
Toward a future starting from the forest

Information Release on the “Virtual Sumitomo Pavilion”

The Sumitomo Pavilion is happy to announce that it will be opening a “Virtual Sumitomo Pavilion” in “Virtual Expo, Yumeshima Islands in the Sky”, a virtual site that is a part of the Expo 2025 Osaka, Kansai, Japan. (To be released in April 2025.)



The Virtual Sumitomo Pavilion is a digital space where users can learn about the Sumitomo Group’s 400-year history and its ambitions for the future. Users can adventure through a forest full of trees shaped like the Sumitomo Pavilion symbol mark, they can learn about the history of the Besshi Copper Mines inside a cave inspired by the “tunnels of the Besshi Copper Mine” which served as a cornerstone in the group’s development, and discover many other ideas that will open doors to the future. There will be a wide slew of contents awaiting users at the Virtual Sumitomo Pavilion. The experiences here will provide hints and learnings for the future such as what it means to live in harmony with nature and how to address social challenges.

【Overview of the Virtual Sumitomo Pavilion】

■ Cave of History

Learn about the history and journey of the Besshi Copper Mine, which served as the foundation of the Sumitomo Group's growth from over 400 years ago. Pick up hints on how to address the future by learning how human society has developed and existed together with nature.



■ Discovery Forest

A space where users can discover the wisdom and technology of the Sumitomo Group while wandering in the forest. Uncover new ideas and inspirations that open doors to the future.



■ Sumitomo Pavilion HALL

A hall of information about the Sumitomo Pavilion. During the expo-term, the latest information from the Sumitomo Group companies will also be introduced in addition to general Pavilion information.



【Lito@Leaf Art Also at the Virtual Sumitomo Pavilion】



One of the Sumitomo Pavilion's collaborations is with "leaf cutout artist" Lito. At the virtual pavilion, selected pieces from Lito's collection will also be on display. Lito's leaf cutouts will appear in different places, serving as a guide to users who visit.

■Lito@Leaf Art

Leaf cutout artist. Born 1986. From Kanagawa. Lito is a self-taught artist who started creating his art in 2020 by applying his ADHD as well as his extreme concentration and attention to detail for a positive purpose. His leaf cutouts posted almost every day on social media soon captured the hearts of the world. In addition to being featured on TV programs such as "Jonetsu Tairiku" (TBS), "Testsukono Heya" (TV Asahi), and "Asa Ichi" (NHK), Lito has been featured on a large variety of newspapers and other media. He has also been featured with wonderment by overseas media.



His collection of works, "Itsudemo Kimi no Soba ni iru", "Happa Kirie Ehon, Sutekina Sora ga Mieruyo, Ashita mo Kitto", "Happa Kirie Ikimono Zukan", and picture book, "Manekko Chameleon" (all from Kodansha) have been welcomed with rave reviews. Lito's works can be seen at exhibitions nationwide or at the "LITO LEAF ART MUSEUM FUKUSHIMA", a private museum that opened in 2024.

<https://lito-leafart.com/>

【Collaborations】

The Sumitomo Pavilion is engaging in “collaborations” with various creators, artists, and corporations from Japan and abroad in the development of its uniforms and exhibition contents. The Virtual Sumitomo Pavilion is no exception and the space has been created together with ZIZO, wide recognized in Japan and abroad for their cutting-edge digital technology and expansive creative capabilities. With them, the space has been designed and the contents planned/produced in ways that are only possible in a virtual space.

<ZIZO Comment >

I think the excitement and the racing heart that many feel when stepping into a forest is a sensation that exceeds age and nationality. Excitement moves people’s emotions and have the power to spread across the world. The Virtual Sumitomo Pavilion is designed to bring that good feeling to life and create a world that users can step into, feeling excited all throughout. It is a virtual experience where they can make discoveries that connect from the past to the future. I hope that visitors will learn from the “forest” and that this experience will serve as a hint for them to envision the future.

<Profile >

■ZIZO

ZIZO is a creative agency based in Japan and comprised of ZIZO Co., Ltd. And ZIZO DESIGN Co., Ltd. Based on a vision to create “Wakuwaku = heart-moving”, we develop strategies and solve corporate/social challenges through the power of creative and technology.

Official site: <https://zizo.ne.jp/>



【Provision of Assets】

◆Today’s assets related to the “Sumitomo Pavilion” are available for download from the following URL.

<https://bit.ly/3X2Sc3Q>



※Please make sure to credit © Sumitomo EXPO2025 Promotion Committee when using photos.

※Please makes sure to credit © Lito when using any images related to “Lito@LeafArt”