

ACTIVATING COMMON GROUND

Cultural Programme
EXPO 2025 Osaka



Nieuwe Instituut



In confronting global challenges it is important to highlight technological, economic, and political responses, but these are not enough; we also need **to change ways of seeing, thinking, doing and imagining**. This is where **culture** comes in and **human behaviour**. In line with the narrative of the pavilion, the cultural programme celebrates the differences between cultures, disciplines, and people, that allow for learning and exchange to **activate common ground**.

In 2025 we celebrate **425 years of relations** between the Netherlands and Japan. Not only because the World Expo is in Osaka, but also because we celebrate this milestone of 425 years, we want to highlight our historical and collective accomplishments while focusing our gaze towards the future.

Exchanges & Collaborations

Fun

Hopeful

Uplifting

Critical

Constructive

Content-based

Attractive

Accessible

Multivocal

Diverse

Raise visibility

70+ Conversations

Rijkscultuurfondsen and ICB partners

Cultural Organizations

Museums

Practitioners and cultural organizations

Organisations and makers in Japan

Artist in Residencies in Japan

Magazines in Japan

Possible special editions/commissions/collaborations

The conversations are still ongoing.



Programme

Main moment

National Day

May 21

Additional moments of attention

Opening Day

April 13

Closing Ceremony

October 13

8 theme weeks and 11 weeks in between
with a cultural program nearly every week.

Programme set up

1. Program in the Pavilion
2. Program on the Expo Grounds
3. Program Around the Kansai Area & Beyond
4. Publications & Editorial Studio
5. Program in NL: Road to Osaka (Mono Japan, DDW)
6. Collaborations / Design Commissions



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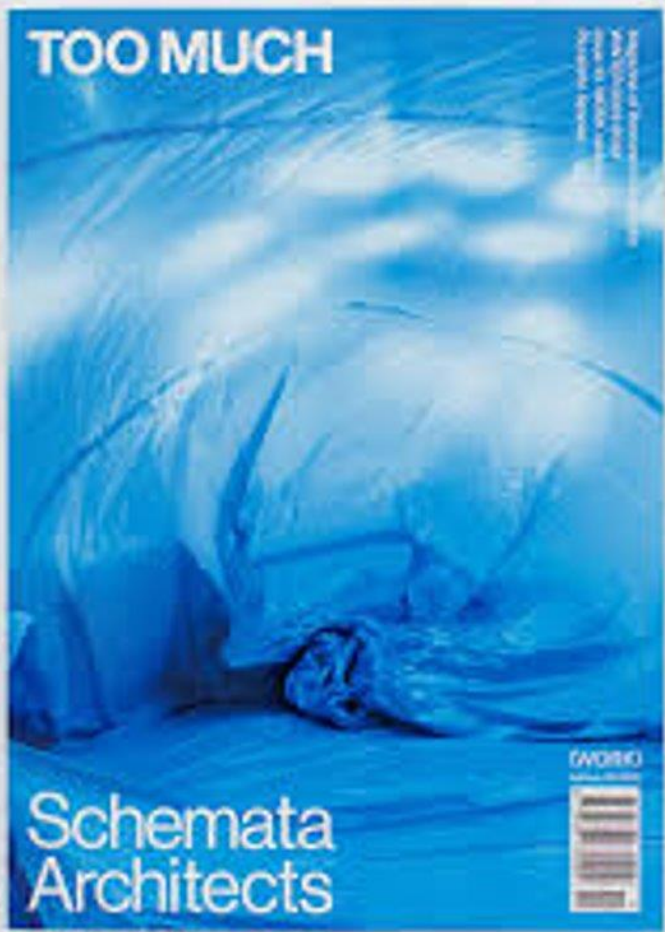
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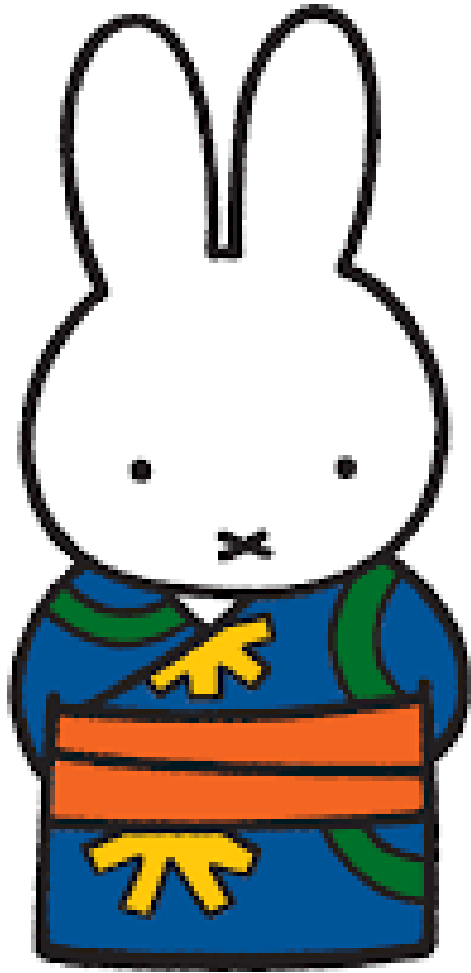
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ACTIVATING COMMON GROUND

Cultural Program Team



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