

Press Kit

Opening of the Monaco Pavilion Universal Exhibition 2025 Osaka Kansai

📍 Expo 2025 Osaka, Yumeshima | 📅 Sunday 13 April 2025



PAVILLON MONACO
EXPO 2025 OSAKA

Monaco unveils its pavilion at Expo 2025 Osaka: an immersive experience between sea, science and sustainable commitment

Osaka, April 13, 2025 - On the occasion of the official opening of the Osaka World Expo, the Principality of Monaco inaugurates its national pavilion, an invitation to explore its singular identity and learn more about the principality's strong commitments.

Designed around the theme "Take care of Wonder", the Monegasque pavilion takes visitors on a sensory and interactive journey, illustrating the synergies between nature, culture and innovation.

"We love what we marvel at, and we protect what we love."

- Jacques-Yves Cousteau

The pavilion opens its doors to the public, marking the start of six months of encounters, events and discoveries.

1. The Opening

The opening day of the Monaco Pavilion at the Osaka World Expo kicked off in the early hours with a symbolic moment. At 08:35, the official opening ceremony took place at the main entrance (East Gate), marked by the traditional cutting of the ribbon. Two members of the Pavilion team proudly represented Monaco at the event, alongside representatives of the other pavilions and the city of Osaka.

At 09:20, **Mme Mireille Martini**, General Commissioner of the Monaco Pavilion, gave a warm opening speech before personally presenting commemorative pins to the very first visitors of the pavilion.

At 9:30 a.m., the Pavilion doors officially opened to the public, marking the start of an unforgettable and lively adventure for the entire Pavilion team.



At 10.00am, the Pavilion welcomed a team from Japan's **ABC TV**, who had come to film a report for the programme '**Ohayo Asahi Desu**'.

2. Presence of His Excellency Mr. Didier Gamerdinger

His Excellency Mr. Didier Gamerdinger, Monaco's Ambassador to Japan, was also present in the pavilion on the opening day, testifying to the strong ties between the Principality and Japan. His presence underlined the importance of bilateral relations and Monaco's international influence, as part of a global event dedicated to exchange and sharing. Indeed, it is on this occasion that Monaco benefits from an exceptional showcase to reinforce its presence on the international scene and enhance its identity, both in terms of tourism and diplomacy.



3. Presence of media

The Monaco Info and TV Monaco channels accompanied the Monaco Pavilion team from its arrival in Osaka to the opening days of the World Expo. The aim of their presence on the ground was to document the pavilion's projects and successes over the weeks, highlighting the Principality's cultural and diplomatic influence on the international stage, and the strong message embodied by the pavilion, in line with H.S.H. Prince Albert II's commitment to the environment.

In addition to the institutional highlights, the Monaco cameras also chose to follow the daily lives of the young pavilion team, based in Japan for several months. Through their reports, they bear witness to a **new community life**, marked by culture shock and the **unforgettable human experience** offered by this collective adventure. A sensitive and authentic look behind the scenes of this exceptional mission in the service of the principality.

4. Visits to other pavilions

On the occasion of the opening day, **April 13, Mme. Mireille Martini**, General Commissioner of the Monaco Pavilion, visited several national pavilions. She visited the pavilions of Colombia and China, where she was warmly welcomed by the official representatives, thus strengthening the bonds of friendship between Monaco and these two countries.

Two days earlier, on **April 11**, Mme. Martini had already visited the **German Pavilion**, accompanied by **His Excellency Mr. Didier Gamberdinger**, Monaco's Ambassador to Japan, for a symbolic meeting with the German teams around the shared values of innovation and sustainability.

Monaco was also pleased to welcome delegations from **Germany and San Marino** to its pavilion, where they could discover the sensory journey and the Principality's commitments.

In the days that followed, Mme. Martini continued her program of official meetings, visiting the pavilions of **San Marino, Luxembourg, Switzerland, Serbia** and **Belgium**, thus testifying to the spirit of cooperation and international dialogue that animates the World Exhibition.



5. About the Expo 2025 Osaka Kansai

On April 24, 2017, Japan officially submitted its bid to host the 2025 World Expo to the Bureau International des Expositions (BIE). The event will take place in the Kansai region, in the city of Osaka, and more precisely on the artificial island created for the occasion, Yumeshima.

The theme is “Designing the society of the future, Imagining our life of tomorrow” and has three main focuses: Saving lives, Inspiring lives & Connecting lives. Monaco is presenting its pavilion under the theme “Connecting lives”.

How will we live in the future? How will we get around? How will we take care of ourselves? These are the questions that Expo 2025 Osaka Kansai aims to answer through an authentic “living laboratory”. It invites each individual to reflect on their own life in terms of aspirations and to live it to its fullest potential, while supporting the global effort to create a shared vision of a sustainable society.

The Exhibition is expected to welcome 28.2 million visitors from around the world to discover the **161 participants**, including **153 countries** and **8 international organisations**, who will take part between April 13 and October 13, 2025.

The opening of the Monaco Pavilion on **April 13 2025**, marks the start of a human and cultural adventure that is entirely in keeping with the spirit of the Osaka World Expo.

Carried by the message “**Take Care of Wonder**”, the pavilion embodies the Principality's mission: to raise public awareness, amaze and engage the public around major environmental and societal issues. Through this presence, Monaco affirms its desire to be an active player in international dialogue, sharing its values, commitments and vision of a sustainable future.

6. About the Monaco Pavilion

The Principality of Monaco has been participating in Universal Exhibitions since 1873, at the Vienna Universal Exhibition. It joined the Bureau International des Expositions (BIE) in 1958. Since then, the Principality has taken part in Universal Exhibitions, including the one held in Osaka in 1970.

The Monaco pavilion regularly wins awards and is visited by more than 5% of all visitors.

This year, located in the “**Connecting Lives**” zone (C10-01), the Monaco Pavilion offers a sensory, poetic and engaging journey through 6 stations spread across a garden.



The tour begins in an immersive, interactive space, where **touch** becomes the guiding thread of exploration. By inserting the hand into a slot, a visual reaction on screen accompanies the sensations, creating a powerful emotional experience. All this, punctuated by evocative images of Monaco and eight haikus paying tribute to Japanese culture and the Pavilion's manifesto “Take care of Wonder”. On the mezzanine level, the “Discover Monaco” experience offers an immersive view of the Principality's iconic landmarks through binoculars.

The **“Monaco Green Lab”** reveals the Principality's actions in favour of sustainable development, initiated by Prince Albert I and continued by **H.S.H. Prince Albert II** and his foundation. Around a symbolic tree, interactive modules present initiatives linked to soft mobility, energy transition and ocean protection.

The outdoor garden, **“Let's take care of Mother Earth,”** features three artistic and playful installations: an anamorphic sculpture by Thomas Medicus, a game about coexisting with wildlife, and a space dedicated to bees, highlighting Monaco's commitment to ecological balance.

In **‘Let's take care of our oceans’**, visitors plunge into the mysterious world of the Mediterranean. This area highlights the beauty and fragility of the marine world and presents the work of **the Princess Charlene of Monaco Foundation**, particularly in areas such as swimming lessons, promoting sports values, and respecting the environment.

In partnership with **Monte-Carlo Société des Bains de Mer**, the Pavilion is celebrating **150 years of the Caves de l'Hôtel de Paris Monte-Carlo**. In two elegant areas, the Lounge and the Belvédère, visitors can experience an exceptional oenological journey, guided by master sommeliers Patrice Frank and Fabrice Volpi. Three exclusive tastings will showcase great vintages and a Grande **Champagne XO Cognac** from the most prestigious appellation. An ephemeral boutique will be offering refined objects from this world of excellence.

Designed by **The A Group** and **Atelier Pierre**, and created in collaboration with several international experts, the **Monaco Pavilion** conveys a universal message: **caring for wonder is caring for both nature and ourselves.**

7. Partners of the Monaco Pavilion at Expo 2025 Osaka

The participation of the Monaco Pavilion at the Osaka World Expo relies on the invaluable support of numerous partners, united by shared values of excellence, innovation and sustainability. Among them, **CMB Monaco**, a leading private bank, has been supporting the Principality with its wealth management expertise for almost 50 years. **Monte-Carlo Société des Bains de Mer**, a key player in Monegasque hospitality and the art of living, is celebrating 150 years of its legendary cellars while affirming its commitment to responsible luxury.

Alongside these economic pillars, iconic companies such as **Exclusive Brands Torino**, **Costadoro** and **Champagne Les Cinq Filles** are contributing their expertise in design, coffee and luxury crafts. Somodif, a specialist in olfactory marketing, is once again designing the Pavilion's sensorial identity, continuing a collaboration that began in Milan in 2015.

The Pavilion has also been enriched by its partnership with **Chelini**, a Florentine company known for its refined craftsmanship, and **Monte Carlo Beer**, a local brand that embodies the convivial and authentic spirit of the Riviera.

On an institutional level, the **Monaco Economic Board** supports the Principality's attractiveness strategy, while **Sogeda Monaco** supports contemporary artistic creation, in particular the scenography at the entrance to the Pavilion, designed by three young talents from the Pavilion Bosio, Claire Heraud, Maxime Giquiaud and Gabriel-Noé Rosticher.

Finally, Think.green has designed a global communications strategy for Pavilion Monaco that unifies the Principality's messages and values. This partnership highlights Monaco's heritage and reflects H.S.H. Prince Albert II's vision for the country's future.

Together, these partners play a key role in raising Monaco's profile on the international stage, combining tradition, creativity and responsibility.

PARTNERS & DESIGN TEAM 協賛 & デザインチーム



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8. Contact

Facebook : pavillonmonacomc
Instagram : @pavillonmonacomc
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YouTube : pavillonmonaco98
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#パヴィヨン・モナコ EXPO2025

Questions Media :

contact@pavillon.mc
Pavillon Monaco
16, rue Princesse Florestine
98 000 Monaco
+377.93.50.89.89

Website : www.pavillonmonaco.com



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