

July 20, 2022

#### Announcing Pavilion Name and Exterior Design by Architect Yuko Nagayama for Japan World Expo 2025 (Osaka, Kansai)

– Panasonic Group Holds “1000-Days-To-Go Kickoff Event” –

Panasonic Holdings Corporation held the Expo 2025 Osaka, Kansai “1000-Days-To-Go Kickoff Event,” where it announced the Panasonic Group’s pavilion name and revealed the exterior design created by architect Yuko Nagayama.

The concept for the pavilion is “Unleash your mind, body, yourself and world.” In determining the shape the pavilion should take, Panasonic focused on its group-wide purpose: the realization of “an ideal society offering material and spiritual affluence.” Given the state of our heart influences how we perceive ‘things,’ and that ‘things’ are a reflection of our hearts, the key word that arose was ‘NO MO’ – the mirror image of the Japanese word for ‘thing,’ mono. Thus, the Panasonic Group pavilion was named “NO MO NO KUNI”. \* : Trademark application pending

With the experience offered at “NO MO NO KUNI,” Panasonic hopes to open the eyes of children of Generation Alpha to where they fit in the interconnected world, based on the concept of a cycle of things, the heart, sustainability, and well-being.

In terms of specific pavilion composition, Panasonic is exploring two layers: “NO MO NO KUNI” and “Earth.” NO MO NO KUNI will be an adventure into one’s inner world through four zones (“Unleash: mind,” “Unleash: body,” “Unleash: world,” and “Unleash: yourself” ) designed to help children to realize, “I too can make a difference! I want to try!” Through the “Earth” layer’s “Unleash the future” zone based on the idea of co-creation with children, Panasonic offers a space for them to learn about Panasonic Group initiatives for resolving global environmental issues and foster empathy of “joining hands to build a better world.”

At the NO MO NO KUNI pavilion, Generation Alpha children will be released from the limits and preconceived ideas they do not even know they are bound by, to each become aware of their hidden potential – their natural talent – thus gaining greater self-esteem.

Construction for the pavilion is led by Yuko Nagayama, the architect of the Japan Pavilion at the Expo 2020 Dubai, whose vision is for a space that sets the hearts of children free.

#### <Architectural Concept>

- A pavilion with “sway-in-the-breeze” free and light construction that appeals to visitors by acting on our cutaneous sense – stimulation through the skin.
- Façade formed entirely of a collection of motifs expressing ‘circulation,’ symbolizing how “we are each one part of the circular world.”
- Ultimately, the shape will be determined organically based on various conditions. Within that process and the final shape itself is the sense of the “fun in an unpredictable future.”
- By injecting concepts of sustainability and well-being into the architectural expression, Panasonic aims for a construction in which you can truly feel the circulation of materials and energy.

#### <Exterior Design image (as of July 2022) >



#### <Interior Design image (as of July 2022) >



Panasonic Holdings Corporation will move ahead with preparations for the pavilion in collaboration with the Japan Association for the 2025 World Exposition, spurring momentum for the success of the Osaka, Kansai Expo.