

**MEMORIST, PARTNER OF THE OSAKA  
WORLD EXPOSITION THROUGH  
THE «CREATION» FORTNIGHT.**

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**PARIS, NOVEMBER 12, 2024 - MEMORIST IS DELIGHTED TO ANNOUNCE ITS PARTNERSHIP WITH THE FRANCE PAVILION AT THE OSAKA WORLD EXPO 2025, TO BE HELD FROM APRIL 13 TO OCTOBER 13, 2025.**

As part of the programming of the French Pavilion, MEMORIST has become the thematic partner of the fortnight dedicated to creation, which will take place from 16 to 31 August 2025. This event will highlight various aspects of creativity. MEMORIST will offer a dedicated programme illustrating this theme.

For Laurent Onaïnty, CEO of MEMORIST, «MEMORIST stands out for its innovation both in the nature of its projects and in the geographical extension of its locations. We are the only company to offer a turnkey service to public and private holders of cultural heritage, helping them to preserve, digitise, restore and enhance their heritage. MEMORIST has always been committed to identifying, stimulating and sharing artistic talent. We are creators of value, integrating both traditional professions and modern technologies, and are an integral part of the creative cultural industries (CCI).»

According to Jacques Maire, President of COFREX and General Commissioner of Pavillon France, «The thematic fortnight devoted to creation is central to the programming and messages of Pavillon France. The thematic fortnights are at the heart of this programme, and each fortnight is illustrated at the Pavilion by conferences, talks, keynote speakers, screenings and shows. I am delighted that MEMORIST is lending its full support, backed by the commitment of the entire MEMORIST group».

**Watch the MEMORIST presentation video  
by clicking the link below**

[www.thememorist.com/video](http://www.thememorist.com/video)

**About MEMORIST :**

MEMORIST is a **unique** centre of **expertise**, born of an alliance of high added-value skills, whose mission is to **preserve** and **share** our heritage.

Its 300 experts deploy their know-how in **consultancy, restoration, digitisation** and **sharing** of all types of heritage, in France and internationally. They support museums, cultural and archival institutions, private companies and NGOs in their heritage projects.

**About the France Pavilion at Osaka World Expo 2025:**

The Osaka World Expo 2025 (Japan) will be held from 13 April to 13 October 2025 under the theme «Designing the future, imagining our life of tomorrow», with three sub-themes: «Saving lives», «Inspiring lives» and «Connecting lives».

It will take place on Yumeshima Island, a 155-hectare artificial island in Osaka Bay, designed by architect Sосuke Fujimoto. All the Pavilions will be connected by a «roof ring» measuring 615 m in diameter and 2 km in circumference, and divided into three macro-zones: Green world, Pavilion world and Water world.

Over 161 countries will be represented and 28 million visitors are expected to attend the event.

The French Pavilion, which aims to showcase French innovation and expertise, will be located in the «Empowering lives» zone, close to the Japan Pavilion and the main entrance to the World Expo.

<https://www.franceosaka2025.fr/>

**About COFREX:**

Founded in January 2018, COFREX SAS, a publicly-owned company, is the first permanent structure dedicated to the preparation, organisation and implementation of France's participation in Universal and International Expositions. Its sustainable approach is based on the experience of previous Expos to ensure optimal organisation, at the lowest cost and with the least impact. It is based on a partnership between public and private players, focusing on France's image and attractiveness.

<https://www.cofrex.fr/>

The combination of **traditional techniques** and **innovative technologies** supported by human talent enables us to manage tailor-made solutions and large-scale projects, deployed on site or in one of our production centres.

MOBILITAS, the group that heads it up, embodies the conquest of the international market and **the influence of French economic know-how**. Its expertise in these fields will enable MEMORIST to build its international development with confidence.

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