
Toward a future starting from the forest.

Sumitomo Pavilion at EXPO 2025 Osaka, Kansai, Japan

Exhibition Announcement

The Sumitomo Group has been preparing steadily for our “Sumitomo Pavilion” exhibition at EXPO 2025 Osaka, Kansai.

This pavilion exhibition will address social issues through the collective strength of the Sumitomo Group and the wisdom, technology, and human talent built throughout the years. We will create a place of gathering that moves people’s hearts and spurs change through exhibitions that create hope for the future and entertainment that inspires.



More than 1000 “Trees of the Sumitomo Forest” Featured on Roof and Façade

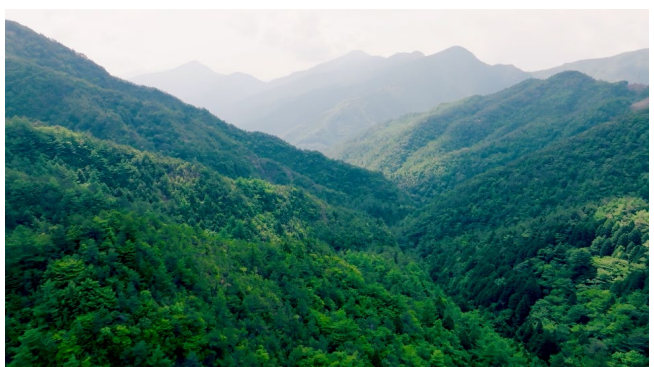
Trees were planted by our predecessors in the “Sumitomo Forest” owned by the Sumitomo Group. The “Sumitomo Pavilion” will create a place that provides the warmth and comfort of trees based on our desire to “respect the life of each tree without waste” and using them as wood resource in its entirety.



Trees planted at the 1970 Osaka EXPO also “transcend time in a full circle, returning as the Sumitomo Pavilion.”



The façade near the building’s entrance features “Japanese Cedar from the Sumitomo Forest” planted in 1970, the year of the Osaka EXPO. The trees, layered over one another, expresses the “rings of trees and geological layers of the land.”



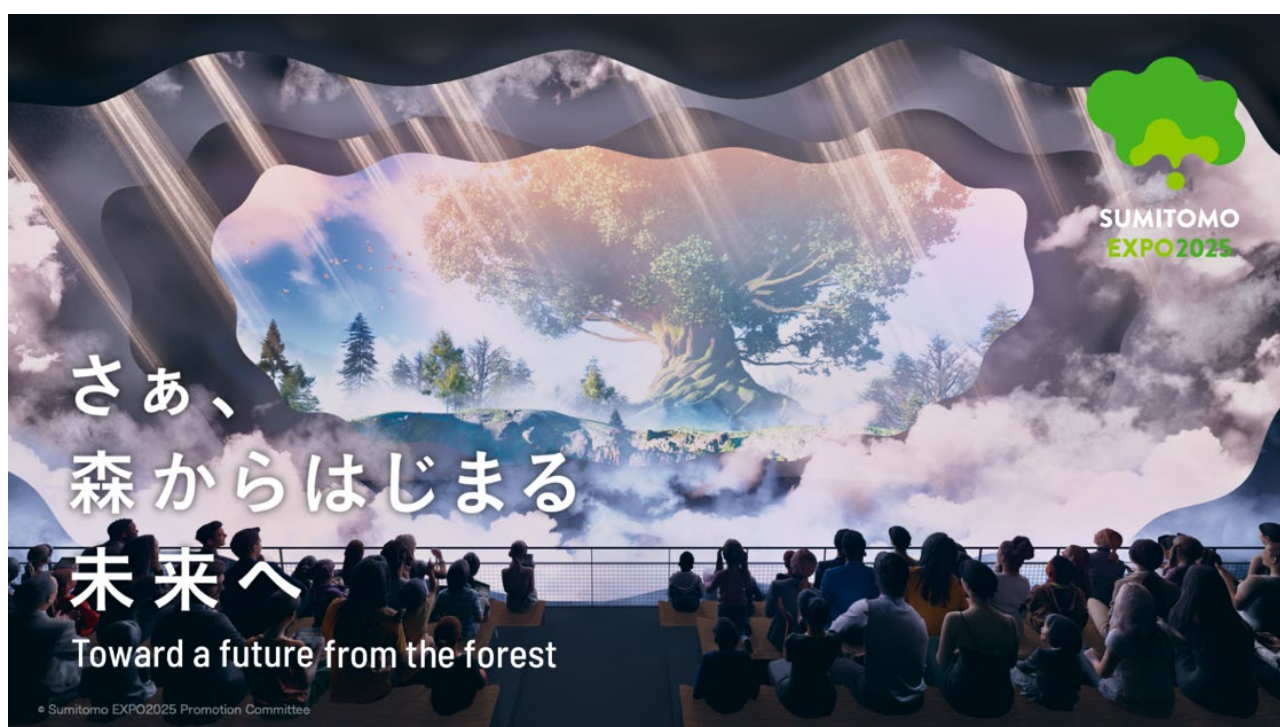
Inspired by the “peaks of the Besshi mountains” in Shikoku, which is the foundation of Sumitomo’s growth, the roof and façade features a silhouette of its mountaintops, created by plywood made from “Japanese Cypress of the Sumitomo Forest.”

Façade and roof of the “Sumitomo Pavilion” under construction



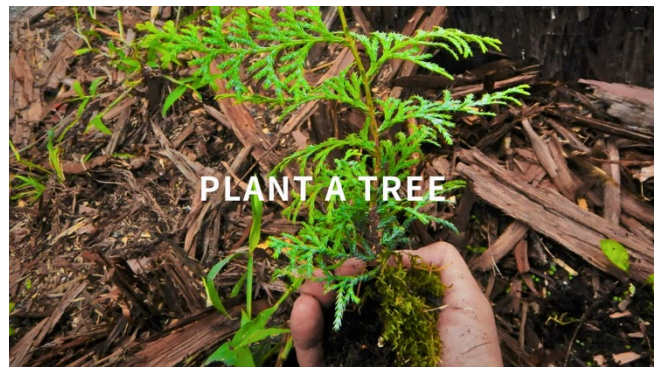
Scheduled for completion in late December 2024, the exhibition and interior construction is under way, aiming for completion in 2025

“Sumitomo Pavilion” Highlight Experiences



Sumitomo Pavilion Official Teaser Trailer <https://youtu.be/E353nQGnC4A>

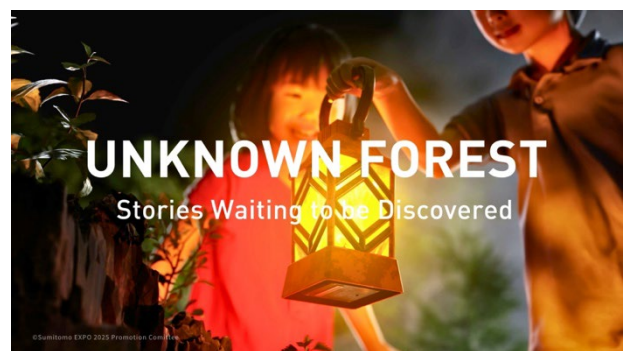
The Sumitomo Pavilion has announced two experiences. The first is the “UNKNOWN FOREST, Stories Waiting to be Discovered”, an interactive experience exploring a unique forest only found here. The second is a “PLANT A TREE” event, a program where visitors can touch seedlings and soil with their sights set on the future beyond 2025.



The Highlight of the Sumitomo Pavilion! “UNKNOWN FOREST”

◆”UNKNOWN FOREST, Stories Waiting to be Discovered”

Through its long-lasting relationship with the forest, Sumitomo has sought out the diverse arrays of values that it has to offer. This is a place where you see and hear things unnoticed to now, tell the story of life, and experience it. Inside this unique forest with teachings unknown to man, visitors will walk with lantern in hand and experience an interactive walk of light and sound to discover different stories of life and the UNKNOWN.



Visitors will hear the voice of the forest and see stories of life through their “lantern”



An inspiring experience of light and sound beyond imagination is awaiting in the forest

◆UNKNOWN FOREST “Performing Theater”

After the forest experience, visitors will be greeted by a “performing theater” approximately 20m wide x 7.5m high. The wind and fog will in the space will speak to the visitors’ senses and the dynamic production that fuses the multi-layered screen with music and people, will lead to the grand finale of the UNKNOWN FOREST.



“Performing Theater” 20m wide x 7.5m high, featuring wind and fog

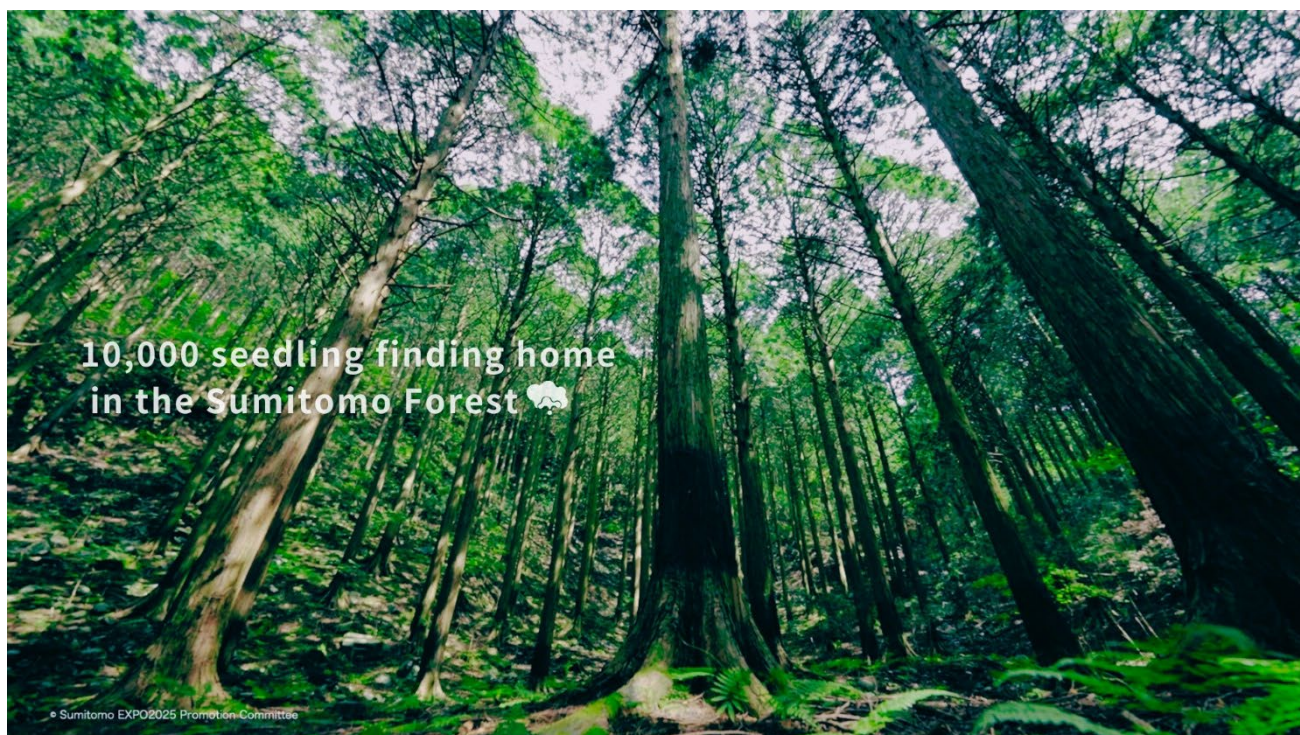


Imagery projected on a multi-layered screen will fuse
with music and people to create a fantastical and extraordinary show

Approximately 10,000 seedlings for “PLANT A TREE” event during the EXPO

◆ 「PLANT A TREE」

The “PLANT A TREE” event welcomes all visitors for 2025 and the future. Approximately 10,000 seedlings will be procured throughout the EXPO in a program where visitors can come in touch with the seedling and the earth. These seedlings will be transplanted to the “Sumitomo Forest”, including the areas where trees have been logged for the construction of the Sumitomo Pavilion, and will be passed down centuries into the future.



Through tree planting, we will create an opportunity for people to learn about the relationship between forest and man, the importance of a circular forest, and build on that experience to address forest and nature while continuing to be reminded of the importance of thinking to the future.



Creator Collaborations

The Sumitomo Pavilion has plans to collaborate with creators from different walks of life. Uniforms of the Sumitomo Pavilion staff is one of the collaborations already announced for the UNKNOWN FOREST and we look forward to new announcements coming in the time leading up to the April 13, 2025 opening.

Creator Collaboration “Lito@Leaf Art”

UNKNOWN FOREST experience contents created in collaboration with Lito, a “leaf artist” featured extensively in the media such as documentary program “Jonetsu Tairiku” as well as opening their own museum in Fukushima prefecture in June 2024.

https://sumitomoexpo.com/topics/creatorcollaboration_litoleafart/



Creator Collaboration with Designer YOHEI OHNO

Staff uniform created in collaboration with YOHEI OHNO, an independent brand from Japan whose collections have received rave reviews and supported by young fans.

https://sumitomoexpo.com/topics/creatorcollaboration_yoheiohno/



Upcoming Sumitomo Pavilion Contents

The Sumitomo Group's state of the art technology, collaborations with creators, and other digital experiences in addition to the UNKNOWN FOREST and tree planting will be announced sequentially leading up to the April 13, 2025 opening.



The Sumitomo Pavilion will be a place of gathering and conversation that moves people's hearts and spurs change through exhibitions that create hope for the future and entertainment that inspires. October 13, 2024 will mark the 6-month milestone until EXPO opening. We will orchestrate the different strengths of the Sumitomo Group to unleash different initiatives to boost the excitement as we draw closer to the EXPO 2025 Osaka, Kansai. Like a forest where one life gives birth to more life and repeating this cycle to expand, we will bring the excitement to new levels for a richer future with the conviction that our one step will lead to further change.



【Asset Access】

◆Assets regarding today's "Sumitomo Pavilion" announcement are available for download from the following URL.

<https://bit.ly/480gkZ3>



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