



EXPO
OSAKA
PAVILHÃO DO BRASIL

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

COURTESY TRANSLATION

TERM OF REFERENCE



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

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The Brazilian Agency for the Promotion of Exports and Investments – ApexBrasil, as the promoting entity, hereby declares that it institutes, in coordination with the Institute of Architects of Brazil, Distrito Federal Office – IAB/DF as organizing entity, the **National Public Architecture and Exhibition Design Competition for the Brazil Pavilion at Expo Osaka 2025**, to be built in Osaka, Japan. The EXPO will take place between April 13 and October 13, 2025.

1. Introduction

The **Brazilian Agency for the Promotion of Exports and Investments – ApexBrasil** is an Autonomous Social Service, created by Presidential Decree no 4584, of February 5, 2003, altered by Decree no 8788, of June 21, 2016, whose institution was authorized by Provisional Measure no 106, of January 22, 2003, later converted into Act no 10668, on May 14 of the same year.

ApexBrasil is a not-for-profit entity, a private-law entity ("pessoa jurídica" – PJ), of collective interest and public utility, which has as its main competence the execution of export promotion policies in cooperation with the public authorities and in accordance with national development policies, particularly those related to the industrial, commercial, technological, agricultural, and service areas. The main focus is on export activities of micro, small, and medium-sized businesses, as well as on attracting investments and creating jobs. For more information, see website: <https://apexbrasil.com.br>.

On September 30th, 2021, the Agency was appointed by the Minister of Foreign Affairs to act as the **National Authority** in charge of Expo Osaka 2025, and its President was also appointed Commissary General for the referred World Expo. With that, ApexBrasil will be responsible for the planning, execution, management, and operation of the Brazilian participation in the event.





This participation will materialize with the construction of a national pavilion ("Brazil Pavilion") on the plot that, on February 15, 2022, was granted to the Country by the Organizing Committee of Expo Osaka 2025.

The **Institute of Architects of Brazil – IAB** is the National Chapter of the International Union of Architects – **UIA**-, a UNESCO (United Nations Educational, Scientific and Cultural Organization) advisory body.

IAB is the Brazilian not-for-profit cultural agency that organizes and coordinates, by means of its National Board and State Offices, since its foundation in 1921, public architecture competitions for governmental and private segments, with a view to achieving high-quality designs that meet the needs and aims of those institutions, having since then undertaken the realization of around one thousand and five hundred competitions.

The regulation used by IAB follows the UIA recommendations, which establishes that competition is the tender method adopted for architecture and urbanism projects. Also, the legislation in effect refers to the competition institution as the appropriate form of tender that meets the principles emanating from Article 37 of the Brazilian Constitution.

In addition to IAB's broad experience in organizing contests, it has *expertise* in conducting contests by electronic means, with a view toward reducing costs, speeding up and shortening deadlines, ease of dissemination, democratization and transparency of procedures, and above all, probity, impartiality, and resourcefulness in the process of judging and choosing projects.

Promoted by Public Bodies as well as by private businesses and third sector institutions, the Public Architecture Competitions have become established, in this one century of IAB, as the most democratic and transparent way of selecting technical teams for the conception, development, and management of projects.

The positive results of the Competitions have been contributing, indisputably, toward the qualification of urban aesthetics through the introduction of innovative concepts on public buildings and spaces, as the contestant architects and





urbanists are committed and present the best project ideas based on the required needs, and on the pertinent legislations, always aiming at the first place in the competition, that is, the contract that ensures the materialization of the project, but also seeking to bestow upon the Brazilian cultural, technical, and scientific scenario one more example of excellence in the collection of our civilizing process.

2. The Competition

The design for the **Brazil Pavilion at Expo Osaka 2025** will be selected through a nationwide Public Competition organized by the Institute of Architects of Brazil, Distrito Federal Office **IAB/DF**, promoted and supervised by **ApexBrasil**.

The competition will be undertaken according to the "ApexBrasil Tenders and Contracts Regulation" and the "IAB National Design Competitions Regulation", and will have as object the construction of the Brazil Pavilion at Expo Osaka 2025 with the aim of promoting the image of Brazil in the World Expo, as well as stimulating and creating innovative forms of living and interacting, creating memorable experiences for the visitor and serving as platform for business and promotion of Brazilian culture.

The National Public Competition will be carried out electronically, contemplating the Preliminary Study stage, for the selection of the architecture and exhibition design plans for the Pavilion.

The aim is the contracting of Architecture, Exhibition Design, Engineering, and Complementary (including interiors, finishings, landscaping and scenography) executive plans, as well as Construction Assistance (AE) services, according to guides and procedures elaborated by the organization of Expo Osaka 2025 and legal norms that apply to construction in the city of Osaka, Japan.

The architecture plan and the exhibition design plan should be part of a single, cohesive, and indissociable proposal that informs the visitor and offers a memorable experience about Brazil as well as the country's vision about the



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overall theme of Expo Osaka 2025 (“*Designing Future Society for our Lives*”) and the specific theme of the area in the exhibition grounds where the Brazil Pavilion will be erected (“**empowering lives**”).

It is not, therefore, just an architecture competition, but the creation of a set of elements that range from the architecture itself to the exhibition design, building on the theme of Brazilian participation and creating the journey that the visitor will experience at the Brazil Pavilion in Osaka 2025.

Given the complexity of the object to be designed and the short time for the execution of the work, which requires the participation of companies specialized in, at least, architectural services, expography services, and engineering services, the formation of consortia will be allowed.

The Consortium may be comprised of foreign businesses, while the head of the team must be an Architecture Practice mandatorily registered with the Architecture and Urban Design Council – CAU/BR.

The winner will be chosen upon assessment of the completeness of the proposal, and the judging process will be supported by the set of criteria, concepts, and interpretations in the overall evaluation of the Judging Panel as to the quality of the content presented, based on the following documents:

- a. Preliminary Study in PDF format presented in the form of a minimum of 08 (eight) and maximum of 10 (ten) A2 format boards, horizontally oriented, sequentially numbered, according to the model available on Annex 24 in the Competition Guidelines and to the specifications on item 8 of the Notice;
- b. *Theme Statement*, following the model available on Annex 25 of the Competition Guidelines and according to the specifications provided in the Notice.

This Term of Reference sets out the architectural, urbanistic, expographic, programmatic and conceptual guidelines to be considered in the conception of the Preliminary Study and the resulting Architecture, Exhibition Design,



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Engineering and Complementary Executive Plans of (including interiors, finishings,

landscaping and set design), as well as Construction Assistance services - EA, (from the design phase to the comprise the object of this Public Competition.

The annexes available in the "Competition Guidelines" section, on the official Competition website: <https://concursoexpoosaka.com.br>, and listed in the Notice, are an integral part of this document.

3. The World Expos

World Expos are the largest events in the world. They surpass the FIFA World Cup and the Olympic Games in both duration and number of visitors. Held since London 1851, the "Expos" have evolved over nearly two centuries of history into events for image promotion, education, and entertainment. In addition, one of the purposes of the Brazilian pavilions in each edition of the World Expo is to function as a platform for the generation of business, in particular the promotion of Brazilian exports and attracting investments to the country, as well as the dissemination of the Brazilian cultural process. Since 1928, the Expos have been regulated by the International Bureau of Expositions (BIE), an international body composed of sovereign states. Brazil is a signatory of the BIE convention.

4. Brazil in World Expos

Brazil has a long history of participation in the Expos, not only by sending delegations to the events, but especially by building pavilions that represent the best of national architecture. Some notorious examples of Brazilian pavilions at Expos, are those designed by Oscar Niemeyer and Lucio Costa (New York, 1939), Sérgio Bernardes (Brussels, 1958), and Paulo Mendes da Rocha (Osaka, 1970), which changed or bolstered pathways for Brazilian architecture.





Led by ApexBrasil since 2010, the Brazilian participation in the Universal Expositions has recovered the tradition of holding competitions to define the project that will represent Brazil in the event.

On Expo Shanghai 2010, the 2,000 sq. m. pavilion's central theme was "Pulsating Cities". Designed by architect Fernando Brandão with set design by Marko Brajovic, it featured interactive installations that displayed the ways of life in Brazilian cities and advertised the twelve venues of the FIFA World Cup held in Brazil in 2014. The Brazil Pavilion received almost three million of the 73 million visitors that attended Expo Shanghai.

In Milan 2015, Brazil participated with a five thousand square meter pavilion selected in a competition held by IAB-DF and won by architect Arthur Casas. With the central theme "Feeding the World with Solutions", the highlight of the Brazilian participation was the playful attraction of the suspended webs, which allowed visitors to walk above plant crops representative of Brazil's food and energy production. The country took advantage of the visibility then to show its technological preparedness for the production of food without depreciation of its greatest asset: its biological wealth, indispensable for the balance of the planet. The Pavilion attracted 5.3 million visitors, or a quarter of the total Expo Milan audience.

Also selected in a competition held in partnership with IAB, the central theme of the Brazil Pavilion at Expo 2020 Dubai was "Together for Sustainable Development", with three sub-themes: "Together for Nature", "Together for People" and "Together for Tomorrow". The winning design, by JPG.Arq, MMBB Architects, and Ben Avid, was inspired by the Negro River and its main feature was a huge reflecting pool that occupied almost the entire lot of about four thousand square meters. The functions of the pavilion and the reflecting pool were protected by a metal structure 48 meters wide by 20 meters high, which, in turn, was covered with a translucent membrane.

The pavilion's permanent exhibition included sensory stimuli for the visiting public: contact with water - which was not only allowed but stimulated – “*soundscape*s” captured from the various Brazilian biomes and a series of



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projections, which at night transformed the Brazil Pavilion into a lighted floating cube. There was also a three-story internal building with a souvenir shop, a cafe and restaurant (first floor), an area for temporary exhibitions and a gazebo (second floor), as well as an area reserved for staff, with meeting rooms, offices, a pantry, changing rooms and dressing rooms (second floor). The basement was occupied by storage rooms for exhibits and commercial operations (store, cafe and restaurant), engine rooms, pumps and filters for the reflecting pool, and the CCTV room.

Despite the limitations brought on by the new coronavirus pandemic – which in fact led to the postponement of the event by one year – the Brazil Pavilion at Expo 2020 Dubai managed to attract an audience of more than two million one hundred thousand visitors.

5. Expo Osaka 2025

Expo Osaka 2025 will be held from April 13 to October 13, 2025, with the central theme “**Designing Future Society for Our Lives**”, which, according to the organizers, reflects "a strong desire to work together with people from all over the world to discuss and design the society of the future". "Life" is the central element of the theme, and three sub-themes were proposed based on it: “**Saving Lives**”, “**Empowering Lives**”, and “**Connecting Lives**”. The theme of Expo Osaka 2025 is also aligned with efforts to achieve the "Sustainable Development Goals of the United Nations until 2030".

According to its thematic guide, Expo Osaka 2025 wants its “**distinctive feature**” to consist on the purpose of offering a “**realistic image of the society of the future**”, not just through ideas, but also actions. In this context, it intends to become a "laboratory" in which new technologies and systems will be tried out, in order to stimulate the creation of innovations by different players, always focusing on their practical applications.





Over the six months of the Exhibition, Brazil will have the opportunity to consolidate the positive image of the country in Japan, carrying out actions directed at opinion makers and the specialized public, in addition to the general public, which should be the focus of the exhibition itinerary experience. In addition, a program geared toward specific audiences will be developed for the promotion of commerce and to attract investments.

It is important to remember that Japan is a country with a tradition of hosting Universal Expositions, having hosted Expo 1970 Osaka and Expo 2005 Aichi, as well as the specialized exhibitions in Okinawa (1975) and Tsukuba (1985).

Brazil participated in the 1970 Exposition with a pavilion designed by architect Paulo Mendes da Rocha, with the collaboration of architects Flávio Motta, Júlio Roberto Katinsky, Jorge Osvaldo Caron, and Ruy Ohtake, contracted via a competition organized by IAB. This pavilion was considered an important landmark, an icon of modern Brazilian architecture. It garnered much admiration and positive repercussion worldwide from critics and academics.

According to the organizers' forecast, Expo Osaka 2025 is expected to receive 28.2 million visitors during the 6-month event.

The Osaka 2025 exhibition grounds will have 1.55 sq. km. For comparison, the Dubai 2020 exhibition grounds had 4.38 sq. km, and the Milan 2015 had 2 sq. km, whereas Shanghai 2010 had 5.23 sq. km.

The organizers of Expo Osaka 2025 expect the participation of 150 countries and 25 entities, including international organizations, non-governmental organizations, private companies, and educational and research institutions. As of the publication of this Term of Reference, 120 countries and 7 international organizations had already confirmed their presence at the event.

It should also be noted that despite the estimated 28.2 million visitors for Expo 2025, Expo Osaka 1970 received more than 64 million visitors, a high number,





surpassed in the history of Expos only by Shanghai 2010, indicating the interest and familiarity of the Japanese public with World Expos.

6. Conceptual, thematic, and program guidelines

6.1. Brazil at Expo Osaka 2025

On September 30th, 2021, the Agency was appointed by the Minister of Foreign Affairs to act as the National Authority in charge of Expo Osaka 2025, and its President was also appointed Commissary General for the referred World Expo. On October 13, 2021, the preliminary thematic proposal for Brazilian participation and the choice of lot options, subject to availability, was submitted by ApexBrasil representatives to the Expo Osaka 2025 Organizing Committee. On February 15th, 2022, the Organizing Committee announced the confirmation of the "preliminary allocation" to Brazil of lot A-17, with 1,753.95 sq. m, located in the area of the grounds associated with the theme "Empowering Lives".

The aim of Brazil's participation in the next World Exposition will be to promote the country's image to the international public that will attend Expo Osaka 2025, as well as to promote business and attract investments.

It is expected that the pavilion built by Brazil can offer, through architectural uniqueness, exhibition content and welcoming spaces, experiences and information that will attract and captivate different types of audiences, according to their needs and interests, contributing toward the good representation of Brazil and the consolidation of the image of the pavilion at the event. As such, there is a need to provide routes or itineraries both for regular visitors (interested in information and entertainment, food and shopping) and for investors and authorities, national and foreign (interested in business, furthering trade relations, etc.), as the latter group will not necessarily visit the exhibition area (or, if they do, they should be offered a facilitated access), but will go through the protocol (VIP room, meeting rooms, offices) or commercial areas (restaurant).



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In general terms, the Pavilion is expected to present Brazil as a multicultural, welcoming (the world summarized in 220 million people, indigenous, black, white, and the various immigrations), modern, and sustainable country. Natural (landscapes, biodiversity, territorial extension, forest exuberance, freshwater reserves, presence of strategic minerals, etc.), technological (sustainable farming, generation of clean energy, etc.), economic (attractiveness to investments, entrepreneurship, infrastructure, etc.), human (ethnic diversity, creativity, friendliness, etc.), cultural (musical styles, heritage, popular festivals, etc.) features and sports may be mentioned or used as reference to build the visitor's experience, while avoiding reinforcing stereotypes and preconceived notions about the idea of "Brazilianness". Japanese immigration should be presented as part of the emotional history of Brazilian society, valuing its plurality, its creativity, and its commitment to sustainable development.

During the six months of the Expo, several actions will be carried out by the Brazilian government and partner organizations. Activities are planned to promote sectors of the Brazilian economy, especially those that have Japan and other countries in the region as target markets, focusing on the environment and climate change, agricultural and industrial production, and the formation of the Brazilian people, as well as culture and tourism.

6.2. Pavilion theme and exhibition design

As part of the formalization process of Brazil's participation in Expo Osaka 2025, the Organizing Committee required the submission, on a preliminary basis, of a **Theme Statement** that would substantiate the choice of the lot to be assigned to Brazil and its connection with one of the three sub-themes of Expo Osaka 2025.

This proposal, submitted in October 2021 to the Organizing Committee, preliminarily indicated the desire to work in the Brazil Pavilion with an exhibition entitled **"Empowering Humankind, Empowering the World"** that would develop, as a "thematic concept", the different meanings of the term **"power"**: the ability to act in a certain way, the autonomy to make decisions, the ability to influence the behavior of others, the attention to the most vulnerable, and even the production of energy resources that feed the country and the world.





In this context, the thematic concept of the preliminary proposal initially connected the term “**power**” with the possibility of offering humanity appropriate conditions to overcome challenges such as poverty, hunger, inequality, as well as access to sanitation, infrastructure, health, and education. As a country of continental dimensions and diversity, Brazil, while experiencing these challenges, has been able to develop various solutions to overcome them.

The preliminary proposal also connected the term “**power**” with the roots of our diversity and with how the mixture of cultures and foreign and autochthonous influences have empowered Brazilian society and contributed to the idea of what it is to “be Brazilian”. At the same time, these influences have created links between our country and our people and the rest of the world, by means of long-term human ties. This dimension has special significance for the Brazilian participation in Expo Osaka 2025, since Brazil is the country with the largest number of Japanese descendants, while Brazilians make up the fifth largest foreign community living in that country (after China, Vietnam, South Korea, and the Philippines).

The preliminary theme statement has established the concept of “**empowering lives**” as a pathway toward a better future. As one of the industrialized countries with the highest incidence of renewable sources in its power grid, Brazil can take the opportunity to show its best practices to “*empower the world*”, with success stories that range from the production and intensive use of biofuels to a high tech agricultural sector that feeds one in every five inhabitants of the planet.

Upon entering the Brazil Pavilion at Expo Osaka, under the terms of the preliminary theme statement, visitors would embark on an “**empowering**” **journey**, during which they would have the opportunity to approach Brazil and these different meanings of the term “**power**”, as well as to learn about the country's efforts to be an agent of positive change toward the improvement of the quality of life of its people in the economic, social, and infrastructure areas, contributing to the design of a society of the future.

In the preliminary proposal, two main topics of the exposition were presented: a) “empowering humanity: how to ‘reach the last mile’ and ensure that access to





quality education, sanitation and health, as well as measures to overcome poverty, hunger and inequality, reach every corner of the planet"; and b) empowering the world: how New technologies can address global needs in all aspects of human life: food, energy, and ideas.

This PRELIMINARY theme statement corresponds to Annex 14 of the Competition Guidelines.

Although it may serve as a reference for the elaboration of the exhibition design proposal to be submitted by the participants, this theme statement is not expected to be treated as definitive and may be further developed or even entirely discarded and replaced.

For the submission, it is expected that the theme statement put forward by the contestants:

Follows the guidelines set by this ToR about how to present Brazil in the event;

- a. Maintains its connection to the sub-theme “Empowering Lives”;
- b. Does not lose sight of the central theme of Expo Osaka 2025 (“Designing Future Society for our Lives”)
- c. Meets the requirements of the architectural and exhibition design program, as detailed on item 8 of this ToR.
- d. Is integrated into the architectural design, in order to give cohesion to Brazil's participation in the event.

In these terms, one of the documents to be presented by the participants of this tender must be CEO DC - Annex 25 -- Theme Statement (Application Form):

- a. A name, title or slogan for the proposed exhibition (at present, “Empowering humankind, empowering the world”);
- b. A thematic concept with no more than 350 words;



- c. Exhibition topics connected to the proposed title and thematic concept that must necessarily include: I) introductory section with general information about Brazil; II) reference to the multicultural ethnics and diversity of the Brazilian population, with emphasis on Japanese immigration; III) the relationship with the theme “empowering lives”; IV) the presentation of a vision of the future, in connection with the central theme of Expo Osaka 2025;
- d. In line with the Organizing Committee's requirements, indication of the main Sustainable Development Goals (SDGs) linked to the proposed theme.

6.3. Visitor's itinerary

It is important to consider that the way national pavilions are presented at World Expos has evolved to combine two main aspects: education and entertainment.

As such, it is hoped that the Brazil Pavilion at Expo Osaka 2025 can offer the visitor a journey that provides not only information that contributes to the promotion of Brazil's image and business, but also a memorable, sensorially attractive and innovative experience. Visitor experience should be the primary focus in the course of the process of designing the Pavilion and presenting the theme.

Messages should be simple, with limited use of text. The exhibition design should focus on experimentation and the application of audiovisual and interactive resources in their most technologically current manifestations. The experiment also shows that the use of tangible elements transforms the experience of the pavilion. As was the case, for example, of the suspended web in the Brazilian pavilion in Milan 2015, and the reflecting pool, in the Brazilian pavilion in Dubai 2020, very much appreciated by the public.

Often, national pavilions at universal exhibitions guide the experience offered to visitors at a few key moments:

- The initial architectural impact caused by the building, which, because of its uniqueness, attracts the public's attention and produces the desire to visit;
- The generation of a feeling of anticipation, stimulated at the queuing/waiting areas, which must be treated as exhibition areas (for self check-in, to obtain initial information about the exhibition or about the country, among other possible functions, according to the adequacy to the presented proposal) and that can be enhanced by the use of sensorial or interactive resources, or even by cultural presentation areas;
- The exhibition area, which can be divided into different moments and where the central themes of the exhibition will be rolled out – in a deeper way and always with the aim of producing a unique and memorable experience – with the use of animation, interactive resources, sensory and ludic experiences, *gamification*, etc.;
- The post-exhibition, when the visitor comes into contact with other possibilities to connect with the country (store, living area, cafe, restaurant, cultural presentation, etc.) and gets the traditional "stamp" in the Expo "passports".

For the itinerary, it is also necessary to consider the flow of authorities, investors, and other VIP visitors, for whom it will be necessary to provide a specific reception area, befitting the protocol, with access to the meeting areas, *lounge* etc., There should also be easy access to the permanent exhibition area so that it does not interfere with the general public waiting in line.

In the protocol area, an environment/setting suitable for taking pictures must be provided, with a table and flags of Brazil and Japan in the background, which will be used for signing the book of honor, a moment that is part of the agenda of all authorities visiting the pavilion, and also for signing official documents.

Regardless of the form or resources chosen by the contestants to represent Brazil and connect the pavilion as a theme “Empowering Lives”, the spaces of the



pavilion must contemplate elements offer the visitor information about the formation of Brazil, its territory and people, our roots and traditions (“*nemoto*”), including Japanese immigration as an example of Brazilian plurality and accommodating spirit. They must value Brazilian hospitality (“*omotenashi*”), with a view toward promoting commerce, as materialized by the shop/restaurant/cafe/bar Brasil. And finally, they should offer a look into our future and our contributions to the future of humanity (“*mira*”), in line with the central theme of Expo Osaka 2025, necessarily including in the permanent exhibition an emphasis on innovation and on how the country stands out economically (opportunities and infrastructure);

In agriculture (sustainable and carbon-neutral technologies).

And in the energy sector (power generation from sustainable sources).

It is essential that the exit of visitors from the exhibition area be separate from the entrance.

Sufficient space must also be provided at the entrance for visitors using a “smart queue”, which allows pre-booking of a time slot to visit the exhibition and easier access, without going through the regular queue.

The proposal must consider that real-time control, preferably digital, of the number of visitors entering and leaving the pavilion is also essential for its proper operation. The integration of simple “*check-in*” mechanisms for the visitor that generate not just numeric data but also, minimal information about the visitor (e.g. name, nationality, age, sex, e-mail address) will be appreciated.

Finally, it is estimated that most of the public visiting Expo Osaka 2025 will be Japanese, which determines that the main language of the exhibition contents, audio announcements and guided tours will be Japanese, with translation into Chinese, English, and, in the case of the Brazil Pavilion, into Portuguese.



6.4. Functional and administrative aspects of the Pavilion

In addition to incorporating the exhibition design elements described above, the pavilion must be a space for the reception of authorities and businesspeople, as well as a workspace, where ApexBrasil collaborators, partners and/or contractors will work for more than six months in the conduction and management of Brazil's participation in the World Expo.

Access by the staff to the work areas of the pavilion must be controlled and independent from the general public and authorities' accesses.

The preliminary planning of the team that will comprise the staff of the Brazil Pavilion at Expo Osaka 2025 is part of Annex 15.

For the conception of the spaces, the particularities of pavilion routine in World Expos must be considered, such as the constant need to provide entrance for authorities and distinguished visitors to both the exhibition area, without disturbing the other visitors waiting in line, and the office area. In this context, it is important to consider the authorities' reception area separately from the general public's entrance and exit area.

Even if not originally intended for contact with the external public, the office areas must also connect with the theme of the pavilion, so that all present elements contribute to the promotion of the country's image. These guidelines extend to the rooms of the Commissioner-General and the Pavilion Director, the toilets in the administrative area, the meeting rooms, and the reception and protocol rooms.

Commercial and cultural spaces should operate independently from the exhibition area. It is necessary, in these terms, to allow access and egress for visitors interested in going to the restaurant, the cafe/bar, and the store, or interested in watching the cultural presentations, without the need to go through the permanent exhibition area (or the queue).

The plans must contemplate an environment/set design specifically conceived for official ceremonies, such as the signature of the pavilion's honor book, a routine



activity in World Expos, the signing of memoranda of understanding, and other documents, in which Brazilian and foreign authorities participate.

It is fundamental that the design of the building allows access for routine services (restocking of commercial areas, garbage collection, etc.) to take place without interfering with the flow of visitors or authorities.

According to the guidelines of the Organizing Committee, there should also be a place for parking and recharging small electric vehicles, such as scooters and golf carts (for the exclusive use of the pavilion staff).

6.5. Commercial areas

It is expected that the pavilion will offer the public and visiting authorities commercial spaces that complement their experience and contribute to the promotion of Brazil's image: a cafe, a store, and a restaurant/bar.

The cafe should be planned to occupy an area of easy access for the visiting public, without the need to wait in line for access to the permanent exhibition. It can be integrated with the cultural presentation space, so that the functionality of one space complements that of the other.

The store should be located near the visitors' exit from the main exhibition area, but with the possibility of independent access for those who wish to visit the space without queuing in the exhibition area.

It is expected that the restaurant (which may be associated with a bar), casual in appearance and with a Brazilian theme, will have air-conditioned spaces, with the possibility of an indoor and outdoor setting, exclusive restrooms, and ideally, a privileged view of the exhibition park.

From the experience gathered in previous Expos, pavilion restaurants in reserved spaces with privileged views of the exhibition park tend to be appreciated by the public and opinion makers/decision makers visiting the World Expo. It is important

to consider these spaces central elements to highlight the country's presence in the event and to promote Brazil's image and products.

The ambiance of these spaces, to be detailed later in the executive project, must be integrated to the pavilion's exhibition design and to the aim of promoting Brazil's image. Aspects of Brazilian culture appreciated in Japan, such as Bossa Nova and other musical manifestations, for example, can serve as inspiration for the spaces.

The use of furniture and Brazilian design pieces to compose the indoors environment of all those spaces must be projected.

It is important to take into consideration that catering services in the pavilion for events closed to the public (receptions, cocktail parties, etc.) will be provided by the restaurant and cafe/bar staff, and it is necessary to consider the integration of some of these food and beverage spaces into the areas in which these events may take place (multi-purpose room, authorities' lounge, meeting rooms, etc.).

6.6. Cultural stage of the Pavilion

It is desirable that the pavilion has an area for cultural and musical performances, with a capacity for up to 10 artists to perform simultaneously.

Examples of performances that will be held are: presentation of typical Brazilian rhythms and dances, "*banquinho e violão*" (singer-songwriter style) presentations, samba circles, capoeira presentations, and children's book reading sessions, among others.

The integration of the space for cultural shows to the pavilion's café, in an area of easy access to the public and independent from the exhibition area, must be considered so that the functionality of one space complements that of the other.

It is important to consider, additionally, that this space will only be used at certain times throughout the day. The absence of cultural or musical performances should therefore not negatively interfere with the public's experience of the pavilion.

7. General considerations and guidelines

7.1. Architectonic recommendations

It is fundamentally important to take into consideration that the Pavilions are temporary constructions, which will be dismantled after the Expo period, and therefore to aim at the reduction of construction and demolition waste as well as the reuse/upcycling of materials.

All project stages must comply with Japanese legislation and standards, as well as with the rules of the Expo Organization. Thus, the professionals involved (architects, designers, engineers, and other qualified technicians) must be legally licensed for the professional exercise in accordance with this regulation.

The Organization of the Expo has provided a list of qualified consultants to work in Osaka, on CEO DR - Annex 13 - Expo 2025 Contractors Service Providers List, with professionals, architects, and engineers. The list is only indicative, and participants may associate themselves with any professional or company qualified for the activities to be developed throughout the processes of design, approvals, assistance in the execution of the work and disassembly/demolition.

Additionally, it is expected that all the components of the pavilion will contribute to the promotion of Brazil's image. Accordingly, materials, interiors, furniture, decoration items, and finishes, even in areas not related to the exhibition or closed to visitors (e.g. toilets in office areas, waiting rooms, etc.) should be carefully specified, conceived and detailed in the executive plan with the purpose of promoting Brazil's image, and concepts that consider the feasible use of Brazilian construction and finishing materials will be appreciated.

Based on the organizers' visitor estimates and considering the history of Brazilian participation in the last Expos, the architecture of the pavilion and the visitor's journey should be designed to allow the pavilion and the permanent exhibition the capacity to receive significant numbers of people (between 5 and 10% of the total planned for the Expo), with an estimated 12,000 visitors per day.



Finally, the pavilion should contain some element that can be transferred to a public place in Japanese territory after the end of Expo Osaka 2025 and converted into a monument in honor of the human bonds between Brazil and Japan. It is expected that the monument will allude to the Japanese immigration to Brazil and, especially, to the celebration of 35 years of the Brazilian community in Japan, constituting a legacy of Brazil's participation in Expo Osaka 2025.

7.2. Promotion of sectors of the Brazilian economy

Japan is one of the target countries of productive sectors identified in the intelligence studies carried out by ApexBrasil, according to information from the country profile CEO DR 18 - Japan Profile, ApexBrasil.

The pavilion can work as a commercial promotion platform for Brazilian products and services, even if no specific opportunities have been verified in the Japanese market for the Brazilian industry, for instance in the civil construction and finishes industry.

This way, the proposal, both in the construction aspects and in terms of set design, interiors, and ambiance can provide the possibility of using and promoting Brazilian products and services, and the use of furniture and pieces of Brazilian design should be determined for the ambiance of the interiors of all these spaces.

The possibility of using materials and products from eventual sponsorships "*in kind*", or partnerships that aim at the commercial promotion of Brazilian companies and institutions must also be determined.

7.3. Climate and natural disasters

Besides the seismic component characteristic of the Japanese territory, the climate conditions of Osaka during the Expo's operation period will have to be taken into consideration. In this regard, since this is a six-month event that will cover three seasons (late spring, summer, and early fall), it is natural to expect significant weather variations for which the Brazil Pavilion must be prepared.



In Osaka, the months of April and May have pleasant temperatures, characteristic of late Japanese spring. The months of June and July, in turn, make up the rainy period, with a very hot and extremely humid climate, prone to the proliferation of insects. In August, the temperature reaches its maximum average, but with a drop in precipitation. In September, with the arrival of autumn, temperatures begin to drop, but the average number of rainy days increases noticeably.

It is also important to consider that Japan is constantly affected by earthquakes (throughout the year) and typhoons (from May to October, but with particularly in August and September). The chart below, by the Japan National Tourism Organization (JNTO), illustrates the average temperature and precipitation throughout the year:

Osaka												
	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
High	10°	10°	14°	20°	25°	28°	32°	33°	29°	23°	18°	12°
Low	3°	3°	6°	11°	16°	20°	24°	25°	22°	16°	10°	5°
Precipitation (mm)	45	62	104	104	146	185	157	91	161	112	69	44

7.4. Characterization of the plot for the Brazil Pavilion

Brazil was assigned lot A-17, of medium size (1,753.95 m²), located in the area of the park dedicated to the theme “Empowering Lives”. The lot where the pavilion will be built is flanked on the left by a large lot (about 3,000 m²), and on the right by a small lot (about 900.00 m²), separated from the latter by a service inroad. According to the organizers' documents, the main general public entrance to the Brazil Pavilion should be the south face.

The document CEO DT – Annex 01 – A-17 Plot Sheet summarizes the main information regarding the occupation of lot A-17. It contains the lot dimensions, rates, and clearances, as listed below:

- **area of the lot:** 1,753.95 m²;



- **mandatory clearances:** 10m to the front and 1m on the back and sides;
- **maximum constructed area:** 3,000m²;
- **maximum occupancy rate:** 70% = 1,227.76m²;
- **maximum construction height:** 12m, or up to 17m for 50% or less out of the total built area.

Using up to the maximum footprint, you can build the pavilion in more than one building or on more than one floor. The maximum permitted height for the building is of 12m (or up to 17m for up to 50% or less of the constructed area), observing the mandatory clearances.

A considerable factor that must be considered is that the area where the plot for the Brazil Pavilion is located is being filled in, in a thick layer, to reach an altimetric quota determined and stipulated by the planning in accordance with the general project for the implementation of Expo Osaka.

The Expo Administration states that any excavations for the installation of buildings may not exceed a maximum of 2.50m.

Soil studies provided by the Expo reveal that firm footing for high concentrated loads would only be found at depths beyond 55.00m of drilling. These are very expensive types of foundations, which demand more time for execution and would also result in greater difficulty to – after the Expo closes – undertake physical procedures for the return of the lot free and clear for other future purposes.

This leads to the recommendation that competing designs take into account architectural and structural solutions that do not require the execution of deep foundations due to the concentration of higher loads.

It is recommended, therefore, that solutions for shallow foundations, or stabilized foundations, or similar, be sought to meet this practical difficulty that could lead to the impossibility of execution.



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Although it is not recommended to design basements on a landfill, creative solutions can take advantage of this 2.50m limit and this peculiarity and consider the inclusion or use of spaces based on this depth limitation in a certain area (provided, of course, that the surrounding landfill is supported).

The general topographical survey of the Exposit area is available on Annex 03 – Appendix for the Design Guidelines for Type A (Self-Built) Pavilions, with general recommendations for foundations. Specific sounding and topographic survey reports for lot A-17 may be conducted at a later date, as a subsidy for the Executive Design of the Foundations stage.

8. Program

The suggested program of requirements with an indication of estimated areas is presented below. It should be noted that, depending on the project's proposals, the spaces can be resized to meet all the determined functions. The total built area is estimated to take up no more than **2,455.52 sq. m. of minimum area, up to a maximum of 3,000 sq. m.**, calculated according to the budget estimate available for the execution of the work. This area must not be extrapolated.

8.1. Flow and Access:

Besides the visiting public and Pavilion users/employees, the constant presence of authorities and distinguished visitors (VIP) must be taken into consideration, as well as groups or individuals with disabilities, which demands careful study of accesses and flows, aiming at the dimensioning of waiting spaces and queue reduction.

8.2. External Aspects of the Pavilion:

The external sign with the name of the country, in Portuguese and Japanese, should be easily visible, in a prominent place;

There should be a flagpole to raise the National Flag in front of the pavilion, with night lighting;



It is fundamental that the uniqueness of the building reflects the message elaborated and proposed in the pavilion's exhibition design plan;

The ApexBrasil Organizing Committee emphasizes that the pavilions must be designed to look pleasant when viewed from above, which will be frequent, since the elevated walkway that goes around the park will be accessible to visitors;

8.3. Accesses

The main public entrance must be on the main (south) road and must comply with universal accessibility requirements;

The public exit should be separate from the entrance to keep the pedestrian flow continuous and minimize "traffic" jams;

Aspects of the country's climate must be considered in order to design appropriate and sufficient devices to protect the visitor who will be queuing to visit, considering the calculations of access and flow.

Waiting areas (queues) must be sized for a flow of at least 12 thousand visitors/day in the pavilion.

The pavilion should have service entrances, accessible at all hours, clearly differentiating the public space from the private;

Staff access to restricted areas must be separated from the access that is open to the public, preferably with mechanisms to control passage/circulation.

The pavilion must also have a separate entrance for authorities, in a space appropriate for the protocolary reception;

All the details about the accesses are available at CEO DT - Annex 03 – Appendix for the Design Guidelines for Type A (Self-Built) Pavilions. It is important to mind the information related to emergency exits.

8.4. Permanent Exhibition

800 sq. m., approximately

The permanent exhibition area must occupy a relevant portion of the built area and, according to the experience proposed by the competition participants, may contain immersive environments, sensorial, visual and tactile experiences, fast viewing and/or interactive multimedia, interactive games, holographic installations, among others;

The visitor's experience should be complete and it should not change depending on the time of the visit;

The key messages should be conveyed in an expeditious, interactive, and instantiated manner;

The audience's experience should be succinct, exciting, and scaled so that many people may go through it at once;

Technical rooms should be provided for the control of systems related to the exhibition (control of audiovisual systems, storage rooms, etc.);

Toilets for visitors should be provided near the exit of the permanent exhibition, and can also be used by visitors who use the bar/cafe and the space for cultural activities;

The free areas should also be considered as exhibition space and part of the entire visitation itinerary in the pavilion;

8.5. Multipurpose Space

200 sq. m., approximately

A multipurpose space should be provided to accommodate seminars for up to 40 people, cooking shows, cocktail parties, and networking events, which are not necessarily open to the general public;

The multipurpose space must have an audiovisual, sound, and lighting control booth;

The multipurpose space must have a simultaneous interpretation booth;

The multipurpose space must have easy access to sanitary facilities;

Access to the multipurpose space should be planned in order to allow the access of both the general public, as well as guests to events closed to the public;

The space will have a service entrance for receiving food and disposing of garbage;

It is important that the closure or momentary suspension of the use of this space does not interfere with the visitor's experience;

8.6. Cultural Space

100 sq. m., approximately

Space for cultural and musical shows.

Space should be provided for cultural and musical shows for the visiting audience;

A backstage support structure for at least ten (10) artists must be provided;

The space must have a sound, video, and lighting structure;

The integration of the space for cultural shows to the pavilion's café, in an area of easy access to the public and independent from the exhibition area, must be considered so that the functionality of one space complements that of the other.

8.7. Commerce Spaces

Maximum of 20% of the total area – 480 sq. m., approximately



As in previous Expos, the Brazil Pavilion in Osaka 2025 is expected to have commercial operation areas (restaurant, bar, store and cafe), which may or may not be integrated;

According to the regulations of the Expo organization, the dedicated commerce areas in the pavilions must be limited to 20% of the built area;

The commercial area has enormous relevance for Brazil's goals at Expo Osaka 2025. The proposal must consider the use of the maximum area allowed for these activities, 20% of the total built area;

8.7.1. Store

The store must have a space to sell products, such as: souvenirs from the pavilion (mugs, pens, magnets, pins, bottles, key rings, sustainable bags, stickers), T-shirts, slippers, books, engravings, traditional and modern handicrafts, design products (miniatures, models), jewelry and ornaments, chocolates, special coffees, cachaças, hygiene and beauty products, among others;

The interior design of the store, connected to the theme and architecture of the pavilion, should be included in the executive project;

Eventual adjustment of the store project, particularly in how goods are displayed, must be provided after the definition of the final mix of products for the correct display in store windows, racks, shelves, etc.;

The store must have an access that is independent from the main entrance to the exhibition rooms, so that visitors can enter the shop directly, without having to queue for the permanent exhibition. At the same time, access to the store should flow naturally to the public that concludes their visit to the permanent exhibition;

The space dedicated to the store must be air-conditioned and protected from the weather;

Storage space for goods must be provided for the store. This space, however, should not be included in the limit of 20% of the building area allocated to commercial operation areas;

8.7.2. Cafe/bar:

The plan must include a café/bar for quick snacks, allowing easy access independent of the exhibition spaces;

Although it is not necessary to provide table service for coffee, it is expected that there will be a minimal area for food consumption, with supports, tables, and/or seats;

Ordering locations and eating/drinking spaces should be protected from the weather;

The integration of the space for cultural shows to the pavilion's café, in an area of easy access to the public and independent from the exhibition area, must be considered so that the functionality of one space complements that of the other.

8.7.3. Restaurant/bar:

The Brazil Pavilion must have a restaurant representing Brazilian cuisine;

The restaurant's capacity is expected to be of about 50 seats;

The Restaurant must be located in a reserved space, independent from the permanent exhibition, preferably in a place with a privileged view of the exhibition park;

The restaurant may be connected to a lounge space geared toward authorities;

It is worth mentioning that the restaurant should have its interiors conceived in all its details in order to become an additional element for the promotion of the national image and identity, and even a space for the promotion of Brazilian products;

The restaurant must have sanitary facilities that are easily accessible to customers and independent from those intended for service personnel;

Toilet facilities accessible to customers must also have their interiors and ambiance designed in accordance with the objective of promoting the country's image;

The restaurant layout must also include the possibility of creating a reserved area for promotional activities closed to the general public;

8.7.4. Spaces of support for the commercial area:

The food and beverage storage areas, warehouses, and cold rooms are not included in the calculation of the commercial area and must be shared between the restaurant and the bar/cafe, as well as the multipurpose space for eventual catering services and tastings;

The kitchen(s) and food preparation area(s) are not excluded in the calculation of the commercial area either;

Toilets must be provided for exclusive use by the restaurant staff;

All spaces with food and beverage operations must observe local health regulations;

8.8. Administrative Space

400 sq. m., approximately

The administrative areas, closed to general public access, must have an independent entrance for employees, with access control system, reception, spaces for work, meetings and support for the functions described in annex 15, which indicates the preliminary composition of the team that will work in the Brazil Pavilion at Expo Osaka 2025;

The following spaces must be included in the plan:

- Private VIP access to the Administrative Area;

- Commissioner General's Room, equipped with work desk, private restroom, functional closet, meeting table, and living space for guests;
- The Pavilion Director's Room, equipped with a work desk, private restroom, functional closet, meeting table, and living space for guests;
- Lounge for accommodation of authorities and delegations, with a capacity for up to 20 people and with a counter for coffee/water service;
- Meeting room for 12 people;
- Meeting room for 8 people (with possibility of joint use with the larger room);
- Room/area for pavilion staff with 10 (ten) workstations, cupboards for office supplies and a shared functional closet;
- Office for local contractors (administration, operation and subcontractors), with 22 workstations with individual drawers;
- Support scullery for water and coffee service (meetings);
- Lockable storage for promotional material, replacement material and information technology and eventual storage of visitors' bags;
- Sanitary facilities for administrative staff and meeting participants;

All spaces, even those not accessible to the visiting public, but with access for authorities and delegations, must promote the image of Brazil, using Brazilian furniture and decorative elements.

8.9. Technical Areas:

Support area for receptionists, cleaning and security teams, equipment/architecture maintenance technical staff, and commercial operation staff, including male and female restrooms/dressing rooms, with at least 60



lockers/lockers and a small cafeteria (with refrigerator, meal-warming devices, drinking fountain, and table/stool);

Technical rooms for controlling the building's general infrastructure systems (utilities), according to project needs and Expo norms;

A place for parking and recharging a 6-seat golf cart and electric scooters;

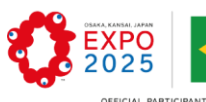
9. Estimated construction deadlines

The construction of the Brazil Pavilion will be tendered after the executive projects have been approved by the Expo Osaka 2025 Organization and by the competent local authorities responsible for project approval and construction licensing.

According to the schedule provided by the organizing committee of Expo Osaka 2025, the construction period for pavilions “*Type A – Self Build*” must be between April 13, 2023 and July 13, 2024 (maximum 15 months). Despite the schedule provided by Expo Osaka, it is important to note the short timeframe for the execution of the pavilion, as per the schedule below.

Completion of the exhibition and interiors, meanwhile, is due by January 13, 2025. By March 13, 2025, all facilities and finishings must be completely approved and licensed, so that the pavilion is in full occupation conditions one month before the beginning of the event, for team training, operational tests, and to solve eventual problems.

- estimated date of the tender for the construction and operation services: October/2023
- estimated time period for the construction: January/2024 until July/2024
- estimated time period for the interiors and exhibition montage: August/2024 to January/2025
- estimated time period for team training: January/2025 to March/2025



10. Estimated pre-budget

The projects must consider a maximum estimated total cost for the execution of the work of USD 24,000,000 (twenty-four million U.S. dollars), estimated for the total built area initially provided, according to studies and initial calculations informed by the Expo Organization. This amount should be considered for the execution of excavation and foundations, the execution of the building construction services and the montage of the exhibition, including finishings, interior design (with furniture, ambiance, and decoration) and equipment for all the spaces, as well as for the later disassembly of the building and restoration of the lot.

11. Definition of hourly pay

According to estimates provided by the organizers of Expo Osaka 2025, the amounts corresponding to design and construction execution assistance (EA), including legally qualified local partners for all necessary services related to the design, construction management and demolition stages in Osaka amount to 9.3% of the estimated value of the construction execution including its subsequent disassembly.

The fees were calculated according to CAU-BR's Table of Hourly Fees, considering the architectural project, the design of the exhibition, all complementary disciplines for the execution of the work, interior design, as well as assistance services for the execution of the work (EA), consultancy and related services.

As such, the total contract amount 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) according to the Contract Draft present in the Competition Guidelines.

12. Bibliography and reference sources

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For information and the history of World Expos, we suggest the BIE website, www.bie-paris.org.

For information about Expo Osaka 2025: <https://www.expo2025.or.jp/en/> For information about Expo Dubai 2020: www.expo2020dubai.com

On <https://www.brasilexpodubai2020.com> there is information about the Brazilian participation at Expo Dubai 2020.

For a video about the Expo Milan 2015 pavilions:

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