

Program Summary:

Serving as a cultural outpost for the United States, the USA Pavilion at Expo 2025 celebrates the best of contemporary American architecture, innovation and culture.

Program Statement:

The USA Pavilion invites visitors to be immersed in a vibrant experience of the United States, featuring panoramic views of the country, and exhibitions that explore innovation, space exploration, and entrepreneurship. Gathering across cultures and world regions to share ideas and learn from each other is essential to building a more understanding and human world. As architects, our mission is to bring people together in spaces that cultivate a greater sense of place and strengthen appreciation for our planet. The USA Pavilion at Expo 2025 offers a rare opportunity to explore these critical issues and engage in a global conversation on the future of our environment and our cities. Located in a prominent location within the Expo 2025 site, the USA Pavilion sits halfway between the Forest of Tranquility and the East Entrance Plaza. Upon entering the East Entrance and passing through the wooden ring which surrounds all the country pavilions, visitors will immediately be welcomed by the USA Pavilion. An open, minimalist building, the USA Pavilion features an expansive plaza framed by panoramic LED screens depicting dynamic images of iconic American urban and natural landscapes. With a design inspired by ancient Japanese footbridges, the plaza arches gently, creating a sense of balance and cultivating a unique visitor journey through the space.

A30.01

Building Area: (sf)
32,000 sf

Cost per Square Foot:
Withheld per client
request

Construction Cost
\$50M total project cost
Construction budget
withheld per client
request

Date of Completion:
April 13, 2025



TORII GATE



JAPANESE FOOTBRIDGE



NEW YORK CITY



GRAND CANYON

A30.02

The design for the USA Pavilion at Expo 2025 is conceived as an immersive cultural bridge, expressing the long productive partnership between the U.S. and Japan, a canyon of discovery and a gateway showcasing American values, natural wonders, achievements and innovations. Visitors embark on a journey that builds in a richly layered composition of sensory experiences.

The pavilion's form was inspired by formal Japanese architectural elements such as Torii Gates and Footbridges, establishing thresholds of experience. These thresholds are dramatically framed by "canyon walls" eluding to the natural and urban wonders of the United States.

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DESIGN DEVELOPMENT

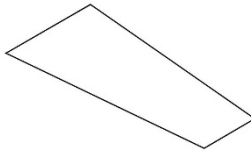
We designed the pavilion to take advantage of the fullest extents of the site. The entrance opens up as an extension of the plaza, with a generous sense of welcome to invite visitors in.

The footbridge is created by making a subtle curving form from the entrance to the very back of the site.

The canyon is defined by two large triangular volumes that contain the Pavilion's program.

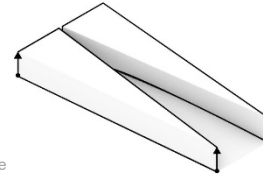
At the center, connecting the two volumes is a platonic cube, suspended between the forms to appear weightless, but with significant presence. The cube is the threshold and gateway into the Pavilion's offerings.

The site is a privileged location within the Grand Rind, located near the entrance



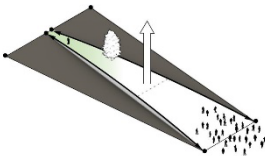
Site Constraints

The negative space from the edges of the site to the footbridge are extruded upward, creating canyons reminiscent of American landscapes



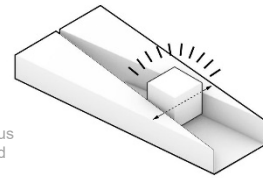
Defining the Canyon

Manipulation of the ground plane creates two physical sides of the site, the entry side, dedicated to spectacle, and the back side dedicated to tranquility



Creating a Footbridge

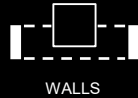
Creating an iconic and mysterious beacon, inspired by America and its endless possibilities



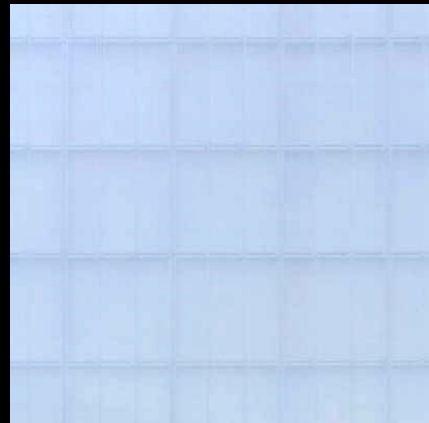
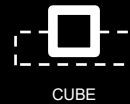
Gateway of Imagination



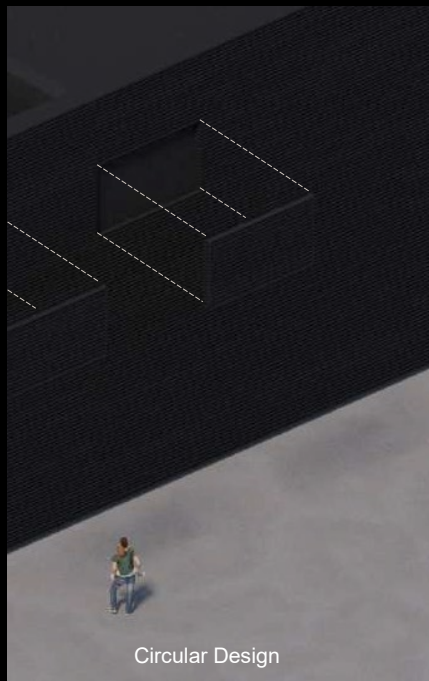
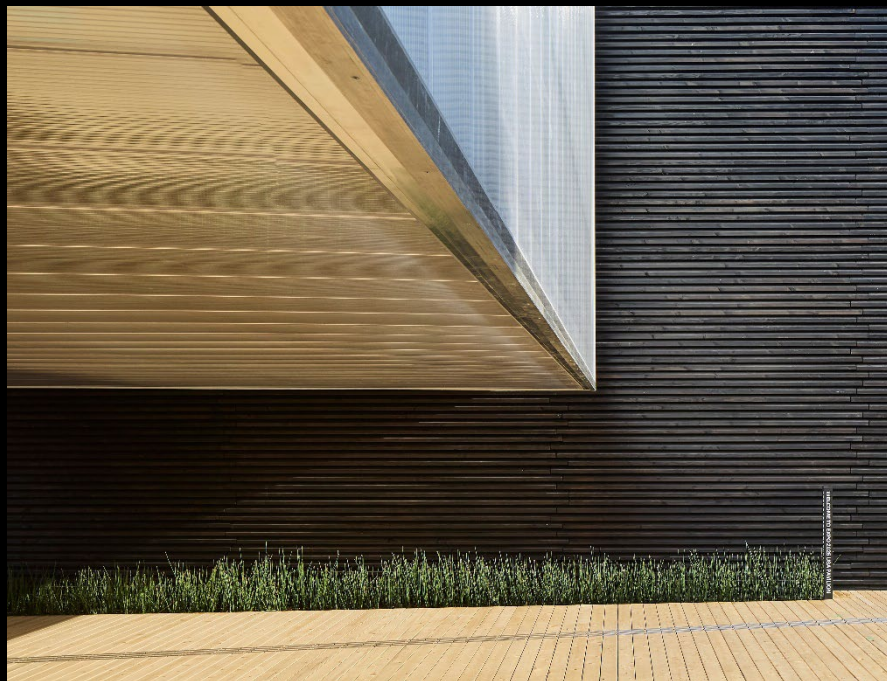
Alaskan Yellow Cedar



Douglas Fir



Polycarbonate



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MATERIALS

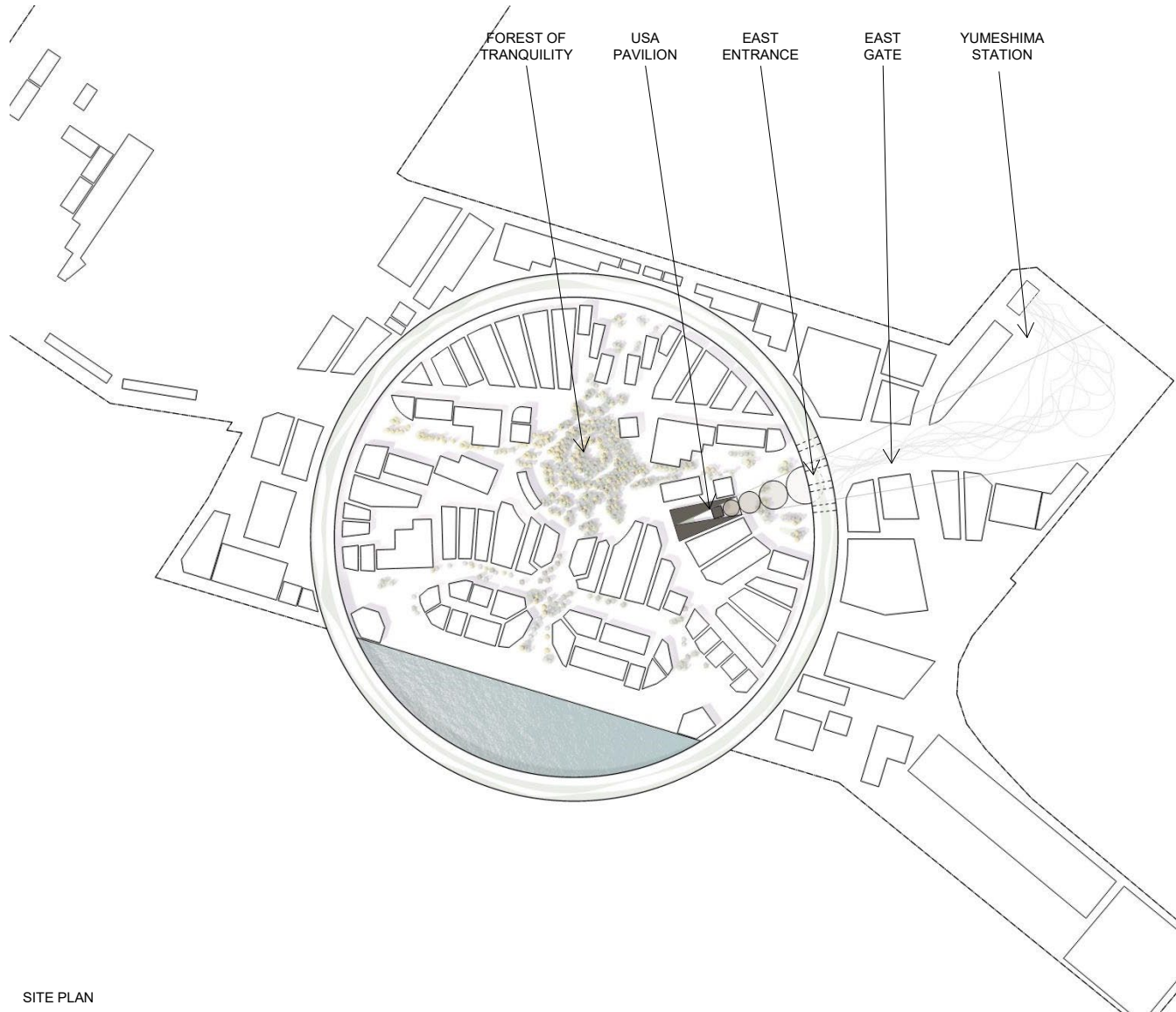
The pavilion's materials are a demonstration of American ideals of responsible, sustainable building. Wood walls and flooring were selected referencing Japan's long tradition of building with simplicity and honoring natural material. Over time the Douglas Fir walls will deform and create new shapes in perspective, the Alaskan Yellow Cedar flooring will carry with it the marks of the many visitors on the site. The polycarbonate cube material is reflective yet diffuses light with a subtle glow. It references innovation and man-made achievements, a mysterious element to pique visitor's interest. The steel structure and tensile fabric underlying the form are repurposed from materials left from the 2020 Tokyo Summer Olympics. The wood used on the plaza and cladding the canyon walls will be recycled and reused after the fair, as building material for various parks and other uses throughout the region.

A30.05

SITE CONTEXT

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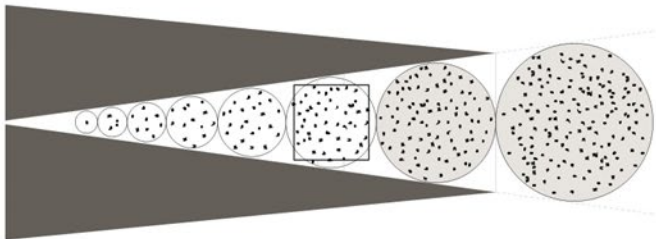


SITE PLAN

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ENTRY - SPECTACLE

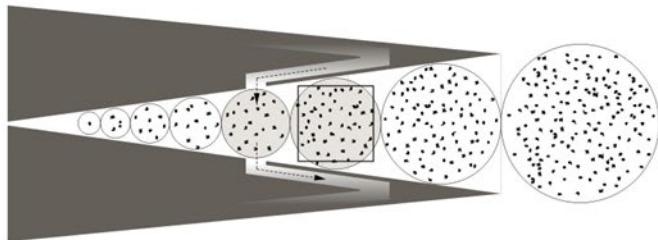
The entry spectacle of the large LED screens at the pavilion's entry draws people in



A30.07

The queuing is managed to provide a range of experiences for all that enter. There is a compression in scale as they enter below the cube and get a peek to the offerings beyond. On average, the pavilion to date has received 10,000 visitors a day, one of the most popular in the entire expo. For this reason, the circulation had to be very well considered to keep visitors interested and in constant motion throughout the experience.

Once they emerge from under the cube, they are faced with an entrance to the exhibits on the left that circulates them through the interior, while viewing a stage and café beyond.



MANAGING ARRIVAL AND EXIT

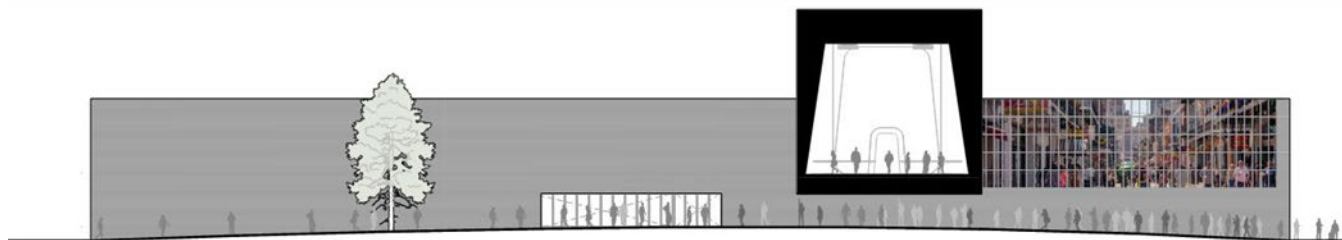
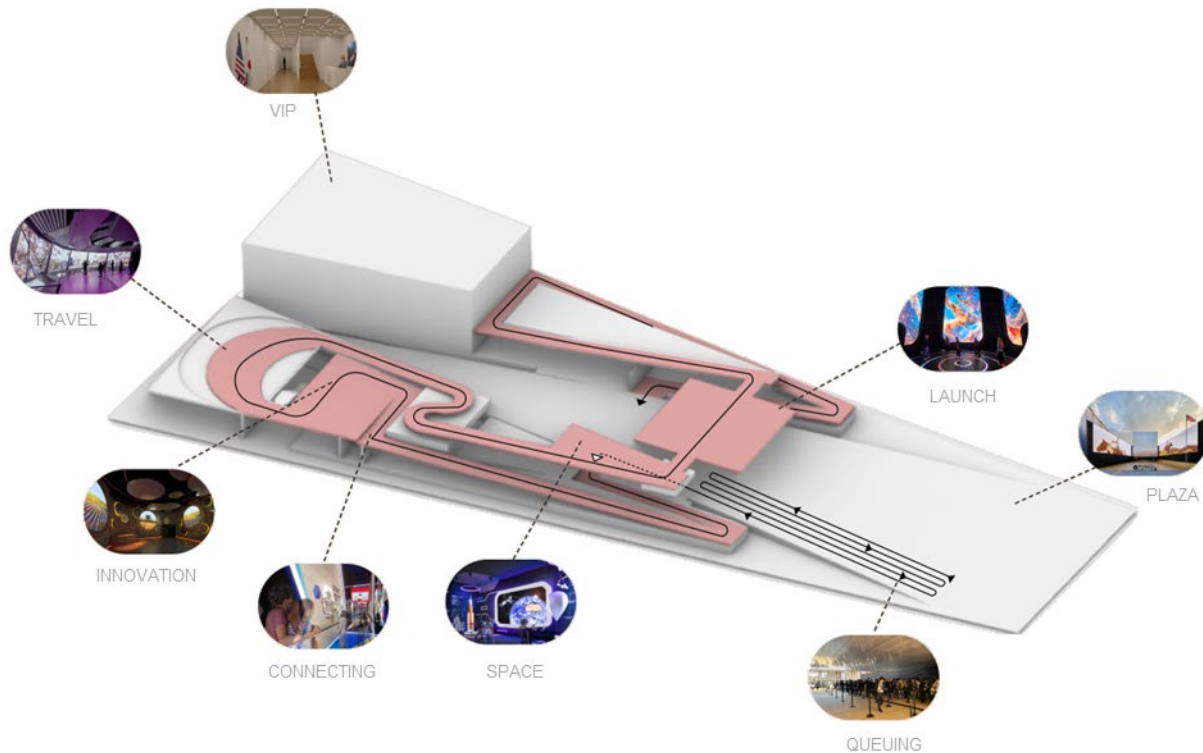
Clarity of circulation allows for large groups of people to experience the pavilion while controlling crowds

A30.08

Along the path, openings in the triangular volumes offer multiple platforms and entry points to the pavilion's exhibits and programs.

Entering the buildings, ramped circulation doubles as exhibition space leading to eight designated exhibits. The displays will show demonstrations of The United States's leadership in the sectors of education, entrepreneurship, sustainability, and space exploration among others.

The full path through the site creates a range of experiences with compression and release. On one side of the cube is an open plaza and spectacle of the screens flanking either side, on the other, you're transported to see activity from the performance stage and restaurant, and a serene garden beyond.



COMPRESSION & RELEASE

Section through Cube, Ground plane and Walls



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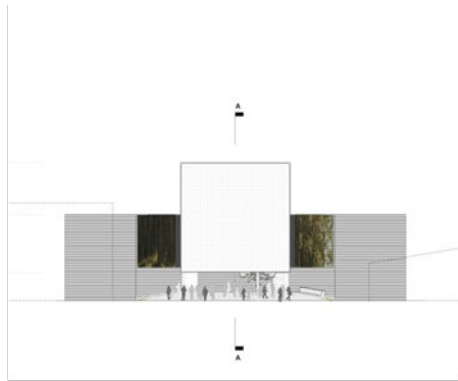
The crescendo of the exhibition experience is a simulated launch of spacecraft, with vibrating floors, high-definition screens, smoke machines, and embedded speakers throughout.

From outside the cube, those waiting in line can hear the rumbling of what's inside to grow anticipation and intrigue.

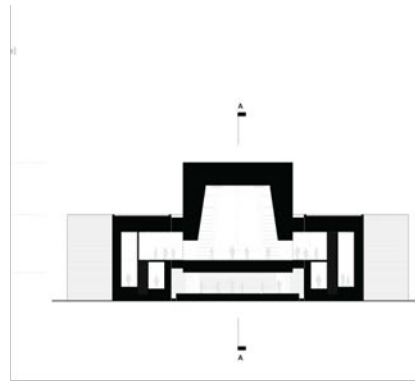
A30.10

At the end of their journey, a performance stage hosts numerous musicians, dancers, artists, and speakers exposing the audience of millions of global visitors to American culture and thought.

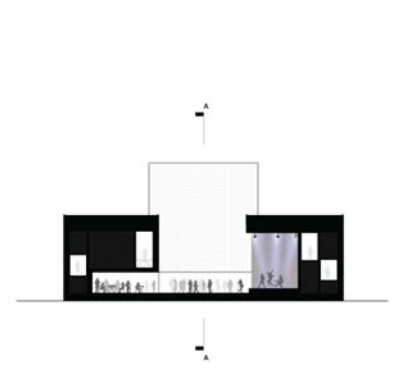
A full-service restaurant features a rotation of regional chefs and food to taste the diversity of culinary experiences that the United States uniquely has to offer. A retail space contains American-made goods to take the memories home with them.



ELEVATION: ENTRANCE



SECTION THROUGH CUBE & EXHIBITS



SECTION THROUGH RESTAURANT AND STAGE

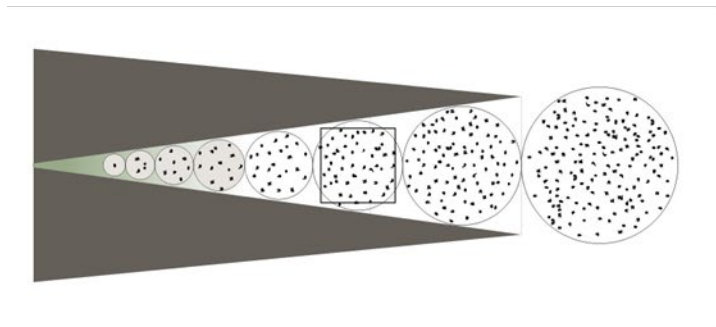




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GARDEN - TRANQUILITY

The public experience transforms into a private and individual experience at the garden



A30.12

At night, the pavilion glows with soft light on the other side of the cube, guiding visitors again through the spectacle of the greater Expo.

The descending bridge allows for a gentle re-entrance into the crowds and population outside.

The United States Pavilion at Osaka Expo takes visitors through an architectural journey, showcasing America's achievements while bridging and finding common ground in the cultural values of the United States of America and Japan.

It is an expression of strength and humility, rooted in the traditions of the past, while looking toward an optimistic future.