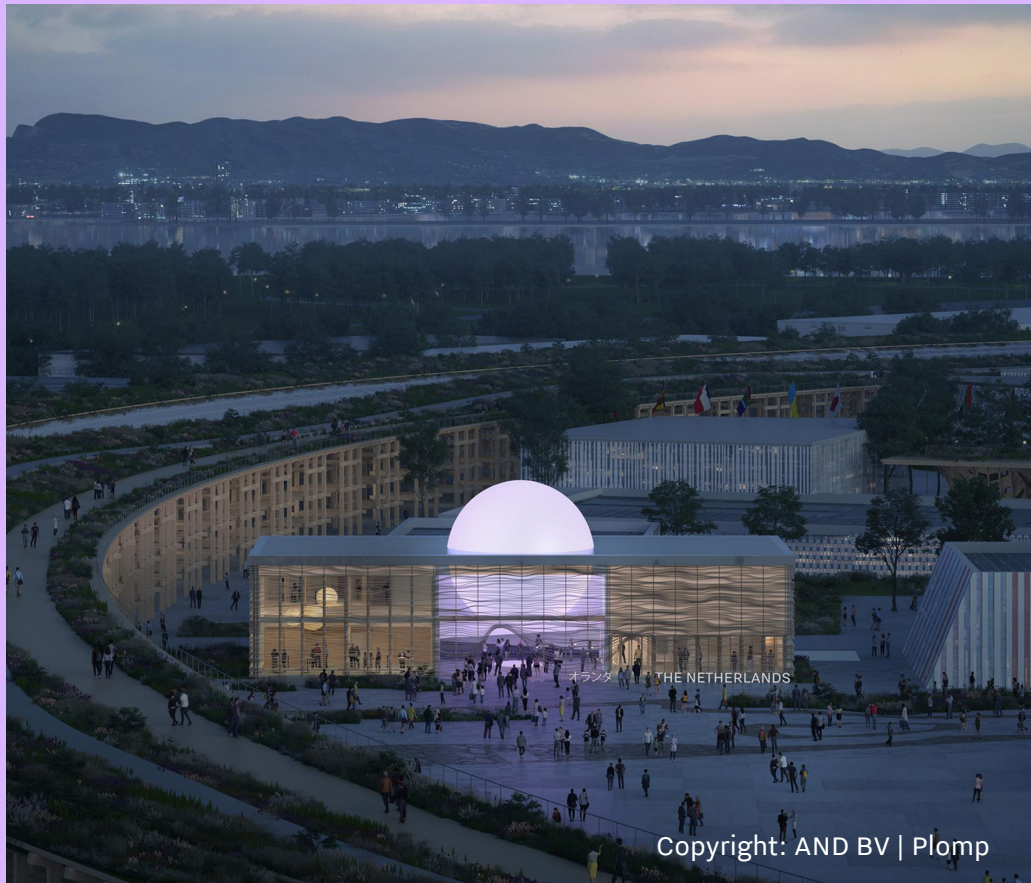


The Second Life of The Netherlands Pavilion

Press Kit – October 2025



Netherlands



Introduction

On 20 May 2025, a basic agreement was signed between AND B.V. and the Pasona Group for the latter to purchase the Netherlands pavilion at Expo 2025 Osaka, Kansai, Japan and to relocate it to Awaji Island in Hyogo Prefecture. Pasona Group intends to sign a purchase agreement to officially acquire the Netherlands pavilion in the months following the end of Expo 2025.

In this press kit, we bring journalists from around the world up to speed with the Netherlands' as well as Pasona's ambitions in regards to circularity. We also delve deeper into the philosophy behind the pavilion and how it matches that of the Pasona Group, making its Awaji Island activities an excellent destination for the circular structure. Any further inquiries may be directed to: Media-NLExpo2025@minbuza.nl

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OFFICIAL PARTICIPANT

General information

“Common ground” is the core concept of the Dutch participation at Expo 2025. It is a mindset rooted in collective problem-solving. This approach traces back centuries, born out of the necessity to protect the Netherlands – a country largely below sea level – from the threat of rising waters. Today, we again face challenges, now on a global scale, that we cannot solve alone. The Netherlands invites other countries to work together to share ideas, expertise, and innovations. This theme also celebrates 425 years of Japanese-Dutch relations. It was more than four centuries ago when the Netherlands found common ground with Japan.

The Netherlands Pavilion invites visitors to become active participants in its experience through the use of a personal Orb: an interactive device that powers and responds to the Pavilion’s installations. At Expo 2025, our circular pavilion offers an open meeting space where people can share innovative ideas and expertise to spark collaborations. Together, we will explore future ways of living, driven by renewable energy,

circularity, life sciences, health, agrifood, horticulture, and digital technologies. Plus, we will discover how art and design can fuel innovation for even smarter solutions.

The Netherlands pavilion is situated in the Saving Lives District of Expo 2025 Osaka, Kansai, Japan. It was built by A New Dawn (AND) B.V., a consortium consisting of RAU architects, design studio Tellart, engineering consultancy DGMR, and Japanese construction company Asanuma Corporation.

On 20 May 2025 at Expo 2025 Osaka, the consortium AND B.V. announced that the Netherlands Pavilion will be given a second life following the Expo. A basic agreement was signed between AND B.V. and the Pasona Group, a Japanese multinational company, for the purchase and relocation of the pavilion to Awaji Island.



Copyright: AND BV | Zhu Yumeng

The Netherlands pavilion



Energy plays a pivotal role in our lives: it is at the heart of everything we need and do. Today, the world faces two urgent challenges: the scarcity of raw materials and ending our dependency on fossil fuels. The Earth is a closed system, where nothing new is added.

Circularity is a system that allows us to make limited resources and materials unlimitedly available. Within this system we make use of regenerative energy sources, such as sun and wind energy, or energy derived from water. By transitioning to a circular economy, we can create a new dawn. At the Netherlands pavilion, we introduce innovations and

technologies that make use of the power of nature. These solutions will have a great impact on our way of life and help us move towards a more circular system. Much like how we harnessed the power of water in the past, we can move forward by making use of nature's elements once again.

The Netherlands pavilion was designed by RAU, an architecture firm specialized in circular building based in Amsterdam.



Circularity and the Edonomy



Humans are guests on a finite planet, and circularity allows limited materials to remain available indefinitely. The Netherlands Pavilion draws inspiration from the centuries-old “Edonomy” of Edo, modern-day Tokyo, which two hundred years ago became a vast city of nearly one million people forced to reuse, repair, and recycle all resources within a closed system, from metals and wood to paper and tree bark, while restoring

ecosystems through reforestation. This early example of a large-scale circular economy informs the pavilion’s fully circular design today, where materials and energy are reused innovatively. Like Edo, the pavilion encourages visitors to reflect on their role in creating a future without waste and protecting resources for both current and future generations.



Pavilion Philosophy



The “Tower of the Sun,” a sculpture by Japanese artist Tarō Okamoto for Expo 1970 Osaka, inspired RAU architects in designing the Netherlands Pavilion. Okamoto’s work symbolizes the energy of the sun that sustains life, with three suns representing the past, present, and future. The pavilion’s central sphere matches the size of Okamoto’s future sun, linking past optimism with today’s reflection on our role as “guests on Earth.” Unlike the hopeful vision of 1970, the current future faces urgent challenges: climate disruption, mass extinction, and the depletion of finite materials caused by our linear economy of extracting, producing, consuming, and discarding.

In response, the Netherlands Pavilion presents a future-oriented philosophy centered on circularity and renewable energy. It demonstrates two fundamental solutions: creating a circular approach to materials and using inexhaustible, emission-free energy sources. Visitors experience an interactive, kaleidoscopic journey that explores diverse future visions, showing how people around the world can live sustainably. By highlighting collaboration, shared responsibility, and innovative approaches, the pavilion invites everyone to imagine a healthier, more sustainable way of life and to work together on common ground for the benefit of current and future generations.



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Materials Depot

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Second Life of The Netherlands Pavilion



In preparation for the Netherlands Pavilion's post-Expo future, AND B.V., the Dutch-Japanese consortium responsible for its design and construction, sought a partner aligned with their commitment to sustainability and circularity. On May 20, 2025, during Expo 2025 Osaka, a basic agreement was signed between AND B.V. and Pasona Group for the pavilion's relocation to Awaji Island, Hyogo Prefecture. This partnership reflects a shared vision for a sustainable future society, emphasizing the reuse and transformation of resources.

Pasona Group's values resonate closely with the pavilion's principles of circularity and environmental responsibility. Their initiatives on Awaji Island demonstrate a commitment to integrating nature, technology, and community well-being. The relocation of the Netherlands Pavilion to Awaji ensures that its legacy continues, serving as a living example of regenerative design and fostering ongoing dialogue about sustainable practices.



Photo: Louis Smit

Pasona Group is a Japanese social solutions company dedicated to empowering individuals and contributing to society through work. Guided by its philosophy of “Providing Solutions to Society’s Problems,” the company supports diverse ways of working and living. Its wide range of services extends from staffing, HR consulting, and training to outsourcing, regional revitalization, and overseas operations, reflecting its mission to create sustainable systems that benefit individuals, businesses, and communities alike.

The company traces its roots back to 1976, when founder Yasuyuki Nambu established Temporary Center Inc. in Osaka. At a time when employment opportunities for women, particularly housewives, were limited, Nambu envisioned a new model that would open doors for people with untapped skills to re-enter the workforce. The company quickly expanded to Tokyo that same year, marking the beginning of a nationwide presence. In 1993, it rebranded as Pasona Inc., and over time evolved into today’s Pasona Group, a holding company with a global reach. This pioneering spirit continues to define Pasona’s approach to human resources and social innovation.



Photo: Louis Smit

Awaji Island and Circularity



Since the COVID-19 pandemic, Pasona Group has accelerated the relocation of certain headquarter functions from Tokyo to Awaji Island, using the opportunity to rethink work, life, and community. On the island, the company has developed projects in culture, food, health, education, and tourism with the goal of building a sustainable live-work environment. It established facilities that connected employees and visitors with nature, supported local producers, and revitalized regional industries, while at the same time offering new ways of living and working away from the traditional urban center.

Photo: Louis Smit

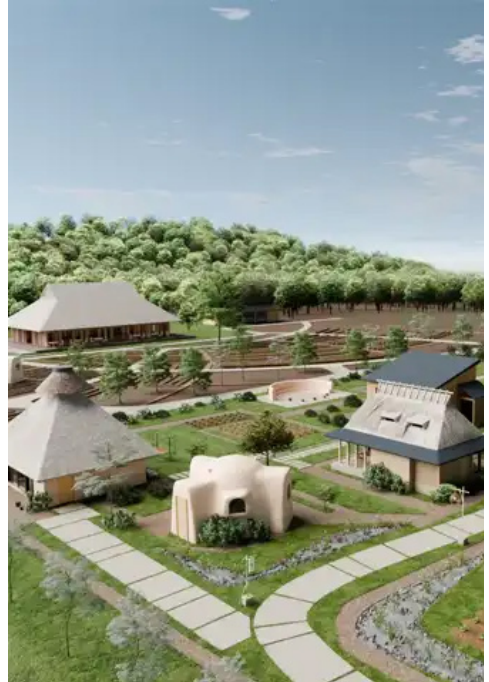
For Pasona Group, circularity is not only an environmental commitment but also a natural extension of its mission to provide solutions to society's problems. On Awaji Island and beyond, the company emphasizes creating systems in which resources, skills, and opportunities can be continuously renewed rather than exhausted. This approach is visible in projects that reuse materials, revitalize abandoned facilities, and reimagine local industries to generate lasting value. By promoting circular practices in food, agriculture, tourism, and community development, Pasona demonstrates how businesses can support sustainable growth while also enriching people's lives, ensuring that future generations inherit both vibrant communities and a healthier planet.

Recent Projects



On Awaji Island, Pasona Group brings circularity to life by turning resources, skills, and opportunities into lasting value. Hatake no Resort San San Villa, which opened in August 2025, exemplifies this approach, with villas and agricultural fields designed for ongoing farming, education, and community use. Chef Garden, originally opened in 2021, and relocated to Awaji and reopened in 2023, reuses facilities while supporting local producers, connecting food, tourism, and regional revitalization in a sustainable cycle. These initiatives show how Pasona embeds circular principles across the island, creating meaningful impact for both people and the environment.

At Hatake no Resort San San Villa, architecture harmonizes with nature to embody the theme of "living with agriculture." The resort features eleven uniquely designed accommodations, each crafted by a different architect using natural materials to integrate seamlessly into the landscape. A particularly notable design is "Tower and Garden" by Sousuke Fujimoto Architects, who also created the Grand Ring at Expo 2025 Osaka, Kansai, Japan. Other projects include "Dobouan (Moon House)" by Ryuichi Ashizawa and Studioonsite, and "House of Fields and Windows (Oak House)" by ON Design Partners Inc. These structures not only provide immersive farmstay experiences but also reflect a commitment to sustainable design, offering guests a chance to connect deeply with the



Copyright: Pasona Group Inc.

Recent Projects



Chef Garden exemplifies Pasona Group's commitment to circularity by transforming existing facilities into vibrant spaces that connect food, community, and sustainability. Chef Garden, reopened in 2023, one of the projects supporting local producers by using regional ingredients and revitalizes underused infrastructure, turning it into a hub for culinary experiences, training, and events. By integrating food production, tourism, and education in a continuous cycle, Chef Garden demonstrates how resources, skills, and opportunities can be renewed and reused, creating lasting value for both the local community and visitors while embodying Pasona's broader vision of sustainable development.

The Netherlands Pavilion On Awaji Island



The relocation of the Netherlands Pavilion to Awaji Island is a perfect example of Pasona Group's circular approach in action. By giving the pavilion a second life beyond Expo 2025, Pasona extends the value of its materials, design, and cultural content, turning a temporary structure into a lasting community and educational asset.

This aligns with the company's broader strategy of embedding circularity across Awaji projects – alongside Hatake no Resort San San Villa and Chef Garden – ensuring that resources, skills, and opportunities are continuously reused and regenerated, creating sustainable benefits for both people and the environment.



Photo: Louis Smit



Expo Osaka 2025,
Kansai, Japan