

## **Design of the Netherlands Expo 2025 Pavilion Osaka by consortium AND unveiled**

**The Netherlands has announced its participation in Expo 2025 Osaka, Kansai, Japan. The Netherlands Pavilion is unique in that it is based on a fully circular concept and features an anthropogenic sun. Individuals and representatives of businesses, governments and knowledge institutions who visit the pavilion will discover new technologies that can harness the power of water, making renewable energy more accessible to everyone.**

**The Netherlands Pavilion presents the innovative solutions that the Netherlands has to offer for tackling global challenges linked to the energy transition. Minister for Foreign Trade and Development Cooperation Liesje Schreinemacher announced the design and the winning consortium at the launch event on Monday.**

The pavilion was designed by architecture firm RAU, engineering consultancy DGMR, experience design studio Tellart and Japanese construction company Asanuma. With special thanks to construction consultant BREED ID.

These parties have extensive experience in circular design and construction and specialise in solutions for safe, sustainable and healthy living environments.

### **The design**

The theme of the Netherlands' participation is 'Common Ground: creating a new dawn'. The contribution introduces new technologies that will use water power to generate zero-emission energy, making energy more accessible to everyone. The rising sun in the pavilion's design symbolises unlimited clean energy, and the pavilion itself is also completely circular.

As the pavilion has water as its theme, this is reflected in the design of the facade, the roof and the fact that we consider water as emission-free energy. The entire pavilion is designed to be reassembled and is circular. All materials are registered in a material passport on the Madaster platform.

Inside, guests take an interactive journey that builds to an immersive show that brings these transformative ideas to life.

### **Cross-border challenges and solutions**

Expo 2025 Osaka centres around the challenges facing a world where major crises relating to matters such as climate change and health will determine our quality of life. These cross-border challenges require international cooperation. The Netherlands Pavilion is therefore intended as a place that brings together different perspectives and expertise to create joint solutions.

The Ministry of Foreign Affairs has set up a multi-year campaign in the run-up to Expo. During Expo itself businesses, knowledge institutions, governments and cultural organisations will come together in the pavilion to share knowledge and expertise. Events, visits, trade missions and exhibitions will be organised in the lead-up to the Expo as part of the Road2Osaka programme. Businesses and organisations will be invited to participate, and the pavilion and programme will also offer opportunities for sponsorship.

### **Host country**

Japan is the world's third largest economy and an important trade partner for the Netherlands. In 2022 the Netherlands exported goods worth nearly €4.3 billion to Japan. In the same year Japan exported €7.4 billion worth of goods to the Netherlands. The Netherlands is also a major destination for Japanese investment.

Like the Netherlands, Japan faces pressing and complex challenges, including climate change, resource scarcity, food insecurity, demographic ageing and maintaining access to the healthcare system. Opportunities for Dutch businesses and organisations are primarily in the areas of the energy transition, agriculture and horticulture, life sciences and health, digitalisation and culture. Various ministries and public and private parties are organising activities in the lead-up to and during Expo to put these Dutch sectors on the map and help businesses take advantage of opportunities.

*More information on consortium AND B.V. via [rau.eu](http://rau.eu), [dgm.nl](http://dgm.nl), [tellart.com](http://tellart.com) and [asanuma.co.jp](http://asanuma.co.jp)*