



**EXPO**  
**OSAKA**  
PAVILHÃO DO BRASIL

**ARCHITECTURE & EXHIBITION DESIGN  
COMPETITION FOR THE BRAZIL PAVILION  
AT EXPO – OSAKA, JP**

**COURTESY TRANSLATION**

**PUBLIC NOTICE**



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ARCHITECTURE AND EXHIBITION DESIGN COMPETITION  
FOR THE BRAZIL PAVILION AT EXPO OSAKA 2025

**PUBLIC NOTICE - COURTESY TRANSLATION**

The Brazilian Agency for the Promotion of Exports and Investments (Agência de Promoção de Exportações do Brasil – ApexBrasil), as the promoting entity, hereby establishes that the Institute of Architects of Brazil, Distrito Federal Department – IAB/DF is the organizer of the **National Public Architecture and Exhibition Design Competition for the Brazil Pavilion at Expo Osaka 2025**, in Japan.

**1. Aim and object of the Competition**

- 1.1. The aim of the present Competition is the selection of a proposal and subsequent commission of the elaboration of the complete Executive Plan (Architecture Design Plan, Complementary Plans, and Exhibition Design Plan), as well as assisting services for the execution of the work (AE) for the monitoring of the implementation of the plans for the Brazil Pavilion at Expo Osaka 2025, based on the Preliminary Architecture and Expography Study declared the winner of the contest;
- 1.2. The object of the present Competition will consist on the submission of a Preliminary Architecture and Exhibition Design Study for the Brazil Pavilion at EXPO OSAKA 2025. Shall be selected by way of a National Public Competition, after one sole round, the fittest Preliminary Study, with freedom of proposal, according to the guidelines and determinations of the set of documents hereby entitled Competition Guidelines, as discriminated on Item 5 of the present Notice;



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- 1.3. The grounds where the Pavilion will be set are the lot identified as A-17, with a total area of 1,753.95 sq.m., located in the thematic district of the expo site under the name of Empowering Lives, one of the three areas of the Expo, as provided in the Term of Reference and the annexes of this Competition.

## **2. Coordination**

- 2.1. The Coordinator of the Competition will be architect and urban designer Antonio Carlos Moraes de Castro – CAU A0759-5, with architects and urban designers Luiza Rego Dias Coelho – CAU A152054-7, and Luiz Eduardo Sarmiento – CAU A114505-3 as adjuncts, designated under the charge of IAB/DF as the coordination of the present Contest.

- 2.2. The duties of the Coordination of the Competition are as follows:

- a. To organize, coordinate, develop, and realize the Competition;
- b. To disseminate and share information about the Competition;
- c. To facilitate communication, by way of inquiries sent through the official Competition website, between candidates, Judging Panel, IAB/DF and ApexBrasil;
- d. To receive, control, and homologate submissions that meet the mandatory requirements according to Item 6 of this Notice;
- e. To receive, analyze, and answer inquiries formulated according to Item 6 of this Notice;



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- f. To submit the answers to inquiries for the approval of ApexBrazil;
- g. To organize the reception of Preliminary Studies and proceed to their registration;
- h. To receive the Preliminary Studies and prepare them for assessment by the Judging Panel;
- i. To monitor and control the deadlines and documentation, separating and listing any cases that fail to comply with the Competition Guidelines;
- j. To safeguard and ensure that the authorship of the Preliminary Studies is not identifiable, checking for any identifying traces, throughout the entirety of the process of the Competition and its judging round, guaranteeing absolute secrecy down to the final publication of results;
- k. To elaborate a report about the Preliminary Studies that qualify for the judging round, as well as those that do not meet the rules, thereby specifying the reasons why. The report will be delivered for evaluation and deliberation by the Judging Panel, when installed;
- l. To install the Judging Panel;
- m. To undertake the typing out and publication of agendas, minutes, and Other documents under the charge of the Judging Panel;
- n. To issue certificates for the candidates;
- o. To present to ApexBrazil a report on the Competition operations.



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- 2.1. The Coordination must ensure their participation in all stages of the judging process of the Competition, without the right to vote;
- 2.2. The Coordination of the Competition can rely on collaborators from ApexBrazil or other competent organisms related to the object of the Competition, who may act as technical consultant(s), for clarifications about the legal or technical procedures that may incide on the project, and who shall be absolutely and wholly committed to the confidentiality agreement to be signed by each;
- 2.3. The Coordination must denounce any irregularity that entails the disqualification of any of the competing Preliminary Studies, or the annulment of the judging proceedings by breach of confidentiality or failure to comply with Competition Guidelines.

### 3. Terms of Participation

- 3.1. The competition is reserved exclusively for Brazilian *peçoas jurídicas* (PJ) (businesses) duly registered with the Architecture and Urbanism Council (Conselho de Arquitetura e Urbanismo – CAU/BR) or consortia, represented by a PJ, comprised of qualified members, with the appointment of an architect as technical manager of the project. The technical manager, na architect and urban designer resident in Brazil must, accordingly, be licensed to exercise his profession and must be in good standing with CAU/BR;
- 3.2. The inclusion of museum design, curation, exhibition design or set design professionals in the team is mandatory;
- 3.3. Upon submission of the proposal, candidates must obligatorily send proof of license and experienced habilitation to exercise the specialties of architecture, exhibition design, and engineering, according to items 3.7 to 3.13;



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- 3.4. The formation of consortia to enter the competition will be permitted. The consortium must, necessarily, be led by an architecture firm, mandatorily registered with the Council of Architecture and Urbanism (Conselho de Arquitetura e Urbanismo – CAU/BR);
- 3.5. The submissions by consortium PJs will be allowed to include foreign businesses, specifically for the exhibition design and/or engineering and complementary positions, when compliant with the provisions of item 3.4, whereby all documentation sent with the submission must be in the original language alongside a simple translation into Portuguese or English;
- 3.6. The submission must include, according to an ApexBrasil guideline, documentation by way of proof of experience that equals the object of this Competition in the field of Architecture, Exhibition Design and Engineering, documentation that must be directly related to the persons in charge, or PJs, who will be undertaking the tasks related to Architecture, Exhibition Design, and Engineering according to the submission;
- 3.7. In the field of **Architecture**, the technical manager or business member of the consortium who is active in the architecture field must present, at a minimum, one proof for at least one of the categories below:
  - a. Proof of technical management of construction work covering an area of more than 2,000 sq. m. (two thousand square meters);
  - b. Proof of technical management of construction work with a cultural function (museum, education institution, gallery, library, cultural center and similar);
  - c. Proof of technical management of constructed plan for any public facilities or as a civil servant (in any capacity);



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- d. Proof of technical management of constructed plan for any Building for public use (even when privately built), with built area of over 1,500 sq. m. (fifteen hundred square meters);
- e. Award or professional merit recognition in the field of Architecture bestowed by a national architecture and urban design entity (those that make up the Collegiate of State Architecture and Urban Design Entities of CAU: IAB, FNA, Asbea, Abea, Abap), by CAU, or by another traditional or nationally or internationally recognized organism (UIA, FPAA, Cialp, Unesco, and similar) for their activity in the field of architecture and urbanism. Architecture awards granted by the Architecture and Urban Design Biennial Expo of São Paulo, as well as by other biennial, triennial, or quadrennial international expos, as well as awards given by institutions with notorious presence in the field of culture in Brazil or abroad;
- f. Award, honorable mention or recognition in a public national or international design competition organized by an entity with recognized know-how in the organization of this modality of competition or with the support of entities recognized by peers and public national and international organisms (IAB, Unesco, UIA, and others).

**3.8.** In the field of **Exhibition Design**, the technical manager and/or consortium member in the area of exhibition design must present, at a minimum, one proof for at least one of the categories below:

- a. Proof of activity as person in charge (curator, museum designer, organizer, producer, developer, draftsman, art director, set designer, and/or exhibition architecture designer) of an exhibition design plan covering an exhibition area of or above 400 sq. m. (four hundred square meters);



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- b. Proof of activity as person in charge (curator, museum designer, organizer, producer, developer, draftsman, art director, set designer, and/or exhibition architecture designer) of an exhibition with an executed design plan, hired by the public sector (in any instance) with an exhibition area of or above 200 sq. m. (two hundred square meters);
- c. Proof of technical management (as curator, museum designer, organizer, producer, developer, draftsman, art director, set designer, and/or exhibition architecture designer) of exhibition design plan executed for any exhibition, show, fair, cultural and/or sports event with regional, national and/or international relevance;
- d. Having elaborated an exhibition design plan that was part of an award-winning proposal in a competition or competitive show put together by a national Architecture and Urban Design entity (those that make up the Collegiate of State Architecture and Urban Design Entities of CAU: IAB, FNA, Asbea, Abea, Abap), by CAU, or by another traditional or nationally or internationally recognized organism (UIA, FPAA, Cialp, Unesco, and similar) for their activity in the field of architecture and urbanism. Shall also be accepted: architecture awards granted by the Architecture and Urban Design Biennial Expo of São Paulo, as well as by other similar biennial, triennial, or quadrennial international expos, and awards given by institutions with notorious presence in the field of culture in Brazil or abroad;
- e. Holding an award for an executed design granted by an entity with national or international recognition;
- f. Having elaborated an exhibition design plan for a proposal that won award, honorable mention or recognition in a national or international architecture design competition,



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organized by an entity with notorious know-how in the organization of this modality of competition or with the supports of entities with this recognition by peers and public national and international organisms (UIA, FPAA, Cialp, Unesco, and similar).

- 3.9.** In the field of **Engineering**, the technical manager and/or consortium member in the area of engineering must present, at a minimum, one proof for at least one of the categories below:
- a. Proof of technical management of structural construction plan for a building with an area of or above 2,000 sq. m. (two thousand square meters) and two stories at a minimum;
  - b. proof of technical management of structural plan for an executed construction with cultural function (museum, education institution, gallery, library, cultural centers, and similar);
  - c. proof of technical management for an executed structural plan for any public facilities, contracted by public entities (in any instance) with a built area of or above 1,000 sq. m. (one thousand square meters);
  - d. proof of technical management for an executed structural plan for any public use facilities (even if privately built) with a built area of or above 1,500 sq. m. (one thousand five hundred square meters);
  - e. Having elaborated a structural plan or complementary plans for a design proposal that won an award, honorable mention or recognition by a national Architecture and Urban Design entity (those that make up the Collegiate of State Architecture and Urban Design Entities of CAU: IAB, FNA, Asbea, Abea, Abap), by CAU, CREA, or by another



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traditional or nationally or internationally recognized organism in the field of architecture and urbanism and engineering. Shall also be accepted: awards given by the Architecture and Urban Design biennial of São Paulo, or by other biennial, triennial and quadrennial with similar presence in the fields of Architecture, Urban Design and Engineering;

- f. Being the recipient of an award for a plan or construction, given by an entity with notorious recognition at the national and/or international level in the field of engineering;
- g. Having elaborated an engineering plan for a proposal that won award in a national or international competition, organized by an entity with notorious know-how in the organization of this modality of competition or with the supports of entities with this recognition by peers and public national and international organisms (UIA, FPA, Cialp, Unesco, and similar).

**3.10.** As proof for items 3.07, 3.08 and 3.09, we will consider Certidões de Acervo Técnico (Technical Certificates) issued by professional councils (CAU, COFEM/COREM, CONFEA/CREA), RRTs, ARTs, or briefs containing proof such as images, authorial identification with evidence of respective functions, team members, consultants, clients, sponsors, etc. It is crucial that the function of the proposed technical manager or company in the coordination of the referred plan(s) is made explicit in the material.

**3.11.** Those proofs must follow the provisions in this notice, the Brazilian legal framework on professional regulation and habilitation, as well as national copyright legislation. The candidate is responsible for the truthfulness and legality of the presented information, for which they are liable in the civil and criminal level. The identification of eventual fraud, untruthful, non-provable or copyright-infringing



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information will be impediments for the signing of the contract in the event of the candidate's win.

- 3.12.** Proof documentation for similar experience in the fields of Architecture, Exhibition Design and Engineering must be delivered in three different briefs, in PDF format, one for each specialty, within the specific fields for the proposals in the competition's official website (<http://concursoexpoosaka.com.br>) and each must have a minimum of 01 (one) page and a maximum of 10 (ten) pages. The briefs must be in A4 page format, portrait orientation, with a maximum of 2Mb (two megabytes) each.
- 3.13.** The three PDF files (proof documentation of experience similar to the object of this contract in Architecture, proof documentation of experience similar to the object of this contract in Exhibition Design, and proof documentation of experience similar to the object of this contract in Engineering), referred to on item 3.12 may be named at the convenience of the participant, as the system will rename the files before they are analyzed and filed by the IT team with total confidentiality. The jury will have no access to these files during the process of selection of the best proposals and communication of the results.
- 3.14.** We recommend the elaboration of the Preliminary Study in partnership, as team member(s) or co-technical manager(s), of professionals legally licensed to work as architects in Japan, and with credentials for all of the procedures that are necessary for the development of the project, to get approvals and to assist in overseeing the construction in Osaka, Japan, as the submission must include, obligatorily, a Term of Commitment (CEO DL – Annex 20 – Term of Commitment Protocol) with this local partner. Partnership with a business that is equally licensed for professional work in the field of Architecture in Osaka, Japan, will also be accepted. The document CEO DR – Annex 13 – *Expo 2025*

*Contractors Service Providers List* includes a list of the professionals registered in the Contractors Portal of Expo Osaka 2025. This list is merely meant to suggest and facilitate, as the candidates may be associated to any professional(s) or businesses qualified for the activities developed over the course of the project, for assisting the execution of the work, as well as its subsequent disassembly.

- 3.15.** The team must, mandatorily, include a team member or co-technical manager who is legally licensed and qualified for the exercise of the profession of Architect in Japan, for the necessary procedures in Osaka. Will also be accepted: the appointment, in the submission, of an equally qualified business in OSAKA, Japan, to perform those duties;
- 3.16.** The first three ranked candidates will necessarily be required to appoint a business or legally licensed professional in Osaka, Japan, for all the qualifications necessary for the execution of the executive design plans and for assistance services (AE – Assistência à Execução da Obra), as well as to take part in the development of the exhibition design and engineering work, and to be the local person in charge of overseeing the execution of the other qualified work, as a requisite for the signing of the contract, proven by a commitment term signed by the parties;
- 3.17.** The participation of any professional or business in more than one Preliminary Study, whether as author, co-author, team member, collaborator, consultant, or in any other capacity, is vetoed.
- 3.18.** The participation of the following in the present Competition, whether as authors, co-authors, technical managers, collaborators, team members, or similar, is not permitted:



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- a. Employee or director of ApexBrasil or a person in charge of the tender, according to Article 72 of the Tenders and Contracts Regulation of ApexBrasil;
  - b. Members of the Directors Board of IAB/DF and of the National Directors Board of IAB;
  - c. Professionals that are part of the Coordination of the Competition, and their consultants;
  - d. Professionals that are members (effective or alternate) of the Judging Panel and;
  - e. Spouses, parents, offspring, siblings, and formal partners in business (as well as former partners who had a formal connection as recently as less than the last six months, counting down from the date of publication of the present Notice), of all of the persons referred to on items a, b, c, e, d;
- 3.19.** In the event that the existence of any participation by any of those who are barred, as referred to on item 3.18 becomes evident and proven, at any given time, the work will be impugned and disqualified, and all due legal measures will apply;

#### **4. Submissions**

- 4.1.** The competition will be open for submissions **between October 3, 2022 and November 7, 2022**, exclusively through the official competition website: <http://concursoexpoosaka.com.br>;
- 4.2.** For the submission, a form must be filled identifying the PJ and the technical manager in the dedicated field present in the "inscrições" (registration) section of the official Competition website;



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- 4.3. Will be considered **participants** in this Competition all PJs that meet the requirements on Item 4 of this Notice, who fill out the information correctly and send the mandatory proof documentation required in the electronic submission form – available in the official Competition website <http://concursoexpoosaka.com.br> - and who receive confirmation from the Coordination of the Competition with their submission number;
- 4.4. Entry in the present Competition entails the acceptance by the candidates of the conditions provided in this Notice and in the documentation that is part of the Competition Guidelines;
- 4.5. Neither promoting entity nor the organizing entity shall be held accountable for any submissions that are not received for technical reasons relates to participants' computers, or network issues, communication issues, mistakes or delays incurred by banks or associated entities pertaining to the processing of the payment of the submission fee, or other factors that hinder the transfer of data;
- 4.6. After filling out the submission form and setting up an access password, the submitter will receive an entry confirmation at the email address they informed, with a copy of all the filled-out data, alongside their submission's entry number.
- 4.7. The candidate must look up their submission status in the specific area of the official Competition website, on the page "inscrições" (registration);
- 4.8. The submissions entered will only be confirmed after all the requirements on item 4.9 are met and the payment slip is received;
- 4.9. The submission fee of **R\$ 300,00 (three hundred reais)** must be paid via bank deposit, bank transfer or pix, addressed to:



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Instituto de Arquitetos do Brasil  
Departamento do Distrito Federal  
Banco do Brasil  
Branch number: 3478-9 - C/C: 54687-9  
CNPJ #: 00.480.533/0001-18  
Random Pix key: 4f7ed616-3fb5-4534-a308-  
a9135c32edd0



- 4.10. After the submission fee is received, it cannot be refunded if the candidate quits the Competition, or for any other reason;
- 4.11. The confirmation of payment of the submission fee, as well as the confirmation of entry into the Competition – or failed attempt – can be looked up on the submission website;
- 4.12. The transfer of the sum paid by way of submission fee to third parties and other Competitions is not permitted;
- 4.13. The information handed out with the submission fall entirely under the responsibility of the submitter, and the coordination of the Competition has the right to exclude from said Competition those who do not fill out their submission completely, accurately, and truthfully;
- 4.14. The following documents must also be submitted, in PDF or JPG format:
  - a. Proof of good standing of the technical manager with CAU/BR – “Certidão de Registro e Quitação de Pessoa Física”;
  - b. Identification of the technical manager and PJ for a possible future contract in the dedicated field in the "Submissions" area of the Competition's official website. In addition to the



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Term of Consent and Technical Responsibility, filled out according to the template "CEO DL - Anexo 21 – Minuta de Termo de Anuência e Responsabilidade Técnica");

- c. When the entry is sent by a consortium, they must include the Declaration of Commitment and Constitution of Consortium (Declaração de Compromisso de Constituição de Consórcio) for a possible future contract, according to model CEO DL - Anexo 23 – Minuta de Declaração de Compromisso de Constituição de Consórcio.
  - d. Proof of good standing of the PJ with CAU/BR - “Certidão de Registro e Quitação de Pessoa Jurídica”;
  - e. Payment slip (proof of payment) of the Competition's submission fee;
  - f. Full name of the professional(s) of museum design, curation, exhibition design, or set design in charge of the exhibition design plan;
- 4.15.** The appointment of the complete project team (authors, co-authors, technical managers, collaborators, consultants, other team members) will happen afterward, when the actual plans are submitted, with an identification form to be filled in the website's restricted area for confirmed entries into the Competition.
- 4.16.** Submissions will be confirmed within 7 weekdays from the payment of the submission fee. The confirmation message will be available on the restricted area of the official Competition website;
- 4.17.** The submission/entry number and the password created will be used to log into the restricted candidate area so that the Preliminary Studies may be sent with complete anonymity;



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## 5. Contest Guidelines

5.1. The set of documents hereby called Competition Guidelines is comprised of:

- a. **Public Notice – contains the general rules of the Competition, deadlines and minimum requirements for participation;**
- b. **Term of Reference – declares the needs of ApexBrasil and the general guidelines and architectural, urbanistic, program, and conceptual references to be considered in the conception of the project, rounding up the following annexes:**

5.1.1. Technical documentation (technical documents provided by the organization of Expo Osaka 2025):

- CEO DT - Annex 01 – A-17 Plot Sheet (.pdf e .dwg)
- CEO DT - Annex 02 – Design Guidelines for Type A (Self-Built) Pavilions
- CEO DT - Annex 03 – Appendix for the Design Guidelines for Type A (Self-Built) Pavilions
- CEO DT - Annex 04 – BIM Requirements for Type A (Self-Built) Pavilions
- CEO DT - Annex 05 – Universal Design Guidelines
- CEO DT - Annex 06 – Construction and Demolition Guidelines for Type A (Self-Built) Pavilions
- CEO DT - Annex 07 – Code of Sustainable Procurement



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- CEO DT - Annex 08 – Sustainability Policy of Expo Osaka 2025
- CEO DT - Annex 09 – Architectural & Construction Guidance for Type A Pavilions
- CEO DT - Annex 10 – Architectural & Construction Guidance for Type A Pavilions (video)

**5.1.2.** Reference documents:

- CEO DR - Annex 11 – Participant Handbook for Official Participants
- CEO DR - Annex 12 – Theme Guide
- CEO DR - Annex 13 – Expo 2025 Contractors Service Providers List
- CEO DR - Annex 14 – Theme Statement — PRELIMINARY theme presented by Brazil for participation at Expo Osaka 2025
- CEO DR - Annex 15 – Projected team for the Brazil Pavilion at Expo Osaka 2025
- CEO DR - Annex 16 – book of Brazilian Legacy after Expo Shanghai 2010
- CEO DR - Annex 17 – Brazilian Legacy book at the Expo Milan 2015
- CEO DR - Anexo 18 – Japan Profile - ApexBrasil

**5.1.3.** Legal documents:

- CEO DL - Annex 19 – Draft of the contract to be signed between the consortium or business that wins the



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Competition and ApexBrazil, with the scope of the services, prices, and deadlines provided for each phase of the project

- CEO DL - Annex 20 – Draft of Term of Commitment with local partner in Osaka, Japan
- CEO DL - Annex 21 – Draft of Term of Consent and Technical Management
- CEO DL - Annex 22 – Details for the participation as a Consortium
- CEO DL - Annex 23 – Draft of Declaration of Commitment to Constitution of Consortium

**5.1.4.** Competition documents:

- CEO DC - Annex 24 – Model of presentation board
- CEO DC - Annex 25 – Theme Statement (Application Form)

## 6. Inquiries

- 6.1.** Inquiries pertaining to the Competition Guidelines must be sent through a form and written in the dedicated field indicated in the restricted area, which is only accessible after signing up for the official Competition website during the period that is stipulated in the Timeline – item 17. It will be possible to send inquiries even if the submission fee has not been paid or confirmation has not been received as long as the candidate has signed up to the official website.

- 6.2. The Competition Coordination is the instance that inquirers must address during the period established in the timeline – item 17, for possible inquiries and requests for clarification about the Competition Guidelines, always through the official Competition website (<http://concursoexpoosaka.com.br>);
- 6.3. The Coordination of the Competition will register and assess any inquiries, as well as formulate answers, with the consent and cooperation of ApexBrasil;
- 6.4. The Coordination will publish the answers to the inquiries in stages, without identifying the inquirers, on the Competition's official website. Inquiries will be answered within 7 (seven) weekdays from their receipt by the Coordination, according to the timeline – Item 17;
- 6.5. All answers to inquiries and supplementary information that may be published by initiative of the Coordination will become an integral part of the Competition Guidelines and the Judging Panel will be informed about them;
- 6.6. Inquiries or clarification requests made in person or through email, fax, telephone or any other means not established in the present Notice, and/or after the deadline provided in the timeline, or even those that may be directed to other members of IAB or ApexBrasil will not be addressed.

## 7. Notice Impugnation

- 7.1. This Notice may be impugned down to 5 (five) weekdays from the day it is published, that is, down to **October 10, 2022**, and the reasons must be forwarded through a dedicated field in the Competition website;
- 7.2. The reasons for the intended impugment must be duly substantiated and based on the principles established in valid

legislation, referring specifically to any transgression to it, which the individual forwarding the impugment may think exists;

- 7.3. The Coordination of the Competition will forward the impugment request to ApexBrasil within 1 (one) weekday from receipt.
- 7.4. If a petition against this Notice is accepted, a new date for the realization of the Contest will be set, if applicable;
- 7.5. All responses to impugment requests will be published in the official Competition website <http://concursoexpoosaka.com.br>;

## **8. Presentation Rules**

- 8.1. The proposals must be presented at the level of Preliminary Study, mandatorily in a standard format, in the Portuguese language, and strictly observing the rules described under this item, and the candidates must use the board model made available electronically in the Competition Guidelines, so as to guarantee a uniform understanding and interpretation by the Judging Panel and to preserve authorship confidentiality down to the results of the judging round;
- 8.2. Preliminary Studies delivered directly by the contestants to IAB/DF or ApexBrasil headquarters or by any other means or at any other place that is not the dedicated area in the official Competition website will not be accepted under the terms of this Notice;
- 8.3. Preliminary Studies sent in formats that do not comply with the established board model, in the form and within the deadlines provided in this Notice and the other documents of the Competition Guidelines will not be accepted and may incur in the submission's disqualification;

**8.4.** Contestants must present a minimum of:

- a. Descriptive Memorial and Architecture and Exhibition Design Justification;
- b. Plans/drawings for implementation, coverage, all levels or stories, if applicable;
- c. Sections and elevations, in accordance with the Preliminary Study stage, as many as the author deems necessary or sufficient for the proper understanding and reading by the Judging Panel;
- d. The presentation of the elevations may be replaced, at the author's discretion, by images representing the façades;
- e. Generic specifications of the materials to be used, defining also the construction processes and techniques, according to the determinations of the Competition Guidelines, plus the Norms and guidelines of the Expo Osaka 2025 organization and according to applicable legislation, always taking into account the limitations of project development and representation that are typical of the Preliminary Study stage;
- f. Perspective drawings or *renders* of the building(s), the exhibition and commercial spaces and others;
- g. Illustrated synthesis of the contents of the exhibition design proposal;
- h. Possible routes taken by different kinds of visitors, such as: authorities, persons with reduced mobility, children, among others;

- i. Flowchart illustrating the hierarchy of accesses and circulation;
- 8.5.** Preliminary Studies must be sent exclusively in one PDF file via the official Competition website and the inclusion of 8 (eight) to 10 (ten) A2-format boards, in the horizontal orientation, numbered sequentially, according to the board model available in the Competition Guidelines is mandatory. The distribution and layout of the contents of the boards can be freely chosen by the submitter, so long as anonymity is preserved and it complies with the requirements and procedures described in this Notice;
  - 8.6.** The total of the boards, in a single file in PDF format, following the template provided, with a maximum size of 35 Mb (thirty-five megabytes), must be sent through the electronic form in the specific field indicated in the "submission of Preliminary Studies" area of the official Competition website on the internet;
  - 8.7.** In addition to submitting the file with the boards, participants must send 02 (two) separate digital images (two files), which best represent the proposal, at the discretion of the architects involved. The images must be sent separately through a dedicated field for the submission of proposals in the official Competition website in jpg format, RGB colors, horizontal orientation, with a minimum size of 900x600 pixels and maximum size of 3,000x2,000 pixels, with a guaranteed ratio of 3x2. The maximum file size must be 18Mb (eighteen megabytes each).
  - 8.8.** Presentation of the - "*Theme Statement*" as the foundation of the project decisions, connected with the guidelines provided by the Term of Reference, with the theme of Expo Osaka 2025 "*Designing Future Society for our Lives*", and the sub-theme of Expo Osaka 2025, "*Empowering Lives*".



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- 8.8.1.** The theme statement must be presented following the model on CEO DC - Annex 25 – *Theme Statement (Application Form)* - Model for the presentation of a Theme Statement, which must include:
- a. Name, title or slogan for the proposed exhibition (presently “*Empowering humankind, empowering the world*”);
  - b. A thematic concept with up to 350 words.
  - c. Topics for the exhibition, connected to the title and the proposed thematic concept, which must necessarily include:
    - i. some general information about Brazil;
    - ii. reference to the ethnic multicultural character and diversity of the Brazilian population, with an emphasis on the Japanese immigration;
    - iii. how it connects with the theme “*empowering lives*”;
    - iv. the presentation of a view of the future, connected with the central theme of Expo Osaka 2025;
  - d. Indication of the top Sustainable Development Goals (SDGs) connected to the proposed theme.
- 8.9.** The boards cannot contain marks, symbols, pseudonyms, names, or any other kind of element that enables identification of authorship of any kind, or it will be liable for disqualification;
- 8.10.** The text of the memorial must be included in the boards, and can be laid out at the discretion of the submitter, in the Portuguese language, mandatorily;
- 8.11.** At the discretion of the contestant, other elements that may be included are, for instance: texts, photomontages, perspective



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drawings, sketches, pictures of physical models, pictures of digital models, details of construction processes, with total freedom of presentation, composition, colors, and types of representation;

- 8.12.** The use of tools, techniques, and graphic processes for the drawings and texts is free.
- 8.13.** The Preliminary Study proposals must be represented in a scale that allows for a good understanding of the ideas and technical solutions, using graphic resources that the author(s) deem most convenient, with total freedom of creation and proposition for the layout of the boards. However, we will not accept – subject to disqualification – proposals with *links*, animations, videos, *gifs*, *teasers* or other resources that are not static images and text, annexed to the body of the PDF file;
- 8.14.** The contestant must present a defined and complete project for the assessment; alternative variations of the same project will not be accepted;

## **9. Submission of Preliminary Studies**

- 9.1.** Preliminary Studies must be submitted digitally over the internet, through the official Competition website (<http://concursoexpoosaka.com.br>) from **00h (midnight) of November 24, 2022 until 11h59pm of November 27, 2022 (Brasília/DF time zone)**;
- 9.2.** To submit the Preliminary Studies, the contestant must log in to the Restricted Candidate Area, which will make available for confirmed candidates, come the submission period, the option "Submit my Project". After clicking this option, the candidate will have access to the specific form for the submission of their work;

- 9.3. The PDF file may be named at the discretion of the participant, as the system will rename all files using a random algorithm to ensure secrecy and confidentiality;
- 9.4. In addition to submitting the projects, participants must list the names of all team members in a dedicated identification sheet, in the dedicated field of the electronic form available in the Restricted Candidate Area;
- 9.5. The team must include as member and co-technical manager a legally licensed architecture professional who is qualified for the exercise of his or her functions in Osaka in Japan [with the name of the function, if applicable]. Partnership with a business that is equally licensed for professional work in the field of Architecture in Osaka, Japan, will also be accepted;
- 9.6. As proof documentation for item 9.5, a commitment term signed by the business or the professionals legally licensed to practice architecture in Osaka, Japan, and the Brazilian PJ will be accepted;
- 9.7. By way of proof of the participation of the professional legally licensed to exercise the profession of architect in Osaka, Japan or equally qualified person, the electronic submission of a Commitment Term (model CEO DL – Annex 20 – Commitment Term Draft with the local partner in Osaka, Japan) in Portuguese, signed by the parties or the qualified business and the Brazilian PJ in charge of the submitted entry, is mandatory. The Commitment Term is meant to guarantee the shared responsibility and technical solidarity pertaining to the designs of the business(es) or the qualified professional(s) in Osaka undertaken alongside the Brazilian PJ;

## 10. Judging Panel and assessment of Preliminary Studies

- 10.1.** The Judging Panel will be comprised of 09 (nine) professionals, of whom 07 (seven) will have the right to vote as titular members and 2 (two) will be alternates. Among the titular members, 4 (four) architects are appointed by IAB and 3 (three) by ApexBrasil. All members appointed to take part in the Judging Panel were approved in consensus by ApexBrasil and IAB. Titular members will be divulged along with the reading of the minute of the final results, in order to amplify the equanimity and confidentiality of the process;
- 10.2.** The judging process will take place preferentially in person, in one sole round, **in the period between November 28 and December 2, 2022**, in a place to be determined by the Coordination of the Competition;
- 10.3.** It will behoove the Judging Panel to assess, evaluate, analyze, gauge the qualities and merits of the Preliminary Studies and to make the selection and appointment of the winning proposals, as well as possible honorable mentions, and possible disqualified entries, based on this Public Notice;
- 10.4.** The Judging Panel will be installed by the Coordination, which will oversee it during all stages of the process of judging the Competition, without the right to cast votes for the Preliminary Studies;
- 10.5.** Upon the installation of the Judging Panel, the Coordination will make available the documents that comprise the Competition Guidelines, the jury preparation report and the Preliminary Studies that were submitted electronically. Both the Preliminary Studies that are fit for assessment and the ones that are non-compliant will be made available, for conference and submission to the discretion of the Judging Panel. The decisions will be recorded in the first docket as subsidy to the Final Jury Minute;

- 10.6.** The Coordination of the Competition will be in charge of overseeing legal and normative aspects of the judging procedures, as well as of giving technical and logistical support to the Judging Panel for the performance of their tasks;
- 10.7.** The sessions of the Judging Panel will be recorded in dockets, which will subsidize the writing of a Final Jury Minute, which will include: date, time, place, procedures, citation and annexation of reports received by the Coordination of the Competition, judging criteria and decisions about all Preliminary Studies, awarded or not;
- 10.8.** The Coordination of the Competition will have the role of reporter of the Final Jury Minute, which must include a summary of the process and the decisions of the Judging Panel about the award-winning Preliminary Studies and possible honorable mentions, highlighting the qualities and limitations, when applicable, of each award-winning Preliminary Study. In the case of the 1st place winning Preliminary Study, recommendations will be put forth by the Judging Panel, to be observed during the development of the project, as per the Contract Draft that is part of the Competition Guidelines. The Judging Panel must also produce a report pertaining to the unranked projects;
- 10.9.** The judging process, undertaken in one sole round, must nevertheless organize the process according to as many stages as the jury deems necessary. The undertaking of a specific stage after the definition of the top projects for the assessment of the ApexBrazil technical sub-committee is mandatory. They will produce a consulting decision about the fulfilment of the necessary requirements and criteria provided in the TR that will serve as subsidy for the Judging Panel;
- 10.10.** At any point, the Judging Panel may require the services of a Japanese budget expert selected for consulting about price estimates for the works proposed in the entries;

**10.11.** Among others, some basic assessment criteria employed by the Judging Panel are:

- a. The general concept of the creation, the idea, the creativity, the inventiveness, the innovation, the adequate solution and identity according to the aims and needs of the venture's program among others that the jury may deem pertinent and necessary in order to find the best work to appoint as winner;
- b. The viability of execution, as well as technical and constructive, of the Preliminary Study proposal, also pertaining to the construction/montage and demolition/disassembly schedules, according to information given by the Term of Reference, are requirements that, if not met, are disqualifying factors;
- c. The adequacy of the Preliminary Study to the budget estimate for the execution of all services of construction/montage and demolition/disassembly of the Pavilion, including finishes, furniture, and equipment for all spaces, and for the timely hire of content production services for the exhibition design project;

**10.12.** Some other assessment criteria for the architecture and exhibition design projects to be considered by the Judging Panel are, in no particular order:

- a. Concept, central idea, and exhibition design, plus its integration to the architecture, which can be developed according to the provisions of document CEO DR - Annex 14 – *Theme Statement* — a PRELIMINARY theme proposal to be presented by Brazil for participation in Expo Osaka 2025, present in the Competition Guidelines - or according to the concept, central idea, and exhibition design developed by the contestant.



- b. Uniqueness and natural flow to the experience of the visitor, considering sensory, interactivity criteria, plus other described in the document “CEO DT - Annex 02 – *Design Guidelines for Type A (Self-Built) Pavilions*”, present in the Competition Guidelines; verify which document for Osaka
- c. Plastic and aesthetic aspects of the projects and spatial quality of the concept;
- d. Clarity and coherence in the description and graphic and conceptual presentation of the project;
- e. Adequacy to the socioenvironmental sustainability guidelines of Expo Osaka 2025, according to document “CEO DT - Annex 08 – *Sustainability Policy of Expo Osaka 2025*”, present in the Competition Guidelines;
- f. Thermal comfort and energy efficiency solutions in the construction;
- g. Adequacy to technical norms and regulations of the organization of Expo Osaka 2025 pertaining to the construction and operation of the Pavilion;
- h. Functionality and fulfilment of the program, as established in the Term of Reference;
- i. Universal accessibility;
- j. Economy and efficiency in the maintenance and use of the Pavilion;

**10.13.** There is no hierarchy or elimination character in the assessment criteria cited in the item 10.12 above, which must be evaluated globally, with a focus on the qualitative assessment of the proposal as a whole;

- 10.14.** The observation of the assessment criteria will be undertaken considering the level of development of the project in its Preliminary Study stage, the scales of the drawings, their quality and complementary information contained in the descriptive memorials and explanatory drawings.
- 10.15.** The Judging Panel shall appoint the 3 (three) first ranked, by order of merit, proclaiming one sole winner. Any kind of tie between the Preliminary Studies is vetoed. They may also appoint honorable mentions or make other kinds of recognition, if they deem befitting, without, however, creating other award categories, and they cannot offer any other money prizes aside from the already established, much as they cannot divide nor subdivide the prizes defined according to this Notice;
- 10.16.** The decisions of the Judging Panel will come out of successive votes, based on the eliminatory and basic criteria for evaluation that they deem necessary and pertinent for the best expected results. Definitive decisions will come out of a simple majority of votes;
- 10.17.** The works of the Judging Committee will be considered finished upon the receipt by the Coordination of the Final Jury Minute signed by all members of the Panel and with responses to possible appeals put forward and registered in the adequate website, as indicated;
- 10.18.** At the discretion and under the exclusive authority of the Judging Panel, they may consider the contest null and void, without any due awards, should they understand that no competing proposals whatsoever meet the expected quality levels, or meet the established aims of this Notice, a claim they must prove substantive and defensible;

## **11. Publication of the results and the Preliminary Studies**

- 11.1. The reveal of the 3 (three) Preliminary Studies ranked as winner, runner-up and third place, as well as possible honorable mentions, will take place as a public event, in the presence of the Coordination of the Competition, representatives of ApexBrasil and IAB/DF, expected to happen **on December 5, 2022**, at a place open to the public, to be disclosed in time.
- 11.2. After communicating the results in the public event, the 3 (three) Preliminary Studies ranked as winner, runner-up and third place, as well as possible honorable mentions, will be published on the official Competition website <http://concursoexpoosaka.com.br>;
- 11.3. The deadline for appeals, if applicable, will be of 5 (five) weekdays, as provided by item 12.2, from the day of publication of results in the official Competition website;
- 11.4. Once made known, the 3 Preliminary Studies ranked as winner, runner-up and third place will go on to the verification stage, a necessary condition for meeting the award requirements, and, in the case of the winner, to proceed to the contract;
- 11.5. After the verification and homologation phase of the Competition results is concluded, the final results will be announced on the official Competition website <http://concursoexpoosaka.com.br>;
- 11.6. The Preliminary Studies received and considered apt for judging will be published for an indefinite period on the official Competition website and may become part of exhibitions and publications, in the terms of item 18.1 of the present Notice;

## 12. Appeals

- 12.1. Shall be considered, pertaining to the Competition activities, the appeals provided in this Notice;



- 12.2.** From the day of the public and official announcement of the jury results, and the verification stage of the Competition, any contestant may manifest, immediately and with due motivation, the intention of filing an appeal, upon which they will be given 5 (five) weekdays to present the reasons for it. Any appeals must be filed and registered in the official Competition website . The other contestants will be notified to present counterarguments in the same number of days, which will begin to run after the end of the appellant's term, and will be assured immediate access to the records, to be published in the official Competition website;
- 12.3.** The lack of a motivated and timely manifestation as established on item 12.2 will incur in dereliction of the right to appeal;
- 12.4.** The appeal against acts and decisions will have a suspensive effect, and its acceptance will incur in the invalidation only of the acts that cannot be sustained;
- 12.5.** The Coordination of the Competition, fostered by the Judging Commission's decisions, if applicable, will make final decisions about appeals within up to 10 (ten) days from the last date of acceptance of interpositions;
- 12.6.** The case files will remain accessible to any stakeholders, published in the official Competition website, <http://concursoexpoosaka.com.br>;
- 12.7.** Any appeals filed after the established deadline, or not verified in the referred official form, will not be recognized.
- 12.8.** The decisions regarding the judging process, the verification, and appeals, will be communicated directly to the contestants via the official Competition website, <http://concursoexpoosaka.com.br>;

- 12.9.** If the winning submission is disqualified after any filed appeals, the runner-up will be called forth and declared the winner, and thus successively, if needed, down to the third place;

### **13. Verification**

- 13.1.** For the verification of PJs (businesses) ranked as winner, runner-up and third place, a necessary condition for the awards to be granted and for the subsequent contract, in the case of the winning Preliminary Study, the items listed below must be proven before ApexBrasil, within **up to 5 (five) weekdays** after the homologation:

- 13.1.1.** The legal verification will consist on the handing out of the following documents:
- a. Proof of commercial registry for individual businesses;
  - b. Constitutive act, statute, or social contract in force, duly registered and up-to-date, for commercial societies in general, alongside the document pertaining to the selection of the administrator(s), if applicable;
  - c. If the business is a simple society, the registration documents of the constitutive act alongside proof from the acting directors board;
  - d. In the case of consortia, a public or private commitment document proving its constitution must be handed out;
  - e. In the case of a business in charge of the development of the Architecture Design plan, a Certificate of Pessoa Jurídica (PJ) of good standing before ao CAU/BR must be handed out;



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- f. Term of Commitment, in Portuguese and in the original language, signed by the business or the professionals legally licensed for the exercise of the professions pertaining to all the necessary specialties for the undertaking of the executive Architecture, Complementary, and Exhibition Design projects in Osaka / JP, and by the Brazilian PJ;

**13.1.2.** Tax compliance shall consist of the handout of the following documents:

- a. Proof of registry with the Cadastro Nacional de Pessoas Jurídicas (CNPJ) of the Ministry of Finance (Ministério da Fazenda);
- b. Proof of good standing with the Federal Treasury, upon presentation of a Certidão Negativa de Débitos (CND – a tax compliance certificate) pertaining to Social Security and issued by the Office of the Federal Treasury of Brazil;
- c. Certificate of good standing with FGTS (CRF), issued by CEF (Caixa Econômica Federal);

**13.1.3.** The technical qualification will be completed upon delivery of the following documents:

- a. Proof of association between the author of the Preliminary Study and the PJ that wins the Competition, by means of a job contract or any other binding labor contract;
- b. Proof of good standing and qualification of the PJ or the professionals mentioned on subparagraph "e" of item 13.1.1 issued by the competent organisms;

**13.2.** Should the winner fail to hand out the documentation and fulfil the mandatory legal conditions within the stipulated time period, or should they be declared ineligible, ApexBrasil will contract the



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runner-up, which will be declared the winner, and thus successively, if necessary, down to the third place.

- 13.3.** The verification documents regarding tax good standing will be mandatory for national businesses, which are subject to the Brazilian systems of inspection and control. International businesses are not required to present documentation referred to on item 13.1.2 of this Notice.

## **14. Awards**

- 14.1.** In addition to Specific Certificates for the team members, the prizes awarded to the 3 (three) first ranked candidates by the Judging Panel, after due verification with ApexBrasil will be the following:

1st place: R\$ 120,000,00 (one hundred and twenty thousand reais) and the contract signature, in the terms of item 15;

2nd place: R\$ 60,000,00 (sixty thousand reais);

3rd place: R\$ 35,000,00 (thirty five thousand reais).

- 14.2.** The possible Honorable Mentions or recognitions as defined by the Judging Panel will receive a distinction in the form of a Specific Certificate without the right to a money prize;

- 14.3.** All authors of the Preliminary Studies received and deemed apt for judging by the Judging Committee will receive Participation Certificates;

## **15. Winner contract**

- 15.1. The immediate contracting of the PJ who wins the Competition and is duly verified, according to the criteria on item 13, the immediate contracting for the execution of the Executive Architectural Plans, Executive Complementary Plans, Executive Exhibition Design Plans and assistance services to the execution of the work (AE) for the oversight of the plans according to the Contract Draft present in the Competition Guidelines is guaranteed;
- 15.2. The gross value of the contract to be signed by ApexBrazil and the PJ who wins the Competition is of **R\$11,467,985.22 (eleven million, four hundred and sixty seven thousand, nine hundred and eighty five reais and twenty two cents)**, equivalent to approximately U\$ 2,100,000 (two million and one hundred dollars) pertaining to the contracting of the Plans and services referred to on the previous item 15.1;
- 15.3. The amount paid by way of the first place prize, as established on item 14.1, will be deducted from the payable amount in the contract;
- 15.4. The architect and urban designer registered in the Competition as the legal representative of the PJ who wins first place will be considered the technical manager of the contracted projects and their adequation efforts, namely: Executive Architecture, Complementary, and Exhibition Design Plans, without interfering in the specific technical responsibilities of other professionals for each specific plan.

## 16. Infractions and penalties

- 16.1. The transgression by any contestant of the rules established in this Notice, observed before or even after the announcement of the results, will entail the elimination of the compromised project; and



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the technical manager will answer legally to any lawsuits filed due to damages brought on the organizing and/or promoting entity;

**16.2.** The contestant that unjustifiably refuses to sign the Contract within up to 5 (five) weekdays from the official appointment by ApexBrasil; that makes false or injurious claims; that creates the opportunity or acts upon the impediment or delay of the execution of the Competition; or that incurs in failures or fraud in the execution of the object of this tender will suffer the penalties provided in this Notice and the legislation in force;

**16.3.** Applicable penalties are:

**16.3.1.** In the course of the Competition:

a. Disqualification of the contestant.

**16.3.2.** During the contracting stage:

a. fine of 1% (one per cent) of the total estimated amount payable for the contract, if they do not show up to sign the contract within 5 (five) weekdays from the official appointment of the winner;

b. loss of the right to contract, if they do not show up to sign the contract within 5 (five) weekdays from the official appointment of the winner, motivated justifications submitted to ApexBrasil for analysis and acceptance in a reasoned order; and

c. temporary suspension of the right to participate in bids and to contract with ApexBrasil, for up to 2 (two) years;

**16.3.3.** During the execution of the contract:



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- a. Penalties provided in the Contract draft present in the Competition Guidelines, for lack of compliance with the contractual obligations;

- 16.4.** There will be no execution of penalty without the notification of the contestant so that they may present a prior defense, within 3 (three) weekdays from the notification of the act, except for those provided on items 16.3.1, letter "a", and 16.3.2., letters "a" and "b", where the latter two may be executed from the first weekday after the end of the deadline for the signature of the Contract.

## **17. Timeline of Activities – Deadlines**

### **Competition Launch**

October 3, 2022

### **Registration**

From October 3 to November 7, 2022

### **Inquiries**

From October 4 to November 4, 2022

### **Responses to inquiries**

From October 10 to November 11, 2022

### **Submission of Preliminary Studies**

From November 24 to 27, 2022

### **Judging Process**

From November 28 to December 2, 2022

## **Announcement of the Competition results**

December 5, 2022

## **Appeals**

From December 6 to 12, 2022

## **18. Final Provisions**

- 18.1.** By accepting the conditions of participation, the contestants bestow upon IAB and ApexBrasil the rights of image and authorize any and all broadcasting by electronic and/or print media, and through various media, of the presented Preliminary Studies, images and texts contained in the boards, as well as the lists of names of the professionals in charge and/or Competition teams – in the form defined by the submitters on the occasion of the submission of the Preliminary Studies – at any time, without incurring in any kind of remuneration payable to the authors. The maintenance of the originality and integrity of the Preliminary Studies is guaranteed, in any case, as all regulating provisions pertaining to those works' copyright are binding;
- 18.2.** The contestants guarantee that the intellectual property rights resulting from the participation in the present Competition do not violate any third party's intellectual property rights, including the proof of possible plagiarism on parts or the entirety of the Preliminary Studies presented, exempting IAB and/or ApexBrasil from any claims by third parties and resulting onuses, of any nature, including monetary;
- 18.3.** The future contractor must ensure the authorization/disposal of property rights relative to the developed plans in the scope of the present Competition and subsequent contracting, ensuring the



possibility of use for the ends necessary to the accomplishment of the aim of this contest and its promotion in the ApexBrasil channels and other promotional actions that may be necessary;

- 18.4.** No compensation will be due to the contestants for the elaboration and/or presentation of documents pertaining to this Competition;
- 18.5.** The competent authority may justifiably cancel the present Competition, for reasons of interest to ApexBrasil, for duly proven supervenient events deemed pertinent and sufficient to justify such conduct, and for any illegality of office or provocation by any person, by means of a written and grounded act. The cancellation of the Competition entails the cancellation of the Contract. Contestants will have no right to compensation resulting from the cancellation of the Competition, excepting the Contractor's right, in good faith, to be reimbursed for the onuses they may have incurred when complying with the Contract;
- 18.6.** Omissions will be resolved by ApexBrasil and IAB/DF in administrative instances;
- 18.7.** The jurisdiction of Brasília/DF is hereby chosen as the competent court for the settlement of any disputes resulting from this National Public Competition, with the exclusion of any and all others, as privileged as it may be.

Brasília, October 3, 2022

**Augusto**

**Pestana**

President of the Brazilian Agency for the Promotion of Exports – ApexBrasil  
General Commissioner of Brazil for Expo Osaka 2025



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**Architect** **Heloisa** **Moura**  
President of the Institute of Architects of Brazil  
Distrito Federal Office – IAB/DF

**Architect** **Antonio Carlos Moraes de Castro**  
Competition Coordinator – CAU A0759-5

**Architect** **Luiz Eduardo Sarmento**  
Assistant Coordinator of the Competition – CAU A114505-3

**Architect** **Luiza Rego Dias Coelho**  
Assistant Coordinator of the Competition – CAU A152054-7



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