

Netherlands Pavilion

A New Dawn on Common Ground.



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Tellart at World Expo 2025, Osaka, Kansai

Tellart is an Amsterdam-based experience design studio committed to inventing new forms of communication that can reach all the senses. Combining strategic storytelling, emerging technology and design craft, Tellart creates experiences that transform how people understand our world and imagine our collective future.

The Netherlands Pavilion is commissioned by the Ministry of Foreign Affairs and the Netherlands Enterprise Agency (RVO). The Pavilion is realised by a consortium of RAU Architects, engineering consultancy DGMR, Osaka-based construction company Asanuma, and experience design studio Tellart.

Concept for the Netherlands Pavilion

The Netherlands Pavilion at Expo 2025 Osaka showcases the country's commitment to a sustainable future through innovation and collaboration. The Pavilion explores the Netherlands' evolving relationship with water. The relationship evolved over time from battling it to embracing it as a source of clean energy and a driver of eco-conscious living.

At the heart of the Pavilion is the Dutch principle of common ground. It is a mindset forged over centuries of collective effort to protect the lowlands from rising waters. Living below sea level demanded both unity and ingenuity. Over time, the Dutch transformed water from a constant threat into a vital ally. Today, we don't just hold water back but we live with it, work with it, and harness its power.

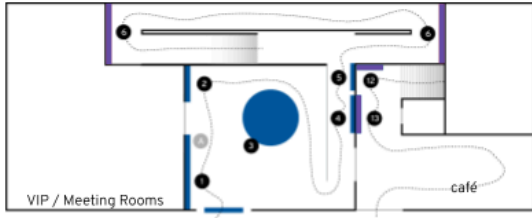
Guided by a personal Orb, visitors embark on a journey through a range of experiences from interactive walls and a generative infinity mirror to an AI-generated immersive dome film. Through interaction, the visitors discover the narrative of how the Netherlands is collaborating with water to drive sustainability. The Pavilion communicates the message: we shape a better, more resilient future only by working together with each other and with nature.

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Guest Experience at the Netherlands Pavilion

The Netherlands Pavilion's guest experience is structured around four distinct experiences: I) A Common Ground, II) The Journey, III) A New Dawn, and IV) Energizing Tomorrow.

Ground floor



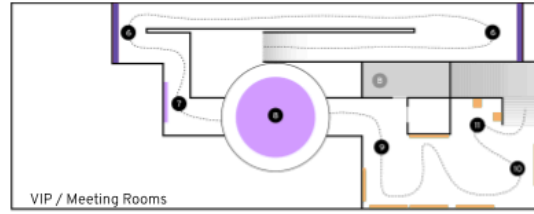
A Common Ground

- 1 Wall Mural
- 2 Pavilion Poster
- 3 Water Basin
- 4 Orb Wall, Hand-out
- 5 Check-In
- A Miffy Introduction

The Journey

- 6 Water Walls

First floor



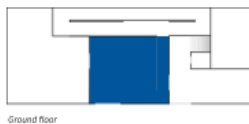
A New Dawn

- 7 Show Intro
- 8 Main show

Energizing Tomorrow

- 9 Innovation Tracks
- 10 Pledge Station
- 11 Passport Stamp
- 12 Sponsor Wall
- 13 Orb Wall, Hand-in
- B Back of house

A Common Ground



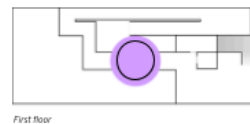
A Common Ground introduces the concept of the common ground mindset - an approach to joint problem-solving that emerged from the necessity of protecting the "lowlands" from the threat of rising waters.

The Journey



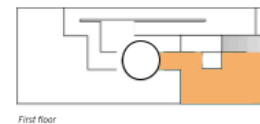
The Journey explores the deep relationship between the Netherlands and water. Over time, the Dutch have come to view water not just as a threat to be managed, but as a resource to be embraced.

A New Dawn



A New Dawn showcases how the Netherlands is once again uniting, this time to tackle the energy transition. By redefining its connection to water, the Dutch are harnessing it as a source for clean and renewable energy.

Energizing Tomorrow



Energizing Tomorrow showcases groundbreaking Dutch innovations and envisions sustainable future scenarios. These advancements are grounded in common ground and powered by a water derived source of energy.

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Experience I : A Common Ground

A Common Ground is the first space of the Netherlands Pavilion that introduces the Pavilion's central theme: the Dutch 'common ground' mindset. The space consists of four main installations: The Wall Mural, The Water Basin, The Orb Wall and The Check-In Mirror.

The Wall Mural



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Upon entering the Netherlands Pavilion, visitors are introduced to the concept of “common ground” - a Dutch mindset of collaborative problem-solving, shaped by centuries of defending the lowlands from rising waters. The Wall Mural reflects this spirit and celebrates 425 years of diplomatic relations between the Netherlands and Japan, emphasizing the common ground shared by both nations. It concludes with an open call to seek common ground globally, and unite in addressing today’s shared challenges.

Miffy Panel

The Pavilion’s children’s ambassador, Miffy - created by Dutch illustrator Dick Bruna - is also featured on the Wall Mural. To help younger visitors understand complex themes such as ‘collaborative problem-solving’ and the ‘energy transition’, Tellart created 14 original Miffy booklets in English and Japanese. Featuring illustrations from the Dick Bruna archive, these booklets are displayed throughout the Pavilion.

Pavilion Poster

The Wall Mural also highlights the Pavilion and its designers, RAU Architects. The structure draws inspiration from Taro Okamoto’s Tower of the Sun at the 1970 Osaka World Expo, with the Pavilion’s sphere matching its diameter. Rooted in circular economy principles, the Pavilion is designed for disassembly - its components can be repurposed after the Expo concludes in October 2025, ensuring a second life.

The Water Basin



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The Water Basin is both an artistic expression of the common ground mindset and a reflection of the Netherlands' unique relationship with water. It transforms chaotic water patterns into synchronized ripples and turns disparate sounds into a harmonious soundscape. Four embedded bass shakers manipulate the water's surface by adjusting sound frequencies; when synchronized, they bring the Basin to life, reflecting harmony through cooperation.

The Orb Wall



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After reflecting on the common ground mindset, visitors are each handed an Orb - a small, glowing storytelling device that powers and interacts with installations throughout the Pavilion. Given at the Orb Wall, the Orb marks the start of the journey, guiding visitors and transforming observation into participation. The Orb Wall also serves as the endpoint, where visitors return their Orbs, creating a sense of circularity as newcomers see others concluding their experience.

The Check-In Mirror



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The Check-In Mirror provides an initial opportunity to interact with a touchpoint and become familiar with using the Orb. Upon interaction with the mirror, the Orb is activated (charged with energy) and lights up in an orange colour. The Check-In Mirror serves as an introductory interactive touchpoint for users to learn how to use the Orb. Interacting with the mirror activates the Orb, causing it to light up in orange as it becomes charged with energy.

Experience II: The Journey

At the second part of the experience, *The Journey*, visitors explore the deep relationship between the

Netherlands and water through a series of four interactive walls called The Water Walls. Over time, the Dutch have come to view water not just as a threat to be managed, but as a resource to be embraced.

The Water Walls



Copyright: Tellart

The Water Walls are four interactive panels activated by Orb or touchpoint interaction, highlighting the evolving relationship between the Netherlands and water. They show how the Netherlands initially battled to reclaim land; how it later learned to coexist harmoniously with water; and how today we must rethink our relationship with nature to build a sustainable future for people and the planet. The final wall invites visitors to reflect on the next step - how can the Dutch unlock the full potential of partnering with water? *The journey* encourages visitors to imagine new possibilities for collaboration with water.

Experience III: A New Dawn

The third part of the experience, A New Dawn, immerses visitors in the nation's collaborative efforts to propel a sustainable future with water as an ally. This section of the Pavilion highlights how the Netherlands is uniting once more to redefine its connection with water.

A New Dawn



Copyright: Zhu Yumeng

Inside the Pavilion's iconic sphere, a dome hosts *A New Dawn* - an immersive, AI-generated cinematic experience that captures the deep bond between the Netherlands and water. This 2.5-minute, 360° film illustrates how the nation is coming together on common ground, transforming water into a source for renewable energy and a catalyst for a cleaner world. The experience concludes with a powerful call to action, inviting visitors to unite and share their ideas for a sustainable future.

Experience IV: Energizing Tomorrow

The final *Energizing Tomorrow* experience highlights groundbreaking Dutch innovations that harness the power of water to create sustainable impacts. The experience envisions achievable sustainable futures through collaboration with each other and nature.

The Innovation Tracks



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Curated by Tellart in collaboration with the Netherlands Ministry of Foreign Affairs and the Netherlands Enterprise Agency, the Innovation Tracks are a series of interactive panels activated by the Orb. They showcase Dutch companies innovating with water - from technologies that capture aquathermal energy and convert wave power into electricity to breakthroughs revolutionizing mobility with hydrogen-powered cars and self-driving boats. The Innovation Tracks demonstrate how collaborating with water and nature can drive sustainable change.

The Pledge Station



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The experience culminates at the Pledge Station, with a Promise Mirror, where visitors are invited to put the common ground mindset into practice by stepping into a marked circle on the floor. This collaborative action triggers the creation of a generative artwork reflected in the mirror. Serving as a call to collective action, the installation transforms the Pavilion's message into a shared commitment to the future. As visitors gather within the circle, their individual orbs of light pulse synchronously, as one.

The Stamp Station



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Designed by Tellart, the official stamp of the Netherlands Pavilion features the building's iconic architecture rendered in purple ink. The design incorporates a man-made sun and stylized waves, echoing the facade's visual elements.

Project Data

Videos

[Experience Walk-through video](#)

[The Netherlands Pavilion at Expo 25 © Tellart - Experience Trailer](#)

[The Netherlands Pavilion at Expo 25 © Tellart - The Wall Mural and Water Basin](#)

[The Netherlands Pavilion at Expo 25 © Tellart - The Water Walls](#)

[The Netherlands Pavilion at Expo 25 © Tellart - A New Dawn, AI Dome Film](#)

[The Netherlands Pavilion at Expo 25 © Tellart - The Innovation Tracks and Pledge Station](#)

Quotes

"Tellart succeeded in shaping an experience that is immersive, meaningful, and uniquely Dutch. They combined storytelling with sensory design, making abstract ideas—like water scarcity, circularity, and common ground—tangible and emotionally resonant for a diverse international audience."

Marc Kuipers, Commissioner General for the Netherlands at Expo 2025 Osaka

"Making clean, renewable energy accessible to everyone is the key to a sustainable society and a sustainable economy. 'The Russian war in Ukraine has put energy security higher on many countries' agendas. I'm proud of the Dutch design, which showcases the innovative solutions that the Netherlands has to offer and introduces visitors to the possibilities of a zero-emission future driven by circularity."

Liesje Schreinemacher, Minister for Foreign Trade and Development Cooperation

"We are honored to be debuting in Japan at Expo 2025, contributing to both the Netherlands and the Philippine pavilions. The Expo offers a global stage for innovation and creativity, and we're excited to bring our vision to life, inspired by Japan's cultural heritage and forward-thinking spirit. "

Ries Straver, Executive Producer and Partner at Tellart

Selected Press

Archdaily

AXIS

Azure

Blooloop

BNO

Creative Boom

Designboom

Dezeen

Fairplanet

Parametric Architecture

STIR
Stir World

Credit List

Clients: Ministry of Foreign Affairs, Netherlands and Netherlands
Enterprise Agency (RVO)

Consortium

Architecture: RAU Architects
Experience design: Tellart
Engineering: DGMR
Construction: Asanuma

Media

Media design: Tellart Productions
Sound design: Resonate Audio
Graphic design: Kessels Kramer
Interactive walls design: Superposition
AI film production: Return to Earth Studio
Renders: Plomp
Cultural consultancy: Studio the Future
Documentation: Tellart & Vincent Hecht
Fit-out and AV hardware supplier: BeWunder

Suppliers / Sponsors

Fixed furniture: Cooloo (sponsor)
Loose furniture: Het Anker (sponsor)
Curtain designer: Studio Mae Engelgeer
Traditional Japanese paper lanterns: Kojima Shoten Inc.

Contact

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