

Design concept of the joint Latvia-Lithuania pavilion "Baltic Pavilion" announced: "We are one"

On Tuesday, January 14, 2025, The Republic of Latvia and the Republic of Lithuania in Tokyo presented the design concept of the "Baltic Pavilion" at the Expo 2025 Osaka in Japan, "We are one". This concept expresses the synergy created by the combination of nature, humanity, and technology in the Baltic region, and the meaning of encouraging people to cooperate towards a better future. Visitors of the "Baltic Pavilion" during the event will be able to experience the rich natural diversity and cultural heritage of Northern Europe, as well as the innovative spirit of the Baltic region that drives progress in various fields.



■ Overview of the Pavilion Concept The Baltic Pavilion: a joint pavilion between Latvia and Lithuania, will raise awareness of the Baltic region itself while respecting the uniqueness of both countries. The pavilion will also utilize the latest technology and adhere to high environmental standards under the sub-theme of the Osaka-Kansai Expo, "Saving Lives." The Baltic Pavilion is a Type B pavilion that will be exhibited in an existing facility of less than 300 square meters. The design concept of the pavilion, "We are one," emphasizes the synergy between nature, humanity, and technology, and inspires collaborative efforts for a better future. The pavilion's design also emphasizes energy efficiency and sustainability, and features a unique curved structure to accommodate the expected large number of visitors.

The concept was developed by the Kettler Association, and the exhibition design was led by Arthur Analts, a Latvian designer who created the installation work "Matter to Matter" at the London Design Biennale 2018 where it earned Best Design Medal. Arthur Analts commented as follows: "In the design of the Baltic Pavilion, we aimed to create an interactive installation that puts people and local communities at the center, aiming to harmonize innovation and nature. The central exhibit, the WALL OF THE FUTURE, replaces traditional digital touch screens with more natural elements such as water condensation to create a more intuitive platform. Messages left by visitors on the wall disappear over time, providing a meditative, visually impactful experience. These approaches demonstrate the technological capabilities of the Baltic region while also highlighting our commitment to creating a sustainable environment."



■ Relations between Latvia, Lithuania and Japan [Latvia and Japan] Latvia and Japan have long been connected by friendly relations in both economic and cultural fields. Japan is one of Latvia's most significant strategic economic cooperation partners in the Far East, and we aim to strengthen our ties, particularly in areas such as woodworking, IT, pharmaceuticals, tourism, and design. Relations between the two countries are characterized by positive economic dynamics, regular political dialogue, collaboration in international organizations, and cooperation between cities, institutions, and parliaments. For Latvia, Japan is a key strategic partner in Asia, and the relationship continues to evolve with a shared goal of fostering a stable, secure, and economically developed Baltic and Indo-Pacific region.



OFFICIAL PARTICIPANT

H. E. Ambassador of the Republic of Latvia to Japan, Zigmars Zilgalvis, said: "Latvia, Lithuania and Japan share a long-standing foundation of diplomatic cooperation and mutual respect for nature, culture and innovation. Our participation in the Expo 2025 Osaka will be a valuable opportunity to promote our shared values and our respective unique characteristics, raise awareness of the Baltic States and promote economic cooperation between Japan and the Baltic States."

[Lithuania and Japan] Lithuania and Japan are strategic partners that share values such as democracy, the rule of law and a commitment to human rights. In recent years, through the formulation of the Strategic Partnership Action Plan for 2023-2025, bilateral relations have been strengthened in a wide range of areas, including political and economic cooperation, security dialogue, science and technology, culture and people-to-people exchanges. The Lithuanian government has also adopted its first Indo-Pacific strategy to promote cooperation with Asian countries. Japan is Lithuania's main partner in Asia, and the placement of specialized ambassadors in Japan for defense, commerce, culture and agriculture demonstrates the importance of this partnership.

On this occasion, H. E. Ambassador of the Republic of Lithuania to Japan, Aurelijus Zykas commented: "We are very pleased to be able to introduce the creativity, innovation and natural beauty of the Baltic region to visitors from all over Japan and other countries by presenting our joint pavilion at the Expo 2025 Osaka. The participation of the 'Baltic Pavilion' reflects the deep historical and cultural ties and cooperative relationships in the Baltic region, and we hope that this pavilion will become a platform for forming new partnerships and exploring solutions to global challenges."

■ Overview of the "Official Presentation of the 'Baltic Pavilion' Concept" The Official Presentation of the 'Baltic Pavilion' Concept for Expo 2025 Osaka took place on Tuesday, January 14, 2025, at the Sunlight Room in Happs-en, Tokyo. The event began with an opening speech by H.E. Ambassador of the Republic of Latvia to Japan, Zigmars Zilgalvis and H.E. Ambassador of the Republic of Lithuania to Japan, Aurelijus Zykas, followed by a presentation of the pavilion concept by Ms. Laura Salvina, the concept author, and Mr. Arthur Analts, the exhibition designer.



The event also saw the unveiling of the official mascot (or “yuru-kyara”) for the Baltic pavilion, Barabichan. Taking his name from the Baltic word for porcini mushrooms, this friendly, fungus-inspired official ambassador carries the essence of the Baltic forests, reflecting a long regional tradition of mushrooms as both a popular wild food and a symbol of good luck, while simultaneously serving as a

reminder that all of us around the world are connected, in the same way as fungi link together entire woodland ecosystems through the underground mycelium, or “Wood Wide Web.”



Participation in a World Expo, is a six-month-long showcase representing a nation's diverse sectors, cutting-edge innovations, and achievements, provides a valuable platform for official participants to expand international trade with the host country and beyond it.

The Baltic Pavilion at Expo 2025 Osaka, Kansai, is expected to facilitate the participation of Baltic entrepreneurs in various exhibitions, trade missions, and business events. This will provide them with significant opportunities to collaborate with Japanese companies and other international participants, fostering economic growth and mutually beneficial partnerships.

■ About the Expo 2025 Osaka: The World Expo will be held in Yumeshima, Osaka from Sunday, April 13th to Monday, October 13th, 2025, with the theme of "Designing a Future Society for Life." 160 countries and nine international organizations will participate in the expo, which is expected to attract more than 28 million visitors from around the world. <https://www.expo2025.or.jp/overview/>