

Osaka Expo 2025 Bulgarian Pavilion



Osaka Expo 2025 Bulgarian Pavilion

- **INTRODUCTION**

- **EXTERIOR**

- **INTERIOR**

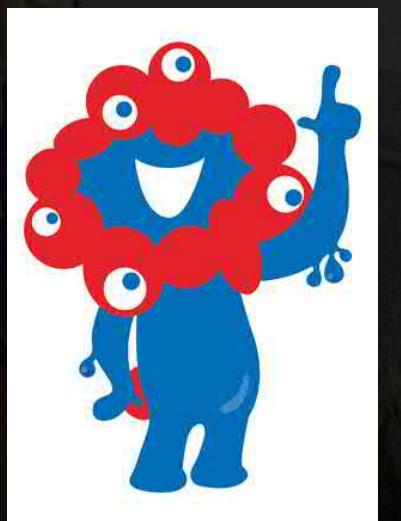
CONCEPT

VISITOR JOURNEY

SUSTAINABILITY

MASCOT

- **TEAM**



An aerial night-time photograph of the Osaka Expo 2025 site. The image shows a large, circular, illuminated structure, likely the main exhibition area, with a complex network of roads and pathways. In the foreground, the Bulgarian Pavilion is visible, featuring a large, dark, curved structure with a grid-like pattern. The overall scene is dark, with the lights from the pavilion and the surrounding area providing the primary illumination.

Osaka Expo 2025
Bulgarian Pavilion

INTRODUCTION



Goals of Expo 2025 Osaka Kansai

To contribute to the achievement of the Sustainable Development Goals (SDGs)

Achievement of Japan's national strategy Society 5.0

"Society 5.0" is Japan's national strategy to develop a human-centered society that progresses economically and resolves social issues through a system that combines both cyber and physical spaces in a sophisticated manner. It refers to a new form of society chronologically following hunting, farming, industry, and information societies.

A society that is able to resolve a variety of issues on a global scale with technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), robotics, big data, and biotechnology is a society that will have achieved the SDGs.



SAVING LIVES

At Expo 2025 in Osaka, thanks to the respect Japan shows towards Bulgaria and the efforts of the Republic of Bulgaria, our country will once again have its own pavilion in a prime location on the impressive island specially built for the exhibition.

The island, designed in a ring, symbolizes unity in diversity, following the principles of decentralization and harmonious distribution. It serves as a platform for innovation and cultural exchange and a reflection of the Expo's theme - "Designing Future Society for Our Lives."

The Bulgarian pavilion is strategically positioned near one of the main entrances of the exhibition, between the pavilions of Singapore and the Netherlands. Here, Bulgaria will unfold its contribution to global challenges, focusing on the sub-theme "Saving Lives." This theme has inspired us to present it through collaboration and empathy, with a vision for innovation and the future, uniting tradition and technology to pursue sustainable development and preserve life.

Osaka Expo 2025
Bulgarian Pavilion

EXTERIOR

ブルガリア
BULGARIA





The pavilion is designed to blend allure and mystery, capturing the attention of visitors walking along the ring roof of the Expo while subtly concealing its true essence.

The distinctive facade, crafted from threads, creates a dynamic composition that simultaneously filters and teases glimpses of the interior, with its visibility shifting based on the observer's angle. This design strikes a harmonious balance between transparency and density, while the rotating pattern introduces a kinetic element, turning the pavilion into a rich, multilayered visual and spatial experience.

An experience available to the 30 million visitors worldwide, expected at Expo 2025 over the six months of global dialogue in Osaka. So far, 5 months before its opening, around 8 million tickets have already been sold. Undoubtedly, Osaka, Kansai, will be one of the most attractive locations in 2025.

Osaka Expo 2025 Bulgarian Pavilion


INTERIOR



arch. Mariya Gospodinova

MP-STUDIO

Iskren Krusteff



Osaka Expo 2025 Bulgarian Pavilion

Interior

CONCEPT

Teaser



CONCEPT

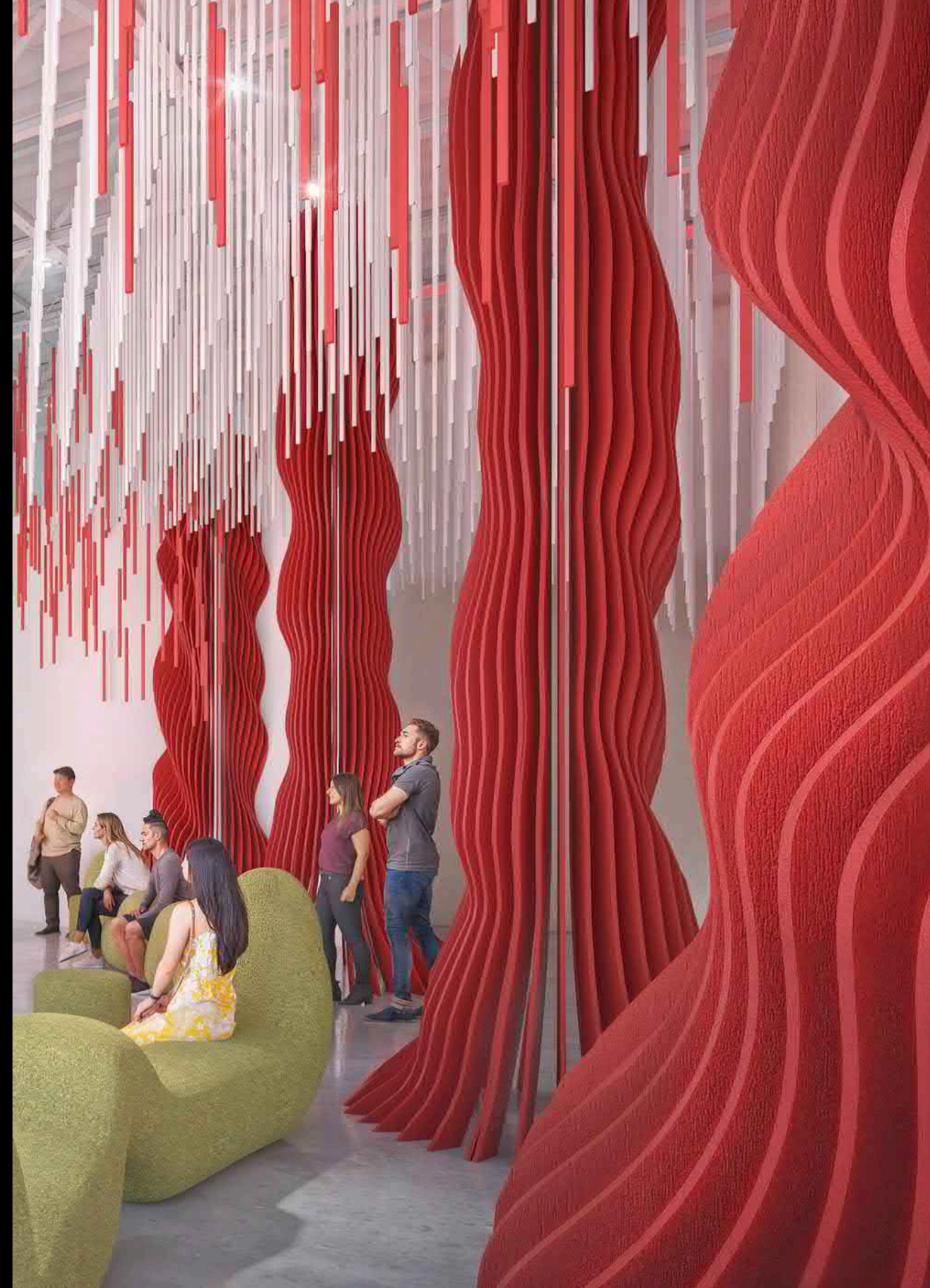
Evolving with Nature

Welcome to the planet of bacteria! ...yes, this is Earth!

Earth is home to nonillions of bacteria—a number with 30 digits. Within our bodies alone, over 23 trillion bacteria thrive, playing a vital role in our lives. From developing oxygen and hydrogen on Earth to forming the foundation of ecosystems, these microorganisms are essential to our existence. When faced with danger, bacteria exhibit a profound instinct for survival: they unite, setting aside their primary functions to overcome threats together.

This microscopic lesson serves as a powerful symbol for humanity, demonstrating that unity and adaptation are key to overcoming today's challenges. Just as bacteria work together to survive, so can we—through collaboration and harmony with nature—not only save lives but also build a sustainable future.

Let us learn from them as we embark on our journey to protect life and our planet.



Osaka Expo 2025 Bulgarian Pavilion

Interior

VISITOR JOURNEY

The interior finish

plywood panels d=20mm, curved in an arc shape.

Finish of special projection paint specified by MP-Studio.

see "Notes"

outside structure / The interior finish

see "Notes"

fabric curtains N2

fabric curtains N1

PAST & PRESENT

A space where the past and present interweave to shape a vision for the future.

The "adaptation and purpose" lesson from the bacteria is just one of the aspects defining the Bulgarian Pavilion. Its multidimensional concept embraces the coexistence of past, present, and future within a single space—a higher dimension, as string theory suggests.

In the Forest of Wisdom, the past comes to life, highlighting the intersections in developing Bulgarian and Japanese cultures and civilizations over the centuries. The values of the past have given fruit in the present.

This day and age is dedicated to the Bulgarian innovators who are tackling the challenges of the moment and saving lives in the present. Bulgarian companies will be showcased uniquely and inspiringly, highlighting their positive impact on the world and preserving life.





FUTURE

Designing the future together

A key technological highlight of the exhibition space will be dedicated to the future — an oval space filled with a 360-degree projection.

This thrilling immersive experience will dive deep into creating a future society, the core theme of Expo 2025. A world built on empathy, understanding, environmental responsibility, and shared meaning. Inspired by the synergy of nature.

But can we expect such a future, and do we deserve it? Luckily, the future is defined by our choices now - our actions today will shape what we encounter tomorrow.

That's why the future in the Bulgarian Pavilion at Expo 2025 Osaka will be designed by the artistic insight of the creative team but also by the visitors themselves. Through an interactive installation, they will be able to leave their own visions for the future. Their messages will be displayed and form a dynamic art piece that will be visualized for the next visitors. An art piece achieved through artificial intelligence. This way, a six-month-long "Pay It Forward" effect will be created while accumulating insights from all Bulgarian Pavilion visitors, as well as the children of Bulgaria, via a school campaign.



FUTURE



The background of the entire image is a dark, monochromatic photograph. It depicts several pairs of hands, likely belonging to different people, gently cupping and holding small, young green plants with soil. The hands are arranged in a circular pattern, creating a sense of unity and care. The lighting is soft, highlighting the texture of the skin and the vibrant green of the seedlings against the dark background.

Osaka Expo 2025
Bulgarian Pavilion

Interior

SUSTAINABILITY

SUSTAINABILITY

Architecture

From a spatial perspective, the pavilion combines traditional elements with contemporary interactive technologies, creating not only a modern design and conceptually clean space but also an authentic and immersive digital experience. Carefully woven references to traditional crafts, such as weaving, and natural symbols establish parallels between Bulgaria and Japan.

In the Pavilion of the Republic of Bulgaria, as well as in others, circular economy principles and sustainability take center stage. Ecological values are embedded in every conceptual decision, particularly in the choice of materials. The pavilion is a temporary structure, and after its six-month lifecycle, every part of it will be recycled or repurposed.



Osaka Expo 2025 Bulgarian Pavilion

Interior

MASCOT





Welcome to the Bulgaria Pavilion
and say hi to Lacto-chan!

The mascot of the Bulgarian Pavilion represents a large, friendly bacterium with a round, fluffy body.

The name Lacto-chan signifies the bond between Bulgaria and Japan, blending science, culture, and friendship.

Lacto comes from *Lactobacillus bulgaricus* – the unique Bulgarian bacterium that is the foundation of the world-renowned yogurt. This bacterium is not only a part of Bulgaria's heritage but also a hero in global science, promoting health and longevity.

Chan is a Japanese suffix used to express affection and warmth. It is often added to the names of children or cute characters to make them endearing and friendly. By adding "chan," the name expresses closeness and respect, highlighting the warmth and tenderness characteristic of Japanese culture.

By choosing "chan," the name Lacto-chan builds a bridge between Bulgaria's traditions and Japan's heartfelt culture.

Lacto-chan is not just a mascot – it is a friend to children and an ambassador of the future, symbolizing innovation, health, and harmony. It will bring joy to the visitors at Expo 2025, reminding everyone how bacteria, even in their simplicity, work together to create life, health, and balance – just as people can unite their efforts to build a better world.

Osaka Expo 2025
Bulgarian Pavilion

PHOTOS OF THE COMPLETED PROJECT

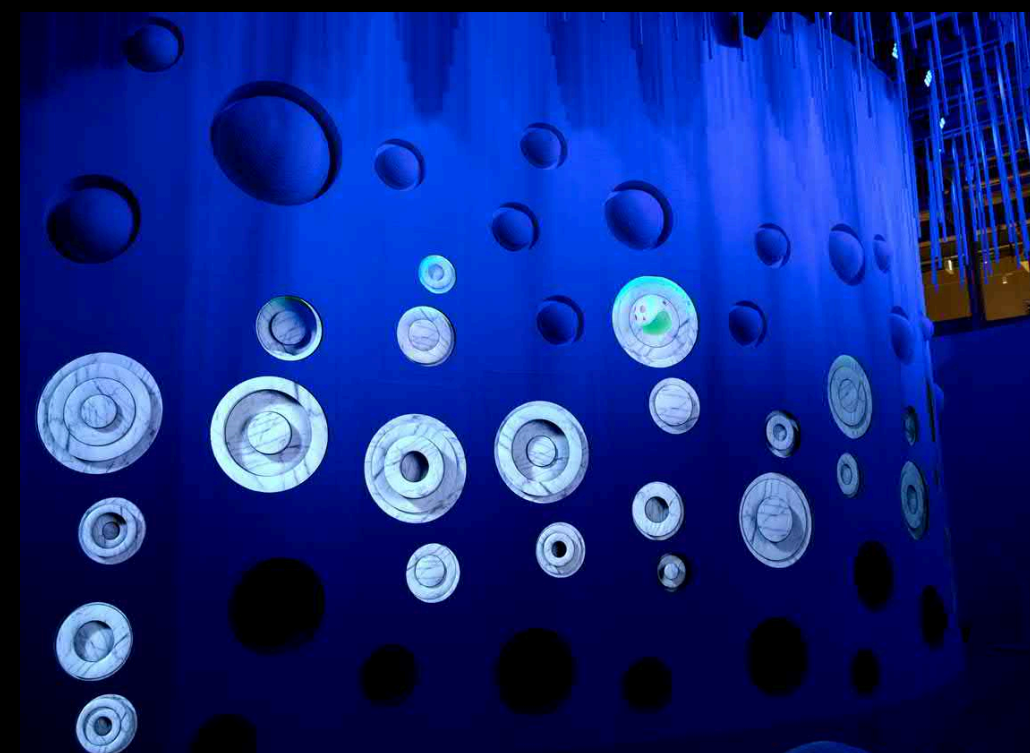
ブルガリア BULGARIA

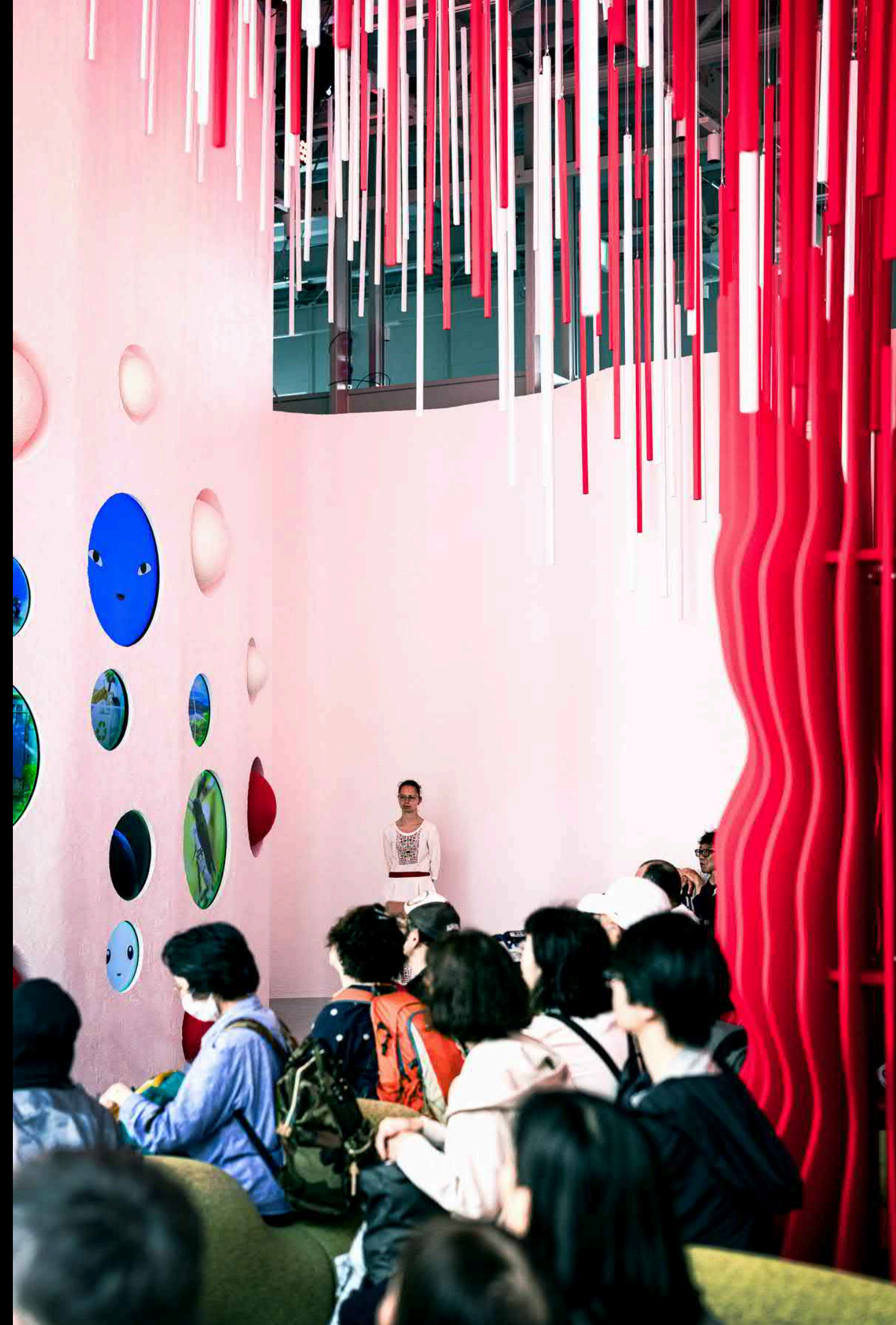






ブルガリア BULGARIA





Osaka Expo 2025 Bulgarian Pavilion

TEAM



TEAM



Collaboration and empathy are the foundation for creating a better world. The design proposal of the pavilion is based on the idea of teamwork, where different fields of knowledge come together.



The Bulgarian Pavilion for Expo 2025 in Osaka is an inspiring project, realized under the leadership of the Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)- a key driver in showcasing Bulgaria on the global stage.

The project is the result of an impressive collaboration, bringing together the efforts of one of Japan's largest construction companies, Daiwa Lease Co., Ltd., and the renowned architectural studios KOBAYASHI MAKI DESIGN WORKSHOP and Design Arc Ltd.

Bulgaria's creative contribution is ensured by a concept team featuring Arch. Mariya Gospodinova, MP-STUDIO, and Iskren Krusteff. The goal is a space that combines innovation, cultural values, and a vision for the future.

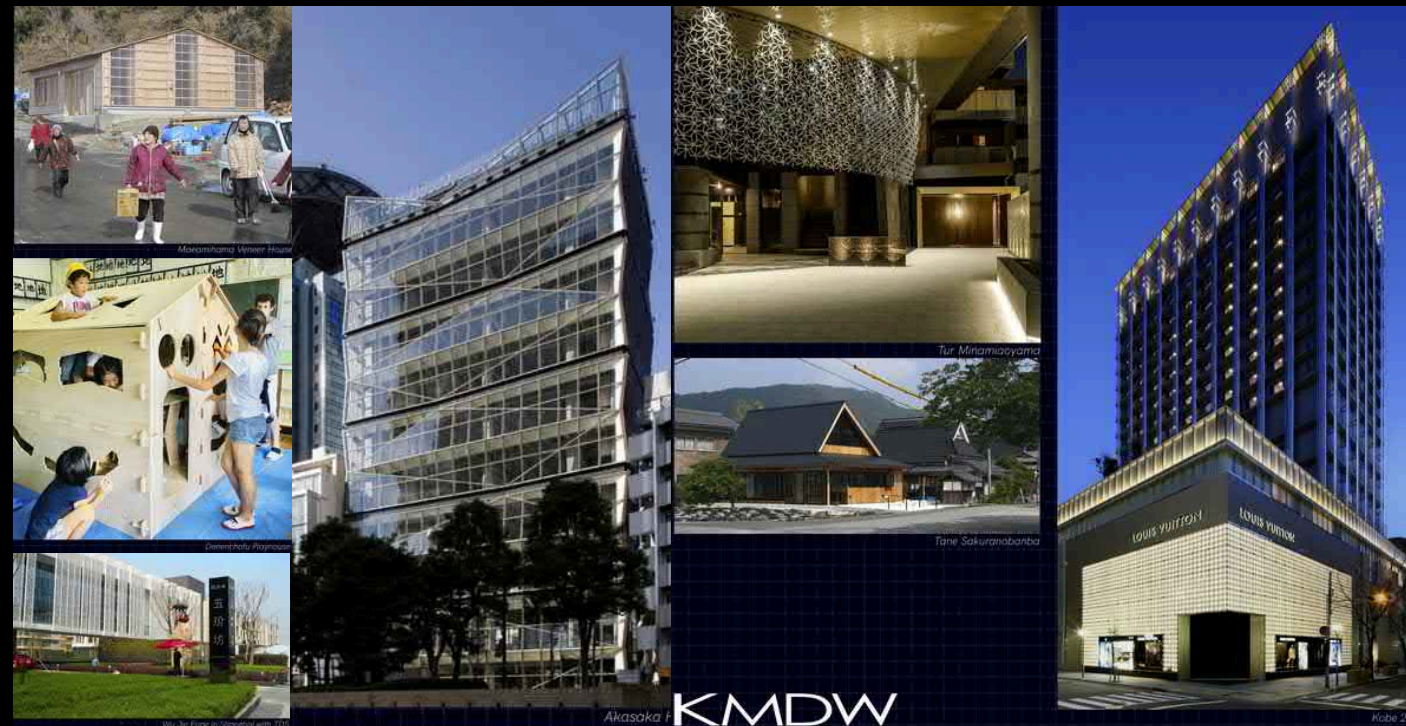


TEAM

KOBAYASHI MAKI DESIGN WORKSHOP

Kobayashi Maki Design Workshop (KMDW) is a leading Japanese architectural studio, founded in 2003 by Hiroto Kobayashi and Naomi Maki.

The firm is renowned for its participatory architecture approach, which aims to bring people and buildings closer by actively involving individuals in the construction process. KMDW's projects range from small children's playhouses to large-scale urban developments, including the innovative Veneer House methodology, designed for disaster recovery and educational purposes. KMDW operates in over 9 countries, building communities and promoting the social value of architecture.



Daiwa Lease Co., Ltd. is a leading company in prefabricated construction, offering sustainable and recyclable solutions for offices, schools, and temporary housing. Under the leadership of President Tetsuya Kita, the company has played a vital role in disaster recovery, constructing over 5,800 temporary homes following the 2011 earthquake. Ryoichi Horikoshi, General Manager of the Osaka office, supports projects that combine functionality and sustainability. The Bulgarian Pavilion for Expo 2025 exemplifies their philosophy of minimal environmental impact and innovation in construction.



TEAM



arch. Mariya
Gospodinova

An architect with international experience and a certified Passive House designer. A member of the Chamber of Architects in Germany and Bulgaria, she has over ten years of experience in designing sustainable and energy-efficient buildings. She has worked on projects in Germany and Bulgaria, focusing on socially oriented housing and interior design. As a scholar of the German Federal Environmental Foundation (DBU), she deepened her specialization in sustainable construction. Managing Partner at "Scalator" Ltd.



MP-STUDIO

The studio is among the light art pioneers in Europe, with 16 years of experience and more than 700 global projects. The internationally acclaimed, award-winning studio has projected digital art on some of the world's iconic buildings. MP-STUDIO is known in Bulgaria as the creator and organizer of the LUNAR Festival.



Iskren
Krusteff

Iskren Krusteff is an entrepreneur, community builder, and mentor to startups and scaling businesses. As CEO of Integrator JSC, he leads the implementation of AI in highly regulated environments. He is the creator of the first Science and Innovation Park in the UAE, co-founder, and chairman of INCREDA and Global Entrepreneurship Monitor (GEM) Bulgaria, the "Entrepreneurs in Class" initiative, a board member of Power of BG until 2023, and a co-initiator of the prominent event "The Bridge."



SOME OF OUR FAVOURITE PROJECTS



PLAY VIDEO ▶

Vincent meets Rembrandt
Amsterdam



PLAY VIDEO ▶

Metamorph
Kunstkraftwerk, Leipzig



PLAY VIDEO ▶

The Flow
TV Tower, Berlin



PLAY VIDEO ▶

Lights of Freedom
Brandenburger Gate, Berlin



PLAY VIDEO ▶

Rebirth, Bolshoi Theatre
Moscow



PLAY VIDEO ▶

Golden Girls, Olympic Champions
Send-off Show 2021



PLAY VIDEO ▶

The Wake Up Experiences
Al Wasl, Dubai



PLAY VIDEO ▶

Shadow Diffusion
Open Buzludzha, Bulgaria

TEAM



Prof. Dr. Mira
Kalanova

A scenographer with international experience and a professor of scenography at NATFA "Kr. Sarafov." She graduated from the National Academy of Arts "N. Pavlovich" with a specialization in scenography and holds a PhD in film studies and cinema arts. Winner of four "Askeer" awards and one "Ikar" award, she has realized remarkable theatrical projects in collaboration with leading directors. Currently, she is contributing as a consultant to the team for the Bulgarian Pavilion at Expo 2025, bringing expertise in scenography and innovative experiences.



Philip
Jakobsson

Philip Jakobsson, a carpenter and installation artist with extensive international experience, creates impressive installations and sculptures for festivals and events worldwide. From the "Lunar" light show in Sofia to the "Rainbow Serpent" festival in Australia, his projects inspire and captivate audiences. As the owner of a woodworking studio in Sofia, Philip skillfully combines traditional craftsmanship with innovative approaches, delivering projects with exceptional precision and artistry. He is the producer of key elements for the Bulgarian pavilion at Expo 2025, contributing to its unique and captivating design.



Welcome to Expo Osaka 2025! Greetings from Lacto-chan and Myaku-Myaku!

Thank you for your attention!

