

FRANCE
EXPO OSAKA 2025

VOYAGE AU CŒUR DE
L'AMOUR

FROM APRIL 13 TO OCTOBER 13, 2025

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FOREWORD by the
President of France
EMMANUEL
MACRON



If there were just one feeling associated with the French mindset, it would definitely be love. Whether it is being celebrated, wept for, depicted in our arts, embodied in individuals' desire to transcend as seen in our monuments, carried in our patriotism over the centuries, directed towards our countryside and nature in our expertise and our traditions, love runs through France's veins. This heartfelt passion has often been elevated into a kind of spiritual journey. We are all facing the same challenges - be it peace between nations, the future of the planet or protecting freedoms in every society. This journey, this adventure, must continue in the coming decades and beyond. This is the French vision of the world, a paean to love, boldness and dialogue that visitors to the France Pavilion at Expo 2025 in Osaka will be discovering. It will be embodied in the offerings of our companies, artists and scientists, and all of them in their own particular way will be trying to bring to the world our French vision of rationality, beauty, progress and freedom, and with it, the ambition, as with love, to use a universal language that expresses hope to the world of the future





AN EDITORIAL by Minister of State reporting to the Minister for Europe and Foreign Affairs, with responsibility for Foreign Trade and French Nationals Abroad LAURENT SAINT MARTIN



Durant 173 jours, l'Exposition universelle Osaka 2025 devient le centre du monde, la vitrine des progrès technologiques, des coopérations et des créations au service de l'humanité. Elle offre une audience internationale unique aux territoires, aux entreprises et à la société civile autour d'un thème fédérateur : « Concevoir la société du futur, imaginer notre vie de demain ».

C'est une opportunité formidable de créer des ponts entre les Nations, entre les cultures, entre les femmes et les hommes de tous les horizons. La France y prendra toute sa part. Du 13 avril au 13 octobre, le Pavillon France fera rayonner aux yeux du monde entier ce que notre pays sait faire de mieux, avec, en guise de fil rouge, l'Amour. L'amour qui rassemble au-delà des différences et des divergences, l'amour qui inspire créateurs, inventeurs et poètes.

Sous la bannière « Make It Iconic », le Pavillon France dévoilera aux yeux des spectateurs l'étendue de nos savoir-faire et de notre expertise. Il mettra en évidence la cohérence et l'ambition de nos actions en faveur d'un monde plus juste et plus uni, d'une croissance plus durable et d'un modèle de développement plus responsable. Il fera briller l'esprit d'inventivité et d'audace qui caractérise notre pays et incarnera un message clair : choisir la France, c'est toujours choisir l'excellence. De la tech aux métiers d'art, de l'agroalimentaire aux mobilités durables, les entreprises de tous les secteurs pourront y exposer leurs solutions.

Les séquences organisées permettront de mettre en lien des acteurs français avec leurs homologues internationaux. Elles auront vocation à susciter l'échange et à encourager ces fertilisations croisées qui nous enrichissent collectivement. Je remercie toutes celles et ceux qui s'engagent pour la réussite de ce projet, qui portera haut les couleurs de la France. Je pense naturellement aux Régions, aux acteurs de la Team France, à la COFREX et à l'ensemble de ses partenaires. Ensemble pour faire rayonner la France!





A word from the General Commissioner of the France Pavilion Osaka 2025 JACQUES MAIRE

“After the magic of the Paris Olympic Games when the world thrilled to the rhythm of France, the France Pavilion at the Expo 2025 Osaka is taking up the torch of French creativity in Japan.

This Pavilion will be hosting exhibitions and events and sparking emotions. It is ideally located opposite the main entrance to the World Expo and close to the Japan Pavilion.

It is an exceptional showcase for French players in all fields, be it cultural, scientific, economic, social, etc Here, a France that is on the move will be presenting its expertise and commitments in all their diversity, involving large corporations, mid-sized companies and SMEs, professional groups, regions, research and cultural institutions. Many have already seized this opportunity, but we are still open for new proposals.

In Osaka, Japan is inviting us to come together to “Design tomorrow’s society and imagine our lives in the future.” At a time dominated by conflicts of all kinds, France is responding with optimism and commitment, with its values and sensitivities, with a strong message about the meaning of life both for today and tomorrow, and with its most beautiful contribution, Love.

This hymn to love - loving yourself, loving others, loving the planet - is reflected in the architecture of this building, in its scenography, programming and design.

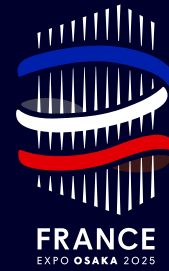
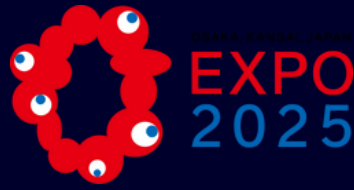
The Pavilion is seeking to reach out to the people of Japan, an audience with high expectations and with points of reference that are often far removed from those found in the Western world. This is why, to strengthen our ties, we want to express this shared history between France and Japan, our shared love for culture, expertise and landscapes. The Pavilion provides an immersive experience, mixing iconic heritage and technological innovations, to make our country shine.

Welcome to Osaka 2025 where we will be transmitting France’s message together!









FRANCE PAVILION : VOYAGE EN PAYS D'AMOUR

FROM APRIL 13 TO OCTOBER 13, 2025

From April 13 to October 13, Osaka will host World Expo 2025. Japan's third-largest city is expecting 28 million visitors, both Japanese and from all over the world. At the heart of the artificial island of Yumeshima, Osaka 2025 will invite its international visitors and participants to "Design the society of the future", and "Imagine our life of tomorrow".

The France Pavilion is ideally placed at the entrance to the site. It stands out from the other pavilions by its resolute choice of a theme that is always universal and, in a way, always original: a hymn to love. It resonates as a promise for the future, an invitation to reinvent the world around the values of life, of which love remains the purest symbol. Guided by this ambitious and demanding theme, the Pavillon France celebrates French know-how, art and creativity, as well as science, innovation and commitment. As they stroll through the building, punctuated by visual and sound pulsations, visitors will discover elegant, modern architecture; a unique, immersive exhibition; original, daring scenography; and a rich, committed program.

COFREX, in charge of designing the France Pavilion at Expo 2025 Osaka Kansai, is aiming to welcome 3 million visitors, or more than 20,000 people a day.

To achieve this goal and make our country's participation a success, COFREX has surrounded itself with numerous companies and institutions. These include four major partners, each illustrating in their own way what France can mean to Japan: LVMH, AXA, LES VINS D'ALSACE and NINAPHARM.

On the eve of the inauguration of Expo 2025 Osaka Kansai, the Pavillon France and its partners unveil the faces of its patrons, present the exceptional experience that will be offered to visitors, and reveal the universe of the permanent exhibition, as well as the main thrusts of its programming.



EXPO OSAKA 2025 :

IMAGINING TOMORROW

Japan, a founding member of the Bureau International des Expositions (International Exhibitions Bureau, BIE), has a long tradition of World Expos. After first participating as an exhibitor in Paris in 1867, Japan has continued to distinguish itself in this field, hosting the first Universal Expo in Asia in 1970 in Osaka. This event, with 64 million visitors, marked a turning point and projected an image of Japan as an industrial power that was open to the world. Expo 1985 Tsukuba, which focused on science and technology, and Expo 2005 Aichi, on the "Wisdom of Nature", helped to position Japan as a central player in promoting innovation and cutting-edge ideas.

In 2025, the Exhibition in Osaka will once again bring together the international community around the theme of "Designing tomorrow's society, imagining our lives in the future". The sub-themes - "saving lives", "inspiring lives" and "connecting lives" - will address health, education, and technological innovation, among others. These are divided into three zones to symbolise the connection between humanity, nature and technology. This huge harmonious, majestic space, encircled by a large wooden promenade designed by architect Sosuke Fujimoto, will bring together the Pavilions of the guest nations and organisations, offering visitors a unique experience that will spark wonder and inspire reflection.

The France Pavilion intends to continue the tradition of innovation that started at the very first Paris Exhibition in 1798.



FRANCE PAVILION

TO THE RHYTHM OF A HEARTBEAT

The common thread of the France Pavilion for World Expo 2025 Osaka is a "Hymn to Love", as it embodies a vision of the future that centres on humanity, solidarity and universal values. This theme is inspired by Japanese hospitality and culture, where respect and harmony take centre stage, and has a particular resonance in the context of Osaka, a city where tradition and modernity are elegantly combined. By choosing Love, the France Pavilion seeks to recall the unifying power of this emotion and the key role it can play in building an inclusive, sustainable society.

This aim is reflected in the architecture of the Pavilion, in its scenography, programming and interior design, and in the pulse that animates it at regular intervals, like a beating heart...

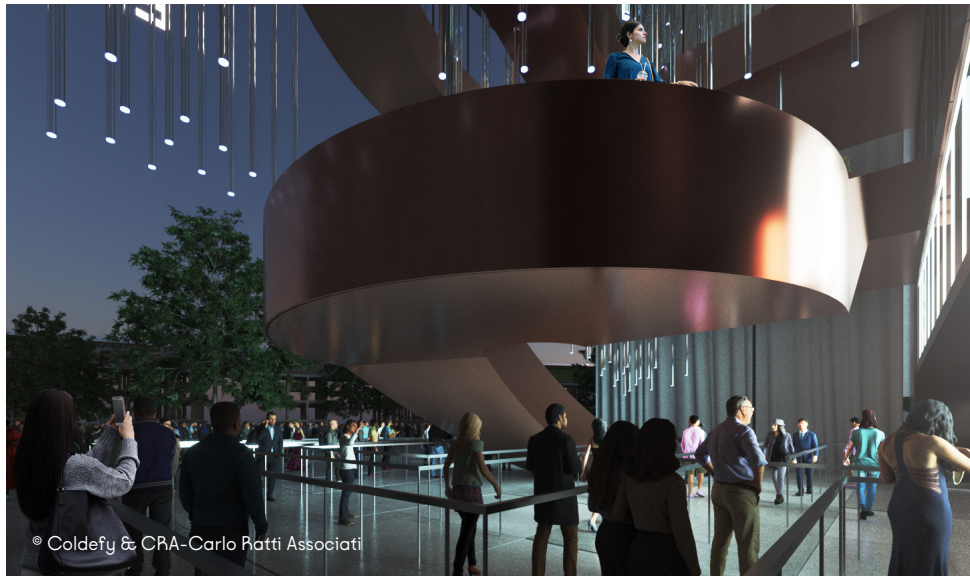
A BUILDING THAT MAKES THE HEART BEAT FASTER

Designed to make hearts beat faster, the Pavillon France arouses emotions and invites to create links. It's meant to be both light and solid, like love that transcends time. The Pavilion invites you to a poetic experience, a sensory voyage.



© Coldefy & CRA-Carlo Ratti Associati





AN ARCHITECTURAL JEWEL THAT REFLECTS FRENCH ELEGANCE

Designed by the Coldefy agency and CRA-Carlo Patti Associati, the Pavillon France is the architectural expression of the message that our country sends to visitors.

The resolutely contemporary main facade is as imposing as a theatre stage. It is enveloped by immense draperies, whose slow movements reminiscent of water swaying in the wind. At center stage, like two classical actors the slender cast of a couple, a reproduction from the GrandPalaisRmn Moulage workshop of the GrandPalaisRmn, echoes Love, the theme of our Pavilion.

The access ramp, clad in reflective pinkish copper, emerges like a signal in the middle of the façade. Its curves create a play of warm glints, reinforcing the Pavillon's hospitable identity. It invites visitors to take in the view from above. Upon reaching one of the balconies, they overlook the entrance and the landscape. Protected from the sun and bad weather by the awning, it remains partially hidden from view thanks to a cloud of transparent tubes.

The “Miraculous Garden”, part of the permanent exhibition, is located at the rear of the building. Together, the Pavilion and its garden, the built and the plant, the urban and the natural, form a simple yet sophisticated composition.

A TEMPORARY STRUCTURE WITH A LIMITED IMPACT

Although ephemeral, the Pavilion is designed to be respectful and resource-efficient.

Elements of the Pavilion are designed to be reused by the builder, guaranteeing a second life for both the metal structure and the technical back-office spaces.

Its double-skinned exterior enhances the building's thermal performance and protects it from the rigors of the climate. Its green roof insulates and captures rainwater, creating a beneficial microclimate around the perimeter of the Pavilion.

BRIDGING BODY AND SOUL : FROM THE EXTERIOR TO THE INTERIOR OF THE PAVILION

The soft, mysterious façade invites the public to step through to the other side of the curtain. There, they discover an immersive, sensory and emotional universe that will envelop them all the way through. Once they've crossed the first few meters, they can feel their bodies vibrate, his or her steps aligned to the rhythm of the pulsations emanating from the heart of the Pavilion.

José Lévy, in his capacity as Creative Director of the French Pavilion, chosen by COFREX, has designed the public, professional and ceremonial spaces, with the help of several French furniture publishers and designers. They benefited from to offer a genuine showcase for French design.

The scenography of the permanent exhibition was designed by visual artist Justine Emard, in association with the international studio GSM Project, specialized in immersive experience design. In cooperation with the Pavillon's main companies and their respective artistic teams, Justine Emard and GSM Project developed the immersive journey proposed to visitors.





FRANCO
MILANO

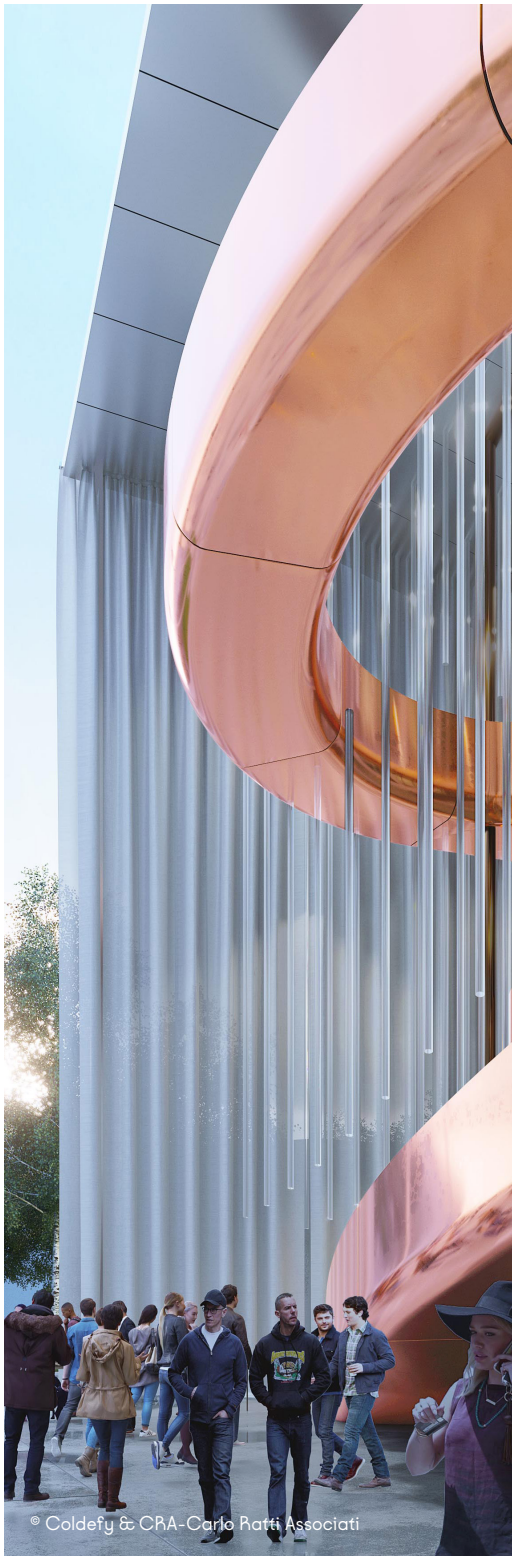
THE VISITOR TRAIL: AN IMMERSIVE JOURNEY

France is rising to the challenge set by its Japanese hosts "to imagine our lives in the future", with a Hymn to Love, an emotion often associated with our country. Loving yourself, Loving others, Loving nature. This love should reflect modernity - without forgetting tradition of course - perhaps even an urgency in the face of the complexity of today's world.

The permanent exhibition is at the core of this illustration. It benefits from the support of four major partners: **the LVMH group, the world leader in luxury goods, and in particular two of their major Parisian houses LOUIS VUITTON and DIOR; AXA, the world leader in insurance; LES VINS D'ALSACE, exceptional wines from a region known for the quality of its products and environmental commitment; and ΠΙΝΑΡΦΑΡΜ, the biotechnology company behind a series of major innovations.**

At the heart of this journey is the notion of the 'pulse', playing a central role and creating a unifying thread. This pulse, inspired by the rhythm of the human heart, guides visitors from one space to the next. It is brought to life by a fluid scenography and an immersive soundscape, creating a dynamic that is both emotive and introspective.





It is also a rite of passage, a revelation of a promise, one of French excellence and innovation. An invitation to travel through our regions; a great immersive journey discovering the beauty of France, its landscapes, arts and expertise; raising awareness of the country's economic, scientific, showcasing its creatives, scholars and entrepreneurs; a France that enjoys its long friendship with Japan and the many physical and metaphorical bridges that unite the two countries and their peoples.

Above and beyond the spectacular moments designed to appeal to Japanese and foreign visitors alike, this quest also has a deeper meaning. It affirms the place of humans in their environment. It speaks to the importance of people, society and all living things. It puts technology at the service of humans and nature. It seeks to protect our planet and preserve its diversity. It gives a lasting meaning to life.

To achieve this, it draws on both the past and the future. It is the characteristic of ancient civilizations all over the world to prioritise the long term, the past, History and to make it the driving force for transformation, progress and change. So the permanent exhibition at the France Pavilion combines tradition and heritage with new technologies.

The Experience appeals to the senses - sight, hearing, touch - guiding each visitor towards their own unique commitment, their personal contribution, their individual vision of the visit, and the hope of this Experience is that it live on in the collective mind, creating a shared memory, a collective imagination and a shared destiny for everyone. This is not only a voyage of discovery, it is also a call to arms. It seeks to encourage people to reflect on their relationship with the world and the environment, to spark a desire to enact change and for them to take greater responsibility.

GARGOUILLE ET LÉGENDE, UN MÊME PROLOGUE POUR ÉVOQUER LA BEAUTÉ FRAGILE DU PATRIMOINE

From the entrance, visitors are immersed in an astonishing atmosphere, where two magical creatures, one French and the other Japanese, face each other and set the tone for the journey to come.

A stone chimaera, miraculously saved from the fire that devastated Notre-Dame Cathedral in Paris, silently watches over *Ashitaka*, the formidable hero of the film *Princess Mononoke*, directed by Hayao Miyazaki, who is “*healing his demonic wound*”. There is also a tapestry designed by the Ghibli studios, woven in Aubusson in the Creuse on low-warp looms using a time-honoured traditional technique. It recalls the reality of threatened landscapes that this genius of Japanese animation refuses to abandon to deforestation. The image is both enigmatic and full of poetry, weaving a link between a sacred monument and wild nature, symbolising the fragility of our architectural and living heritage alike. It illustrates the need to fight, both for the conservation of a monument and for the preservation of a primary forest. These two entities in stone and in wood both aspire to a permanence, transmission to future generations, with both treading a fine balance between culture and nature.



Justine Emard ©ADAGP Paris, Studios GSM Project



Ashitaka soulage sa blessure démoniaque

Tapiserie, d'après une image tirée du film Princesse Mononoké

© 1997 Hayao Miyazaki/Studio Ghibli, ND

Tissage - Atelier Tapiserie Guillot, Aubusson 2023

© 2022 Collection de la Cité internationale de la tapisserie

© Photo par Studio Nicolas Roger



UN PRÉLUDE VIBRANT, FONDAMENT ESSENTIEL DE L'EXPÉRIENCE VISITEUR

A few metres further on, a suspended walkway crosses the large exhibition hall at some height. The heartbeat is already heard, filling the spaces of the Pavilion, marking the pace of the visitors' steps. This soundscape is an original creation by the composer Rone for AXA, and can be heard in all of the spaces thanks to the expertise of IRCAM, the French Institute for Research and Coordination in Acoustics/Music. This 'pulse' takes different forms throughout the exhibition, it becomes visual, crossing luminous clouds, becoming intrinsic the journey, and it only reveals its true meaning at the very end.





Auguste Rodin (1840-1917)

*Main gauche de Pierre
et Jacques de Wissant*

Vers 1885-1886

Bronze, fonte Alexis Rudier

H. 33,2; L. 19; P. 12 cm

Musée Rodin, S.O1128

© Agence photographique du musée Rodin -
Jérôme Manoukian

It's time to reinforce this rhythm with another punctuation mark. On loan from the Musée Rodin, hands sculpted by Auguste Rodin now address a sign at the threshold of each of the permanent exhibition spaces. The beating heart is answered by a refrain of stone. Each hand is the expression of a gesture of love and the embodiment of know-how, another leitmotif of the Pavillon France.



Auguste Rodin (1840-1917)
Mains d'amants
1904
Marbre
H. 44,5 ; L.56,9 ; P. 36,5 cm
Musée Rodin, S.O1108
© Musée Rodin - Photo © Christian Baraja

Avec le concours scientifique du musée Rodin.

**MUSÉE
RODIN
PARIS**





To this end, around the united hands of Rodin's La Cathédrale, a library of 85 Wardrobe trunks, emblematic of the famous Parisian House, pay a vibrant tribute to tribute to Louis Vuitton's savoir-faire.

The pulse is now in tune with the characteristic rhythm of the mechanical murmur of the workshops, reinterpreted by IRCAM. Each trunk reveals the precise gestures artisans to the spotlight, sublimating the precious secrets of exceptional workmanship of leather, copper and wood, work that requires intelligence and delicacy, the intelligence and delicacy of the hand.

A second room transports the visitor into a dreamlike world: a “geode of trunks trunks” comes to life, music intensifies and the walls come alive with a video work by Japanese artist Daito Manabe. A phantasmagorical interpretation of travel, so dear to Louis Vuitton !

LOUIS VUITTON



Visitors are then immersed in the unique aural and visual experience from AXA, celebrating the company's commitment to protecting and disseminating art and culture throughout the world. AXA has long been committed to promoting French and European culture and excellence throughout the world.

With orchestration from Ircam (French Institute for Research and Coordination in Acoustics/Music), visitors are immersed in an extraordinary audiovisual projection of a work created by three exceptional artists: the musician Rone, the choreographer Angelin Preljocaj and the filmmaker Thierry De Mey.

Rone's haunting, graceful electronic music is etched in the memory. Angelin Preljocaj's choreography plays on momentum and refined musicality. Thierry De Mey's camera captures the complicity of three dancers, Yurié, Laurent and Khevyn. Together, they draw the invisible thread of love from hand to hand (Akai Ito, or the red string of fate) and perform an original, unseen "pas-de-trois" on the terraces of the Centre Pompidou with the most beautiful backdrop in the world - the city of Paris. The pulse of this sound signature sets the rhythm for the journey through the France Pavilion. It creates a consistency, while emphasising the uniqueness of each space.





The visitor's path leads to the miraculous garden of ΝΙΝΑΡΗΑΜ. At its center, a hexagonal pool, symbolizing the alliance between science and nature, is home to a thousand-year-old olive tree. This majestic tree, a source of longevity, offers humans its microbiome and shares with them the power of nature. You can benefit from it by touching its bark to feel its beneficial capacity for regeneration and, in unison with the Pavilion, create a wave of love on the surface of the water.

Designed by GSM Project and Justine Emard, the garden takes shape around a water mirror. This expanse sketches out another form of pulsation, that of nature, captured on the tree trunk. Thanks to its interactive dimension, the visual reflection the human pulse.





The journey into the heart of nature continues with an experience provided by Vins d'Alsace. Here, winegrowers work their magic to transform the earth into a jewel of a product. Visitors can delve into the cellars of the Alsace vineyards, where they are invited to weave their way between the rocks, like vine roots patiently and doggedly exploring the bowels of the earth.

After a few meters of exploration in this underground environment, rich in the variety terroirs of Alsace, a crack gives access to a cavity bathed in sunlight.

Immense suspended drops radiate a golden glow, embodying the liquid gold of Alsace wine. They flow with the pulse of time, into the hollow of a convivial table, symbolizing a French art de vivre where wine is a vector of warmth and sharing. They invite visitors to form a circle around them. This itinerary describes the alchemical process of transforming the elements (earth, sun, water, vines) into liquid gold, wine, through the know-how of mankind, who transforms the energies of living beings to produce what nature alone cannot create.

VA VINS
ALSACE



At the edge of this sunlight, the threshold of Espace Dior is revealed.

An exceptional setting where time seems to stand still, inviting you on a fabulous odyssey, a tribute to the love of craftsmanship and handiwork that - since since 1947 - the splendor of the Dior dream. An ode to the virtuosity of the Parisian Ateliers that bring the House's collections to life each season, the tour opens with three variations - blue, white and red - of the timeless Bar suit, expression of the elegant and symbol of French haute couture.

The journey continues to the heart of a monumental installation that makes the creative pulses the emblematic white canvases - precious, weightless representations, in the white canvases - precious representations, in volume, of the sketch of a silhouette - alongside iconic Dior perfume bottles, reinterpreted in 3D prints.

A dreamlike choreography punctuated by the works of Japanese designer Tokujin Yoshioka - who, in 2021, reinvented the Médaille chair, the historic code 30 Montaigne - and enhanced by projected images by photographer by photographer Yuriko Takagi. The scenography - designed by Nathalie Crinière - the powerful ties forged between Japan and the House of Dior from the very its foundation.

DIOR





In this latest narrative tableau, conceived by Justine Emard and GSM Project, the visual and sonic pulsation becomes immersive, plunging visitors into the heart of the image to deliver its final resonance.

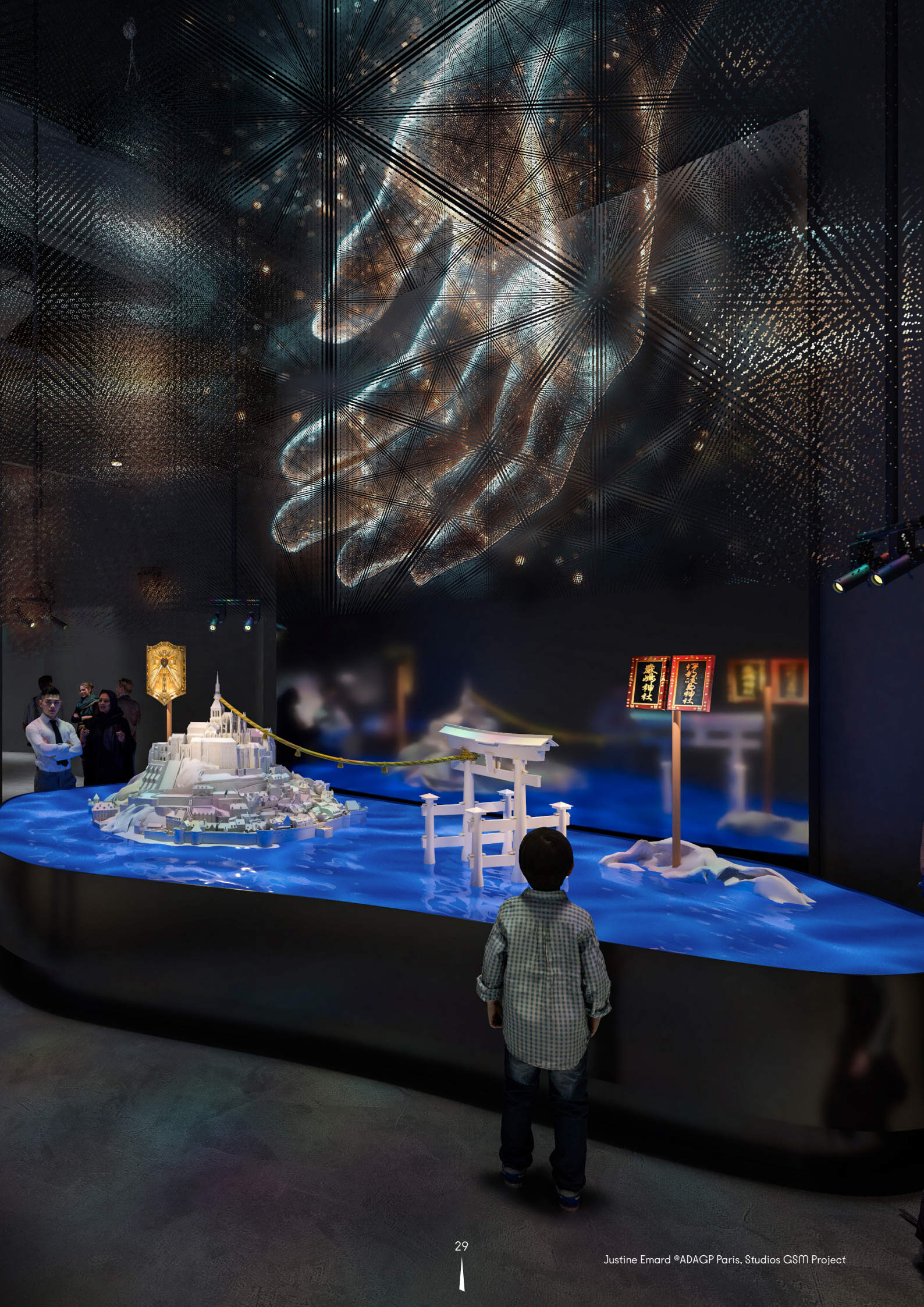
An archipelago, a horizon familiar to the Japanese, occupies the space. It is made up of three islands. Each describes the love that France and Japan share for the exceptional landscapes and Japan have for the exceptional landscapes shaped by Nature and the buildings that man has made unique. Heritage objects are associated with them. Large, luminous three-dimensional animated images. They tell a common and singular story, that of the attention paid by mankind to the protection of these sites. The aim of this representation is clear: to encourage the conservation of cultural heritage and natural ecosystems, thanks to the masterful alliance of innovative technologies and ancestral know-how.

The first island shows the rebirth of Notre-Dame de Paris and Shuri Castle. Having both fallen prey to fire in 2019, they have benefited from exceptional restorations, undertaken by teams of talented craftsmen who share their experience and innovations. This island is home to a foliage head designed by Eugène Viollet-le-Duc and a Shisa lion head from the Chateau de Shuri, both witnesses to these fires.

Mont-Saint-Michel Abbey, which has benefited from a campaign to restore its island character and ecosystem, and the great torii of Miyajima at the torii of Miyajima, in the Itsukushima sanctuary, form a second ensemble linked by the breath of the wind and the ebb and flow of the tides. These two sacred sites, invaded daily by the sea, attract visitors, pilgrims for over a thousand years. They are listed UNESCO World Heritage Site and linked by a long-standing and active twinning arrangement. This island is home to the shield of the statue of St. Michael, as well as ornamental plaques and a shimenawa rope from the Miyajima temple.

The last of the three islands illustrates France's and Japan's fascination with the Pacific coral lands through the imaginary representation of two of them: Bora-Bora and Iriomote. Two sculptures of wild animals created by artists for the exhibition, one of the island cat Iriomote, a symbol of animal protection in Japan, the other of Pi'ihoro of Pi'ihoro, a protective dog in Polynesian mythology, dominate these threatened lands. From their pedestals, they witness the rebirth of corals victims of global warming, thanks to Rahui, an ancestral practice that an ancestral practice that protects these ecosystems by forbidding access.

This painting is a grand finale that opens up the spectrum of interpretation. It underlines the long-standing and powerful ties, both natural and human, that unite Japan and France. The World's Fair provides an opportunity to consolidate and develop these ties. It's up to each visitor, to the rhythm of the pulse that has accompanied them, nourished by the experiences they have had in each of the spaces, to make a hymn to love resonate within them. The love of humanity !



A BOLT OF LIGHTNING TO END THE TOUR

Once they have explored the permanent exhibition, visitors are invited to continue their journey onto the temporary exhibition. During the six months of the 2025 Osaka World Expo, this dynamic space will evolve in sync with the examples of scenography staged by the partners of the France Pavilion like CELINE, AXA & TARA OCEAN, the CEA and CHAUMET.

Finally, visitors can browse around La Boutique (co-managed by TRICOTS SAINT JAMES and ARTEUM), offering French-made souvenirs, often from living heritage companies. TRICOTS SAINT JAMES will also be dressing the Pavilion's hosts and hostesses.

L'ATELIER DE MOULAGE GRANDPALAIS RMN

On the forecourt of the Pavillon de France, four life-size reproductions produced for the occasion by the GrandPalaisRmn moulding workshop will be on display. Emblematic illustrations of the hymn to love, these works are among the most famous sculptures in the world, preserved in French museums.

This presentation benefits from the solid expertise and international recognition of the Atelier de Moulage du GrandPalaisRmn, a living heritage company (EPV) and France savoir-faire d'excellence label. It is with respect for the original works, the GrandPalaisRmn workshops produce their art reproductions using original processes that combine tradition and innovation.

The GrandPalaisRmn moulding workshop, a showcase for French excellence, has been passionately committed to producing faithful reproductions of works of art for a variety of purposes: education, mediation, protection of originals, decoration and contemporary art installations. Through these presentations, we help to promote France's heritage and expertise at major international events. These reproductions are destined to tour Asia after the World's Fair.

GrandPalais
Rmn





Aphrodite dite type Vénus Génitrice

L'œuvre originale en marbre est une réplique romaine d'un prototype grec disparu de la fin du V^e siècle av. J.-C.

Paris, musée du Louvre
H. 163 × L. 51 × P. 42 cm

Reproduction en résine chargée de marbre
Le moule ayant servi à cette reproduction a été réalisé sur l'original.

© François Guillemin



Apollon du Belvédère

Copie romaine en marbre de l'époque antonine d'après un original grec en bronze attribué à Léocharès, sculpteur de la deuxième moitié du IV^e siècle av. J.-C.

Italie, Vatican, musées du Vatican

H. 234 × L. 162 × P. 110 cm

Reproduction en résine chargée de marbre

Le moule ayant servi à cette reproduction a été réalisé sur la réplique en bronze de Fontainebleau commandée Par François Ier au Primatice au XVI^e siècle

© François Guillemin



Mercury enlevant Psyche

Adriaen de Vries (1545-1626)

Cœuvre originale en bronze, Vers 1593

Paris, musée du Louvre
H. 267 x L. 97 x P. 104 cm

Reproduction en résine chargée de marbre

Le moule ayant servi à cette reproduction a été réalisé sur l'original.

© François Guillemin



Psyche ranimée par le baiser de l'Amour

Antonio Canova (1757 - 1822)

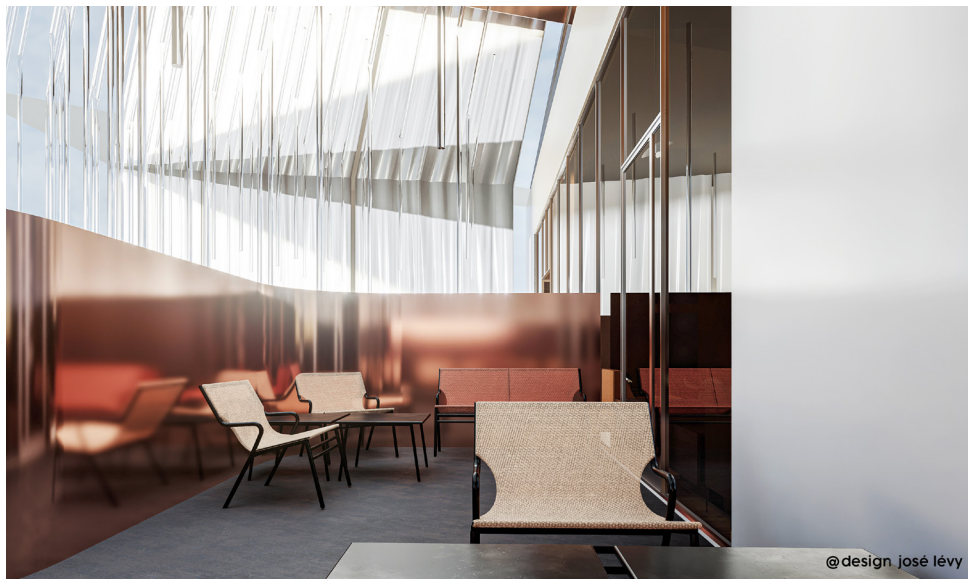
Cœuvre originale en marbre, 1793 - Paris, musée du Louvre

H. 155 x L. 168 x P. 101 cm

Reproduction en résine chargée de marbre

Le moule ayant servi à cette reproduction a été réalisé sur une impression 3D.

© François Guillemin



HALTE GOURMANDE ET ESCALE ARTISANALE AVANT LA FIN DU VOYAGE

Gourmet visitors can indulge their sweet tooth on the first floor, where you'll find La Boulangerie, or by joining Le Bistro. Under the leadership of Éric Kayser, both are accessible to the general public and professionals alike, and reflect a certain French art de vivre.

Under the direction of José Lévy, who designed the layout of the Pavillon's non-exhibition reception areas, the bistro's furniture was specially created by Tectona, in partnership with the Mobilier National, following a call for projects issued in conjunction with the Villa Noailles and its director, Jean-Pierre Blanc. The winner of this call for projects was Jean-Baptiste Fastrez. His line of furniture, named Grenouille (Kaeru in Japanese), forms an exclusive range that also echoes the red thread of the French Pavilion, whose hymn to Love is illustrated here by a dialogue with Nature.

During the 6 months of the Exhibition in Le Bistro, a wine list will showcase France's exceptional wine heritage, with wines from 78 estates an extraordinary variety made possible by the rotation of the wine list every every 15 days. All these Wines of Alsace have been tasted, selected and commented on by four prestigious sommeliers: Shinya Tasaki (World's Best Sommelier 1995), Serge Dubs (World's Best Sommelier 1989), Satoru Mori (Japan's Best Sommelier du Japon 2008, Meilleur Sommelier d'Asie 2009) and Xavier Thuizat (Meilleur Sommelier de France 2022, Meilleur Ouvrier de France 2022). Unprecedented and 70% organic/biodynamic wines, this menu will be complemented by vintages from the houses of Moët Hennessy and AXA Millésimes.



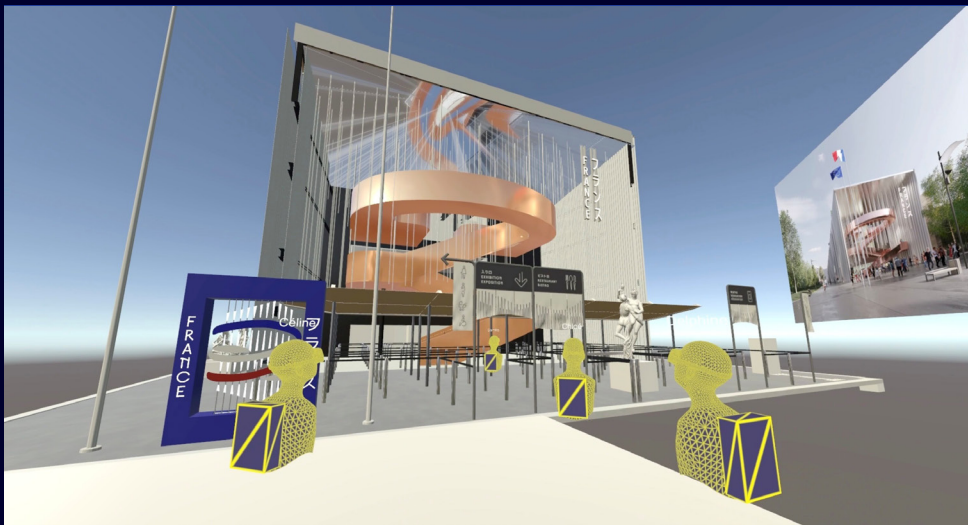
UN PAVILLON PHYSIQUE À L'HEURE DES OUTILS NUMÉRIQUES

AN ONLINE REMOTE TOUR FOR AUDIENCES EVERYWHERE

In order to include as many people as possible, COFREX is giving everyone the opportunity to visit the Pavilion remotely. This includes French people, few of whom will be able visit in person; international audiences; but also any other Expo visitors who will only see its façade, as it can only accommodate around 10% of total visitor numbers.

With this in mind, online visitors can a remote guided tour through a high-quality 360° film, which faithfully reproduces the building and the permanent exhibition as they were built. A range of additional content will give you an in-depth understanding of the works and environments within.

The tour is available on personal monitors, mobiles, tablets and computers, but it can also be projected in cinemas and even viewed within virtual reality headsets. Therefore, some public partners have scheduled a tour of the Pavilion in their programming, in France and across the world (Alliances Françaises, Instituts Français and the Micro-Folies network).



France Pavilion workshop in full immersion in the Téléport I/I

INNOVATION & HERITAGE WITH THE *TÉLÉPORT III*

Dassault Systèmes and Cofrex worked on a 1:1-scale collaborative immersion in the pavilion's virtual twins using Teleporteam prototype software, enabling architects, scenographers and project operators to finalize the pavilion, but also to involve public and private partners ahead of the pavilion's inauguration. Anchored at the Cité de l'architecture et du patrimoine, on the hill of Chaillot, cradle of numerous Universal Exhibitions, Dassault Systèmes' Teleport III prefigures new uses for collaborative life-size virtual reality in the service of architecture and heritage.

SCHEDULE

184 DAYS OF VARIED AND DYNAMIC PROGRAMMING

Quatre expositions temporaires et douze quinzaines thématiques rythment la vie du Pavillon France, offrant ainsi une expérience renouvelée.

TEMPORARY EXHIBITION

From timeless luxury to ocean exploration and pioneering technological advances, the French Pavilion will offer a number of captivating monthly events in the form of the temporary exhibitions. These exhibitions, organised by prestigious partners, such as CELINE, AXA & TARA OCEAN, CEA and CHAUMET, are part of a unique approach, where each partner will unveil a brand new exhibition designed especially for the France Pavilion. In this dedicated space on the ground floor, the exhibitions will highlight French expertise and explore art in all its forms. They will cover a large number of themes that address the major questions of our time, while also celebrating French excellence and creativity.

CELINE

Celine celebrates its expertise in leather goods and its strong links with Japanese culture and craftsmanship, through a dialogue between Urushi, the ancestral art of Japanese lacquer, and the Triomphe, the Parisian House's emblem. For one month, the exhibition will feature the visual work of artists Soshi Nakamura and Hikoju Maki-e, as well as exclusive pieces.
From April 13 to May 12, 2025

Tara Ocean Foundation & the AXA Group
From May 13 to June 10, 2025

CEA
From June 11 to July 10, 2025

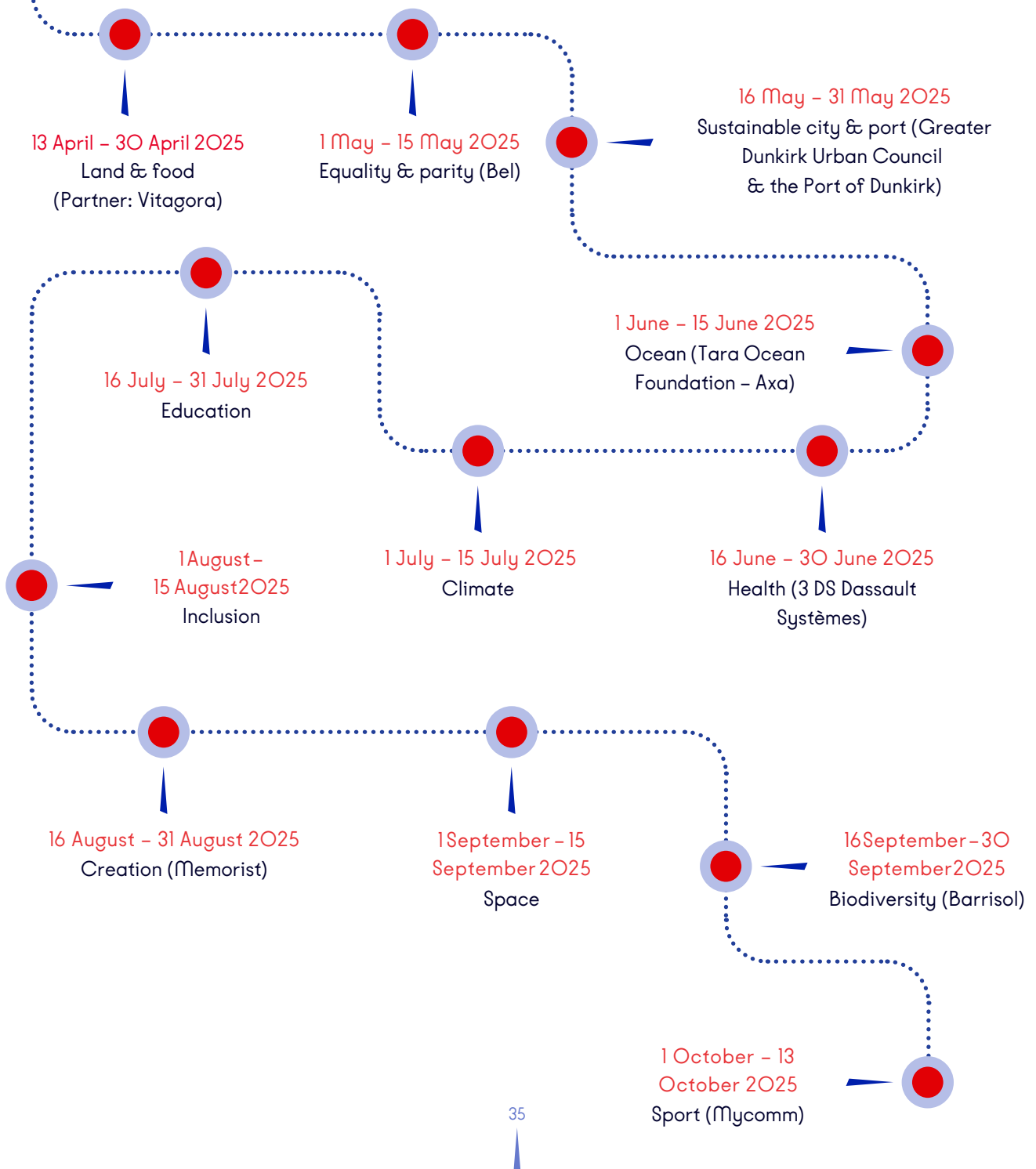
CHAUMET
A naturalist jeweler for over 240 years, Chaumet takes you on a sensory journey around its emblematic alvéole, through which it celebrates its love for living nature and its beauty.
From August 28 to October 13, 2025

KEY DATES & THEMED FORTNIGHTS

At the same time, the Pavillon France offers two weeks of themed events and highlights.

12 THEMED FORTNIGHTS TO SHAPE THE FUTURE

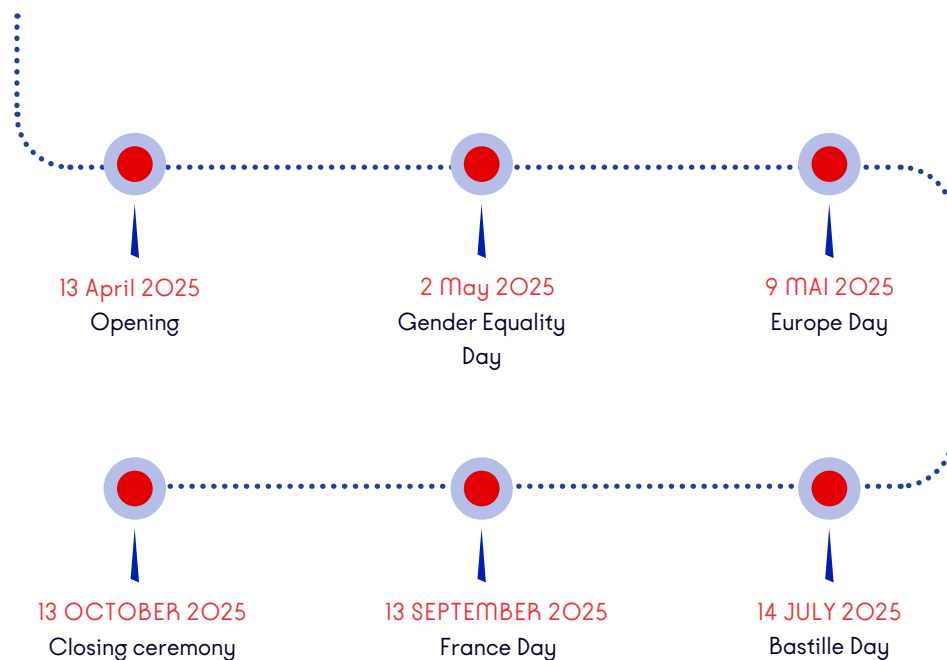
Taking their place at the heart of the programme, the themed fortnights will focus on various topics that reflect current global issues through conferences, conversations/roundtables, screenings and shows. Every fortnight will be an opportunity for visitors to meet key witnesses and experts, while taking part in discussions on the challenges and solutions for a sustainable world. A number of partners have already confirmed their involvement, therefore taking a tangible and local approach to each theme.



6 major events to celebrate French excellence

Throughout the six months of Expo 2025 Osaka, the France Pavilion has scheduled special days into its calendar, which are genuine highlights of its programme. These events will showcase France's values, commitments and iconic celebrations, while promoting strategic and cultural dialogue.

On these special days, we will welcome government officials and representatives of Japanese institutions and partners. They will provide unique opportunities to interact with local and French stakeholders in order to come up with shared projects and initiate strategic discussions. These days aim to boost dialogue and cooperation and help to strengthen ties between France and Japan, while also highlighting the Pavilion's commitments on key themes.



THE EVENT SPACE : THE EPICENTRE FOR STRATEGIC DIALOGUE

The event space of the France Pavilion at the Osaka 2025 World Expo is a place dedicated to economic and cultural meetings and events initiated by partners, companies, local players and institutions. Designed by José Lévy, the space is conceived as a veritable business center, ready to welcome and organizations to discuss future collaborations, joint projects and potential partnerships. It is a focal point for those strengthening their ties with France and the innovation it embodies.



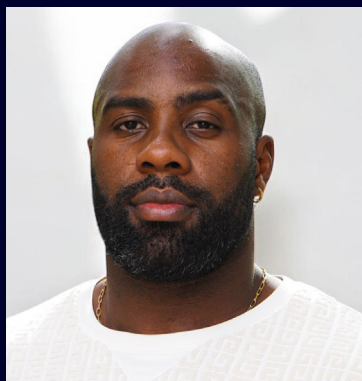
A QUARTET OF AMBASSADORS

The France Pavilion has the support of some exceptional personalities, our ambassadors, who embody the values of audacity, beauty, strength and generosity.

“ I'm delighted to represent our country as godmother of its Pavilion at the Osaka World Expo 2025. It's a unique opportunity to share our cultural heritage, our spirit of creativity and our iconic French know-how with the whole world. ”



SOPHIE MARCEAU



TEDDY RINER

“ Judo, this magnificent sport of Japanese origin, has shaped my life and my values. Thanks to it, I've had the honor of flying the colors the colors of France, a country I deeply I deeply love. It is with immense pride and out of love for these two nations inspire me - France and Japan - that I agreed to be accepted to be the patron of the France Pavilion at the Osaka World Expo. This is a way of celebrating the ties that unite us, and to share the best we have to offer. ”



ANTOINE DUPONT



I'm very proud to be patron of the French Pavilion at the Osaka World Expo 2025, to promote the values of perseverance, fraternity and diversity, alongside the formidable team of personalities who are surrounding me in this role.

The legendary hospitality of Japan, a country I'm particularly fond of, and its quest for excellence in sport, motivate me to celebrate this event with the French, the Japanese and the whole world.



I'm absolutely thrilled and delighted to be invited as godmother of the France Pavilion at the Osaka World Expo 2025. I can't wait to discover and share the innovations and exceptional experiences of this historic event.



LÉA SEYDOUX



COFREX AND ITS PARTNERS

ABOUT COFREX

COFREX SAS is a Public Limited Company founded in January 2018. It is the first permanent body set up to prepare, organise and roll out France's participation in universal and world exhibitions. Its sustainable strategy draws on its experience of previous exhibitions, ensuring the most effective organisation possible with the lowest cost and impact achievable. It is based on a partnership between public and private operators working to promote France's image and international appeal. <https://www.cofrex.fr>

ABOUT THE PARTNERS

The France Pavilion at World Expo 2025 Osaka aims to boost the appeal of France through its multiple actors and stakeholders.

Joining forces with nearly 50 partners from all sectors and of all sizes, the France Pavilion is an exceptional showcase of French audacity and expertise. The Pavilion's partners include large corporations as well as start-ups, living heritage companies, local authorities, chambers of commerce, foundations, public establishments, cultural institutions, the media, etc. They will all contribute to showcasing the country's expertise in many areas: technology, education, environment, energy, culture, science, agriculture, art of living, health and even luxury.

These partners also reflect the diversity of France's regions and French companies established in Japan, a large pool of talent, across all generations.

LVMH

World leader in luxury goods, LVMH is proud to be a partner of the France Pavilion at the Osaka 2025 World Expo. The Group, founded in 1987 and headed by Bernard Arnault, comprises over 75 exceptional Houses in major industry sectors: Wines & Spirits, Fashion & Leather Goods, Perfumes & Cosmetics, Watches & Jewelry, Selective Retailing and Media & Hospitality.

In Japan, LVMH is the leading private employer with 14,000 employees (out of a total of 215,000 worldwide) and has a network of some 1,000 boutiques. By supporting the France Pavilion at EXPO 2025 in a variety of ways, the LVMH Group and its Houses Louis Vuitton, Dior, as well as Celine, Chaumet and Moët Hennessy, are reaffirming their desire to promote French creativity and expertise, and are committed to inspiring Expo visitors from Japan and around the world.

“The partnership between LVMH and the French Pavilion at the Osaka 2025 World Expo is a unique opportunity to further highlight excellence and exemplarity, heritage and innovation, the values of French know-how so characteristic of our Houses. Japan holds a special place in the heart of our Group. For decades, we have been celebrating our love of heritage and nature through cultural dialogue and respect for each other’s identities. This is how, year after year, we forge ever stronger and more harmonious links.”

Bernard Arnault, Chairman and CEO of the LVMH Group.



The AXA Group, the world leader in insurance, is an international company with French roots which today has 147,000 employees and serves 94 million customers in 50 countries.

For the last 40 years, staff at AXA have been reinventing their profession, looking to promote human progress by protecting what matters. The AXA Group is now headed by Thomas Buberl, and has been present in Japan since 1994, with 9,000 employees.

“Our participation in the Osaka 2025 exhibition testifies to our deep attachment to Japan, a country where AXA has been present since 1994. Our contribution to the French Pavilion celebrates our love for Japan, for the arts, culture and creativity that we have always been committed to protecting, promoting internationally and passing on to future generations.”

Thomas Buberl, CEO of AXA.



The Comité Interprofessionnel des Vins d'Alsace (CIVA) works on behalf of the 3,000 winegrowing families and 700 wine merchants in Alsace, promoting Alsace wines in France and around the world. It also provides economic studies and guidance, and invests in technical R&D to ensure the sustainability of Alsatian vines and their adaptation to the challenges of the future.

With over 160 years of trade history between Alsace and Japan, the Japanese have a highly developed knowledge of and interest in Alsace wines. For the 200 winegrowers who export to Japan, this market represents a strategic challenge, and is the leading market in the Asia-Pacific region. More broadly, the Asian continent is a highly strategic terrain for winegrowing, with high-potential markets whose cuisines are a perfect match for the Alsatian style.

Through this presence at the Osaka World Expo, Alsace wines intend to make it known that they express a form of French excellence, that they convey promises for future generations and that they are working, alive and well in their time, on the scene of the most remarkable wines on the planet.

Serge Fleischer, CEO of CIVA.



Based in Annecy, NINAPHARM has set up its laboratory in the heart of the Mont-Blanc massif, where it is developing a unique longevity formula that improves human energy by modulating the microbiome and mitochondria. Working in close collaboration with mountaineering and Everest pioneers, NINAPHARM puts its discoveries to the test in extreme conditions, testing their effects on climbers.

These experiments have earned NINAPHARM the recognition of prestigious Swiss and international longevity clinics, which have been won over by the company's revolutionary anti-aging innovations.

Present in Japan for over twenty years, NINAPHARM is proud of its vast network of over 30,000 doctors who use its formulations to offer optimized longevity.

By becoming a Gold partner of the French Pavilion at Expo 2025 Osaka, NINAPHARM reaches new heights! Nature offers sophisticated healthcare solutions that are accessible to all, and the World Expo 2025 will be a unique opportunity for us to share an elixir of longevity with visitors to the French Pavilion!

Maité Bruneaud, CEO of NINAPHARM.



SILVER PARTNERS



Dassault Systèmes is a gas pedal of human progress. Since 1981, the company has been creating virtual worlds to improve the lives of consumers, patients and citizens. Thanks to Dassault Systèmes' 3DEXPERIENCE platform, 350,000 customers of all sizes and in all sectors can collaborate, imagine and design sustainable innovations with significant impact.

For more information, visit: www.3ds.com.



Forvis Mazars Group SC is an independent member of Forvis Mazars Global, the world's leading professional services network. Operating as an integrated international partnership in over 100 countries and territories, Forvis Mazars Group specializes in audit, tax and advisory services. The integrated partnership draws on the expertise and cultural diversity of its teams - more than 35,000 professionals worldwide - to support clients of all sizes at every stage of their development.

Visit forvismazars.com to find out more.



GOLD PARTNERS

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LOUIS VUITTON DIOR



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ALSACE

NINAPHARM

SILVER PARTNERS

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CELINE

CHAUMET
PARIS



IGIENAIR



Fondation **tara océan**
MUSEUM OF THE OCEAN



ASSOCIATES PARTNERS

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LÉVY

Moët Hennessy

SAINT JAMES
PARIS



JAPAN NEXT

NEXO

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la baie, le village, l'écluse



GrandPalais
Rmn

MUSÉE
RODIN



MANUFACTURE
DES TISSUS
DE FRANCE

BOUTIQUE OPERATORS

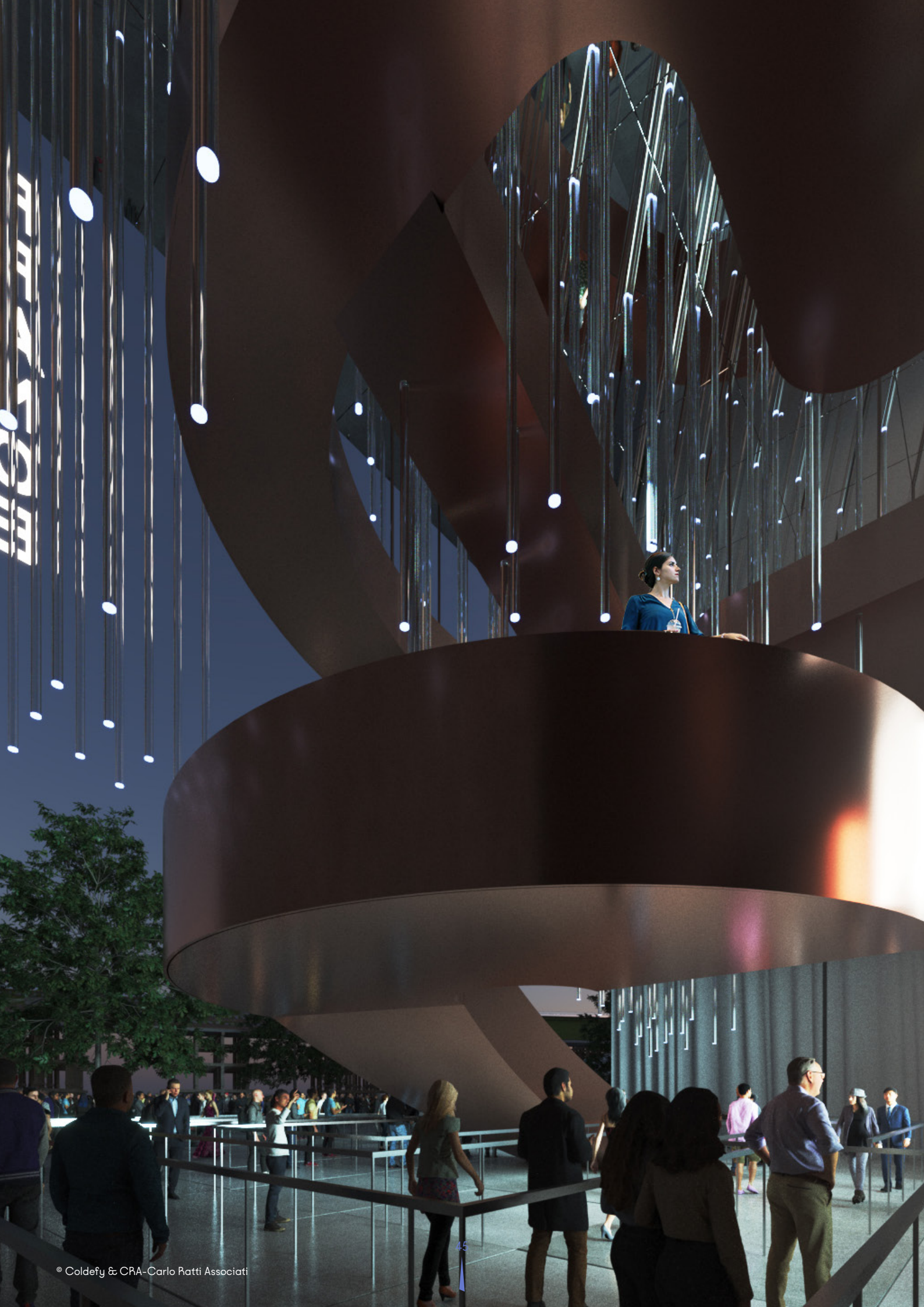
ARTEUM

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BISTRO & BOULANGERIE-PÂTISSERIE OPERATORS

COFRET would like to thank OOOVATION, Aigle et BIC



ITALY 2015



社会イノベーションの目立

のぼり文新

日本の串かつ横綱 酒処

日本の串かつ横綱

半田 通天閣

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老物もてつちあり

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PRACTICAL GUIDE

STAYING IN OSAKA AND VISITING THE FRANCE PAVILION

Expo 2025 Osaka is fast approaching, and promises to be a spectacular event. Nearly 28 million visitors from all four corners of the Earth are expected to come to the Expo site. This will be the second time that Osaka is hosting a World Expo (with the first taking place in 1970), and it will be the third time for Japan, including Expo 2005 in Aichi. The city is buzzing with excitement, ready to welcome an inquisitive and enthusiastic audience for this global celebration.

We are expecting record crowds, so please plan your trip in advance to ensure that you make the most of this unmissable event. You will need to plan your visits to the pavilions, your accommodation and travel arrangements carefully in order to guarantee a seamless and enriching experience. The ticket office opened to future visitors on 13 October 2024.

DISCOVER OSAKA, A DYNAMIC CITY THAT EPITOMISES JAPANESE CULTURE

By visiting Osaka, you are immersing yourself in the essence of Japanese culture while discovering a dynamic and modern city. Osaka is known for its iconic street food. With staples such as takoyaki (octopus balls) and okonomiyaki (savory pancakes), it is a perfect destination for foodies. Beyond its culinary delights, the city also has an astounding historical heritage, with must-see sites such as the majestic Osaka Castle, the undisputed symbol of the city, and the Shitenno-ji Temple, one of the oldest Buddhist temples in Japan.

Visitors can also explore other major attractions, such as Universal Studios Japan and the Osaka Aquarium Kaiyukan, which is one of the largest in the world. The bustling Dotonbori district is the beating heart of the city and boasts vibrant night-life, with boutiques, bars and sparkling neon lights.

Finally, Osaka is perfectly located for day trips to nearby cities such as Kyoto and Nara, giving visitors a diverse experience of Japan. With this in mind, a trip to the France Pavilion on Yumeshima Island for Expo 2025 Osaka fits perfectly into this voyage of discovery, where visitors can explore French expertise while enjoying the delights of the city.

HEADING TO THE EXPO SITE ON YUMESHIMA ISLAND

Yumeshima Island was first developed as a landfill site in the 1970s and has since been transformed into a modern urban centre, adding in tourist resorts and logistics infrastructure. The decision to host the World Expo 2025 was made official when the city of Osaka won the bid in 2018. And so, Osaka Bay, in the heart of Japan, will see the architectural concept imagined by Sou Fujimoto come to life; this prominent Japanese architect was selected to design the master plan for Expo 2025 Osaka.

Osaka is easily accessible, as it is a 12-hour flight from Paris, London, Frankfurt and Los Angeles, with multiple direct flights a day. The Expo site on Yumeshima is around 50 kilometres from Kansai International Airport (KIX), and can be reached in 1 hour thanks to an efficient public transport network. Additional metro and bus services have been scheduled especially for the event. The high-speed train, the famous Shinkansen, provides easy access to Osaka from other major Japanese cities, such as Tokyo and Kyoto.

The World Expo site is open from 9:00 am to 10:00 pm, and can be easily accessed by metro if you are already in Osaka, via Yumeshima station on the Chuo Osaka Metro line.





BOOK YOUR ENTRY TICKET NOW

You can get into Expo 2025 Osaka by purchasing a ticket through the online ticketing system on the event's official website. Although you can purchase tickets on-site during the Expo, or in person at some travel agencies and convenience stores in Japan, we strongly recommend that you book in advance, especially during peak periods. Special priority-access tickets to the France Pavilion are also available, fast-tracking you inside at the entrance.

Purchasing your tickets for the World Expo online is really easy: simply go to the official Expo 2025 website using your smartphone or computer. First, you need to create an ExpOLD, a unique identifier that provides access to services and ensures a smooth on-site experience. Once you have created this ID, you can purchase your ticket online, with options including discounts for advance purchases or specific time slots. After you have made your purchase, you must reserve a date and time for your visit. This is a mandatory step for the ticket-booking process. You can then plan your visit to the pavilions, exhibitions or events, with some requiring prior reservation and others accessible through a queuing system. Finally, on the day of your visit, simply show the QR code that you received when you made your purchase in order to get into the site and your chosen activities.

For more information:

View the [ticket purchasing guide](#) / Discover the [different types of tickets](#)





AN INCLUSIVE AND ACCESSIBLE EXPERIENCE FOR ALL

Expo 2025 Osaka and the France Pavilion focussing in particular on ensuring accessibility for all. Access devices for people with reduced mobility (PRM) are included at every stage of the experience, from the main entrances to the Pavilions themselves. Lifts, access ramps and adapted rest areas will be available to ensure a comfortable and inclusive experience for all visitors.

The Yumeshima site can easily be accessed by public transport, with direct metro lines from central Osaka. Yumeshima Station is designed to cope with up to 130,000 users a day and is equipped with an innovative LED signalling system that clearly indicates where to go in order to stop crowds moving erratically and improve passenger safety. This system also encourages users to keep to specified lanes in order to ensure smoother passenger flows. In addition, the station is specifically designed to guarantee accessibility for people with reduced mobility, with adapted infrastructure to make their journey easier. It also offers “all-gender” toilets, a first for Osaka, in order to deliver an inclusive experience and provide a safe and respectful space for everyone, irrespective of their gender. The facilities also meet the needs of families, people with disabilities and non-binary people.

Regular shuttle services will also be on offer in order to make travelling to and from the Expo easier. Parking spaces, including spaces reserved for PRM-adapted vehicles, are provided close to the entrances.

This ensures that every visitor can fully enjoy this unique experience and discover the world's rich cultures in a welcoming environment.

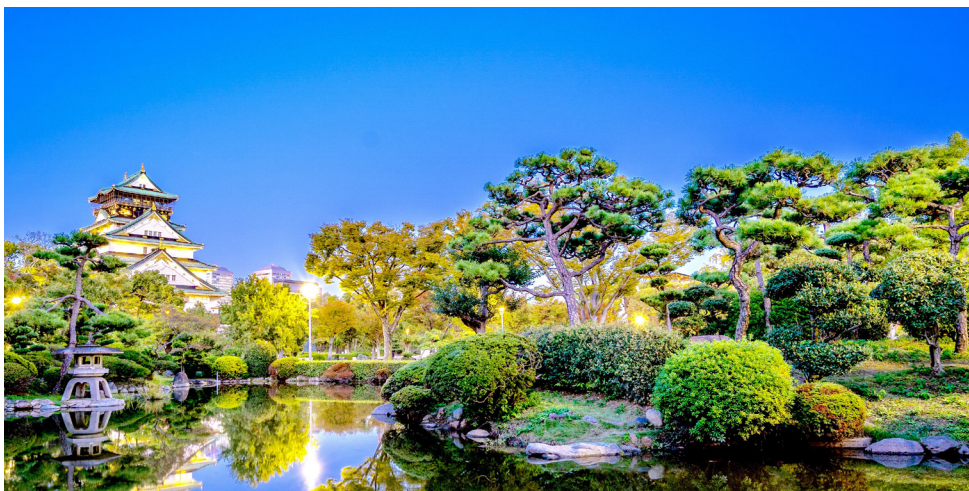
WORLD EXPO 2025: LOOKING BEYOND THIS FLEETING MOMENT TO BUILD THE FUTURE

Expo 2025 Osaka aims to leave a lasting legacy that will positively impact the Osaka region. Indeed, the Expo is not only intended to be a global event, but also a catalyst for the future urban development of the city. The Yumeshima site will be reinvented to become a dynamic hub; transformed into a "smart city". This ambitious project includes modernised transport infrastructure, a tourist resort and an innovative property development to bring in millions of visitors each year.

The urban and social development of Yumeshima is part of a process of reshaping the island, with projects to integrate sustainable technologies and new social places to enrich the lives of residents and visitors alike. The development of this new district embodies a sustainable transformation, and shows how a World Expo can not only celebrate the ideas of the present, but also prepare for the future with projects that shape society long after it has closed.

This project also embodies the strengthening of long-term strategic links between France and Japan. Beyond its role as an exhibition space, the France Pavilion will become a focal point to enrich interactions and meetings between commercial, institutional and cultural stakeholders from the two countries. This space for dialogue will help to boost cooperation between the two countries, not only in the technological and artistic fields, but also in their shared commitment to work towards a more sustainable future.

This dialogue is set to continue even after the World Expo closes and will leave an indelible mark on bilateral relations in the future. The partnerships forged within the France Pavilion will continue to support future projects, ensuring that the links established at the heart of this event stay alive and strong, and paving the way for joint projects that will shape our shared future.





CONCEPTION & REALISATION
OF THE FRANCE PAVILION

THE CREATIVE TEAM





COLDEFY, THOMAS COLDEFY & ISABEL VAN HAUTE ARCHITECTS

Coldefy is an international architecture and urban planning practice based in Lille, Paris and Shanghai, founded by Thomas Coldefy and Isabel Van Haute in 2006.

With projects and works in progress all over the world, Coldefy practices sensitive architecture and creates environmental, urban and social balances that push back the limits of the city and the living world. The agency stands out for its dynamism and creativity, based on sustainable and innovative practices in tune with the environmental challenges of today and tomorrow.

The agency has won major international competitions, including the Hong Kong Design Institute, the renovation of the European Parliament in Brussels, and the Orlando Pulse National Museum & Memorial. Recently, Coldefy delivered the *Fondation de Chine* in Paris, on the *Cité Universitaire Internationale* campus, and won the "Folies architecturales" competition in Montpellier with its Oasis project.

In 2022, in recognition of his commitment and contribution to the development of architecture in France and worldwide, the French Minister of Culture, Rima Abdul-Malak, named Thomas Coldefy *Chevalier de l'Ordre des Arts et des Lettres*.

www.coldefy.fr





CRA-CARLO RATTI ASSOCIATI ARCHITECT

CRA-Carlo Ratti Associati is an international design and innovation firm based in Turin, Italy, and New York. Drawing on Carlo Ratti's research at the Massachusetts Institute of Technology (MIT), the firm is currently involved in numerous projects around the world, embracing every scale of intervention - from furniture to urban planning. Recent projects include the Italian Pavilion at Expo Dubai 2020, the biophilic CapitaSpring skyscraper in Singapore, the urban curatorship of the Manifesta 14 Prishtina biennial, the redesign of the Agnelli Foundation headquarters in Turin and the master plan for Milan's Innovation District (MIND). CRA is the only design firm whose work has been featured three times in Time magazine's Best Inventions of the Year list - with the Digital Water Pavilion, the Copenhagen Wheel and Scribit respectively. In recent years, the firm has been involved in the launch of Makr Shkr, a start-up producing the world's first robotic bar system, and Maestro Technologies, a company dedicated to advancing the use of digital innovations in the construction industry.

In December 2023, Carlo Ratti was appointed curator of the 19th Venice Biennale International Architecture Exhibition (2025).

www.carloratti.com





gsm°

The GSM Project studio, in association with visual artist Justine Emard, is responsible for the scenography of the Pavillon France's permanent exhibition. Imagined as a "Pavillon-oeuvre", GSM and Justine Emard have established the artistic and scenographic principles of the visitor experience around the common thread of pulsation: set design, circulation, sound and visual immersion, lighting, technologies and materials. They co-created the paintings of the Pavillon's partners, and together imagined the final painting in the exhibition on the close ties between France and Japan. Their proposal is an ambitious experiment, full of meaning and poetry.

GSM PROJECT PERMANENT EXHIBITION SCENOGRAPHERS

GSM Project's mission is to create unforgettable experiences. The studio excels in immersive design and audience engagement to reinvent museum industry standards.

Founded in Montreal in 1958, GSM is founded on a multidisciplinary design practice. Scenography, museography, graphic design and media are the studio's four integrated areas of expertise for imagining experiences that transform ideas into real stories that come to life in space. The studio specializes in the design and production of exhibitions and visitor experiences for a variety of cultural venues ranging from museums to science centers, observation towers to tourist sites, as well as major world events such as the Universal Exhibitions.

Among the achievements that have forged the studio's international reputation are landmark exhibitions for Pointe-à-Callière, Montréal's city of archaeology and history, the National Museum of Singapore, the At The Top viewing experience at Dubai's Burj Khalifa, Identités interactive exhibition, on international tour for over ten years, as well as exceptional pavilions at World's Fairs such as Expo 67 in Montreal, Expo 86 in Vancouver, Expo 98 in Lisbon and Expo 2010 in Shanghai.

With projects in North America, Asia and Europe, GSM teams are located in Montreal, Singapore and Paris. For over twenty years, the studio has been developing projects in France, recent achievements including the permanent tour of the Cité du Vitrail in Troyes (2022) and the visitor experience at the Cointreau Distillery in Angers (2020). In collaboration with Justine Emard, GSM is creating the scenography for the France Pavilion's permanent exhibition at the Osaka 2025 World Expo.

<https://gsmproject.com/fr/>





JUSTINE EMARD

ARTISTIC DIRECTOR OF THE PERMANENT EXHIBITION

Justine Emard, artist, lives and works in Paris. Her work explores the new relationships between our lives and technology.

Combining different image media - from photography to video and virtual reality - she situates her work at the crossroads between neuroscience, objects, organic life and artificial intelligence. Her installations take as their starting point experiments in deep learning and dialogue between human and machine.

Visual artist Justine Emard was appointed artistic director of the Pavillon France's permanent exhibition. She conceptualized the main themes and chapters of the visitor experience in association with GSM Project's scenography. Like a pulse, the exhibition immerses visitors in a narrative based on the interpretation of a signal, a beat like the common denominator of living beings, plants, minerals, technology...

Justine Emard's sensitive vision provides a common direction for the exhibition's visual and sound co-creation. Her digital writing sketches out a world where pulsations are transformed into solar vibrations, visual waves and musical beats are the invisible witnesses of a coexistence for the future.

Drawing her inspiration from the legend of the Akai Ito, the red thread of love, Justine Emard has woven the thread that binds the destiny between France and Japan from the entrance to the Pavilion to the final flight, the beating heart of the exhibition.

Her work has been exhibited in museums such as the NRW Forum (Düsseldorf), the National Museum of Singapore, the Moscow Museum of Modern Art, the Itaú Cultural Institute (São Paulo), the Cinémathèque Québécoise (Montreal), the Irish Museum of Modern Art (Dublin), the Mori Art Museum (Tokyo), MOT Museum of Contemporary Art Tokyo, Barbican Center (London), World Museum (Liverpool), Fondation Pernod Ricard (Paris), Cnes - Centre national d'études spatiales (Paris), Louvre (Lens), Grand Palais Immersif (Paris) and ZKM, Centre d'Art et Medias (Karlsruhe). She takes part in international biennials such as the Moscow International Biennial of Contemporary Art (Russia), the Tongyong Triennial (South Korea), the Karachi Biennial (Pakistan) and the Chengdu Biennial (China).

In 2017 in Tokyo. In 2020, she is in residence at ZKM, Center for Art and Media Karlsruhe, and is the winner of the national photographic commission "IMAGE 3.0" from the Centre national des arts plastiques (CNAAP) in partnership with the Jeu de Paume in Paris. In 2021-22 and again in 2023-2024, she is guest artist-professor at Le Fresnoy, Studio national des arts contemporains.

In 2023, she is the recipient of the "100 Femmes de Culture" award in France. Justine Emard is artistic director of the French Pavilion's permanent exhibition at the next World Expo in Osaka in 2025. In 2025, she will be in residence at the Villa Albertine, between Boston and New York, for a collaborative project with the Massachusetts Institute of Technology (MIT).

Her work is included in several national and international collections.

www.justineemard.com





JOSÉ LÉVY

“The France Pavilion is a showcase for all the richness of French art, expressed through an editorial thread, a hymn to love, in its most open and plural sense. My role was to conceive and create the design of all the spaces that complement the permanent exhibition and contribute to nourishing these messages to be shared with all the Pavilion’s audiences, the general public as well as professional spaces such as the Patrons’ Lounge and the Protocol Lounge.”

JOSÉ LÉVY PAVILION FRANCE CREATIVE DIRECTOR

Artist and designer José Lévy will act as Creative Director of the France Pavilion, as part of a special partnership. He will contribute his vision and expertise to the design of public and professional spaces, outside the Pavilion’s permanent exhibition.

A multi-disciplinary artist, José Lévy evolves at the crossroads of the decorative and plastic arts with talent and a poetic sense of humor. Each of his creations expresses a unique blend of fantasy and rigor. His work is marked by a constant dialogue between French and Japanese cultures, a bond he has cultivated since childhood thanks to his grandparents, official suppliers of tatami mats for the Olympic Games and collectors of Japanese art. This fascination has been strengthened by his collaborations with prestigious Japanese institutions, notably Villa Kujoyama, where he created Le Veilleur, a monumental lamp in the shape of a 7-meter-high luminous samurai, a symbol of cultural exchange.

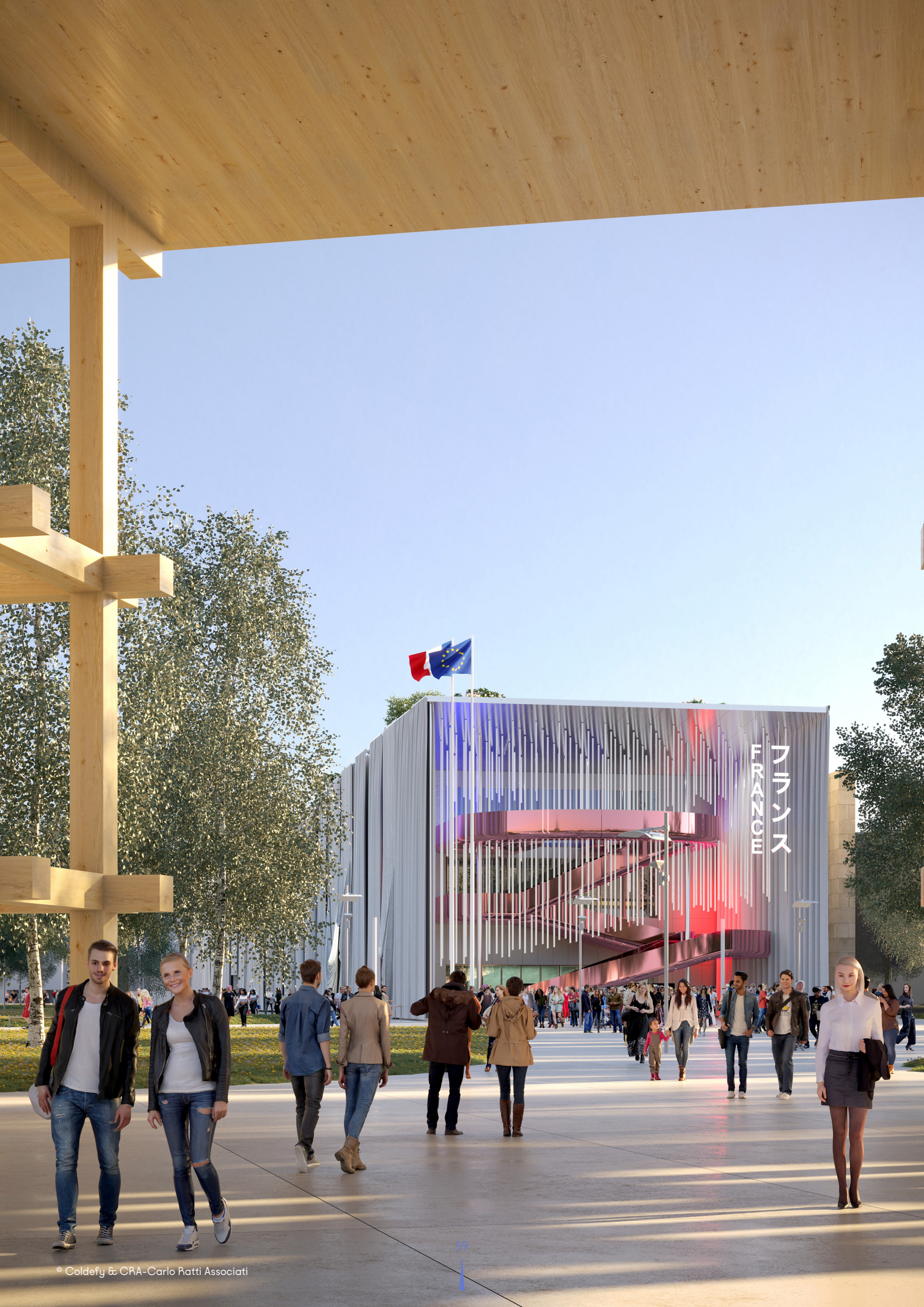
Grand Prix de la Ville de Paris, chevalier des Arts et des Lettres and laureate of Villa Kujoyama (Kyoto), José Lévy works with renowned cultural institutions and publishers such as Manufacture de Sèvres, cristallerie Saint Louis, Hermès, Astier de Villatte, Roche Bobois, Diptyque, Monoprix, Serax and Lelièvre.

His works are exhibited in major institutions such as the Musée Guimet, the Palais de Tokyo and the Petit Palais.

www.joselevy.fr

“I have let 3 influences infuse the Pavilion: the decorative arts of France, those of Japan and the natural beauty of these two countries. Whatever I draw, there’s always something of the Japanese spirit emanating from it.”





フランス
FRANCE

PRESS CONTACTS

Marie Ceillier

marie.ceillier@hillandknowlton.com

Hyacinthe Prache

hyacinthe.prache@hillandknowlton.com

Samuel Barbe

samuel.barbe@cofrex.fr

Chloé Villanova

chloe.villanova@cofrex.fr



PARTNERS PRESS CONTACTS

LVMH

Jean-Charles Tréhan • press@lvmh.com

Publicis Consultants • lvmh-team@consultants.publicis.fr

AXA

Ziad Gebran • ziad.gebran@axa.com

Ahlem Girard • ahlem.girard@axa.com

CIVA

France : **Aurélia Kuhn** • a.kuhn@civa.fr

France : **Marjorie Mosin** • mmosin@rouge-granit.fr

Japon : **Foulques Aulagnon** • f.aulagnon@civa.fr

Japon : **Charles Durand** • charles.durand@kafeine.jp

NINAPHARM

France : **Josselin Camus** • communication@ninapharm.com

Japon : **Ayako Tanaka** • communicationjp@ninapharm.com