Next, cells of various sizes are generated, and eventually, the smaller cells are absorbed by larger ones. The absorbed small cells become nuclei, giving rise to eukaryotic cells. This process represents the "first act of altruism" in life. Finally, at the conclusion of the pavilion experience, the world is shown to overflow with an even greater diversity of life, including the emergence of human forms, reminding us that we too are part of this flow of life.



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Visitors engage with an interactive light installation in which their bodies are fragmented into particles and merge with the environment. Through this experience, one can intuitively sense life's "dynamic equilibrium" and re-recognize that one's own life is also an endless flow. The Dynamic Equilibrium of Life Pavilion enables visitors to deeply feel the essence of life, offering a rediscovery of the meaning and hope found in living and dying, and providing an opportunity to contemplate what "life" truly is from the fundamental perspective of life philosophy.

Signature Pavilion Live Earth Journey - Totality of Life

KAWAMORI Shoji, who serves as the producer for the Expo 2025 Osaka, Kansai, Japan thematic project "Totality of Life", is a world-renowned creator known for his work as the director and "mecha" designer of the television anime series "Macross." Under the theme "A miracle living now and here together," Producer Shoji Kawamori aims to celebrate the ephemeral, precious, powerful, beloved, and beautiful brilliance of life, as well as the connections among all forms of life residing in the oceans, earth, and across the universe.

As one example, ahead of the opening of the Expo 2025 Osaka, Kansai, Japan, he launched the project "Life Connects! Myaku Myaku Living Creatures Quest." This citizen-driven biodiversity monitoring initiative gathers information such as "what kinds of creatures currently inhabit various regions," "whether endangered species still remain in certain areas," and, "if there are invasive species that should be avoided," all with the goal of revitalizing the ecosystems of Japan and the world. The visual concept for this project was developed with an emphasis not on a human-centric view, but on the connections of life envisioning every form of life as equal, important, and radiant.

Live Earth Journey: An Immersive Experience Exploring the Mysteries of Life

"Live Earth Journey" expresses the theme of nurturing all forms of life through the cosmos, the oceans, and the earth, under the concept, "Life is Fusion and Transformation!" The Live Earth Journey Pavilion is composed of a diverse array of displays arranged as various "cells" of different sizes and forms. Each "cell" is defined as a simple 2.4-meter cube constructed from a steel frame and specialized concrete panels. As these varied "cells" come together to form one unified "life," they give rise to multiple functions, elevating the overall dimension of the exhibition. The cells, randomly assembled, possess an organic structure that appears to pulsate with life, creating numerous gaps and interconnected spaces. Much like a reef that nurtures diverse lifeforms, they dynamically stimulate life and awaken the senses.



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The pavilion is divided into two areas: the **"Story Experience"** area, where visitors experience the miracle of life through narrative, and the **"Reality Experience"** area, where they feel the miracle of life through data and actual artifacts. The Story Experience area features two immersive exhibits: the "Transcendent Theater" (English title: Deep Vision), an adventure story of life experienced through the latest MR/VR technology, as well as the life musical "ANIMA!" in which images, music, and vibrations synchronize to be experienced by the whole body.

In the pavilion's centerpiece, the Transcendent Theater, cutting-edge MR (mixed reality) and VR (virtual reality) technologies are employed to provide a grand immersive experience that takes visitors on a journey through the birth of the universe, the emergence of the first life forms, and the process of evolution. It allows visitors to feel as if they are truly present as galaxies are born and life is nurtured.

In the life musical "ANIMA!" visitors experience the rhythm of life heartbeats, the flow of wind, the sound of growing plants, and more within a space where music, visuals, and vibrations are in perfect harmony. This immersive environment enables visitors to merge with the harmony of life and discover entirely new sensations.

Within the Reality Experience area, the "Window to the Universe" displays on a giant screen an epic journey from the birth of the cosmos, through the present, and into the future. By viewing the trajectory of life from a perspective that transcends time and space, visitors are encouraged to reflect on their own existence and gain a deeper understanding of the interconnectedness of life. Additionally, four other exhibits have been planned, including "Infinite Metamorphosis," which visualizes microbial decomposition through a combination of real objects and video imagery.



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The experience at the Signature Pavilion "Totality of Life", produced by Producer Shoji Kawamori, enables us to truly feel that our lives exist as a culmination of countless miracles, offering a chance to contemplate a new future. It provides an opportunity to reflect on the importance of a society where "everything lives together," marking a paradigm shift from a human-centered to a life-centered perspective, and emphasizing the need to protect and nurture life.

Signature Pavilion EARTH MART - Cycle of Lives

KOYAMA Kundo, who leads the project "Cycle of Lives," is a television writer known for popular food-themed programs such as "Iron Chef" and for being a devoted food enthusiast. In the Signature Pavilion "EARTH MART" which he has produced, visitors will explore the potential of Japanese food culture nurtured over generations, while confronting global challenges like environmental issues and hunger, and collaboratively contemplating a "new way of eating" that leverages technological advancements to guide us toward a better future.

An Imaginary Supermarket for Encountering Hints of the Future

EARTH MART is an imaginative supermarket where visitors can experience the circulation of food and life while discovering hints about what the future will be. Designed by the world-renowned architect Kengo Kuma, EARTH MART features a thatched roof inspired by the idyllic rural mountain lifestyle in which humans and nature coexist. The thatched roof symbolizes the sustainable, circular way of life in these mountain villages, and the aggregation of numerous small roofs expresses the prosperity and liveliness of a bustling market.



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At EARTH MART Signature Pavilion, you'll encounter a variety of experiences that let you reset the assumptions you once took for granted and explore new ways of eating all in an atmosphere as exciting as shopping at a supermarket. In the "Life Section," you can enjoy activities that encourage you to rethink familiar habits and engage with innovative culinary approaches while experiencing the thrill of supermarket shopping. In the "Future Section," you'll discover diverse ways of eating infused with the traditions, culture, technology, and multifaceted perspectives nurtured by Japan that celebrate the joy of dining and offer hints about how we might weave life into the next era.



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Through these food-centered experiences, resetting the ordinary helps you recognize what truly matters in life, sparking feelings of gratitude and kindness that blossom into small moments of happiness. At EARTH MART, we invite visitors to explore and contemplate new ways of eating that will lead us toward a better future.

Signature Pavilion Dialogue Theater - Embracing Lives

KAWASE Naomi, who serves as the producer for the Osaka/Kansai Expo thematic project "Embracing Lives," is a world-renowned film director celebrated for her works that transcend the realm of documentary fiction through a consistent pursuit of "reality," vividly revealing the depth of human nature and profound emotions. In the Signature Pavilion "Dialogue Theater" produced by Naomi Kawase, visitors are invited to engage in dialogue aimed at overcoming social divisions.

Dialogue Theater: A Space for Encounters and Introspection at the Expo 2025 Osaka, Kansai, Japan

At the Signature Pavilion Dialogue Theater, unique themes are presented daily in a question format, encouraging participants to reflect inwardly and exchange opinions. An unscripted conversation unfolds between one visitor chosen on-site and another person from somewhere around the world. This approximately ten-minute dialogue, performed live before an audience, prompts participants to reexamine their own perspectives. There is no single answer to this dialogue; rather, it invites diverse reflections on human values and emotions.



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The Dialogue Theater was built by relocating and repurposing the wooden school buildings of two closed schools located in Nara and Kyoto Prefectures. These meticulously reassembled historic structures symbolize the connection between tradition and modernity, as well as between the past and the future. The "Garden of Memories" is a natural space recreated with local flora that offers a place of relaxation before entering the dialogue area. As the central symbolic tree of the Dialogue Theater, a 100-year-old ginkgo tree -- once endangered by the threat of being cut down -- has been transplanted. This ginkgo tree embodies resilience, communicative power, and continuity, evoking rich sensibilities among the visitors.



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The experience at the Dialogue Theater is not confined solely to the main stage; after the dialogues conclude, visitors can converse with one another or engage in self-reflection at the "Forest Assembly Hall," spending their time as they wish. In addition, the "Dialogue Train," adorned with the visual motifs of the Dialogue Theater, will operate as a prologue before arriving at the Expo venue, running on routes such as between Kintetsu Nara and Kobe-Sannomiya. This train ride offers passengers an experience that prompts them to reflect on their relationships with themselves and the world through various messages. Over the course of the 184-day Expo, all dialogues held daily at the Dialogue Theater will be unique, never to be repeated. Through the one-of-a-kind encounters and dialogues unfolding at the Dialogue Theater, visitors are invited to contemplate solutions to humanity's challenges together.

“People’s Living Lab” in Expo 2025 Osaka, Kansai, Japan

At the Expo 2025 Osaka, Kansai, Japan, over 160 countries, regions, and international organizations, as well as companies, Non-Governmental Organizations and Non-Profit Organizations, and civic groups from around the world, will come together to present their initiatives aimed at building a "future society where life shines.". This International Exposition aspires to go beyond merely achieving the SDGs by envisioning a more holistic and sustainable future that integrates diverse perspectives and disciplines. The Expo 2025 Osaka, Kansai, Japan will serve as a dynamic platform for innovation, cultural exchange, and technological advancement, offering visitors a glimpse into a world shaped by cooperation and forward-thinking solutions.

As a concrete expression of these efforts, eight producers from various fields will each present a Signature Pavilion centered on a specific theme. These pavilions will showcase pioneering ideas and groundbreaking concepts designed to inspire and challenge visitors to rethink their perception of life and the future. Through Signature Events and other immersive experiences that blend the real with the virtual, every attendee will have the opportunity to reflect on the meaning of “life” and update their understanding of its concept.

In “Better Co-Being,” led by Producer MIYATA Hiroaki under the theme “Resonance of Lives,” a blueprint of a world where each individual can shine is envisioned by harmonizing diverse lives and experiencing “resonance life” together. This Signature Pavilion encourages visitors to engage in interactive experiences that highlight the importance of coexistence and shared well-being. Similarly, “Future of Life,” under the theme “Amplification of Life” and produced by Professor ISHIGURO Hiroshi, explores the potential of life by extending the functions and abilities of humans and other living beings through innovative scientific and technological advances. Robotics, AI, and bioengineering play a crucial role in this vision, demonstrating how technology can enhance and redefine human potential.

In “Playground of Live: Jellyfish Pavilion,” Producer NAKAJIMA Sachiko, responsible for the theme “Invigorating Lives,” creates a collaborative space where the joy and thrill of living are experienced through play, learning, sports, and the arts. This Signature Pavilion highlights the significance of curiosity and creativity in shaping a fulfilling life, inviting visitors of all ages to rediscover the beauty of exploration and discovery. Meanwhile, in Signature Pavillion “null²,” led by Producer OCHIAI Yoichi under the theme “Forging Lives,” the fusion of nature and the artificial, the physical and the virtual, is explored to pursue new forms of artistic expression that exist in harmony with the natural world. Through digital installations and sensory experiences, visitors will witness the delicate balance between tradition and futuristic

innovation.

At the “Dynamic Equilibrium of Life Pavilion” led by Producer FUKUOKA Shin-Ichi (theme: Quest of Life), visitors will explore the nature of our “life” within the broader living system. This pavilion seeks to deepen our understanding of biology, ecosystems, and the interconnectedness of all living beings, encouraging a profound appreciation for the delicate balance that sustains our existence.

In “Live Earth Journey,” produced by KAWAMORI Shoji (theme: Totality of Life), the intricate connections among all forms of life that dwell in the oceans, the earth, and the universe are brought to light, prompting us to consider how to protect and nurture them together. This immersive experience showcases how humanity’s survival is deeply linked to the well-being of the planet and its ecosystems.

Producer KOYAMA Kundo, responsible for the theme “Cycle of Lives,” presents “EARTH MART,” where the intrinsic spirit of “itadakimasu” in Japanese food culture is celebrated. This Signature Pavilion explores the value of eating as a practice that weaves together nature, culture, and human relationships, emphasizing sustainable food systems and mindful consumption. In “Dialogue Theater,” under the theme “Embracing Lives” and produced by KAWASE Naomi, humanity’s quest to safeguard diverse forms of life is envisioned through acts of recognizing the “you” within “me,” even as we face the crisis of societal division. This unique experience encourages visitors to engage in deep, meaningful conversations about the challenges of modern society and the steps we must take to preserve unity and diversity.

The Signature Pavilions are unique spaces where cutting-edge technology converges with art and culture to explore the diversity of life and the future of society. Each pavilion is designed to connect people through dialogue and to enhance our natural human sensibilities. For instance, interactive theaters invite everyone to reexamine their own values and resonate with others, while immersive experiences that fuse music and art allow visitors to feel the very rhythm of life with their whole being. These spaces serve as catalysts for reflection, inspiring visitors to carry forward the ideas and emotions they experience into their everyday lives.

Moreover, these Signature Pavilions feature innovative architectural designs that evolve in harmony with their environment and incorporate sustainable materials, scattering hints of a sustainable future throughout their spaces. The use of renewable energy sources, biodegradable materials, and eco-conscious construction techniques further exemplifies the Expo’s commitment to sustainability. As visitors journey through these Signature Pavilions,

they are invited to deeply contemplate, experience, and co-create both their personal futures and the future of the world. By engaging in these thought-provoking spaces, they contribute to shaping a collective vision for the future.

The entire Expo 2025 Osaka, Kansai, Japan venue transforms into a "People's Living Lab" that showcases the potential and creativity of humanity. It is a place where cultures from around the world intersect, where new values emerge, and where each visitor becomes a co-creator of a future society. Experiences filled with surprises, awe, and emotion beyond anything encountered in everyday life await those who visit. The Expo 2025 Osaka, Kansai, Japan is not just a place of observation but a participatory environment where guests can engage, interact, and even influence the future.

For those who visit the Osaka/Kansai Expo, the journey will open doors to an infinitely expansive future and offer a profound opportunity to reflect on how to live in a "future society where life shines." With its blend of creativity, innovation, and cultural exchange, the events invites all who attend to embrace a new perspective on life and to become active participants in building a world that flourishes in harmony and inclusivity.