



*General Commissioner's Office of Italy
for Expo 2025 Osaka*

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Design specifications **Italy Expo 2025 Osaka**



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1. INTRODUCTION

Designing Future Society for Our Lives is the theme of Expo 2025 Osaka Kansai (hereafter referred to as Expo 2025 Osaka), which will open on April 13 and conclude on October 13, 2025. It aims to create a significant event centered on the humanism of life sciences, economic and social policies, technologies, and the digitization of learning, information, and communication.

The Expo has consistently offered a once-in-a-lifetime experience since it gathers people from all over the world in one "location" where the concept of "life" may be explored. In reality, the event will foster encounters between individuals from other cultures and worldviews who are also linked to the "Virtual Expo" platform, building new networks of interpersonal connections and resulting in similar planning, educational, and creative goals. The objective is to build a Universal Exhibition that will foster optimism for a brighter future, help to resolve the current global financial crisis, safeguard lives, and advance social justice and well-being.

The Sustainable Development Goals (SDGs), which seek to promote a diverse and inclusive society, are tied to the theme of Expo 2025 Osaka, which is expected to draw over 28 million people. The United Nations Conference established the SDGs Agenda in 2015, along with the Milan Expo, with the goal of having them completely implemented by 2030.

The organizers of Expo 2025 Osaka divided the theme into three sections: "Co-creation with the World," "Theme Practice," and "Future Society Showcase," all of which were intended to serve as a "laboratory for the future society" and to welcome and bring to life the projects brought by the 150 participating nations with the goal of achieving equitable and sustainable development in an environmental, economic, and social context.

The theme of Expo 2025 Osaka was also divided into 3 sub-themes:

1. "Saving Lives", focused on protecting and saving the lives of individuals;
2. "Empowering Lives", focused on enhancing the lives of individuals and their potential;
3. "Connecting Lives", aimed at enhancing the social capital and participation of individuals and of community.

This engagement will begin before the start of the Expo, inviting various interlocutors to come to Osaka to discuss and plan the future society together.

The Expo will thus be a place where ideas and solutions in development will then be shared and put into practice, with the aim of creating the prospect of a better future for everyone.

Governments, international organizations, public and private businesses, universities, and research facilities will consequently have a rare chance to present cutting-edge ideas for resolving global concerns at Expo 2025 Osaka. Visitors will also have the chance to learn new concepts and comprehend how each and every man and woman can help to build a brighter future for everyone.

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The first international exhibition in Asia, the Japan World Exposition Osaka 1970, was staged to demonstrate the advancement and development made following the Second World War. The Expo, which



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displayed the most cutting-edge innovations of the day and demonstrated development and the wealth that science and culture will bring in the future, had a significant impression on visitors at the time.

Since then, Japan has hosted a number of international and world expositions, including the 2005 World Exposition in Aichi, Japan, with the theme "Wisdom of Nature," as well as the International Garden and Greenery Exposition in Osaka, Japan, in 1990, both of which had as their themes the harmonious coexistence of nature and humanity.

All of these worldwide gatherings have attempted to address current issues by putting out ideas for future perspectives.

2. THE EXPO SITE

The Exposition's venue is being constructed on Yumeshima Island, a man made island off the coast of Osaka that is surrounded by the Pacific Ocean. Visitors will be able to take in the stunning views of the Inland Sea, including the Akashi-Kaikyo Bridge, Awaji Island, and the sunset, from Yumeshima. They will be able to sensory experience Japan as an island nation thanks to the sea wind and sea aroma.

Osaka is located in the Kansai region, which has a history dating back more than 1600 years and serves as the country's center for business, science, and culture. With several old cities, a wide range of historical structures, shrines, temples, traditional arts, and washoku Japanese cuisine, it has a rich legacy.

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The 155 hectare site will include a pavilion area in the middle, the sea to the south, vegetation to the west, and the sky will represent the connection between all living things, just as everyone in the world looks up at the same sky, which unites all regions of the world.

The Universal Exposition, as a meeting place for various cultures and ways of life from around the world, aims to not only highlight diversity's richness but also to give visitors a sense of connection that transcends social and economic barriers. In order to achieve this, the site was created to encourage variety based on the "decentralisation" and "dispersion" ideas that the Exhibition's Organizer has taken since submitting its bid, connecting it to the "connection" between various beings: Unity in Diversity and in Plurality.

The main visitor flow, which will allow access to all regions of the site, has been planned to form a "loop" to represent both the clarity of national identities and the diversity of viewpoints.

Along the primary flow line, the area will be dotted with squares of varying sizes, which are also a sign of gathering, sharing, and socialising.

3. THE ITALIAN PAVILION

Italy is to take part in Expo 2025 in Osaka by highlighting how people, nature, and technology are interdependent when developing future societies.



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The fundamental goal will be to demonstrate how it is feasible to build a human-centric society that can foster creativity, sustainability, and wellbeing while resolving conflicts between people and machines and between the natural and artificial worlds in the past, present, and future.

The Italian Pavilion will showcase ideas, projects, and initiatives of inclusive economic innovation, social development, and cultural growth capable of producing human capital and fostering social development. It will be one of the largest pavilions at the Expo, rising on a plot of land that is approximately 3500 square metres in size.

The Italian participation is put forth as a proactive contribution to "thinking about a future" in which every man and woman can participate and help create opportunities in the areas of manufacturing, trade, social innovation, and education, medicine, and science.

Through an immersive multi-sensory experience created by scientific, architectural, artistic, and creative elements combined into a 6-month narrative journey, Italy will provide visitors with historical memories and testimonies as well as contemporary and futuristic visions of the ever-changing relationship between humans, nature, and technology.

With a focus on Millennial and Generation "Z" communities, the Italian Pavilion will represent an observatory of past, present, and emerging tendencies that affect societal issues and interpersonal connections.

The IoT, big data, artificial intelligence, information security, humanoid robotics, and "intelligent" products can be used as functional aspects to make life more human-centered, which is the main message of the Italian Pavilion: social innovation through digital innovation.

Among the topics directly related to the Pavilion's theme are energy transition and environmental protection, health and well-being, nutrition and medicine, space economics and Earth observation, mechatronics for small businesses, design, fashion, cinema, performing arts, literature, and sport. During the Expo's six months, visitors will participate in a closely integrated laboratory demonstration of co-working on the concept, contents, and spaces of the Pavilion.

3.1. The theme of the Pavilion: Art Enhances Life

The realm of art, just as much as scientific, intellectual, and political philosophy, helps to shape a historical period's culture. It has a responsibility to reevaluate and revitalise itself in the contemporary socio-cultural landscape, generating new places for the imagination and giving the younger generations real and authentic possibilities to express their ideas and give them form. The Italian Pavilion is making a commitment in the capacity of art to serve as a "global laboratory" for the reinvention of reality, liberating positive forces for the emergence of fresh concepts and collaborations for sustainable and constructive development.

The goal is to engage Expo 2025 Osaka visitors through the language of art by creating environments where augmented reality and virtual reality coexist and each space, installation, or project, in whatever form it takes, assumes the status of a work of art, inspiring wonder and enquiry in the viewer.

The aim is to construct a pavilion that functions as both a gallery and a generative space for art, creativity, and interpersonal and group interactions. The originality of this proposal stems from Italy's millenarian mission to liberate man through philosophy, science, technique, and art, which are all understood as having the capacity to regenerate in space and time.

The theme of the Italy Pavilion at Expo, "Art enhance Life," aims to specifically demonstrate how art can have a positive impact on people's lives and the planet.



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As a result, the pavilion must be viewed as a multi-sensory experience that integrates art, nature, and technology, including through the interactive installations that will be present and be able to do so. With Mediterranean plants, wooden furnishings, and water from the fountains, the terrace of the Italian Pavilion can also be seen from this perspective as a space that is integrated into the exhibition schedule where nature and art come together to create a calming and rejuvenating environment for visitors.

Thus, the Italian Pavilion's design can be developed to incorporate some or all of the following components to reflect the theme:

- Art as a tool for regeneration: The Pavilion must be able to demonstrate how art can be used to raise people's quality of life through exhibitions of artwork, artistic performances, and installations.
- The history of Italian art: Through the exhibition of well-known works of art, the Pavilion will be able to present the history of Italian art and its impact on global culture.
- Art as sustainability: Through the display of sustainable artwork and the use of eco-friendly materials, the Pavilion must be able to demonstrate how art can support environmental sustainability and the preservation of natural resources.
- Art as an element of social inclusion: Through the display of artwork created by disabled artists, the Pavilion will be able to demonstrate how art can support social inclusion and the development of stronger communities.
- Art and technology: the Pavilion must be able to demonstrate how art can be combined with technology to create engaging and innovative experiences, through the use of augmented reality, 3D projections and other technologies.
- Art as an element of tourism promotion: the Pavilion will be able to express how art can be used to promote tourism in Italy, through the display of local works of art and the promotion of tourist itineraries linked to art.
- Finally, the culinary art can be used together with the other arts to create unique and engaging sensory experiences for visitors through the organization of cooking workshops and the presentation of traditional and modern dishes that enhance raw materials and Italian taste.

3.2. A Real and Virtual Pavilion

The Italian pavilion at Expo 2025 in Osaka will be a space that is not only visible, and immediately recognisable as you walk along the circular route, located at a height of 12 meters, but also interactable and experimentable not only in person but also remotely, allowing visitors to review and admire the combination of thought, science, and technology that currently serves as the foundation of Italy's cultural and creative mix.

The Pavilion will be a real and virtual center not only for students, teachers, and scientists, but also for entrepreneurs, start-up creators, managers, and visitors to share ideas, create collaborative opportunities, generate multidisciplinary skills, and launch new initiatives.

The Pavilion experience will be both direct and virtual, a hybrid experience capable of creating a constant and strong flow of visitors both in Italy and in other countries, also forming a possible "corridor" for inter-religious dialogue with pilgrims of different faiths who will participate in the Jubilee of Rome during those 6 months.

As the world of the arts has long been creating new spaces of imagination that combine science and creativity, culture and education, wealth and the environment, the Pavilion will be inspired by the Italian



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secular vision of art, design, and music, capable of emancipating men and women of the future to live in a constantly evolving society.

The Pavilion in Osaka represents the gateway to Italy, the Teaser Pavilion inside which the original experience can be lived 360° through the Metaverse, will be divided into contemplative, interactive, and immersive spaces, in a single holistic path and at the same time in an open and participatory virtual process, in person and remotely, establishing, 24 hours a day for 180 days, the inseparable connection between knowledge, skills, and abilities, between knowing and knowing how to do.

The Pavilion will be developed according to three components:

- Vision, Inspiration, Theme;
- Architecture, Engineering, Materials;
- Sensory, Emotion, Aesthetics.

There will be three operational modes to experience the Pavilion: VE (Visitor Experience) for the public visiting the Pavilion; HVE (Hybrid Visitor Experience) for people exploring the Pavilion through exhibition spaces made in Italy; VVE (Virtual Visitor Experience) for remote connection.

Visitors will be able to interact with products, solutions, and technologies from many public and private companies developed over the years, connecting the creative chain to innovative projects and initiatives that generate environmental and economic sustainability and produce widespread social value beyond mere financial and economic returns.

Creativity will be a key element of the Italian exhibition space, both from an architectural point of view, exposed and permeable to the luminescence of the sky and sea that surround it, and from the point of view of set design, in materials, their shapes, and colors. Built in Japan but connected globally, the Italian Pavilion will host artistic and technological exhibitions, entertainment events, educational activities, a restaurant, and a café, in a flow of inclusive and attractive exhibition spaces and experiences for adults and children from all over the world. The goal is to use the architecture of the space to facilitate interaction and participation, surpassing the iconic building exhibition model and instead creating an open space, a constantly animated and accessible "scene," both in person and remotely, a space to meet, study, and experiment available to all visitors of all ages, genders, and social classes.

This open space - multisensory, tactile, visual, olfactory, auditory - must be built with the maximum lightness possible, given the particular hydro-geological characteristics of the Expo site, integrating trees, plants, floral areas as well as artifacts, objects, furnishings, and construction or set-up elements that will show a "landscape" in which Italian creativity and culture will be presented during the 6 months of the event.

3.3. Objectives

The Italian Pavilion:

- will offer opportunities for cooperation and interdisciplinary training, granting an immersive multimedia representation through images, sounds, new virtualization techniques for the expressiveness of culture and art, talent and design;
- will be a space where students, teachers, professionals, entrepreneurs, public and private managers, institutions and visitors will be able to work together within the digital transformation process of study, work and production;
- will be an agora where all visitors will be able to become active participants, able to interpret and seize the opportunities generated by the ongoing cultural and creative "revolution";



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- will be a place where even young people can meet for 6 months, generating a continuous exchange of ideas, creating opportunities, playing for the development of new stimuli, making experiences and good practices from which to draw inspiration and example, or more simply, having fun being together.

Italy thus wants to involve visitors and participants in network building and intergenerational knowledge sharing events, focusing on skills innovation, intercultural dialogue, social inclusion, gender equality.

It is in this context that Italy will contribute to the debate on the United Nations 2030 Agenda launched during the Milan Expo 2015, with regard to the most critical Sustainable Development Goals from a social point of view which are today a topic of great interest and broad debate in the Indo Pacific area and in the context of relations with the European Union.

At the bilateral Italy-Japan level, the thematic focus will be on scientific, commercial and cultural relations, involving public institutions, large and medium-sized public and private enterprises, universities and research centres, cultural associations and bodies, non-profit organizations through existing partnerships or development of new collaborative processes. In this way, Italy intends to share the ideas and objectives of "Society 5.0" launched by the Japanese government in 2016.

The Italian Pavilion will therefore focus on promoting opportunities for scientific, technological and commercial collaboration, with particular regard to industrial groups oriented towards sustainable innovation, creating a support and business matching center for companies and start-ups Italian and Japanese in the 6 months of the Expo.

4. TECHNICAL REQUIREMENTS

4.1. Italian Pavilion plot

The Italian Pavilion will be built on plot A-9 located to the east of the site near the East entrance of Expo 2025 Osaka within the area called "Saving Lives".

The lot is flanked on both sides by two other pavilions entrusted to other participating nations while in front there is a Corporation Pavilion and the Messe, a structure made available by Expo for event organization.

The lot on which the Pavilion will be built has only one side facing the public and overlooks the main ring-shaped road, which will be the main flow line of visitors. Above the main road there will be a large roof with a ring structure (The Ring), which will not only protect visitors from rain and sun, but will also guide them in the Expo visit path. On the roof of this structure there will be an air corridor, which will offer visitors a panoramic view of the entire Expo site.

The path will be designed to offer comfortable spaces for visitors to have fun, with slopes, steps and observation points overlooking the sea.

The plot designated for the Italian Pavilion measures approximately 3626 square meters and falls within the codification of Type A Pavilions, as specified in the Organizer's guidelines.

As previously mentioned, the Pavilion is located on a newly constructed artificial island still in the settling phase, and preliminary geological data provided by the organization is included in the attached documentation.

The economic operator must pay particular attention to the realization of the foundations, also considering the temporary nature of the event, by carrying out further analysis if necessary. The



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Organizer's Guidelines outline the approach to follow in designing foundations that must be built taking into account all the risks that such soil formations entail

4.2. Functional Areas

The main functional areas that will distinguish the Pavilion are shown below.

4.2.1. Entrance and queue area

The organizer expects around 30 million visitors to the Expo site with a daily average of 166,000 visitors a day.

The design must take into account the reception area in front of the entrance to the pavilion where the queues of visitors will gather.

and sort. The management of income flows will have to be strategically thought out from the first phase of the design. The presence of a single free front requires a clear strategy for the organization of incoming and outgoing flows.

Through the use of practical solutions that ensure systems of interaction and entertainment while waiting and that begin the visit experience even before the actual entrance, the waiting area must be usable by visitors from the moment they queue.

In the waiting period, the user can also be "softly" profiled using personal or customized digital tools (smartphones, tablets, and smartwatches) (touch screens, video modules, IoT objects). This stage acts as a gathering point for information and knowledge that will be used to fuel the following experience.

4.2.2. Front accesses

- A front entrance access to the exhibition path made up of multiple lines (visitors, visitors with special needs, Protocol/VIP) with relative separate and distinct single exit;
- Front access to public spaces (multipurpose area, restaurant, ceremonial area) with hostesses at the entrance directing you to the selected area.

4.2.3. Service accesses

- Direct access to the Ceremonial area with 3 car parks within the plot;
- A technical access for personnel and the loading/unloading of goods which must be well connected to the warehouse.

4.2.4. Garden and Green Terrace

The Pavilion project must take into consideration the advantage of owning a large lot directly overlooking the Ring. The frontal external space that includes the waiting area in this sense becomes an element of a fluid project by integrating physical and digital elements with possible moments of multisensory experience (tactile/sound/olfactory and why not tasteful). The exhibition space will also be able to extend onto the roof of the pavilion with a Green Terrace: a relaxing space for socialization and reflection that can also have direct frontal access and be set aside from the main exhibition route. In this space it would allow



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the display of works of art of various kinds designed to resist exposure to atmospheric agents, which would be supplied by the Commissioner's Office.

4.2.5. Visitor Experience

The exhibition space must be composed of primary and secondary spaces rather than being designed as a linear experience. This allows for the most flexibility in the possibility to completely close the latter for temporary rearrangements, private events, ceremonies, workshops, or to restrict access but not vision from the outside.

Ideally, it should include:

- A multifunctional "innovation laboratory": "Fab Lab" networks for artisans and creatives who can use digital technologies at low cost in an "open source" way; "Digital InnovationHub", where it will be possible to demonstrate how to act creatively on the change and innovation of companies, territories and professional communities; "educational platforms and e-learning models" for the development and training of new creative and cultural professionals;
- A "playground": an area where video games meet culture to explore the world of art, scientific research and technological innovation; where it will be possible to experiment with tools to "transform" works of art into a "digital game", reconstructing artistic contexts in 3D, the stories of painters, ancient knowledge and craftsmanship;
- A prestigious immersive space where art merges with technology to create a unique and engaging experience for visitors through projections of works of art with high-quality video-mapping technology on the surfaces of the room (ceiling and/or walls).with an integrated high-quality audio system for an immersive experience.The selection of the works of art and the creation of the multimedia content to be reproduced will be the responsibility of the Commissioner's Office once the technical specifications created by the successful economic operator have been acquired during the final design phase.

The overall exhibition space inside the Pavilion is at least 550 square meters, but following a modular logic, the project must provide for the possibility of expanding if sponsors, partners or additional funding provide the opportunity.

The exhibition itinerary must allow for the experimentation and exploration of new ideas, technologies and approaches to ensure a unique experience for visitors, encouraging them to interact with the space around them and to try new experiences.

The offer must also contain the design and installation of the scenography and multimedia components (hardware and software) that make up the exhibition space. On the other hand, multimedia contents that will be created directly by the Commissariat are to be considered excluded.

4.2.6. Multifunctional space

To be considered as a closed or semi-closed space that the Italian Pavilion can use for various functions: presentations, workshops, B2B or temporary exhibitions.

It can be considered as one of the secondary spaces of the Visitor Experience but must guarantee at least direct access, better 2, one for visitors and the other for possible speakers/guests from the Ceremonial area.

It must be thought of as a flexible space capable of being remodeled into different configurations with the possibility of setting up a small stage, projecting contents and managing live connections remotely, becoming the connection point with Italy and the Metaverse.



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The space must guarantee the possibility of accommodating about 80 people seated in compliance with local regulations.

Attached to this space there must be a dedicated control room that allows easy management of operations.

There must also be 2 (3) booths for simultaneous translations.

4.2.7. Ceremonial area

This is an area dedicated to welcoming delegations and special guests to the Italian Pavilion for events, conferences or institutional meetings.

The space must be accessible both from the front and from the back where the dedicated parking spaces will be located and be easily accessible from the offices of the Commissariat General.

The area consists of:

- An entrance space for welcoming delegations and which must include a corner where;
- being able to carry out informal interviews (20 people);
- A meeting room for organizing bilateral meetings (10 people) or small press conferences;
- Reserved bathrooms;
- A small hidden pantry.

4.2.8. Food Experience

- An external front area must be allocated for the possible addition of a small covered but open-air cafeteria/ice cream shop; The realization will be conditioned by agreements with partners or sponsors;

- A restaurant where our visitors will enjoy a variety of tasty choices creatively crafted by our chefs.

A skillful mix of ingredients sourced directly from Italy through the millenary tradition and hundreds of years of passion are combined with extensive experience in the culinary arts.

The room/rooms for a total of 40 seats must be configured in such a way as to be able to be partially closed in order to possibly host private catering.

The positioning of the restaurant on the highest floor of the pavilion with the possibility of extending onto an external space, possibly a terrace, should be evaluated.

The restaurant must include a professional kitchen with a pizza oven and all the ancillary spaces necessary for carrying out the activity.

4.2.9. Shop

An area dedicated to limited edition merchandising of the Italian Pavilion and conceptually connected to the inspirational principles of the exhibition itinerary. The retail area should ideally be located at the end of the exhibition itinerary and the outgoing flows or in any case clearly visible and integrated into the visitor flows. The retail space will have to be a real and digital shopping experience with the possibility of automating the space as much as possible in order to minimize the size.

The most famous Italian brands will be present in the sales area of the Pavilion. The limited-edition products, specially made for Expo 2025 Osaka, will be on sale alongside internationally renowned fashion, jewelry, perfume, design products and food.

The sales space will display special niche products from certain regions of Italy, rarely available through traditional commercial and distribution channels.



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Special souvenirs will also be on sale to make the overall experience of visitors to the Pavilion even more memorable.

4.3.10. Operating area

A working area not accessible to visitors with access from the rear of the Pavilion. The area must include:

- Workspace for at least 20-25 people organized in offices or open space;
- Small meeting room for 6-8 people and single phone booths;
- Private offices of the General Commissioner, Deputy General Commissioner and Director. These must be organized in such a way as to be as external as possible to the operational staff flows of the Pavilion; the Commissioner's office should be considered as a space of Representation;
- Storage for a total of at least 80 square meters adjacent to the service access and easily accessible; Minimum access dimensions 2261x2286 mm;
- Changing rooms with lockers and shower;
- Breakroom able to accommodate the Pavilion staff during breaks, the space can be partially indoors and partially outdoors but covered;
- Bathrooms.

*In addition, all those spaces necessary for the safety, management and functionality of the latter must be present in the Pavilion, such as, by way of example but not limited to, the control room.

4.3. Users of the Italian Pavilion

4.3.1. Commissioner Staff

They represent the Commissariat team of the Italian Pavilion, mainly carry out office activities with the need for easy access to the service areas (Protocol area, VIP area, Multi-purpose area, Press Room). Limited need to access the exhibition area.

Access: From FOH (Front of House) and BOH (Back of House).

Access time: potentially h. 24.

4.3.2. Italian Pavilion Staff

It represents the personnel team of the companies that offer services to the Commissariat of the Italian Pavilion, manage and organize the daily activities of the Pavilion. They alternate office work with field work inside the Pavilion.

Access: BOH (Back of House).

Access times: potentially h. 24.

4.3.3. Hostess & Steward

They are the Pavilion staff who support the Visitors, during their shift they are always inside the Pavilion. Before, after and during the breaks they stay in the spaces of the BOH.

Access: BOH (Back of House).

Access times: they need to be able to enter before and exit after the Expo opening hours.

4.3.4. Security



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It represents the security personnel of the Italian Pavilion, most of them are located in the Pavilion but at least 2 units remain fixed in the security room equipped with cameras. Access: BOH (Back of House). Access times: they need to be able to enter before and exit after the Expo opening hours.

4.3.5. Restaurant Staff

Represents the restaurant and cafeteria staff. During their shift they are in the catering areas. Before, after and during the breaks they stop in the spaces of the BOH. They need changing rooms to be able to wear the service uniform.

Access: BOH (Back of House).

Access times: they need to be able to enter before and exit after the Expo opening hours.

4.3.6. VIP

Institutional, prominent figures or guests at events. They need an area where they can be welcomed before starting the activities in which they participate.

Access: FOH (Front of House) and BOH (Back of House).

Access Hours: in line with the Expo opening hours.

4.3.7. VVIP

Institutional figures, prominent figures or guests at events that require special precautions for safety. They need an area where they can be welcomed before starting the activities in which they participate.

Access: FOH (Front of House) or BOH (Back of House).

Access Hours: in line with the Expo opening hours.

4.3.8. Visitors

They represent all the people who come to visit the Italian pavilion. Access: From FOH (Front of House).

Access Hours: in line with the Expo opening hours.

4.3.9. Visitors with special needs

They represent all the people who come to visit the Italian pavilion. They need more support from Hostess & Stuart.

Access: From FOH (Front of House).

Access Hours: in line with the Expo opening hours.

5. DESIGN AND TECHNOLOGICAL RECOMMENDATION

The architectural and exhibition project and for the digital aspects will take into account the following fundamental reference principles:

5.1. Sensations

The project will include elements and materials specific to the identity and essence of Italian culture, reinterpreted according to one's own creative sensitivity, without neglecting the emotional impact that



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must be perceived through the architecture even before entering the exhibition itinerary. Both the interior and exterior must reflect the common narrative language elicited through emotion and wonder. In particular, the global environment will reflect the elements of the aforementioned architectural and exhibition concept inspired by the extraordinary wealth of knowledge that characterizes Italian excellence in the world.

5.2. Innovation

The project must be an expression of the most advanced forms of technology in terms of design, construction techniques, materials and use. The Pavilion must also be an example of sustainability and a cutting-edge model in terms of: use of sustainable materials with low environmental impact (including those in the experimental phase), with reduced consumption of energy - water and CO2 emissions, disposal of smart waste and reduced noise pollution.

The pavilion must meet the level of environmental efficiency of rank A or higher for the standards defined by the CASEE for temporary buildings and respect the principles of the UNI ISO 20121 standard in its "life cycle" and in its events.

The structure must also take into account its temporary nature, strategic choices will have to be made for a building with a short life cycle.

5.3. Accessibility

The accessibility of the structure is a fundamental aspect as the Pavilion will not only be a place for passive use, but above all it will allow for the collective sharing of an experience. The concept of accessibility refers not only to the idea of easy physical access to the Pavilion, which must be guaranteed, but above all to an acute sense of inclusiveness, in which the visitor's experience will be part of a path open to participation and interaction. Great attention to detail and flexibility is required to create an adaptable and versatile environment, able to evolve according to the needs of the Commissariat.

To obtain this result, it is important to use modular and movable elements, such as partition walls and furnishings, which can be moved and modified according to needs. A flexible lighting system, capable of adapting to the different functions and the intensity of light required, wireless connectivity and the integration of multimedia systems, to make the space even more flexible and functional should be envisaged.

In a broader sense, remote accessibility to the pavilion must also be guaranteed, creating a pavilion that can communicate easily with its virtual counterpart, therefore all those.

technologies that allow a live exchange of content with a digital platform and create a connection with selected spaces in Italy.

5.4. Efficiency

The project must be developed that ensures its success by taking into account all of the aforementioned characteristics while also taking into account the timing, budget, and market and supply conditions.

All the most advanced techniques, technologies and materials that allow speeding up execution times, allowing a certain margin of scalability and minimizing the logistical risks of operating in a very busy site must be explored.



*General Commissioner's Office of Italy
for Expo 2025 Osaka*

It will have to be a pavilion that can be easily maintained and that uses construction technologies that allow for its demolition in six months from the end of Expo 2025 Osaka.

5.5. Technologies

All the most advanced technologies may be used, compatibly with compliance with local technical regulations, procurement times and the available budget, with particular regard to the foundation and elevation structural elements, as well as all plant components.

Cutting-edge solutions must be explored that allow the creation of a light pavilion and that favor construction times.

Prefabrication, inflatable structures, tensile structures or 3D printed construction are viable solutions in compliance with local legislation.

Roma, 6th March 2023.

The Administrative Director
Dottor Andrea Marin