



Our Vision – UK Pavilion at Expo 2025 Osaka

From the UK Houses at the Beijing Olympics 2008 and Rio 2016, the British Business Embassy at London 2012, through to the UK's presence at World Expos in Shanghai, Milan, Astana, Beijing and Dubai, the UK's presence promoting 'Global Britain' at these major world events is consistently iconic ambitious and innovative attracting world leaders, engaging thousands of businesses, inspiring millions of international visitors and delivering billions of pounds for the UK's economy.

The convening power of these world events, bringing together the 'World in One Place', creates unique opportunities to further the UK's soft power objectives, promoting our world class tourism cultural heritage, education, business, and innovations to an international audience.

Twenty years after Japan hosted Aichi Expo 2005, World Expo 2025 Osaka brings the international community back to Japan. It's theme 'Designing Future Society for Our Lives' is about maximising human potential and harnessing innovation to create solutions to challenges common to all humankind, creating a truly equitable society.

World Expo 2025 Osaka is an important milestone in the UK/Japan relationship highlighting and deepening the historic ties between Japan and the UK. With 150 expected participating nations, it will be a major platform to promote an outward looking 'Global Britain' boosting our international reputation and engaging with Japan and wider SE Asia in line with Government priorities, catalysing global collaborations and taking stock of progress towards the UK's 2030 milestones for achieving the United Nation Sustainable Development Goals.

The UK's presence will consist of a self-build, temporary 'Pavilion' housing an exciting visitor journey showcasing the best of the UK - with an accompanying business and cultural programme running over the 6 months of the Expo. The UK's presence will promote the UK's cultural heritage while demonstrating the UK as an innovative global thought leader, force for prosperity and an innovative nation - positioning the UK as a world class destination for culture, tourism, education, innovation, trade, and investment.

The UK Pavilion will be content led, focusing on a great visitor experience above an architectural 'showpiece' promoting the UK's strengths to the world, including our world-class universities, ground-breaking research, high-tech start-ups and creative industries. Tying in with the GREAT campaign and our sponsors, we will invite UK attendees to 'See Things Differently', joining us in embracing fresh perspectives which are key to positive outcomes in business, education, tourism and tackling global issues.

The UK Government wishes to appoint a design team to shape the design and content of the UK Pavilion for Expo 2025. We are seeking a dedicated, inventive, and inspiring creative team that will enable us to interpret the UK's contribution to the theme to create the most original, inspiring, and memorable visitor experience possible while ensuring both sustainability and value for money of design.

This competition offers you the chance to be an integral part of the UK's contribution to 'Designing Future Society for Our Lives' at Expo 2025 Osaka.