



NURTURING TOMORROW

EUROPEAN UNION EXPO 2025 OSAKA



MEET JEAN-ÉRIC PAQUET, EU AMBASSADOR TO JAPAN AND COMMISSIONER-GENERAL FOR THE EU AT EXPO 2025 OSAKA



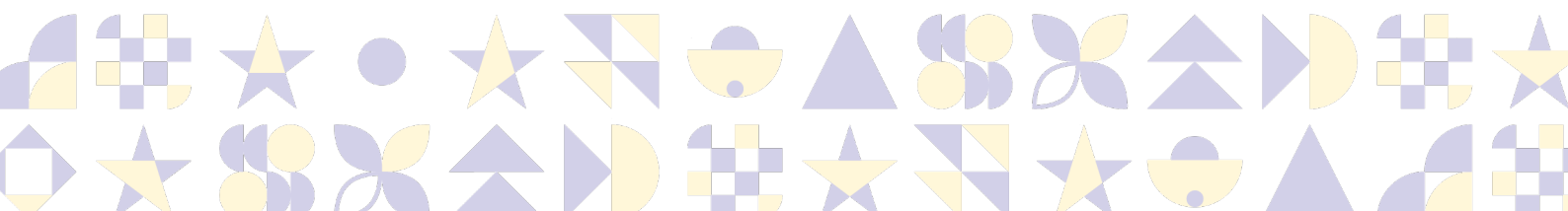
As the Commissioner-General for the European Union at Expo 2025 Osaka, Ambassador **Jean-Eric Paquet** plays a pivotal role in overseeing the EU's participation in this global event. Under his leadership, the EU's presence at the Expo will showcase the shared values and innovations that bind Europe and Japan, with a strong focus on sustainability, connectivity, and green transition.

Jean-Eric Paquet has been serving as the Ambassador of the European Union to Japan since 2022. With a distinguished career at the European Commission, Ambassador Paquet has been instrumental in shaping key EU policies in areas such as research and innovation, transport infrastructure, and sustainability.

Ambassador Paquet has fully embraced Expo Osaka and has been engaging with key partners to ensure a successful event. *"Expo Osaka is a wonderful opportunity for all to show our efforts to design a future society for citizens where sustainability, connectivity, inclusivity, security and green transition are at the heart of our policies and actions"*, he enthused.

He added: *"Guided by the principles of the 'New European Bauhaus' – sustainability, aesthetics and inclusion, the EU Pavilion at Expo Osaka showcases our contributions towards a more sustainable, connected, inclusive and secure world for present and future generations"*.

He looks forward to the opportunity to showcase Europe's innovative spirit and collaborative efforts with Japan in addressing the challenges of the future.



The EU presence at Expo 2025 Osaka

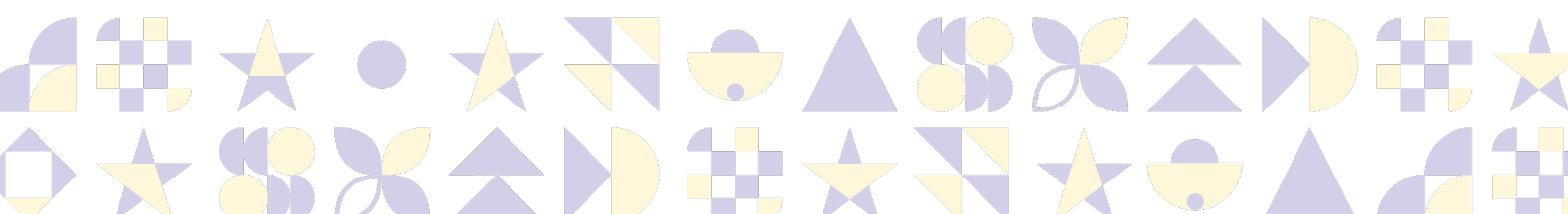
When you step in the European Union pavilion at Expo 2025 Osaka, you'll step in a dynamic forum for policy exchanges, cultural dialogue, and high-profile talks on the future of our societies. But the pavilion is more than a shell for cultural dialogues, it is the representation of the EU's commitment to fostering a better future through sustainability, connectivity, inclusivity, and security. The EU Pavilion, themed "**Nurturing Tomorrow**," showcases initiatives that bring these commitments to life.



The EU and Japan share a strong partnership, working together to promote peace, democracy, and solutions to global challenges such as climate change, digital transformation, and food security. The Pavilion makes sure to highlight these collaborations, emphasising the deep political, economic, and cultural ties between the EU and Japan.

In line with Expo 2025 Osaka's theme, "**Designing Future Society for Our Lives**," the EU presence reflects the guiding principles of the New European Bauhaus:

- **Sustainability** – incorporating eco-friendly materials and featuring an adaptable design to minimise environmental impact.
- **Aesthetics** – Inspired by both European and Japanese sensibilities, the Pavilion blends tradition and innovation to create a unique architectural experience.
- **Inclusion** – The space is fully accessible and designed for all visitors to enjoy.



The New European Bauhaus sparkles innovation and creativity in neighbourhoods worldwide through projects in the field of affordable housing, bio-based materials, textiles, and much more.

With its immersive exhibits, interactive installations, and meaningful cultural exchanges, the EU presence at Expo 2025 Osaka invites the world to co-create a more sustainable and inclusive future.

THE FACADE

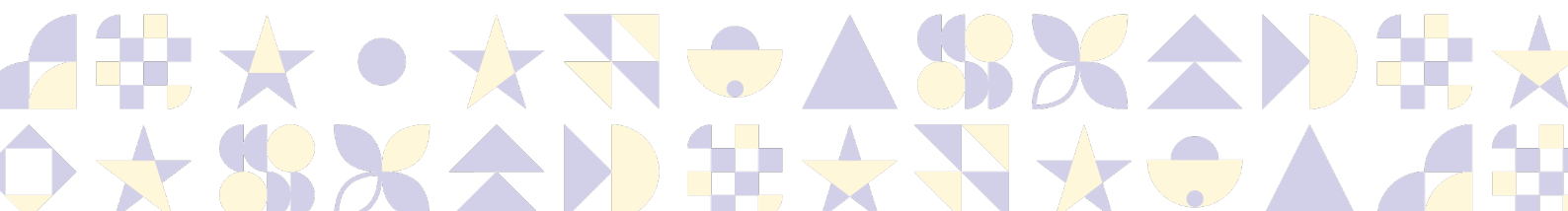
The EU Pavilion facade reflects the New European Bauhaus values by combining sustainability, aesthetics, and innovation in a dynamic, ever-changing design.

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.

Acting as a living, adaptable surface, the façade will transform throughout the Expo, shifting colours and patterns to reflect different events and themes. By day, its lightweight



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

Its modular and reusable design ensures minimal environmental impact, aligning with the EU's commitment to sustainability and circularity. The EU Pavilion facade is more than mere decoration, it is an interactive experience, inviting visitors to engage with its movement and explore the spirit of co-creation and creativity at the heart of Expo 2025 Osaka.

STEP INSIDE EUROPE

Once inside, visitors are greeted by an environment that evokes the charm of an outdoor setting, seamlessly blending with nature. Sustainable and natural materials are used for the constructed elements, giving each exhibition area a distinct and enticing character.



Talking Plants

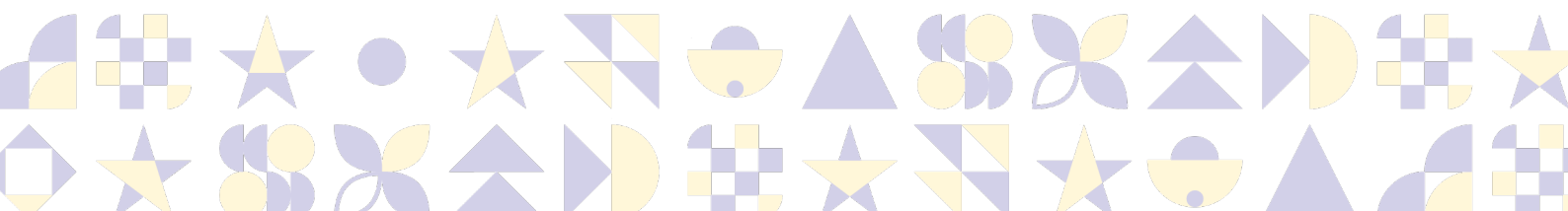
Touch a digital plant to watch its virtual twin grow and reveal fascinating insights into EU initiatives on sustainable agriculture, food safety, and green alliances.



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



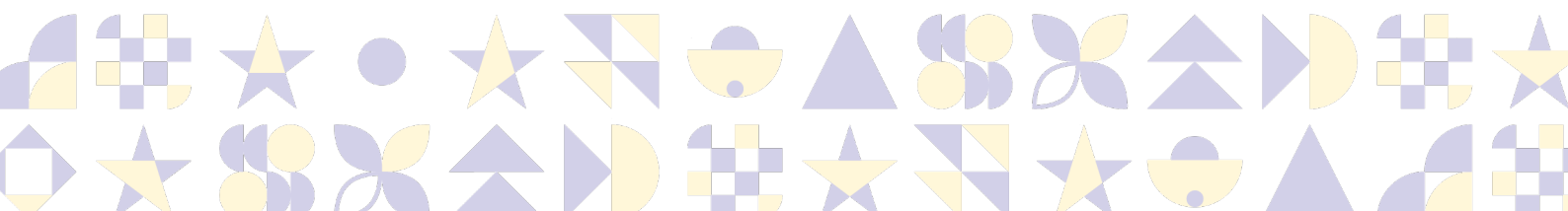
Interactive Photo Stations

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.

The EU at past World Expos

The EU has been taking part at World Expos for over 60 years, using the occasion to showcase its ongoing commitment to innovation, sustainability and cultural exchange. From Brussels in 1958 to Osaka 2025, each Expo has provided a platform for the EU to share its unique vision of progress, cooperation, and global engagement on the world stage.

This participation has evolved over the years, as the Union has grown and matured in line with the changing nature of the challenges it faces.

HIGHLIGHTS FROM PAST EXPOS

1958

Expo '58 (Brussels, Belgium) - A World View: A New Humanism

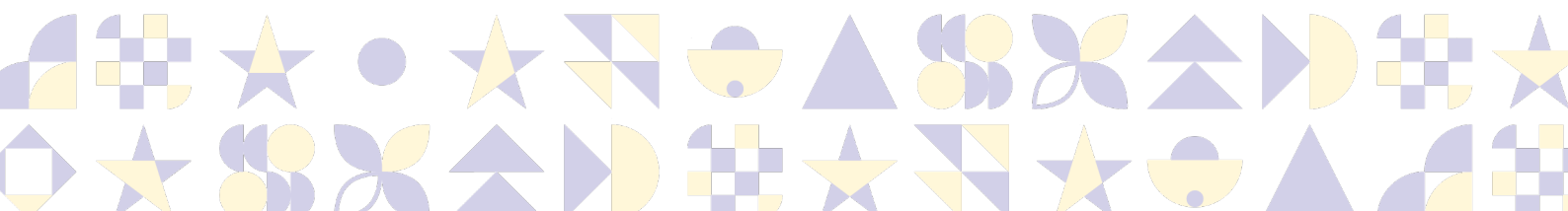
First-ever time the EU (in its earliest form as the European Coal and Steel Community) participated in a World Expo, welcoming 6 million visitors to its pavilion.

1962

Century 21 Exposition (Seattle, USA) - Man in the Space Age

Some 5 days (23 - 27 September) at the World's Fair in Seattle, USA were dedicated to celebrating the 6 founding Member States of the European Economic Community (which would later become the EU): Belgium, Germany, France, Luxembourg, Italy, and the Netherlands.

The EEC pavilion showed the leaders, history, goals, and Community's structure for visitors, who also could learn about the EEC through models showing some of its culture, engineering, and industry-related projects.



1967

Expo'67 (Montréal, Canada) - Man and His World

The EEC pavilion was designed by European and Canadian architects in the form of a diamond (whose facets represented the diversity and solidarity of Europe) and made of steel in a homage to its past as the European Coal and Steel Community. Entitled 'Six Countries Have Decided to Live Together', visitor highlights included a Flemish tapestry, the panorama of the medieval city of Mainz, Gutenberg Bible, and library of classical and modern European records, as well as paintings of remarkable Europeans.

1970

Expo '70 (Osaka, Japan) - Progress and Harmony for Mankind

Consisting of a 24-metre underground light structure with a rooftop garden decorated with painted ceramics, the EEC pavilion showed developments spanning 2000 years of European history. This 'journey' culminated in the end of the Second World War and the beginning of the EU, celebrating the triumph of peace and unity over international conflict. Visitors were also able to enjoy an 8-minute-long audiovisual presentation (featuring 2000 photographs) around the pavilion's theme, 'Imagination for Peace'.

1992

Expo '92 Sevilla (Seville, Spain) - The Age of Discovery

This Expo marked the first time each Member State had its own pavilion. In a display of unity in diversity, the 12 pavilions of the EEC's Member States were linked together by sails and grouped around the EEC's own pavilion (comprising of a 50-metre-high cone in the colours of the flags of these Member States, designed by German architect Karsten Krebs). With the overarching theme 'From the Europe of the Renaissance to the Renaissance of Europe', a key highlight from the EEC pavilion was a demonstration of high-definition European television.

2000

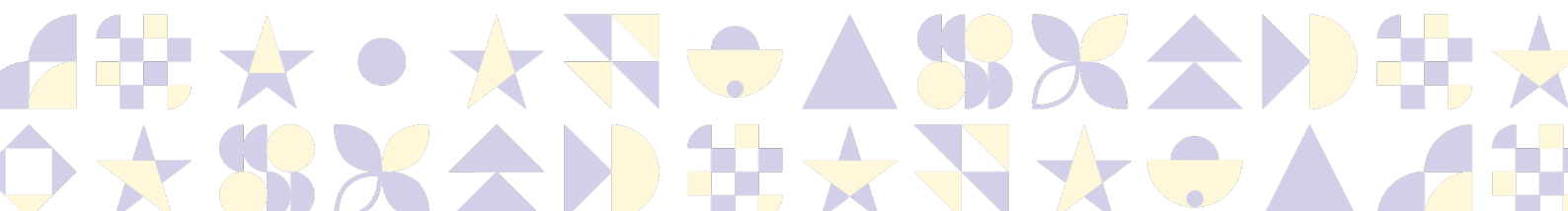
Expo 2000 (Hanover, Germany) - Humankind — Nature — Technology

Entitled 'The European Journey: Into the New Millennium', this EU Pavilion focussed on sustainability and subsidiarity with a special emphasis on the benefits and drawbacks of the Information Age. Designed by architects Lippsmeier + Partner, the pavilion included a 3-dimensional time shuttle, a giant rotating euro coin-cum-elevator, and a European 'sound atlas', among its features for visitors.

2010

Expo 2010 Shanghai (Shanghai, China) - Better City, Better Life

Structured in the form of a brain cell, the EU Pavilion (co-hosted by Member State Belgium) explored Belgium and the EU's contributions to civilisation. Featuring an actual chocolate factory to provide visitors with a glimpse of the Belgian chocolate-making process, as well as the chance to enjoy Belgian waffles and fries, the EU Pavilion attracted around 7 million people.



2015

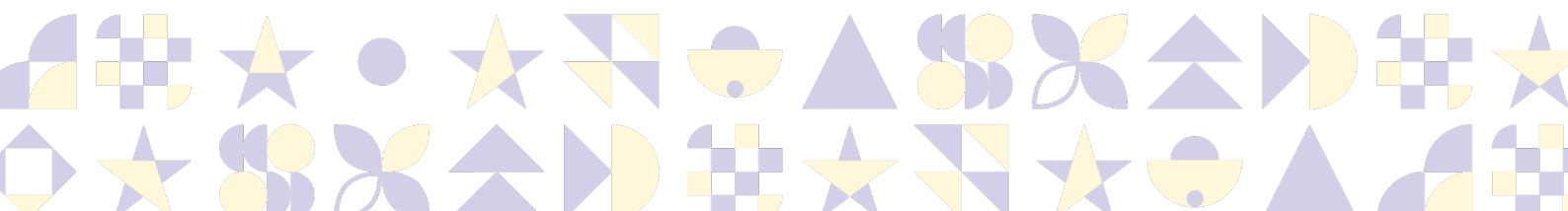
Expo 2015 (Milan, Italy) - Feeding the Planet, Energy for Life

In line with the Expo's focus on food accessibility and other global food-related issues, wheat (as a staple food common to all Member States) was at the heart of this EU Pavilion. Visitors enjoyed a short EU-produced film *La Spiga d'Oro* (The Golden Ear) telling the story of Alex (a farmer) and Sylvia (a researcher) to showcase the importance of international collaboration and the marriage of science and agriculture in improving access to food around the world.

2020

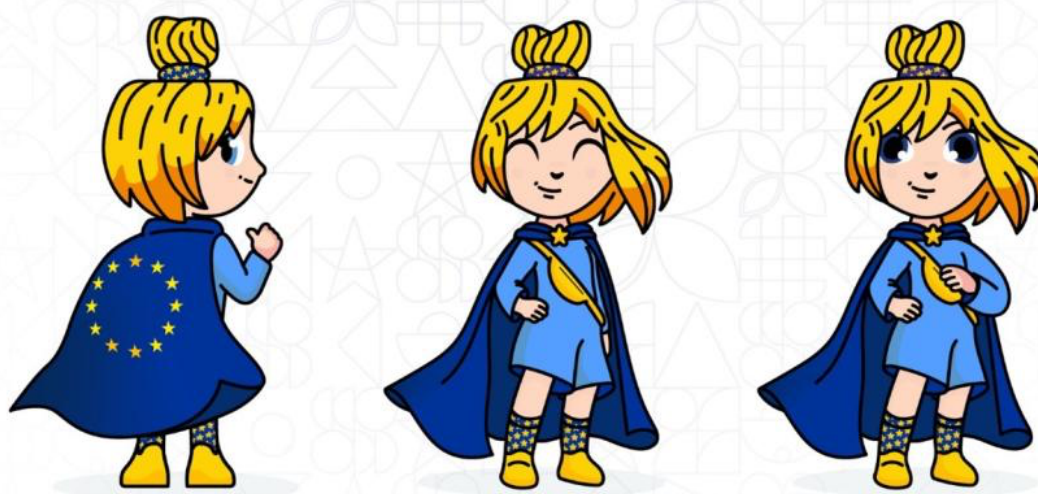
Expo 2020 (Dubai, UAE) - Connecting Minds, Creating the Future

Discussions and events hosted by the EU explored the Union's policies and programmes related to mobility, opportunity, and sustainability. These included the European Green Deal (towards a carbon-neutral Europe by 2050) and the Digital Decade (for the completion of the digital transition in Europe by 2030), as well as initiatives in the areas of agriculture, inclusivity and equality, innovation and the economy.



Highlights

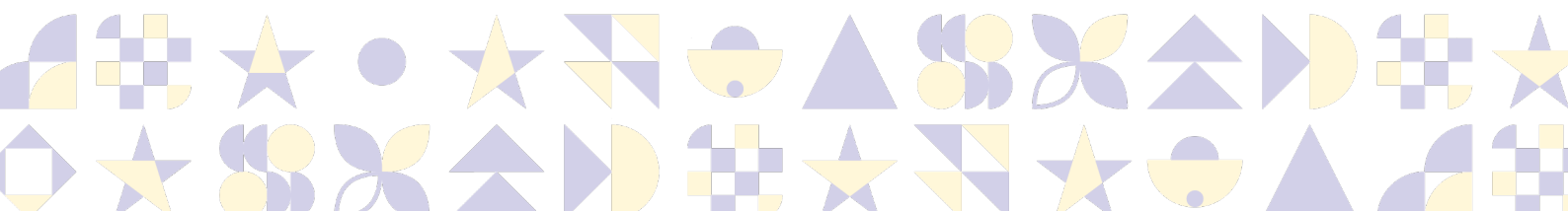
THE EUROPA MASCOT



As visitors discover the EU in Osaka, they are likely to run into a character draped in the EU flag. Please meet Europa, the official mascot of the European Union at Expo 2025 Osaka. Europa embodies the EU's spirit, values, and vision for the future – a symbol of unity, freedom, creativity, and sustainability.

Europa takes her name from a princess in Greek mythology who, in turn, gave her name to the continent of Europe. Her colours are inspired by the EU flag, and her style hails from Japan. She's clad in a manga-inspired outfit in the EU's signature blue evoking confidence, trust, and sincerity, in combination with yellow symbolising joy and energy. Her coat is adorned with the Union's golden stars, representing unity, solidarity, and harmony amongst Europeans.

The bold, intrepid, and bubbly Europa travelled across the world to visit various EU delegations on the road to her final destination of Osaka. While in Japan, she will invite Expo-goers to join the European Union in helping bring about a more sustainable, connected, inclusive, and secure world.



THE BEST OF EUROPEAN DESIGN



In Autumn 2024, an EU-wide competition was organised to design the EU's official uniform at Expo 2025 Osaka. The competition drew remarkable interest from students across Europe. The competition was a unique opportunity for young designers to showcase their talent on an international stage, with the winner receiving the chance to win a trip to Osaka, to meet Japanese young designers and, more importantly, to develop their concept into the official EU uniform for the Expo 2025 Osaka.

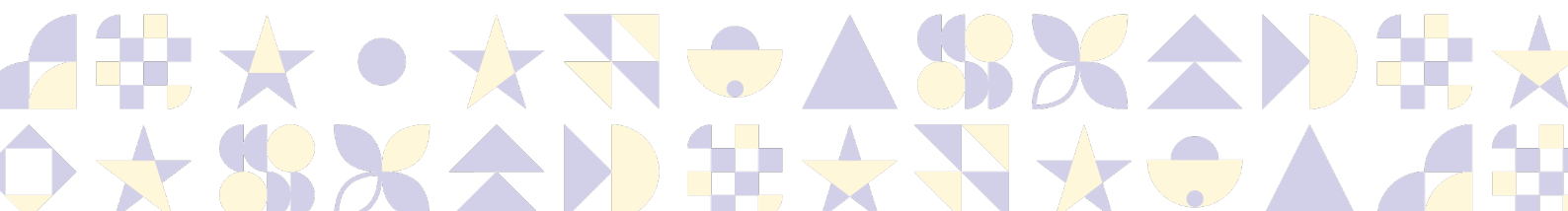
Although it was incredibly difficult to choose only one design from the many that were submitted, Slovakia's Tomáš Maliňák was selected to represent the EU with his design in December.

Following the announcement of his win, Maliňák worked for months under the

guidance of renowned Japanese designer Kunihiro Morinaga (founder of the seminal fashion label ANREALAGE) to enhance and realise his original design.

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

Neutral in terms of gender, body shape, and colour palette, and consisting of a button-down denim vest, knitted polo shirt, and high-waisted denim trousers, the official uniform employs advanced production technologies and certified-sustainable fabric for the purposes of both form and function. Its lightweight and breathable 3D-patterned fabric (made of 100% cotton) allows for comfortable wearing in all types of weather and a relaxed silhouette that can flatter any body type. The EU-inspired patterns and symbols hand-embroidered in brocade throughout add a touch of the bespoke and further make for a thoroughly European design embodying, in Maliňák's own words, 'futuristic timelessness'.



Maliňák's design is produced entirely in Europe using eco-friendly material. Honouring Maliňák's 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.

EUROPE DAY – FRIDAY 9 MAY 2025

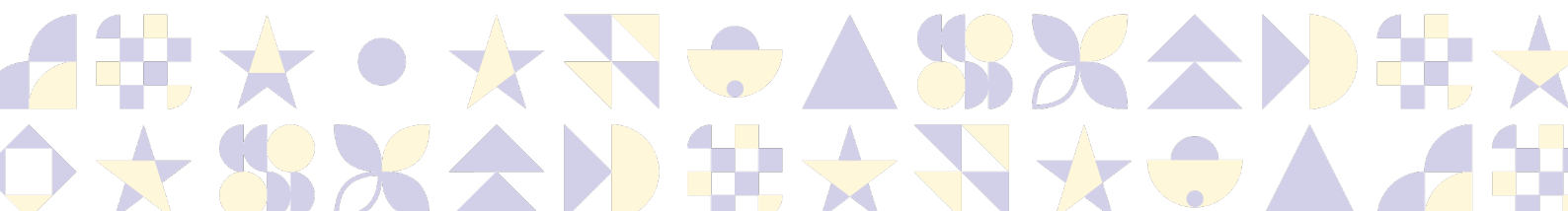
Come and celebrate Europe on its special day! On this day, in 1950 French foreign minister Robert Schuman invited European countries to join what is considered the beginning of the European Union. His goal was to make war between Europe's nations unthinkable. 75 years on, the EU is organising a day of celebration at Expo 2025 Osaka to which all media will be invited.

In line with the EU's core values of unity, solidarity and diversity, Europe Day will bring a day-long program featuring a variety of initiatives and performances presented by the EU and its Member States.

Europe Day offers an exciting opportunity to invite visitors to embark on a unique journey celebrating the cultural richness and diversity of Europe. Visitors will interact with each country's pavilion, immersing themselves in a vibrant blend of entertainment, education, and cultural exchange, through a series of unique activities and experiences articulated around 5 themes:

- **Flavours of Europe**
Tastings, live cooking demonstrations, and showcases of iconic dishes and beverages, experience the flavours that make Europe a global leader in gastronomy, from traditional recipes to contemporary culinary innovations.
- **Tales from Europe (for children)**
Spark imagination and discover European Folklore through storytelling sessions, workshops, and interactive exhibits designed for younger visitors.
- **Europe in motion**
Dive into the creative world of European animation with shorts from the EU Film Days x European Animation Film Festival, and opportunities to meet industry pioneers (e.g. animators in residence).
- **Style & innovation**
Experience Europe's flair for style through pavilion uniforms, mascots, and exhibits highlighting cutting-edge design and iconic fashion.
- **United in Diversity**
Explore every European country's cultural heritage as reflected in their pavilion themes, blending tradition with innovation.

Throughout the day, a Stamp Rally will encourage visitors to explore all the European pavilions and collect stamps in a passport, transforming the day into a rewarding, interactive adventure. By encouraging exploration across all participating pavilions, the



initiative fosters a sense of unity and shared discovery, leaving visitors with a deeper connection to the European Union and its member states.

Official events will take place at the National Day Hall "Ray Garden", the EU and Member States' pavilions, and across public areas of the Expo site.

Programme

Official Ceremony

11h – 12h

EXPO National Day Hall "Ray Garden

INVITATION

Official Luncheon &

Pavilion Visits

12h15 – 15h15

Guest House

Japan Pavilion & EU Pavilion

INVITATION

EU Day - Special Show

15h15 – 19h30

EXPO National Day Hall "Ray Garden

PUBLIC

EU Day Celebrations

All day

EU Pavilion

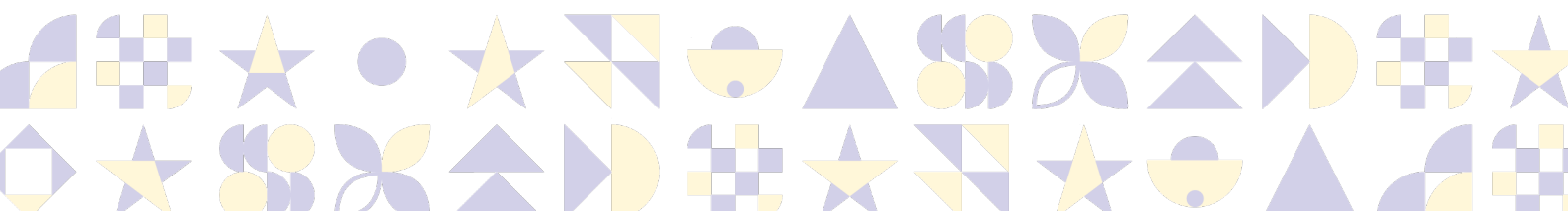
MS Pavilions

Playground of Life: Jellyfish Pavilion

PUBLIC

Performances will include:

- Pianographique, an Ars Electronica collaboration featuring visual artist Cori O'Lan and pianist Maki Namekawa. Music is used as a trigger to generate dynamic real-time images, immersing the audience in a visual landscape of sound. The program 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 is 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.
- 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 is a youth orchestra with members drawn from the 27 member states of the European Union. 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 with the EU parade and visiting pavilions.

