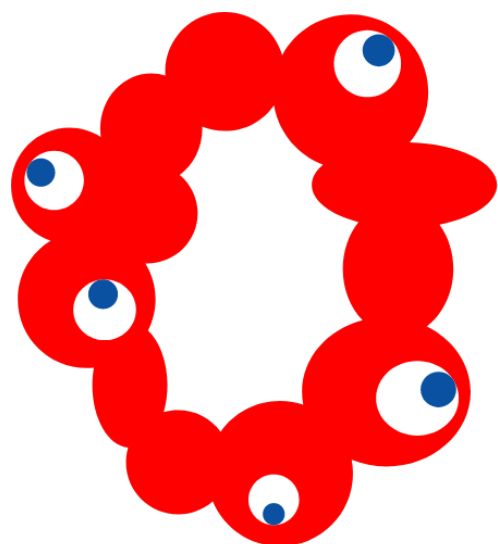




OSAKA, KANSAI, JAPAN

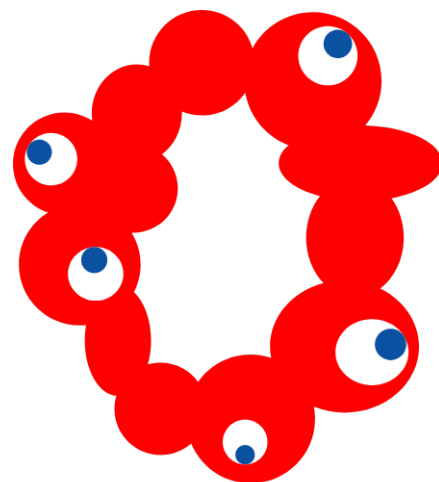
EXPO
2025

OSAKA EXPO2025 REPUBLIC OF SERBIA'S PAVILION

CONCEPTUAL DESIGN



design proposal by aleatek.com



OSAKA, KANSAI, JAPAN

EXPO
2025

**DESIGNING FUTURE
SOCIETY FOR OUR LIVES**



EXPO
2027
BELGRADE
SERBIA

PLAY FOR HUMANITY

PLAY

INTRODUCING 'PLAY FOR HUMANITY,' THE CAPTIVATING CONCEPT BEHIND THE SERBIAN PAVILION AT OSAKA EXPO 2025.

THROUGH A SERIES OF INTERCONNECTED STAGES, VISITORS WILL EMBARK ON A TRANSFORMATIVE JOURNEY OF PLAYFULNESS, EMBRACING THE UNIVERSAL LANGUAGE OF **PLAY** AS A CATALYST FOR CONNECTION, LEARNING, CREATIVITY, AND CULTURAL EXCHANGE. FROM THE VIBRANT OUTDOOR PLAYGROUND AND INTERACTIVE WALL THAT FOSTER EXPLORATION AND DISCOVERY, TO THE SOCIAL MARKET AREA SHOWCASING THE BOHEMIAN CHARM OF SERBIA, AND THE CAPTIVATING 'ART OF PLAY' GALLERY, THE PAVILION INSPIRES CURIOSITY AND IMAGINATION.

IT CELEBRATES THE SPIRIT OF FAIR PLAY THROUGH INTERACTIVE SPORTS EXHIBITIONS AND SERVES AS A DYNAMIC HUB FOR CONFERENCES AND NETWORKING EVENTS. 'PLAY FOR HUMANITY' IS AN INVITATION TO EXPLORE THE POWER OF PLAY IN SHAPING A MORE HARMONIOUS AND CONNECTED WORLD.

1. LEARN & PLAY

This section focuses on playful learning experiences for families and children. It features a landscape field with urban playground products, promoting outdoor games specific to Serbian culture, such as "školice" and "lastiš." The design incorporates playful elements that encourage interactive and educational activities.

2. PLAY, EXPLORE & DISCOVER

Visitors engage with an interactive wall that serves as a play map. They can touch, move, observe, and learn about the logic behind the pavilion's theme. This section also includes an info booth where visitors can gather additional information and guidance.

3. SHOP

This section recreates the atmosphere of a Serbian market, integrating design elements and nature inspired by open markets around the world. It offers a social area with modular elements where visitors can relax and enjoy the playful ambiance. The section includes a public restaurant that captures the playful character and bohemian charm of Serbian culture, providing both outdoor and indoor seating.

4. BAR

The Social area of the EXPO, experience of authentic Serbian Taste and interaction. Bar is also multipurpose space for gathering and activities.

5. THE ART OF PLAY - PLAYFORMANCE

This section serves as the entrance experience to the pavilion, featuring a mini art gallery that showcases Serbian artistic expressions. It also includes a stage that represents the vibrant performing arts scene in Serbia, providing a conceptual representation of a performing spot.

6. THE FAIR PLAY

This interactive exhibition area is designed as a sports arena, promoting fair play and sportsmanship. It offers engaging activities and displays that encourage visitor participation and interaction.

7. PLAY, ENGAGE AND CONNECT

This multifunctional space serves as a social hub and networking area, suitable for hosting forums, business meetings, and networking parties. It provides a dynamic environment for interaction and collaboration among visitors and participants.

8. PLAYFUL MINDS, PLAYFUL FUTURE

Similar to the previous section, this space functions as a conference area but also serves as a venue for sharing activities, lectures, workshops, and similar events. It provides an additional office space to facilitate collaborative work and knowledge exchange.

9. PLAY FOR HUMANITY - INTRODUCTION TO SERBIAN EXPO 2027

Experiential corridor and lobby before the final stage (restaurant) will introduce the concept of the EXPO2027 BELGRADE.



SERBIAN PAVILION

Play for humanity

OSAKA EXPO 2025

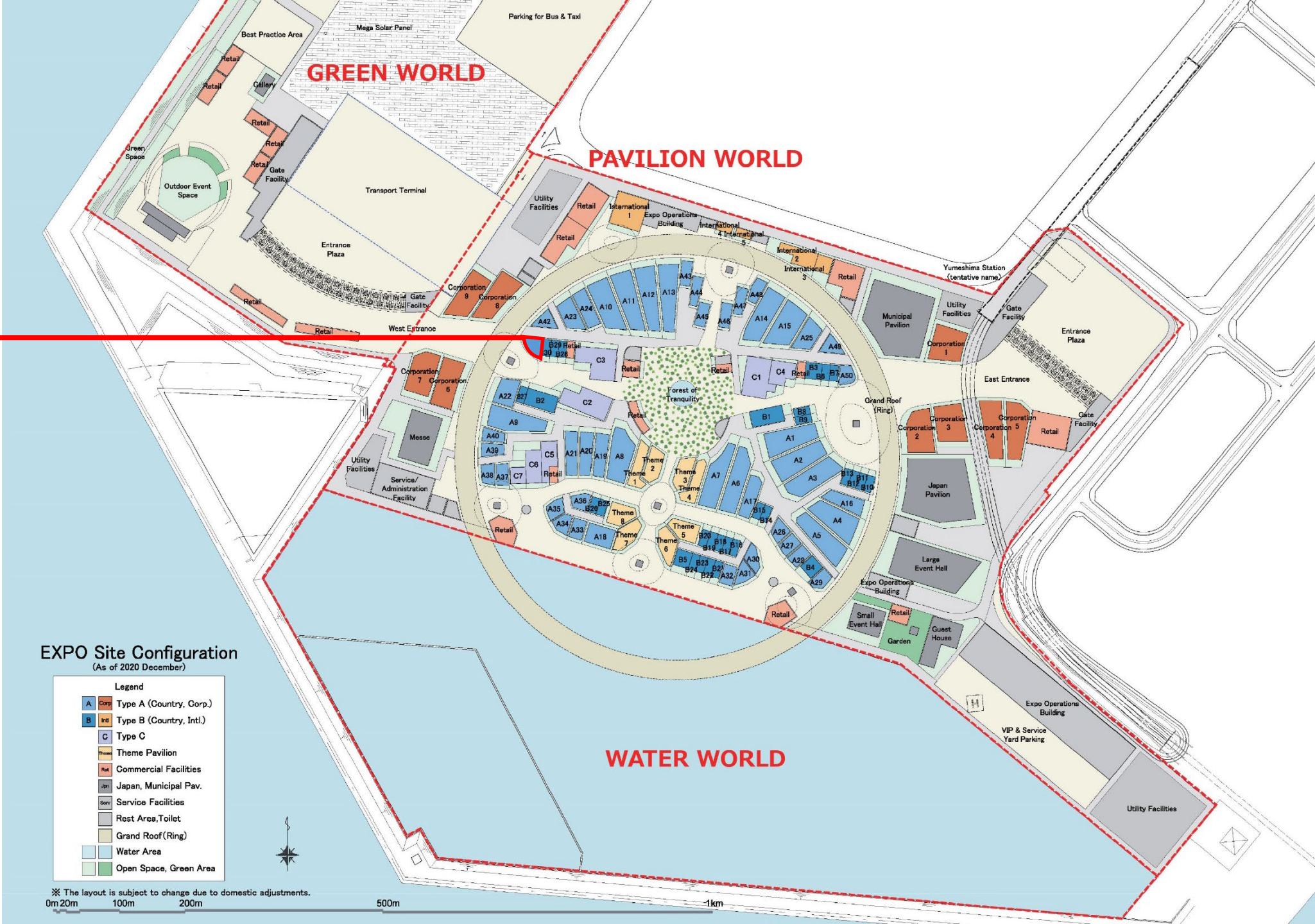
Society 5.0

The theme “Designing Future Society for Our Lives” makes individuals think how they want to live and how they can maximise their potential. It is also intended to drive co-creation by the international community in designing a sustainable society that supports individuals’ ideas of how they want to live.

MASTERPLAN

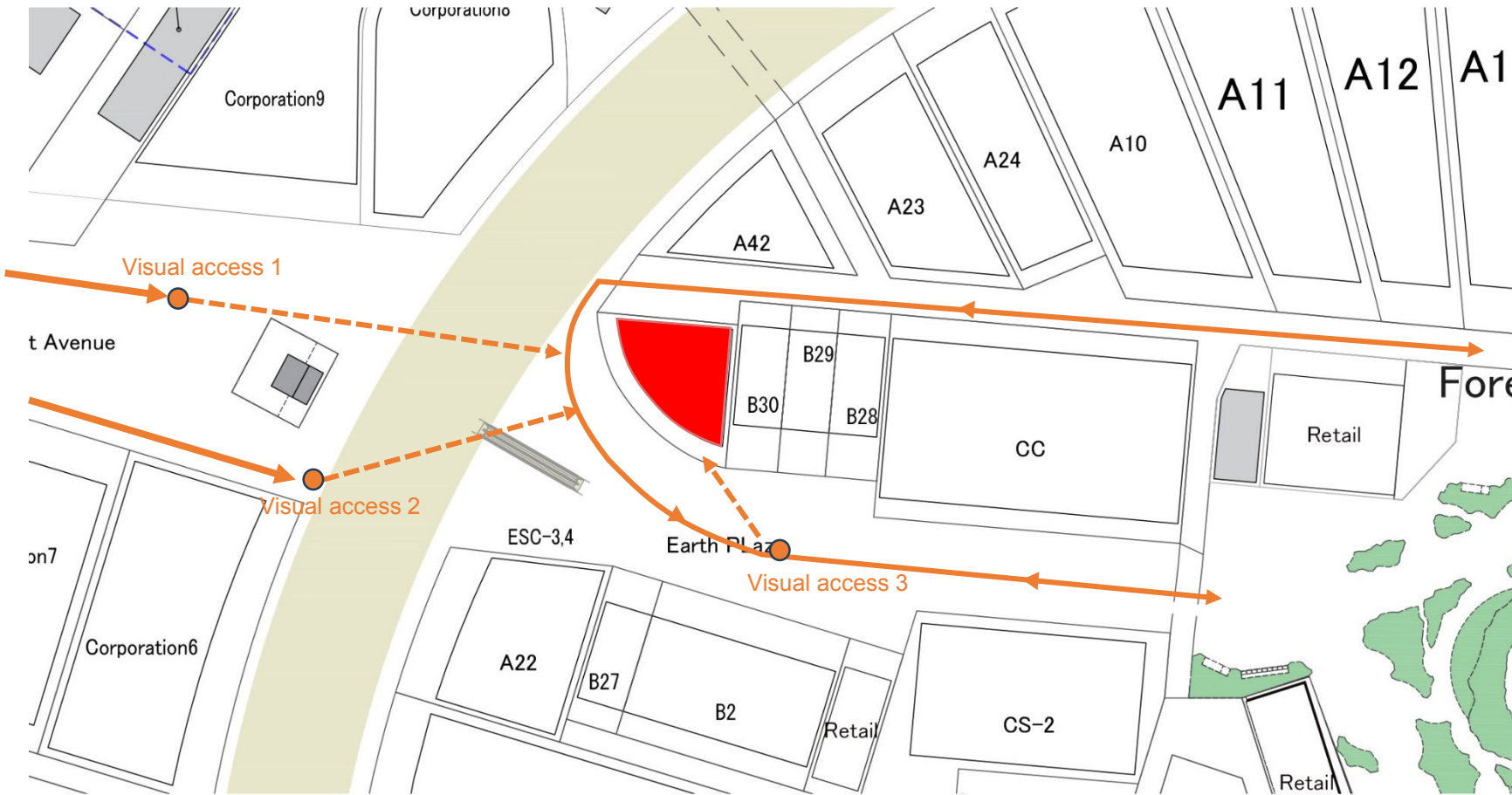
SERBIAN PAVILION

First pavilion at West Entrance

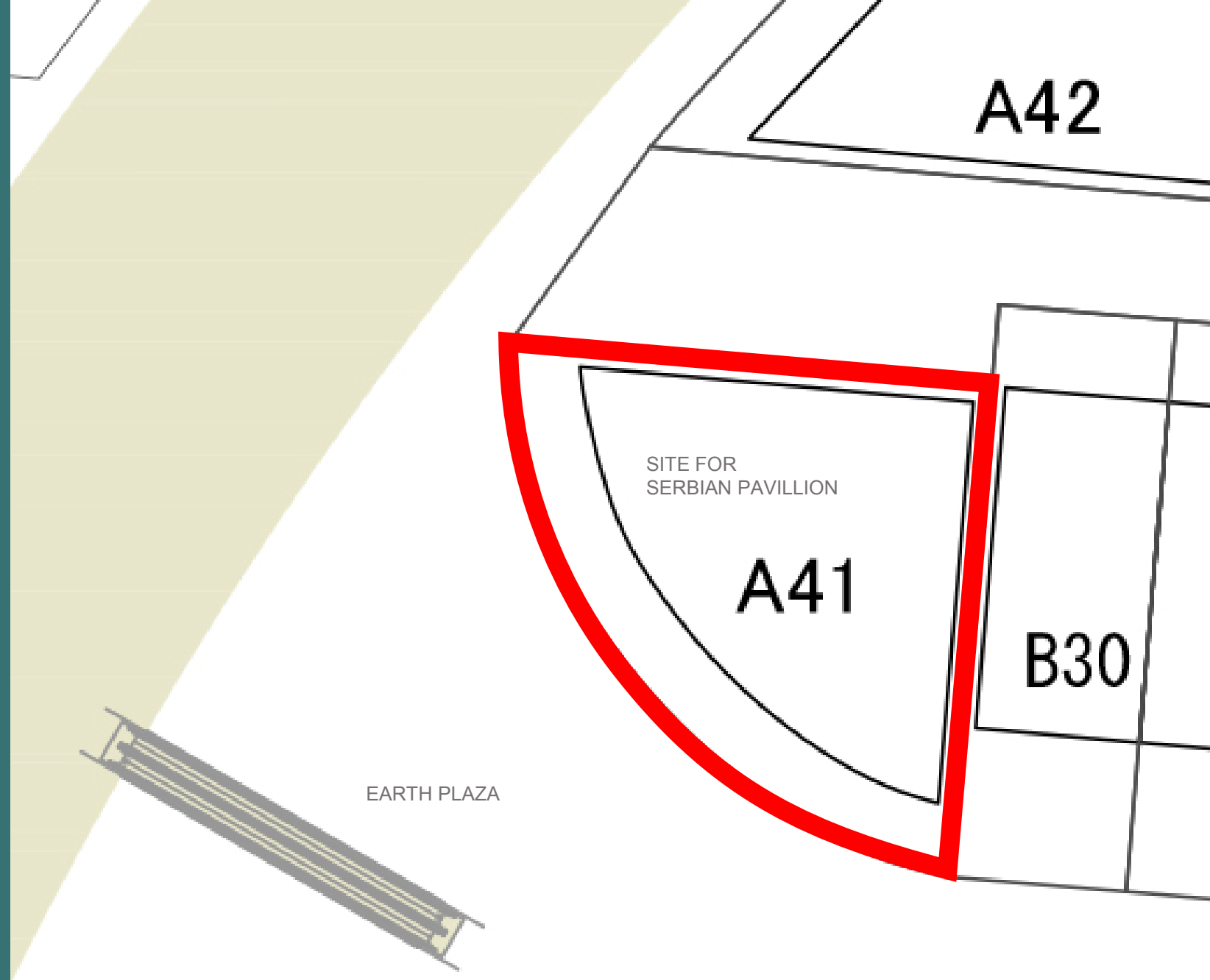


SITE

VIEW FROM THE OUTSIDE OF THE RING



PROJECT SITE



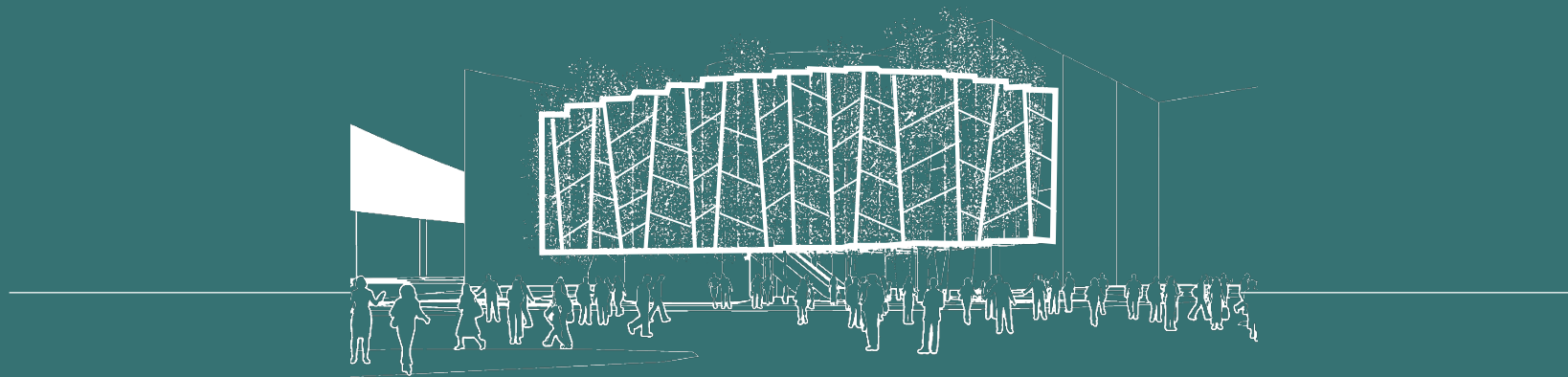
In the shape of the quarter of circle, facing the West entrance gate of the expo site, this location is the important impression point of the spectators.

REFERENCE SITE



The reference site is the War Island (LIDO), located in center of Belgrade, on joint point of rivers Danube and Sava. The shape of the island resembles to the project site vastly, and it represents the touch of Nature in Urbanized areas, as statement of Sustainability in contemporary Urban and Architectural design agenda.





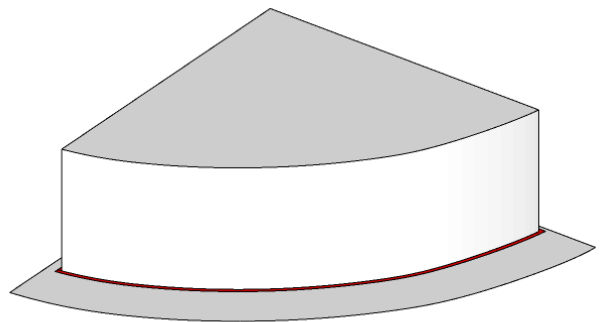
FLOATING FOREST

CONCEPT DEVELOPMENT

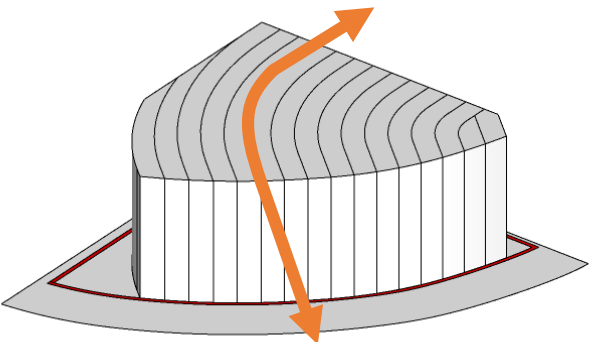
TITLE: FORM GENESIS

Maximizing the area on-site, the concept derived from extrusion through multi-directional conjunction, façade playful shifts and eventually elevating form from the ground floor.

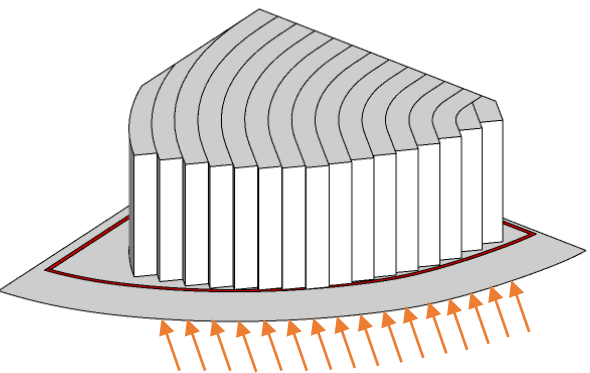
This strategy ensures both accessibility and visibility of the project, giving the properties of the attractive point at the entrance of the Osaka Expo Site.



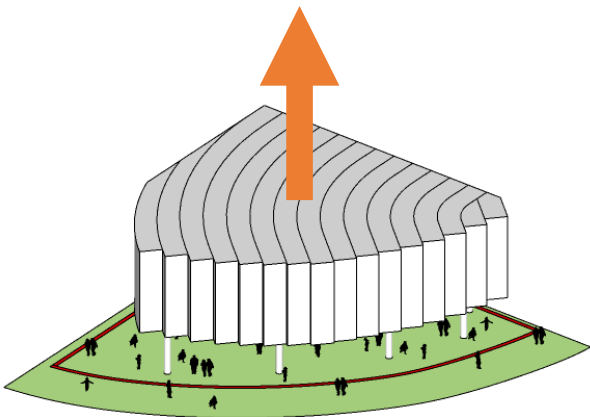
01 SOLID EXTRUSION OF THE SITE



02 MERGING SITE ORIENTATION WITH THE EDGE DIRECTION



03 FAÇADE COMPONENTS PULL-IN/OUT



04 ELEVATE THE STRUCTURE LETTING THE WALKABLE GROUND FLOOR



FLOATING FOREST

Merging the theme of OSAKA EXPO 2025 – Designing Society for the Future (Society 5.0), this concept extracts the natural motifs of the heart of Serbia and introduces throughout architectural but also experiential context.





BELGRADE 2027
-720 DAYS

セルビア
SERBIA

SERBIA
セルビア

FAST LANE ENTRANCE

Wheelchair access



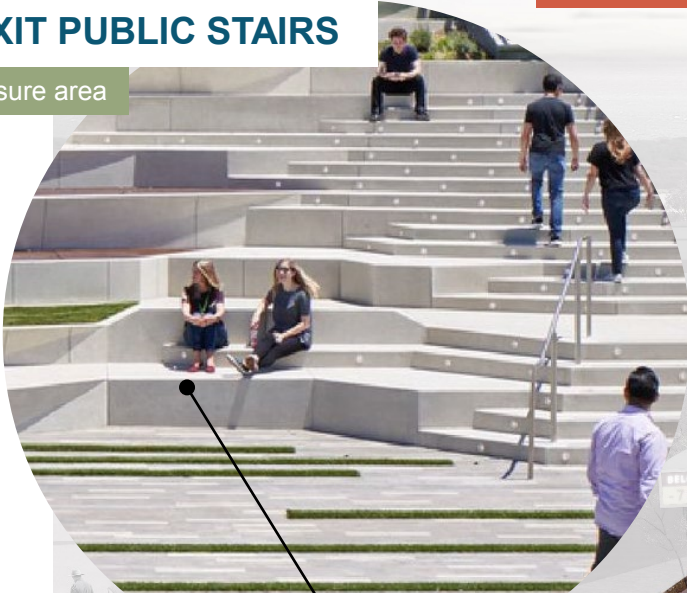
SLOW LANE ENTRANCE

Regular queue



EXIT PUBLIC STAIRS

Leisure area



"SKOLICE"

Children play area



WATER FEATURE

Signage of SERBIA Pavilion



STREET LAYOUT

Special function lanes



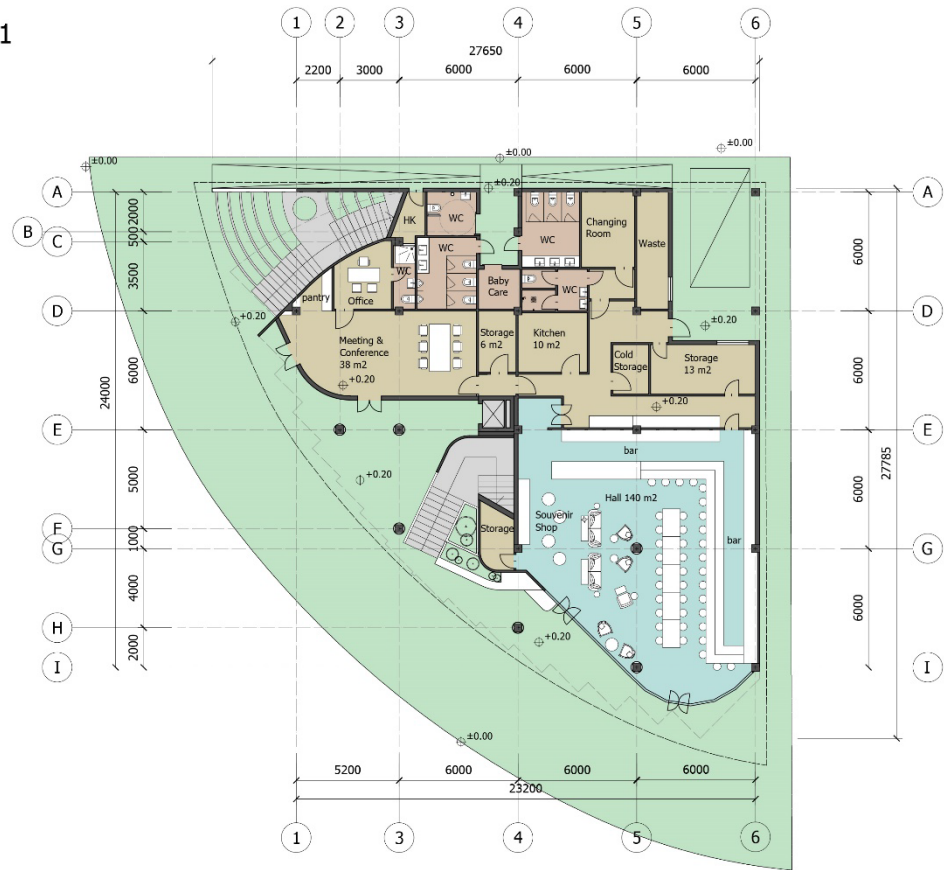
LANDFIELD

Natural interactive landmark



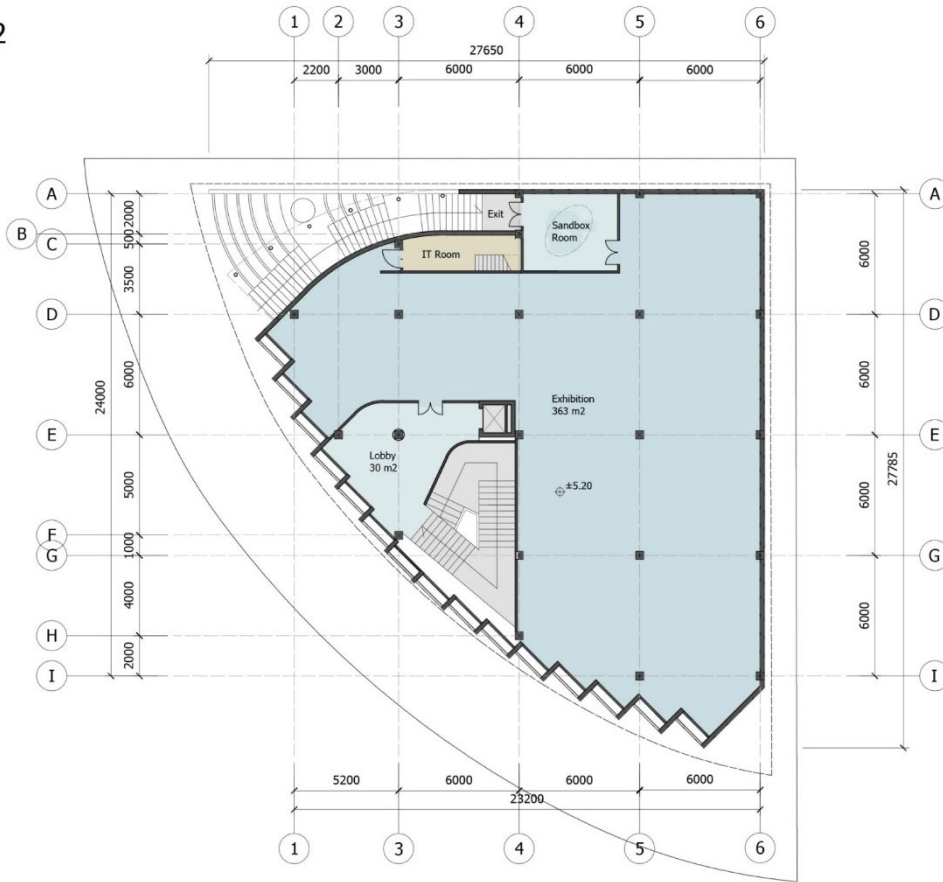
PLANS

LEVEL 1



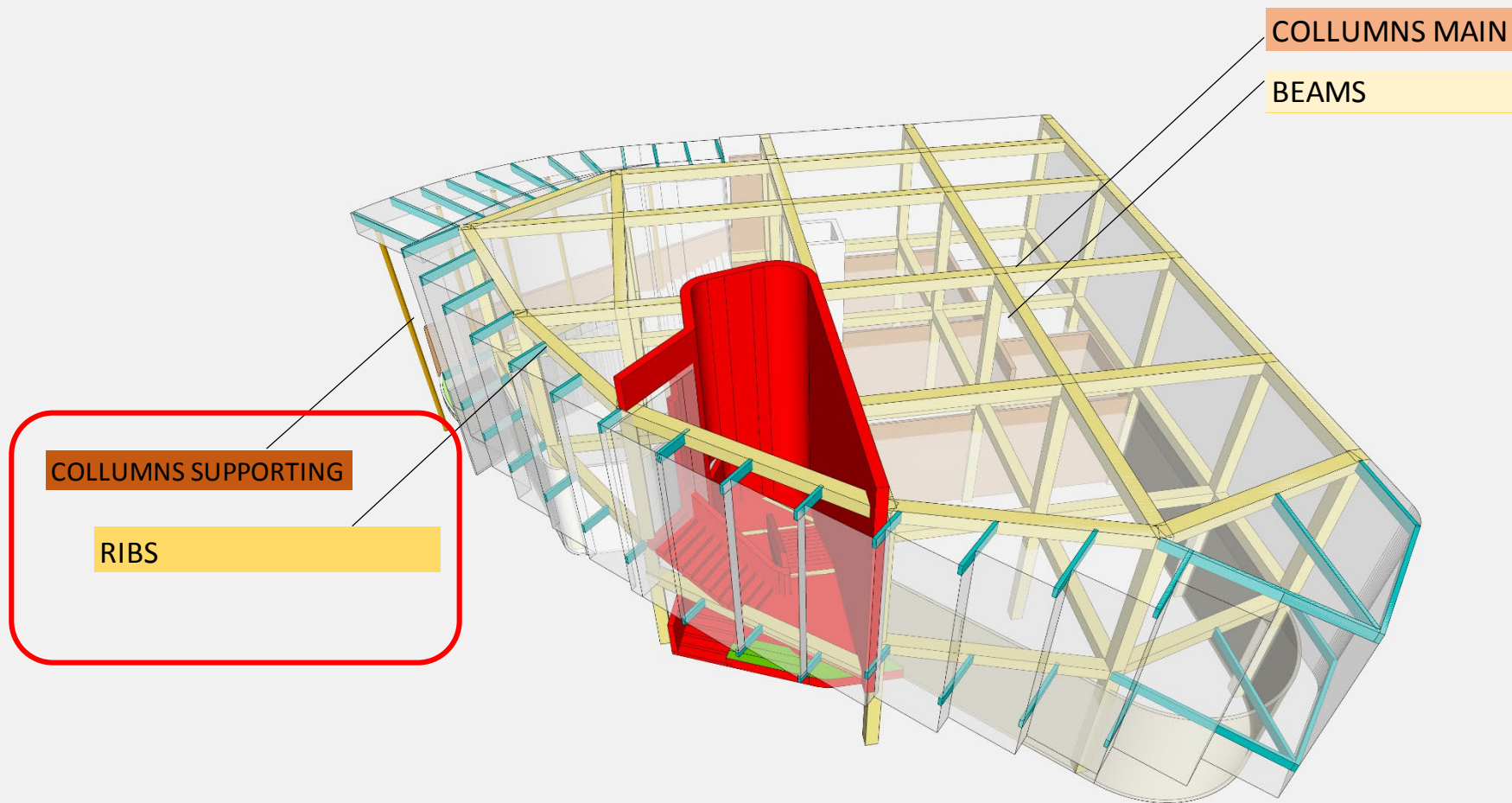
- BACK OF HOUSE: OFFICE / KITCHEN / STORAGE
- BAR
- TOILET
- LANDSCAPE

LEVEL 2



- LOBBY
- EXHIBITION
- IT ROOM

STRUCTURE

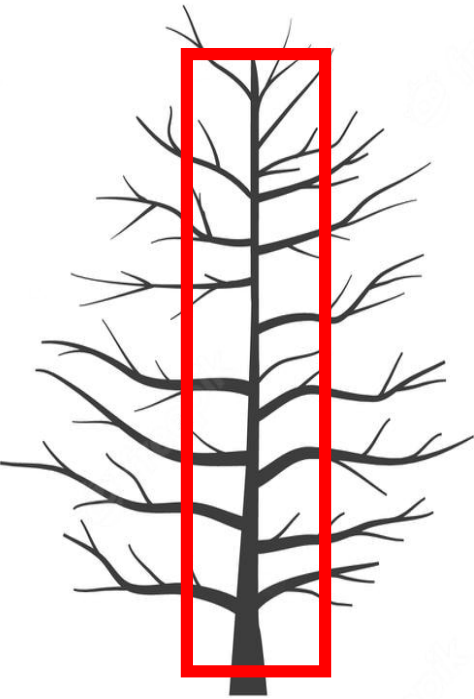


Structure is made to satisfy needs of Design Guidelines and production effectivity. Due to restricted resources and occupancy for custommade constructions, the system is simplified while keeping the façade according the original concept.

sum of total length of steel per tipical element				
	F (mm)	F1 (mm)	F2 (mm)	TOTAL
COLLUMNS MAIN TOTAL	20000	110000	110000	240000
COLLUMNS SUPPORTING	4000	50000		54000
BEAMS	211932	183092	183092	578116
RIBS		81882	100789	182671

FAÇADE GENESIS

THE CONCEPTUAL INTERPRETATION OF “FLOATING FOREST FACADE”



MODULE:
FRAMED BRUNCH



GEOMETRIC
TREE CONCEPT



MODULE



MATERIALS –
GREEN

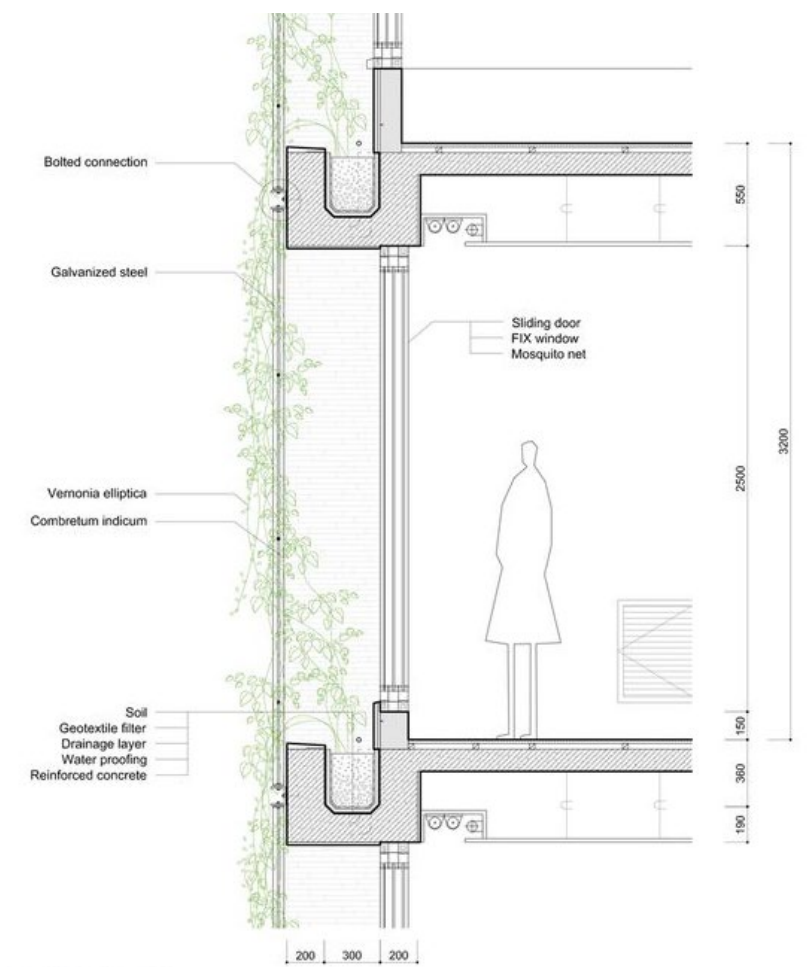


MODULE MULTIPLICATION

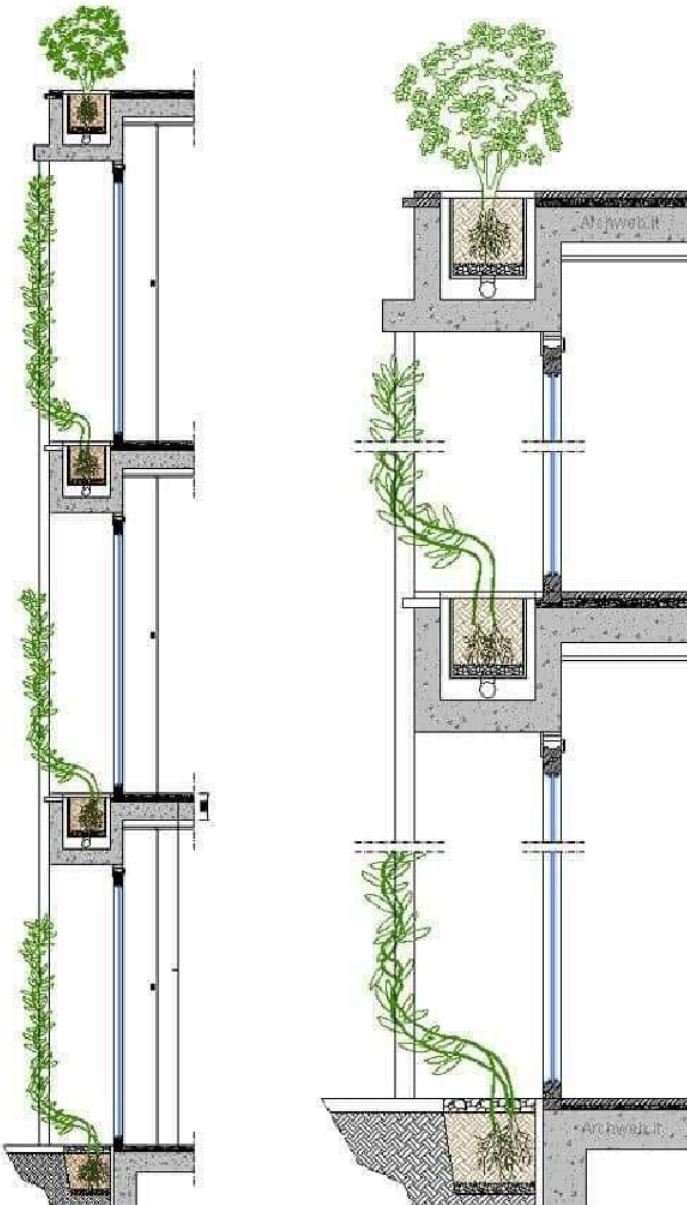


GREEN INSTALLATION

FACADE SYSTEM



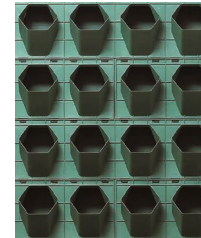
Section Detail



Material&Structure



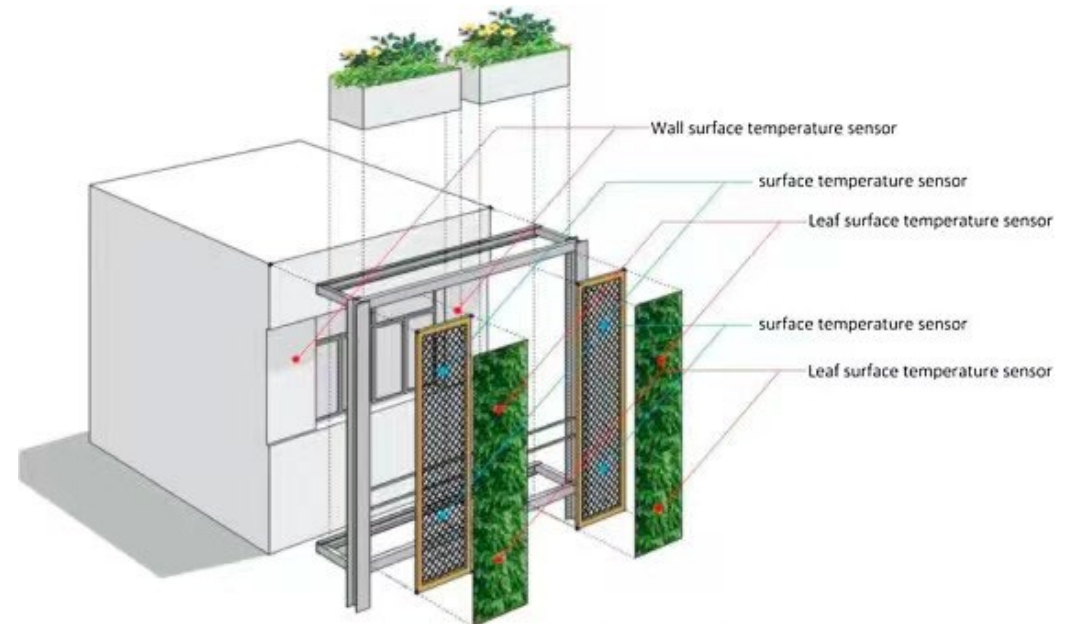
Steel structure
stainless steel
(2mm~4mm)



Planting structure
Planting box plant climbing frame



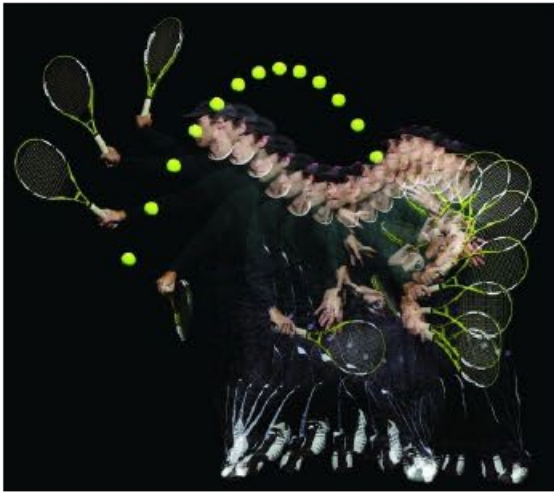
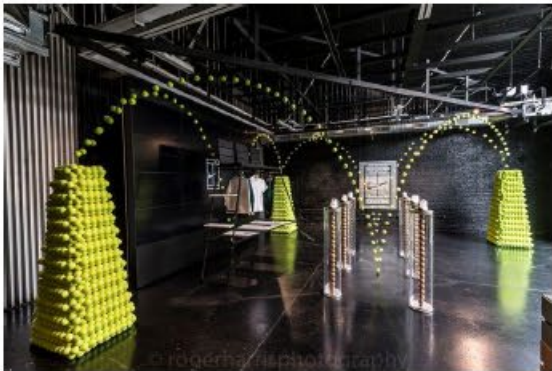
irrigation
system



DESIGN ELEMENTS

Utilizing the elements of various concepts of PLAYFULNESS throughout the pavilions user experience

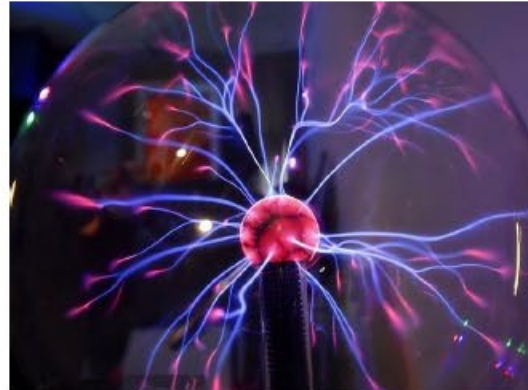
THE FAIR PLAY



DESIGN STYLE

The colour palette of the venue can be gathered from the effects of the Tesla coil when it is electrified, which is also more in line with the technological feel of VR. 2027 Serbia expo also has a blue-purple colour palette.

The walkway around the site can also be combined with a Tesla electric circle, where people walking on the walkway can create an electric sparking effect, similar in principle to an electrostatic ball: electricity is generated by friction.



THE ART OF PLAY

THINKING OUTSIDE THE BOX 1 — ROCK AND SCIENCE COLLIDE

STAIRCASE WITH TESLA COILS



Using light to imitate the effect of a Tesla transformer breaking through the air.

利用灯光模仿特斯拉变压击穿空气的效果。

RESTAURANT

-OSAKA

The floor plan shows a semi-circular building with the following rooms and areas:

- Meeting & Conference: 38 m²
- Kitchen: 10 m²
- Hall: 140 m²
- Storage: 6 m², 13 m², and several smaller storage areas.
- WC: Multiple restrooms.
- Changing Room
- Waste
- Office
- Pantry
- Baby Care
- HK (Heating/Kitchen)
- Souvenir Shop
- Bar

The plan includes a grid system (1-6 horizontally, A-I vertically) and dimensions for room sizes and overall building dimensions. A red dotted line outlines a specific section of the plan, likely indicating the location of the fire alarm control panel.

ELEMENTS

COMIC BOOK
CHARACTERS IN THE
FORM OF UNIVERSAL
COMMUNICATION
LANGUAGE

THREADS, COLOURS, CRAFTS



LARGE GRAPHICS WITH A HUGE IMPACT



ETHNO PATTERN



ACCENT COLOURS IN SOFT FORMS



RESTAURANT IDENTITY

THREADS INSPIRED PANELS

ETHNO PATTERN

COMIC BOOK
CHARACTERS

LARGE BACK BAR AND SOUVENIR DISPLAY

FOOD DISPLAY & LONG BAR

ETHNO PATTERN

COSY FURNITURE



RESTAURANT VIEW



**HVALA
THANK YOU**