



World Expo 2025 will be held in Osaka, Kansai, Japan!



Overview

Theme Designing Future Society for Our Lives

Subthemes (1) Saving Lives
(2) Empowering Lives
(3) Connecting Lives

Concept People's Living Lab

Period Sunday, 13 April to Monday, 13 October 2025

Venue Yumeshima Island, Osaka, Japan



Yumeshima, the site for the Expo, is an artificial island located in the Osaka Bay Area. Within its 50 km vicinity lies “Kyoto” and “Nara,” the ancient capitals of Japan. Gourmet, entertainment, and many attractive tourist spots are within the Osaka and the Kansai region.



EXPO 2025



Japan Association for the 2025 World Exposition






Thematic Project "Brilliance of Life Project"

• The Brilliance of Life Project will be held from pavilions located in the centre of the Expo venue that are led by the eight producers. These pavilions are called Signature Pavilions. The Signature Pavilions and Signature Events will offer a variety of experiences combining the real and virtual worlds, encouraging all visitors to explore life and update their idea of life. The experiences offered by the Brilliance of Life Project directed by eight leading producers from various fields will serve as an opportunity for people to explore life and practice creativity.


"Embracing Lives"



© LESLIE KEE

KAWASE Naomi
Filmmaker


to exist



© Naomi Kawase × 目 [mē]


A place where you within me encounters me within you

"Resonance of Lives"



MIYATA Hiroaki
Professor, Keio University

Co-being



© SANAA

Better Co-being

"Cycle of Lives"



KOYAMA Kundo
Broadcast writer,
Vice President of
Kyoto University of the Arts.

EARTH MART



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A "market of fantasies" filled with hints to reset the norm concerning "food" and "life" and to change the behavior of each and every one of us.

"Amplification of Lives"



ISHIGURO Hiroshi
Professor, Osaka University,
Visiting Director,
ATR Hiroshi Ishiguro Laboratories

Future of Life



© FUTURE OF LIFE / EXPO2025

Amplifying possibilities in life by integrating it with technology

"Totality of Life"



KAWAMORI Shoji
Animation director and
mechanic designer

LIVE EARTH JOURNEY



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A miracle living now and here together

"Invigorating Lives"




NAKAJIMA Sachiko
Musician,
mathematician and STEAM educator

Playground of Life Jellyfish Pavilion




STEAM A journey in pursuit of excitement

"Quest of Life"



FUKUOKA Shin-Ichi
Biologist,
Professor, Aoyama Gakuin University

Dynamic equilibrium of Life
-I am You-



© Dynamic equilibrium of Life / EXPO2025

From selfishness to altruism

"Forging Lives"



© 蛭川 実志

OCHIAI Yoichi
Media Artist

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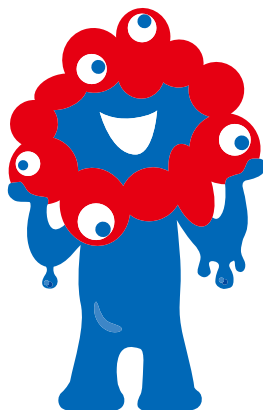


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A mirror of a new body called "digital human," a mirror of a new landscape through deformed structural architecture, and a mirror of life polished and shining through the digital and physical mirrors.



Official Mascot Character MYAKU-MYAKU



• About "MYAKU-MYAKU"

A mysterious creature born from the unification of cells and water. Its identity is unknown. The red part is the "cell," which divides and increases. The blue part is "clean water," which can be transformed to flow. It seems that it is looking for itself to be who it wants to be, and has transformed into various shapes. The figure takes its shape by imitating human beings. However, it may change its appearance too much and forget its original shape. The source of its energy is to go outside and enjoy the sunlight. It also loves rainy days and can take the rain into its body. MYAKU-MYAKU dreams that everyone knows about it even before the Expo's opening and that it will meet many people at Expo 2025, Osaka, Kansai, Japan.

• Profile

Place of birth: A small spring somewhere in Kansai.
Personality: friendly, goofy, clumsy
Special skills: transforming into various shapes and finding a rainbow after the rain.
Favorite things: interacting with all creatures and things.