

EXPO2025 Kansai, Osaka Sumitomo Pavilion

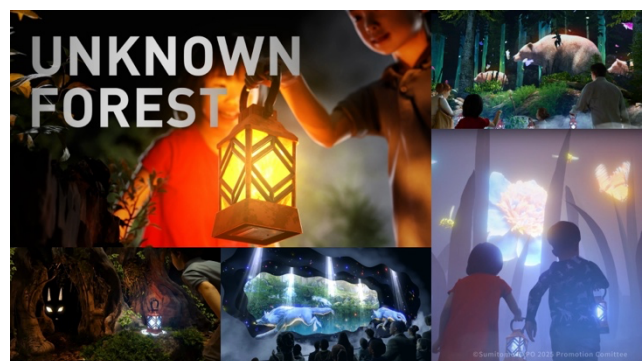
A forest adventure “UNKNOWN FOREST” information release



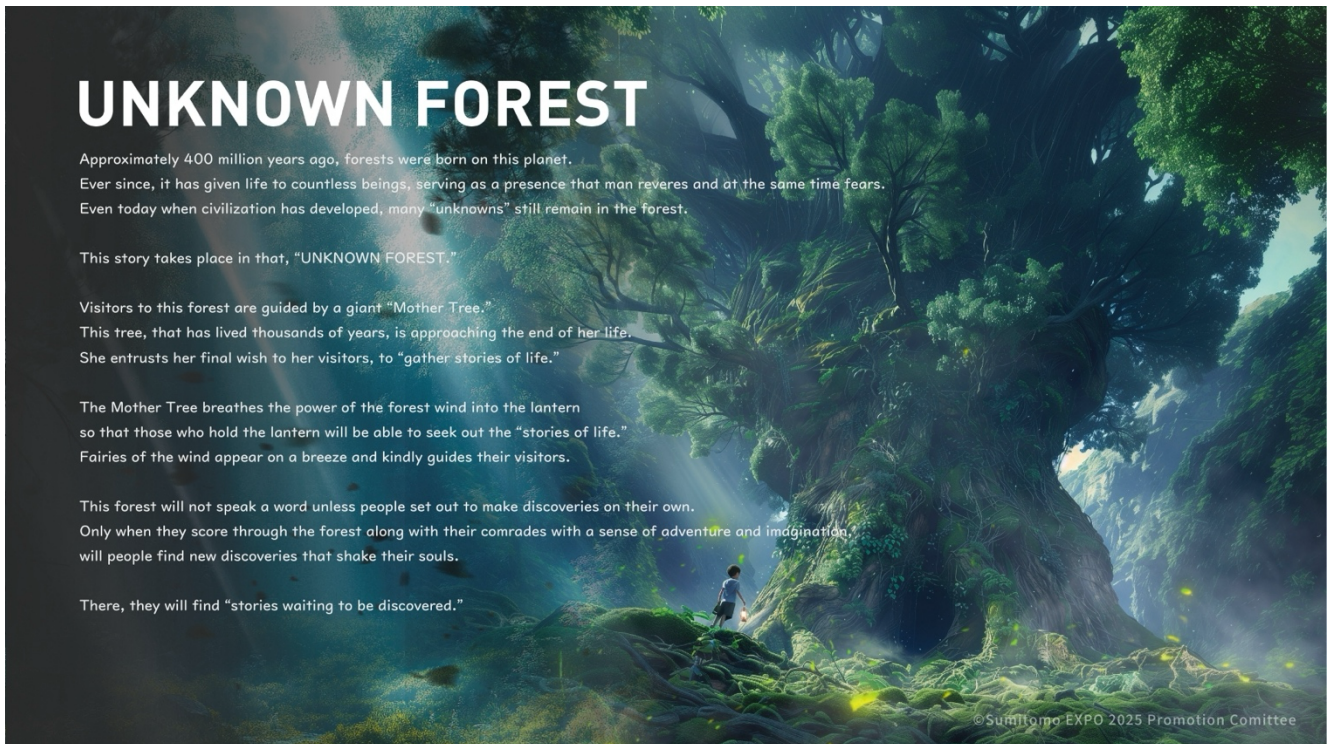
The Sumitomo Pavilion, a participant of EXPO2025 Kansai, Osaka, is excited to introduce the story and details of the “UNKNOWN FOREST”, an experience adventuring through a unique forest along with a “lantern” that serves as a partner in the journey.

”UNKNOWN FOREST, Stories Waiting to be Discovered”

Through its long-lasting relationship with the forest, Sumitomo has sought out the diverse arrays of values that it has to offer. This is a place where you see and hear things unnoticed to now, tell the story of life, and experience it. Inside this unique forest with teachings unknown to man, visitors will walk with lantern in hand and experience an interactive walk of light and sound to discover different stories of life and the UNKNOWN.



●"UNKNOWN FOREST, Stories Waiting to be Discovered" Synopsis



Approximately 400 million years ago, forests were born on this planet. Ever since, it has given life to countless beings, serving as a presence that man reveres and at the same time fears. Even today when civilization has developed, many "unknowns" still remain in the forest.

This story takes place in that, "UNKNOWN FOREST."

Visitors to this forest are guided by a giant "Mother Tree."

This tree, that has lived thousands of years, is approaching the end of her life. She entrusts her final wish to her visitors, to "gather stories of life."

The Mother Tree breathes the power of the forest wind into the lantern so that those who hold the lantern will be able to seek out the "stories of life." Fairies of the wind appear on a breeze and kindly guides their visitors.

This forest will not speak a word unless people set out to make discoveries on their own. Only when they score through the forest along with their comrades with a sense of adventure and imagination, will people find new discoveries that shake their souls.

There, they will find "stories waiting to be discovered."

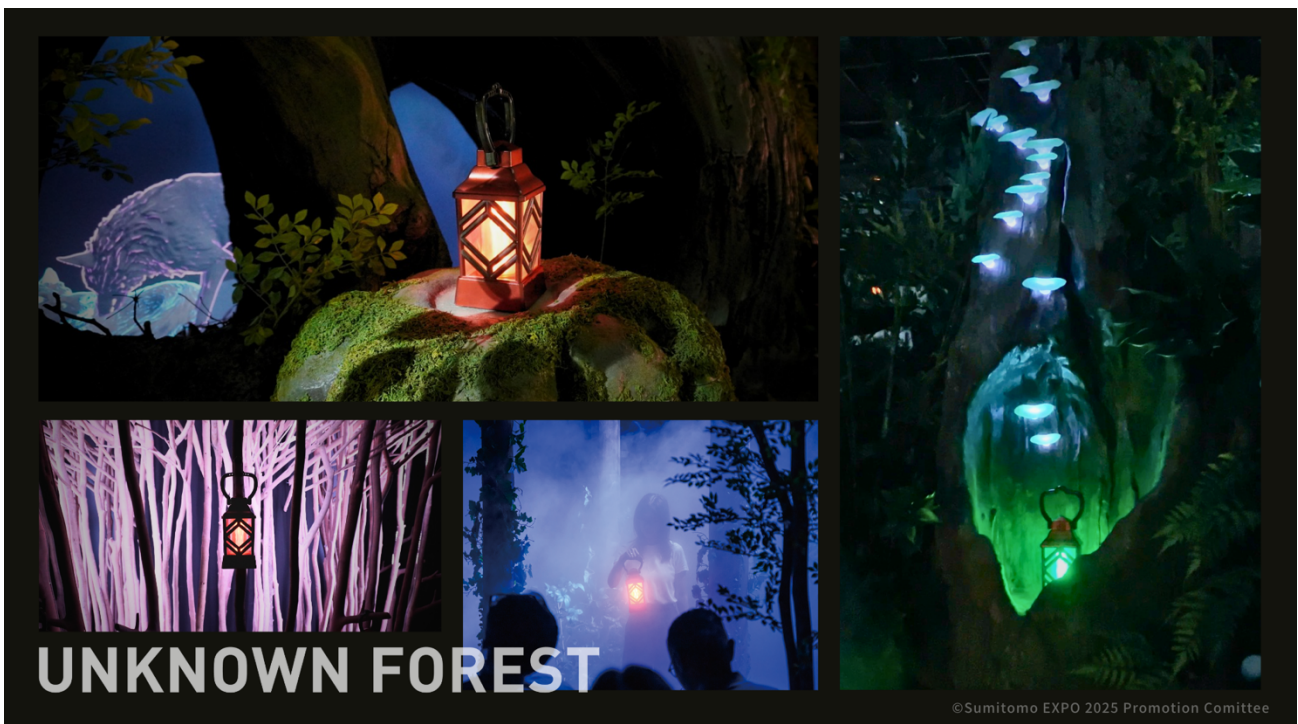
●The experience of walking freely inside a forest and discovering different “stories of life”



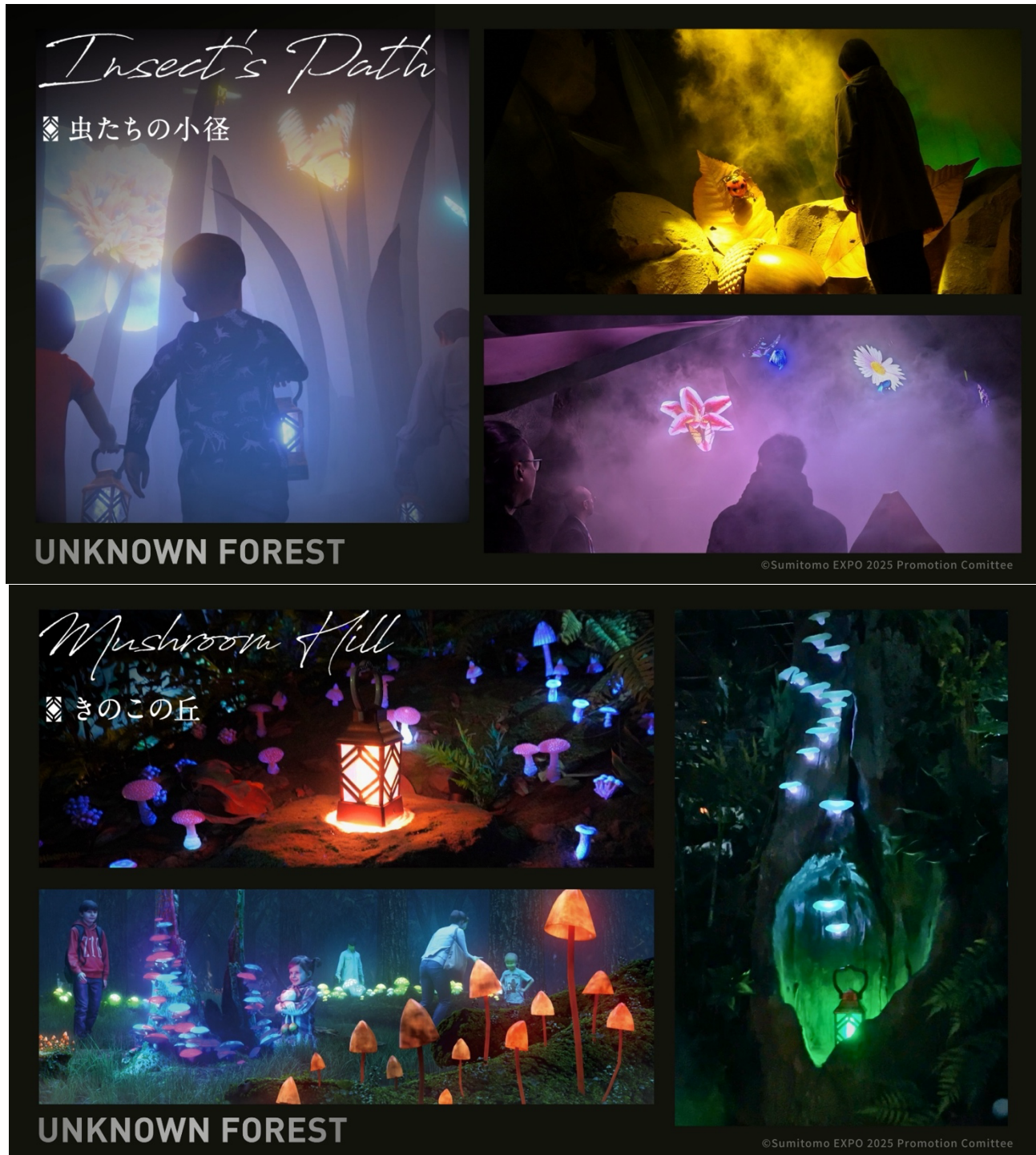
Inside the forest awaits many “stories of life” that have been overlooked and unknown to man. Visitors will encounter animals hiding in the shadows, along with the traces left by the creatures. They will also hear the conversations of trees inside the soil and the life of a centuries old tree unfold before their eyes. Furthermore, fungi glimmers, voices of animals usually unheard to man can be discovered, and an interactive experience that responds to the visitors’ actions and the light of the lantern will bring them in touch with “stories of life” hidden all over the forest.

<Experience 1>

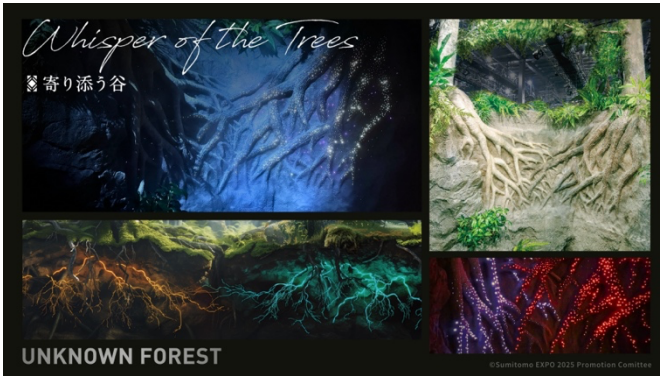
Discover and gather “stories of life” together with friends as the “lantern”, your partner in the adventure guides you.



The “lantern”, the partner in the adventure and the keeper of the wind, will support visitors in this interactive experience. The lantern will speak to the visitors at times, its light may change as it resonates with the different lives in the forest at others, or its glow may invite hidden creatures to appear in front of your eyes.



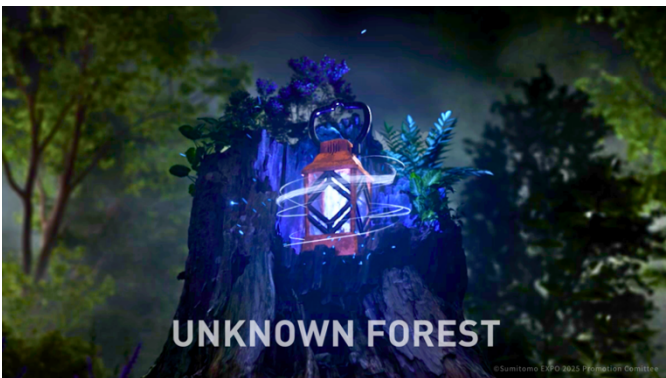
※Actual scenes and experience imagery



※Actual scenes and experience imagery



The “stories of life” gathered in the forest are kept in the lantern, leading up to the grand finale at the “ UNKNOWN FOREST: Performing Theater.”

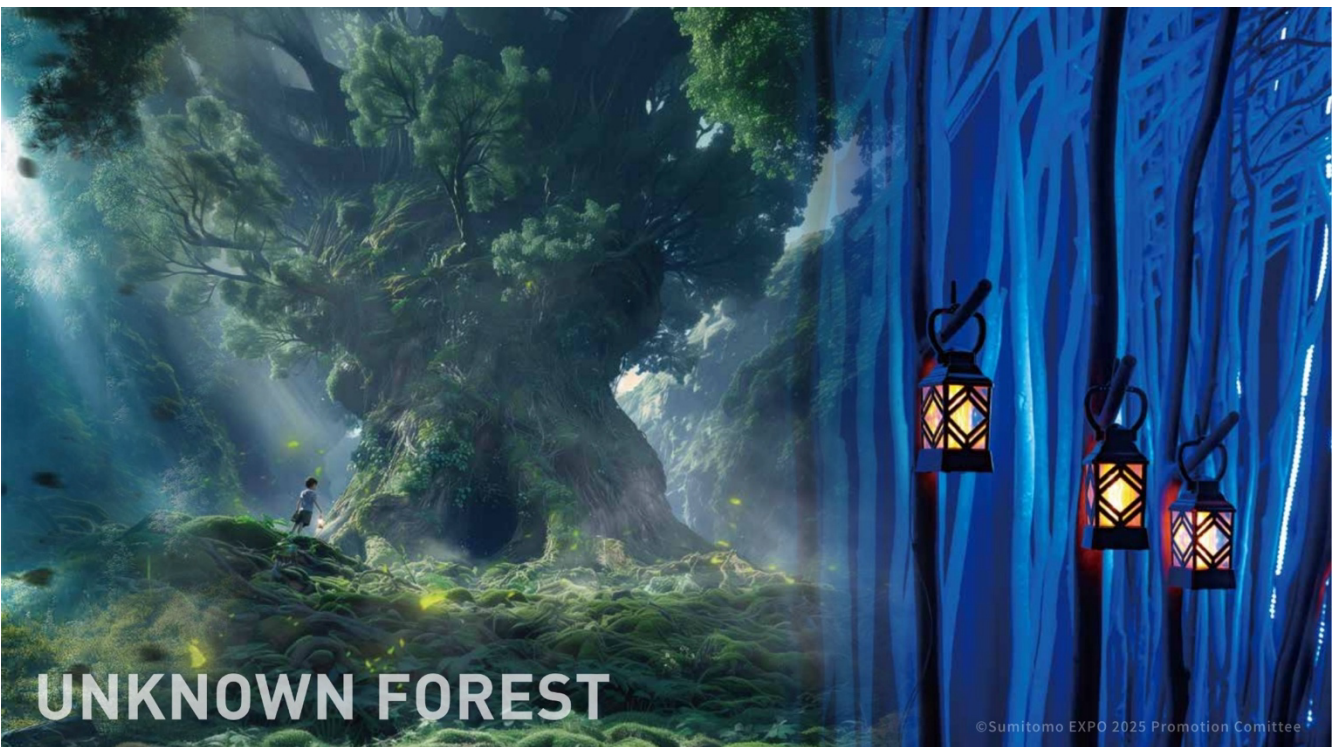


< Experience 2 >

The Mother Tree, the ancient caretaker of the forest.

Entrust her with the “stories of life” gathered in the lantern.

The “Mother Tree” has supported life in the forest, protected its peace, and preserved this unbroken chain of life since ancient times. After the visitors finish their experience, they will entrust their “stories of life” stored in their lanterns, to the Mother Tree of this forest.



<Experience 3>

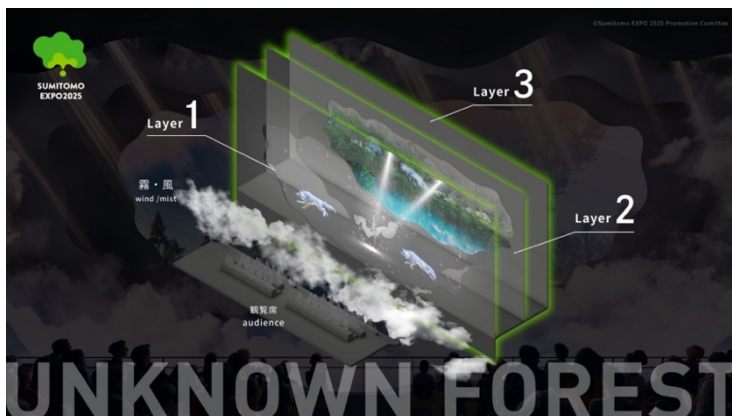
“The grand cycle of life, resonating lives. And a future that is passed on to tomorrow.”
See the “Mother Tree’s ancient memories” and “the last glimmering moment of life.”



UNKNOWN FOREST “Performing Theater”

A tiny seed awakes inside the dark warm soil and grows into the Mother Tree, the caretaker of the forest. This is a story that follows her journey through the different fragments of her memory as we join her in her last moment. The “Performing Theater”, 20m wide and 7.5m tall, is a stage of gentle breeze and mist that speaks to the visitors’ emotions. Made from multiple layers of screens, coupled with music and performers, this is the extraordinary grand finale of the UNKNOWN FOREST.

(Reference) Distinctive stage equipment



The stage is comprised of three layers. At the back is a giant LED vision. The stage equipment is designed to highlight the performers’ movements and created by an art team with extensive experience in musicals. A mesh screen set up in front of the audience, delivers three-dimensional imagery. This is a symphony of imagery, music, and human movement.

Sumitomo Pavilion 「UNKNOWN FOREST」 Creative Team Staff

●Chief Creative Director / Producer

Jun Naito (PARADE Design Firm)

Representative of PARADE Design Firm. Joined Dentsu in 1985. General Producer of the Toyota Group Pavilion at the EXPO 2005 Aichi, Japan Pavilion at the EXPO 2015 Milan, and Japan Pavilion at EXPO 2020 Dubai. In addition to EXPO pavilions, Naito creates and elevates value in real experiences. URL : <https://parade-df.com/>



●Contents Director

Masao Ochiai (MONTAGE Inc.)

Creative Director of MONTAGE Inc. Ochiai has joined in spatial design projects in Japan and overseas including the Japan Pavilion at EXPO Dubai, Milano Salone, Aichi Triennale, and Hokkaido Ball Park F Village TOWER11MUSEUM.

URL : <https://montage.co.jp/>



●Exhibition Director

Hiroataka Tamura (NOMURA Co., Ltd.)

General Creative Director of NOMURA Co., Ltd. Tamura's strength is in comprehensive space design that fuses art with technology and applies his borderless insights in the design of various facilities including state-of-the-art ball parks, commercial facilities, and museums.

URL : <https://www.nomurakougei.co.jp/>



●General Producer

Mitsunori Kikutake (DENTSU LIVE INC.)



●Planning Director/Producer

Rin Tanaka (DENTSU LIVE INC.)



●Contents Producer

Shungo Ota (MONTAGE Inc.)



●Exhibition Designer

Eiji Kawasaki (NOMURA Co., Ltd.)



<Special Sponsorship>

●Products Direction(Lantern) | Dai Nippon Printing Co., Ltd.

●Mist Direction | Panasonic Corporation

【Provision of Assets】

◆Today's assets related to the "Sumitomo Pavilion" are available for download from the following URL.



<https://bit.ly/4kGNnav>

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