

## Welcome to Expo 2025! Discover the Must-See Highlights !

### Expo 2025 Osaka Kansai

#### 1. Reflect on the Importance of the Cycle of Life at the Japan Pavilion



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Source: The Ministry of Economy, Trade and Industry

The theme of the Japan Pavilion is “Between Lives.” It is located very close to the east gate of Yumeshima Station on the Osaka Metro line.

It’s not just us. When an animal or plant, a thing, even a whole society, nears the end of its role, part of it is carried on, transforming, taking on a new role. We all live through these connections. Take a look at this space between lives, and you’ll see that the world is made up of countless tiny, cyclical loops. A full life is one in which all life is respected, its meaning and value understood. A full life is lived as part of the connections between lives. The relationships to nature and aesthetic sensibility that have flourished in this country are a key to achieving this. What will you find, what will you think, in that cycle between lives with no beginning and no end? What will you carry on to the next?

The Japan Pavilion, with its circular structure, embodies the cycle of life and stands as a distinct presence befitting the host country’s pavilion. Its distinguishing feature is a great circle of innumerable wooden planks. Peering between them, visitors can glimpse the interior, connecting the outer and the inner, through exhibits and architecture, inspiring an understanding of what lies “between”—part of the pavilion’s theme. These planks, mainly composed of cross-laminated timber (CLT), have been designed to be easily disassembled for reuse in buildings across Japan after the Expo is over.

It’s very important for us to have the mind of a Circular society. It would be a very nice opportunity to learn about it by visiting the Japan Pavilion.

<https://2025-japan-pavilion.go.jp/en/overview/>

## 2. Explore Future Inventions at the Future City Pavilion



@expo2025

The Future City is an attractive pavilion featuring 15 future experience attractions co-created by the Expo Association and 12 companies and organizations located near the WEST gate of the Expo.

There are many questions in front of us. What kind of tomorrow awaits us? How are we trying to overcome the various environmental and social problems we face? How do we resolve our lifestyle issues? And what kind of happiness can we create? You may find solutions by visiting The Future City pavilion in Expo 2025.

Measuring 150 meters in length and covering an exhibition area of 3,300 square meters, it is one of the largest pavilions at Expo 2025. The exterior is covered with a mesh screen, creating a mystical atmosphere with a mist effect.

During Expo 2025, you can also explore the virtual Future City! You can navigate the city through your avatar, experience futuristic technology, and interact with its residents. (More information will be available soon.) The farther you go, the more real it seems. A happy future for humanity and the Earth. From the Theme Exhibition at the pavilion entrance, the exhibition continues with the Common Exhibitions and Individual Company Exhibitions, tracing a story in which the new city of Society 5.0 and the new happiness to be created there seem all the more real the farther in you go. Satisfy your intellectual curiosity and enjoy innovative videos and exhibitions, the likes of which the world has never seen before.

Society has taken shape and matured since the creation of the earth and humanity, leading us to the world of Society 5.0.

Let us look at this grand story, spanning from the past to the future, from the viewpoint of happiness.

You will never fail to be stimulated and satisfied with the contents and think it's worth coming to Expo 2025. In the meantime, it would be a very precious opportunity to see our future, which we can only have at Expo 2025!

[The Future City Pavilion official website.](#)

### 3. Expo 2025-Themed Tourism Experience in Hokkaido Video on Expo Special Page



The Osaka-Kansai Expo's sub-themes, “Saving Lives,” “Empowering Lives,” and “Connecting Lives,” can be experienced not only at the expo but throughout Japan. JNTO’s special Expo website features story videos showcasing these experiences. One of the videos highlights Hokkaido.

Hokkaido offers a unique opportunity to experience the essence of “lives” through its rich nature and distinctive culture. This video introduces the following attractions:

- Harmony with Nature: The Toyohira River, just 50 minutes from Sapporo, is home to diverse wildlife including deer, bears, and birds. Each autumn, 1,000 salmon return to spawn. The area has developed in harmony with nature.
- Active Volcanoes and Hot Springs: There are active volcanoes, including one that erupted about 10,000 years ago. Noboribetsu is a town that has prospered alongside its hot springs known for their skin-softening effects.
- Ainu Culture: Approximately 13,000 Ainu people currently live in Hokkaido, maintaining their unique culture. The video features an Ainu cultural museum and the making of Inau (shaved wooden sticks), which are offerings to the gods. For the Ainu people, salmon is not just food but is essential for all aspects of life, including clothing.
- Blessings of the Forest: An Ainu guide explains the process of making Inau from the Japanese willow tree and shares the belief in animism, that all trees have spirits. At Lake Akan, visitors can experience the Ainu world and hear stories about nature from an Ainu elder.

This video aims to encourage visitors to the Osaka Expo to extend their journey to Hokkaido, and to feel the source of “lives” by experiencing its nature and culture. A trip to Hokkaido is sure to be an unforgettable experience.

For more details, visit the JNTO Expo 2025 website.  
<https://expo2025movie.jnto.go.jp/en/hokkaido/>

#### 4. Get a Deeper Look Into Japanese Performing Arts and Museums While at Expo 2025 with Hands-On Experiences



©Yamamoto Noh Theater



©MOA Museum of Art

Discovering Japanese performing arts and museums opens a window into the country's traditions, and these and more can be learned about at the Japan Cultural Expo 2.0. Run by the Agency for Cultural Affairs and the Japan Arts Council, its goal is to spread the wonder of Japanese arts and culture. Those visiting Japan for Expo 2025 can join in many performing arts across Japan, providing insight into regions' unique cultural histories and heritages, perfectly representing the Japan Cultural Expo 2.0's theme: "The Beauty and The Spirit of Japan." Different corners offer special experiences, showcasing their own variations of music, stage performances, dance, and more. Head to Japan's tropical prefecture of Okinawa to learn how to play the "sanshin" string instrument, attend a Ryukyu dance class that illustrates elements of influence from different cultures that make up Okinawa's unique culture, and watch a Kumiodori theatrical performance at National Theatre Okinawa that used to be shown as an imperial welcome. In Osaka, visitors to Yamamoto Noh Theater can not only watch enrapturing performances of Noh, a UNESCO Intangible Cultural Heritage, but also don the exquisite costumes and learn some of the movements to temporarily transform into Noh actors themselves. Bunraku performances also captivate with ornate traditional puppets playing out stories along to music. Or, explore Japan's popular hot spring destination Shizuoka, where MOA Museum of Art not only welcomes visitors with its mesmerizing collection of traditional as well as contemporary artworks, but also offers authentic cultural experiences in the Noh Theater, Japanese cuisine restaurants, and tea houses.

The Japan Cultural Expo serves as an information hub for foreign visitors to experience "The Beauty and The Spirit of Japan." More information about this project can be found at the link below.

[JAPAN CULTURAL EXPO 2.0](#)

### Special Experience

## 5. Soothe Your Soul, Body, and Mind At a Sauna in the Middle of the Forest, Mie



©Shirataki-san

Shirataki-no-mori is a place where people can partake in the ancient spiritual practice of waterfall meditation in Ise-Shima, a national park famous for its stunning coastal scenery. Originally a destination for ascetic practices, it is now a location where visitors can focus on wellness and getting in touch with nature. The area is equipped with sauna tents that give you a relaxing space to focus on wellness. Listen to the calming sounds of nature such as the chirping birds, rustling leaves, and rushing water to help you let go of the stresses of modern life. You will be provided with basic necessities, so you do not need to worry about bringing bulky belongings. The tent saunas give a sense of your own private space among the towering trees, creating your own retreat where you can focus on unwinding and refreshing yourself. Of course, visitors can experience waterfall meditation, along with local cooking in an old Japanese-style house and more.

[Shirataki forest sauna](#)

### Special Experience

## 6. Traverse Breathtaking Natural Grasslands in Aso on Bicycle, Kumamoto



The vast Aso caldera is a stunning sight, with lush grasslands, rolling hills, and the iconic Mt. Aso, which have been carefully and lovingly tended to by dedicated locals for thousands of years to maintain their natural integrity. To protect this treasured landscape, access is generally prohibited without special permission. However, this tour allows participants to tour the area with a variety of fun activities, including trekking, biking, trail running, and leisurely walking tours that explain the local farming history. A knowledgeable guide will take you through the grasslands, bringing you to scenic spots and areas that are usually off-limits. There are different plans for people of all different levels, such as easy-to-ride e-bike rentals or more adventurous terrain bike tours, allowing the beauty of Aso to be enjoyed by anyone. Certain personalized requests may also be accommodated, so whether you would like to rent out the grasslands or relax with a picnic, you can have a truly unique experience among the majestic vista.

[ASO SOUGEN RIDE AND WALK](#)

### Special Experience

#### 7. Stay in a 130-Year-Old House in a Traditional Townscape, Tokushima



PAYSAGE MORIGUCHI is a culturally rich and quaint art hotel nestled among the traditional Udatsu Townscape that has been nationally recognized as a Preservation District for Groups of Traditional Buildings. Located an 8-minute drive from Anabuki Station or a 45-minute drive from Takamatsu Airport, the area is famous for its unique “udatsu” architecture, which features raised walls on both ends of a building to prevent the spread of fire and maintains its centuries-old streetscape once walked by indigo merchants. The hotel's concept is "providing experiences that allow you to experience local culture," creating a peaceful space that highlights the region's beautiful nature and culture. It is set in a renovated traditional house that was built in 1881, maintaining its Japanese aesthetics yet still offering modern comforts. Holding only five rooms, guests can relax in exclusive spaces with warm wooden interiors and accents of the local culture such as hints of indigo. Not only is the hotel in a prime location among the Udatsu Townscape, but it is also placed right between some of the iconic spots such as the Naruto Whirlpools and Iya Kazurabashi Bridge, making it the perfect hub for exploring.

[PAYSAGE MORIGUCHI](#)

**Special Experience**

**8. Become a Japanese High School Student for a Day, Chiba**



©Kimino High School

Many of Japan's most beloved anime series take place at high school, and at Kimino High School (which translates to "Your High School"), you can become a student in the Japanese countryside for a day! Dress yourself in classic school uniforms before you participate in daily activities that actual Japanese students do, including calligraphy and history classes, and even a fire drill exercise. Lunch is a hearty and beloved meal that will be served by you or your classmates, and clean up time at the end of the day mimics the same tasks Japanese students do. With a full schedule that even includes "undokai" sports day events and a graduation ceremony, you will feel as if you are suddenly a character at your favorite anime high school. The school is located in a repurposed school building in rural Chiba and the transfer service will be available. If you would like to experience the charm of the area even after the school day ends, you can opt for program add-ons such as spending the night in a tent at a campsite on the school's grounds or a local hot spring resort.

[Kimino High School](#)

**Special Experience**

**9. Experience Traditional Japanese Culture in the Countryside, Iwate**



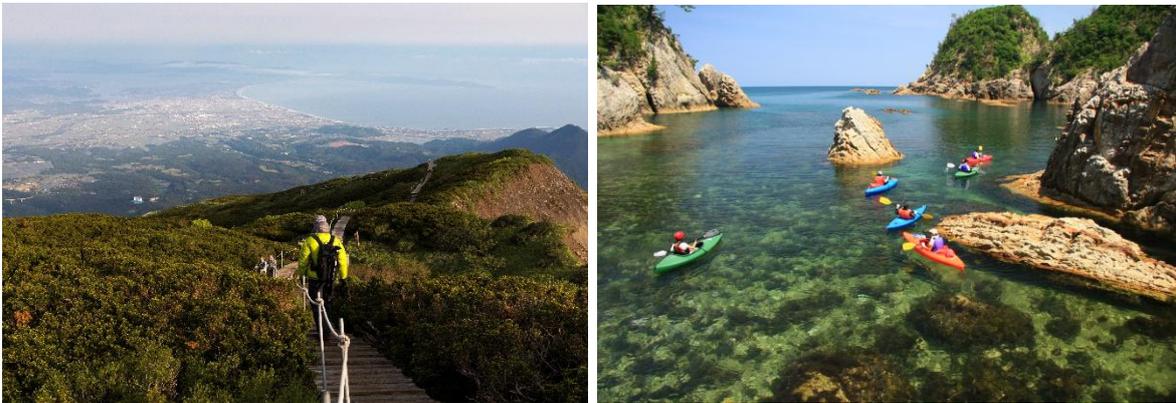
Tono Furusato Village is a theme park that allows you to experience rural life in the Japanese countryside based on the novel "The Legends of Tono." Surrounded by abundant greenery and towering trees, preserved "Nambu Magariya" style thatched-roof buildings, constructed around 150 years ago for farmers living with horses, act as the sets for traditional activities and events,

including folk tales, rice pounding, straw horse-making, cloth dyeing, ceramics painting, and more. You can also taste regional cuisine, which can be enjoyed inside the charming interiors of the houses. Visitors can interact with locals throughout the year, and special seasonal events such as festivals and changing scenery further highlight the charms of the area. The park is located in the mountains of Iwate, around a 50-minute drive from Hanamaki Station or a 17-minute drive from Tono Station, offering a unique look into the Japanese countryside.

[TONO FURUSATO VILLAGE](#)

#### Adventure Travel

### 10. Embark on an Unforgettable Adventure on the Oki Islands and Daisen



Daisen-Oki National Park is centered around the majestic Mt. Daisen and spans Okayama, Shimane, and Tottori prefectures. Covering over 35,000 hectares, the park encompasses diverse terrain that ranges from soaring mountains to thick forests, rushing rivers, and rocky coastline. It is the perfect place for all kinds of adventurous activities that are of different difficulty levels, including hiking, cycling, camping, canoeing, and more. At the crux of this is Mt. Daisen, which resembles Mt. Fuji in shape and grandeur. Here, you can hike one of many trails, including summiting Misen, the second highest peak at 1,709 meters. On the other hand, the Oki Islands off of Shimane Prefecture are part of the park and have been designated as a UNESCO Global Geopark. With crystal-clear waters and extensive beaches, they are ideal for water activities such as snorkeling and scuba diving and allow you to observe the diverse marine life. There is plenty to do on land as well, as hiking and cycling offers views of the awe-inspiring nature that seems almost untouched by human influence. In fact, much of it is, as only four of the approximately 150 islands are inhabited. Adventuring through the magnificent Daisen-Oki National Park is sure to create unforgettable memories.

[Adventures in San'in](#)

## 11. Learn About the Birthplace and Origin of “Ninja” in Mie and Shiga



The provinces of Iga in Mie Prefecture and Koga in Shiga Prefecture, which border each other north-south and are separated only by rolling hills, are known as the birthplaces of the ninja, which are now widely popular worldwide thanks to numerous anime, movies, and more. You can learn all about these elusive figures at Shinobi-no-Sato Iga and Koga, designated as a Japanese Heritage Site. Ninja culture lives on here, demonstrating their complex traditions and significant contributions to the local society centuries ago. Remnants remain from the Warring States period, when the ninja were particularly active, such as castle structures that paint a picture of the world the ninja lived in. 17th-century documents detailing ninja techniques also give insight into the secretive training of the ninja, and modern sights such as fireworks and Buddhist rituals show connections to ninja techniques and customs such as gunpowder and their religious beliefs. You'll likewise discover how ninja trained in the mountains and fields, and that their exceptional athleticism, mental focus, and techniques were all based on the real-world lives and occupations of the people in this land. Many more exciting secrets of the ninja are waiting to be discovered, building the allure of these admired presences.

[Shinobi-no-Sato Iga and Koga](#)

### Notes:

- The above details are correct as of the time of publication and are subject to change.
- Items 7 and 9 are based on information from JNTO Partners.

If you'd like to download photos and videos of Japan's tourist attractions, please visit the [Japan Photo & Video Library Links](#)

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