

OSAKA, KANSAI, JAPAN

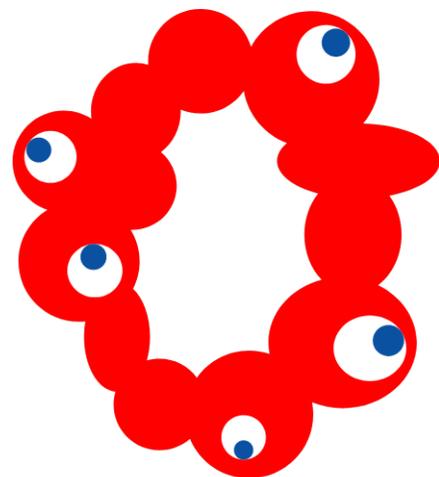
**EXPO**  
**2025**

# OSAKA EXPO2025 REPUBLIC OF SERBIA'S PAVILION

CONCEPTUAL DESIGN



design proposal by [aleatek.com](https://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

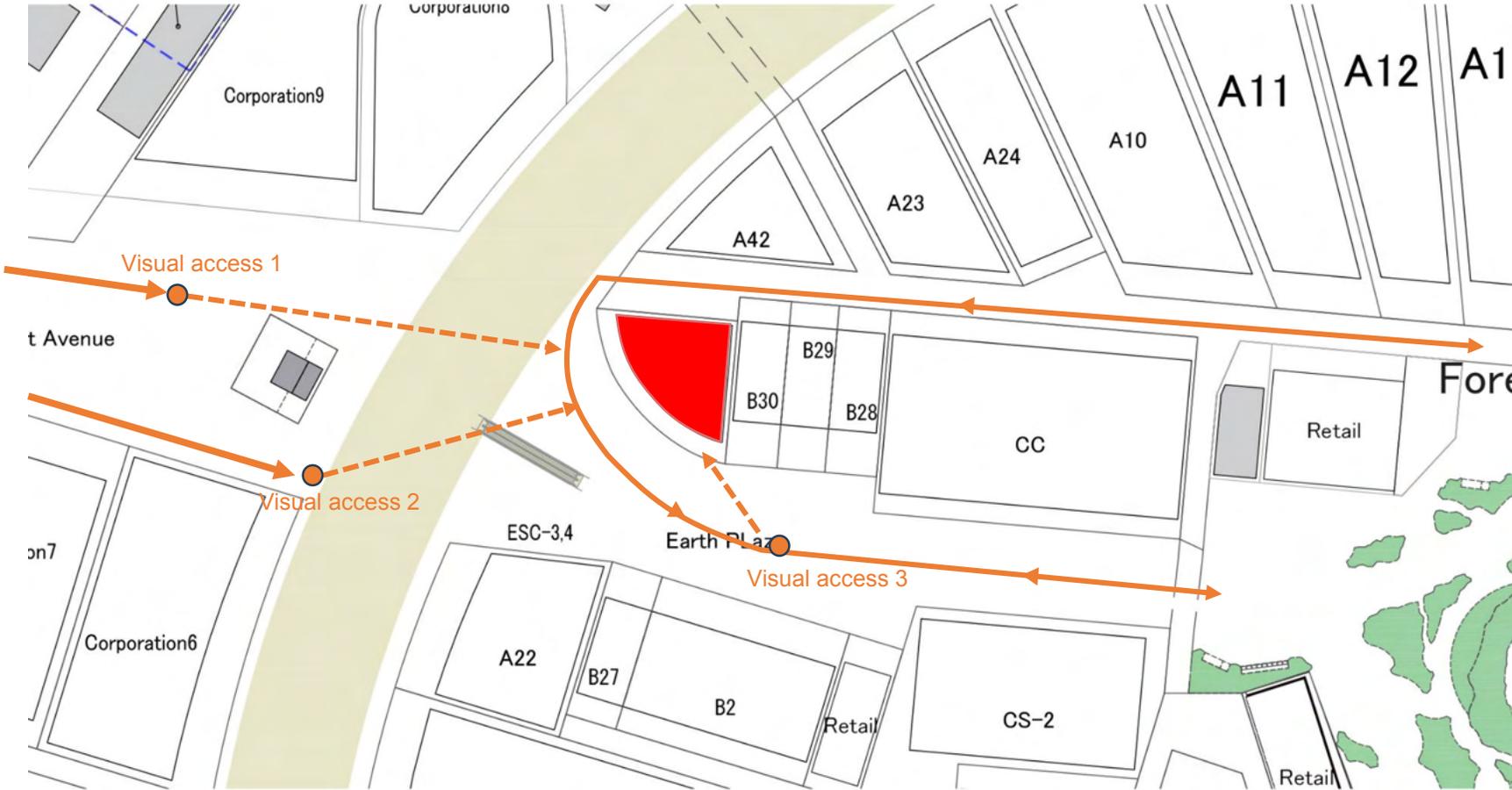
## SERBIAN PAVILION

First pavilion at West Entrance

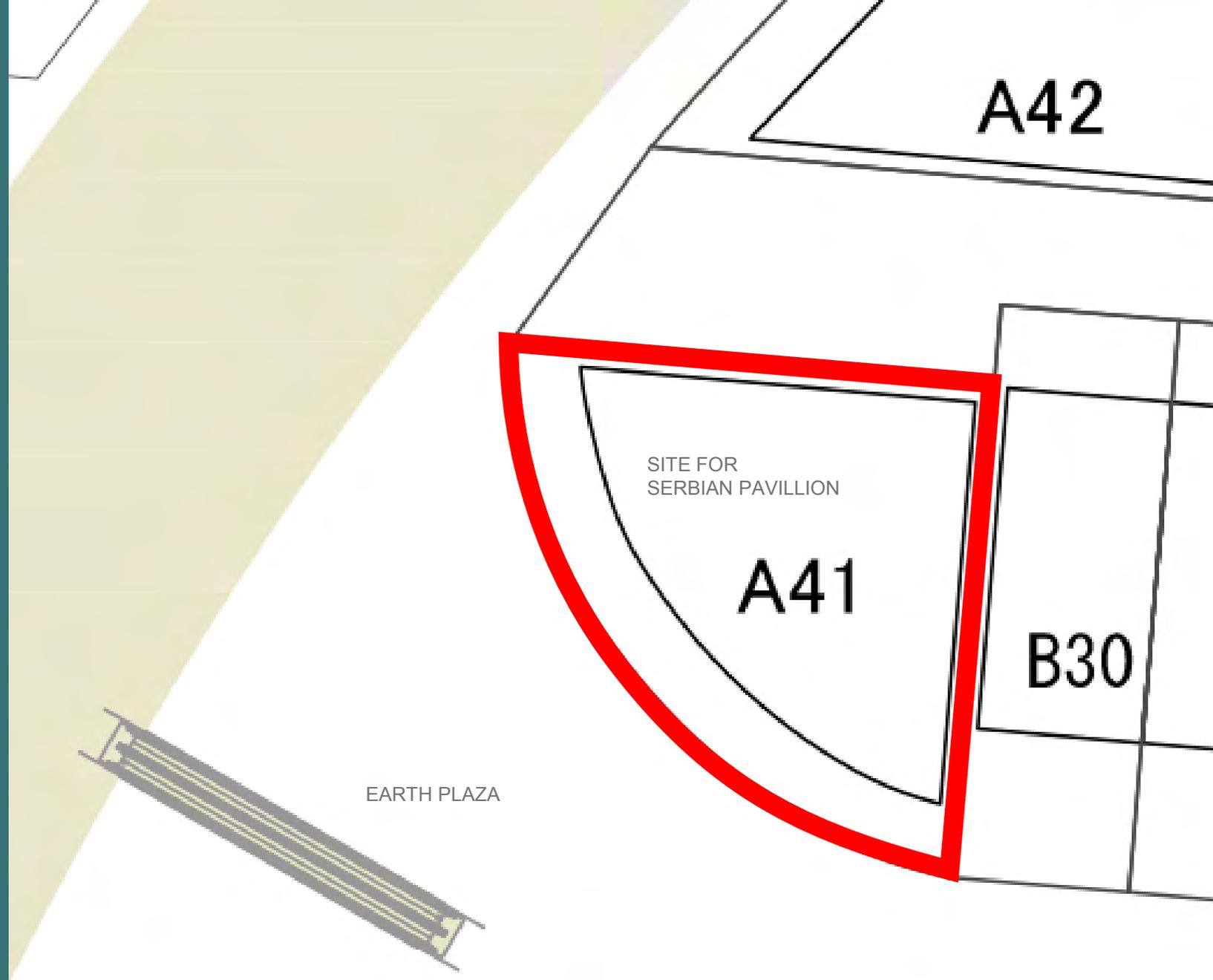


# SITE

VIEW FROM THE OUTSIDE OF THE RING



## PROJECT SITE

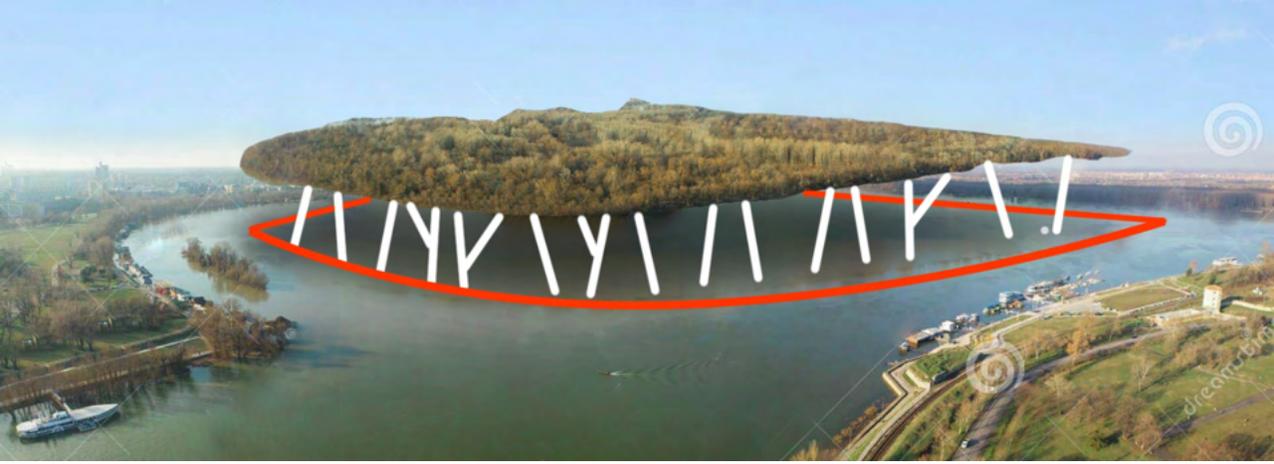


In the shape of the quarter of circle, facing the West entrance gate of the expo site, this location is the important impression point of the spectators.

## 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.





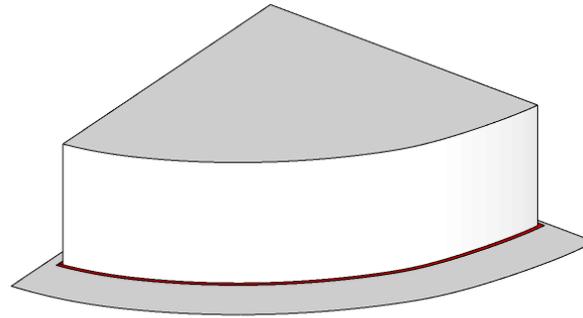
## FLOATING FOREST

# CONCEPT DEVELOPMENT

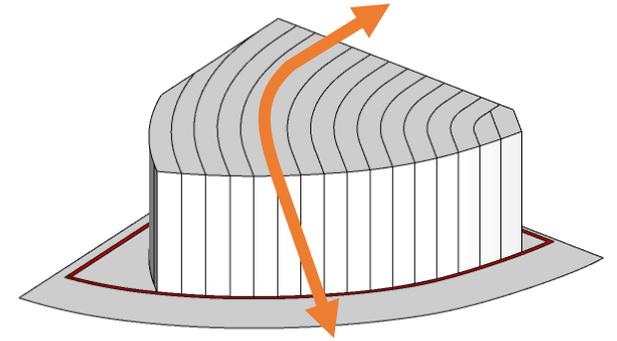
## TITLE: FORM GENESIS

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.

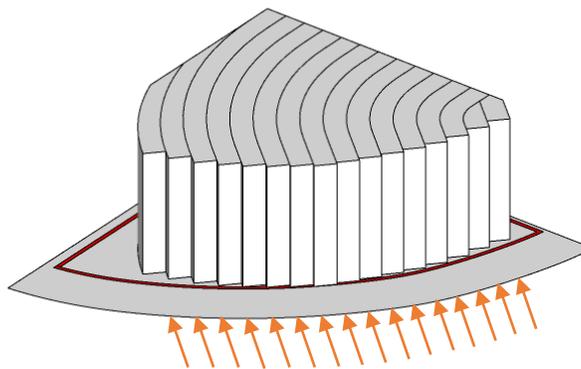
This strategy ensures both accessibility and visibility of the project, giving the properties of the attractive point at the entrance of the Osaka Expo Site.



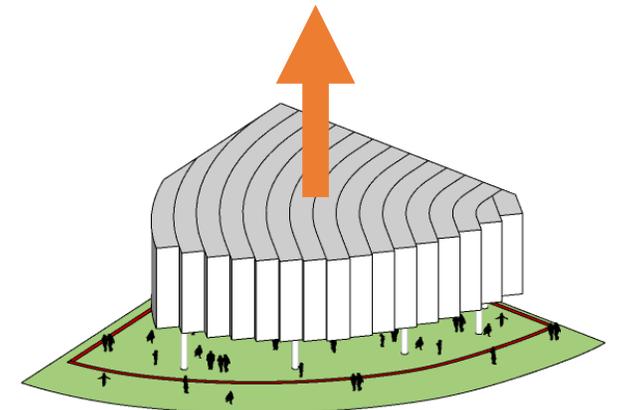
01 SOLID EXTRUSION OF THE SITE



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



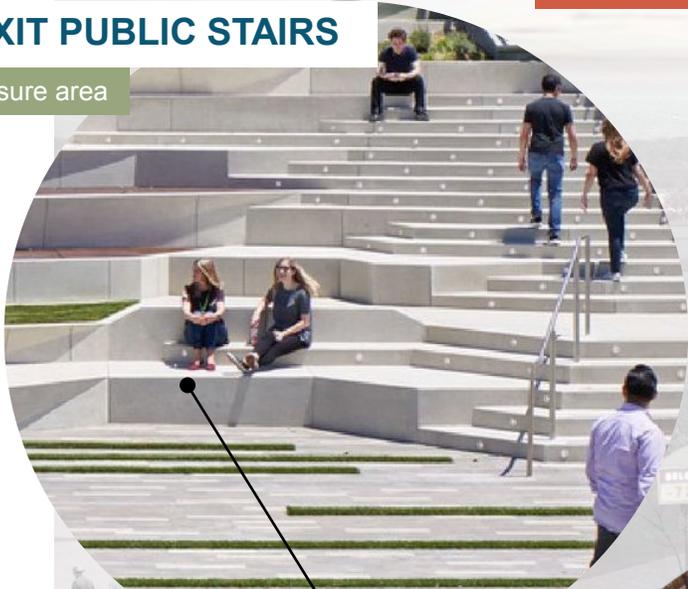
## SLOW LANE ENTRANCE

Regular queue



## EXIT PUBLIC STAIRS

Leisure area



## "SKOLICE"

Children play area



## WATER FEATURE

Signage of SERBIA Pavilion



## STREET LAYOUT

Special function lanes



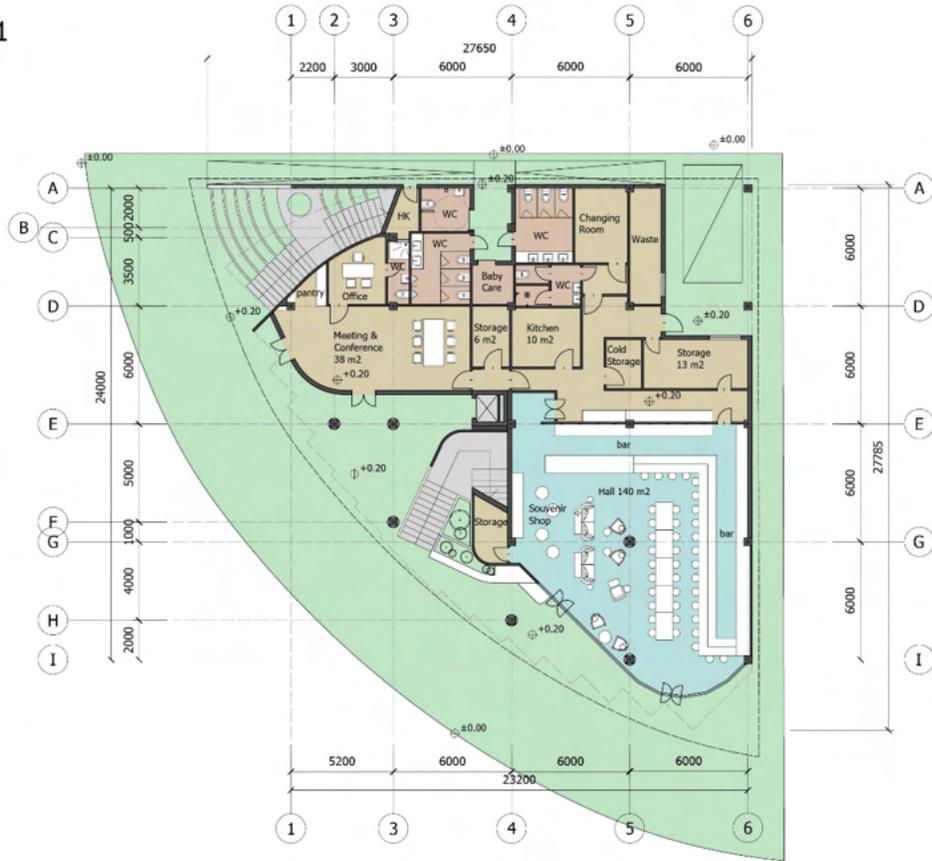
## LANDFIELD

Natural interactive landmark



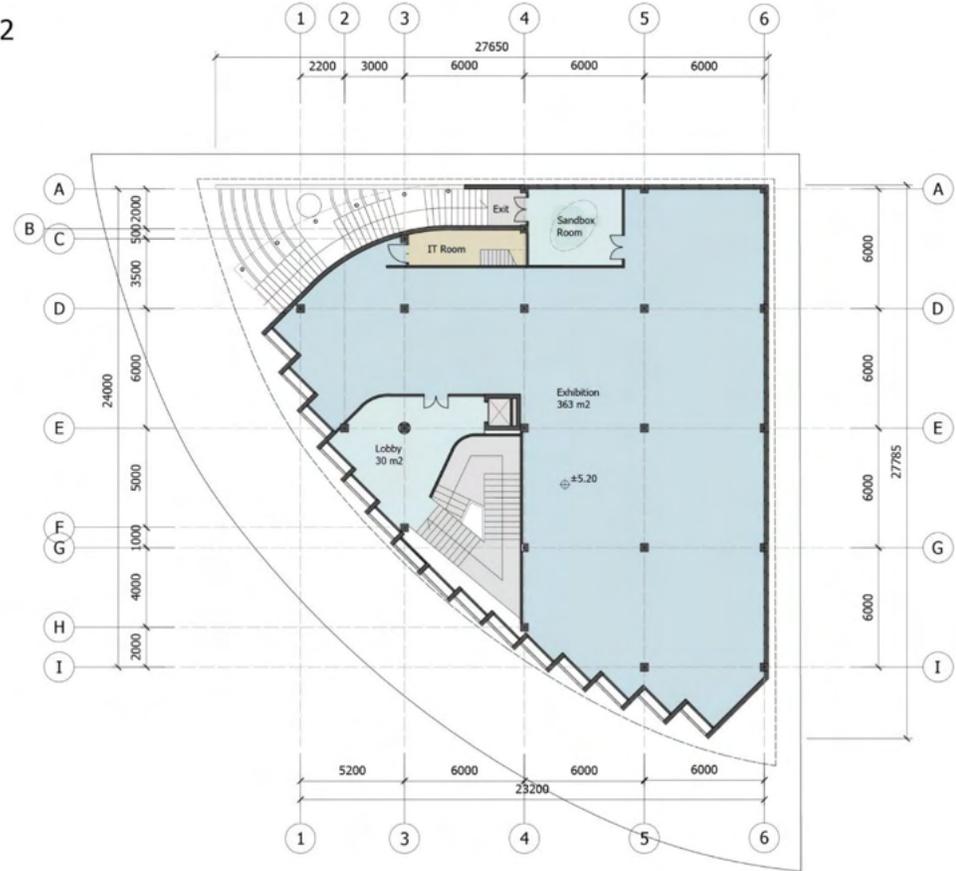
# PLANS

LEVEL 1



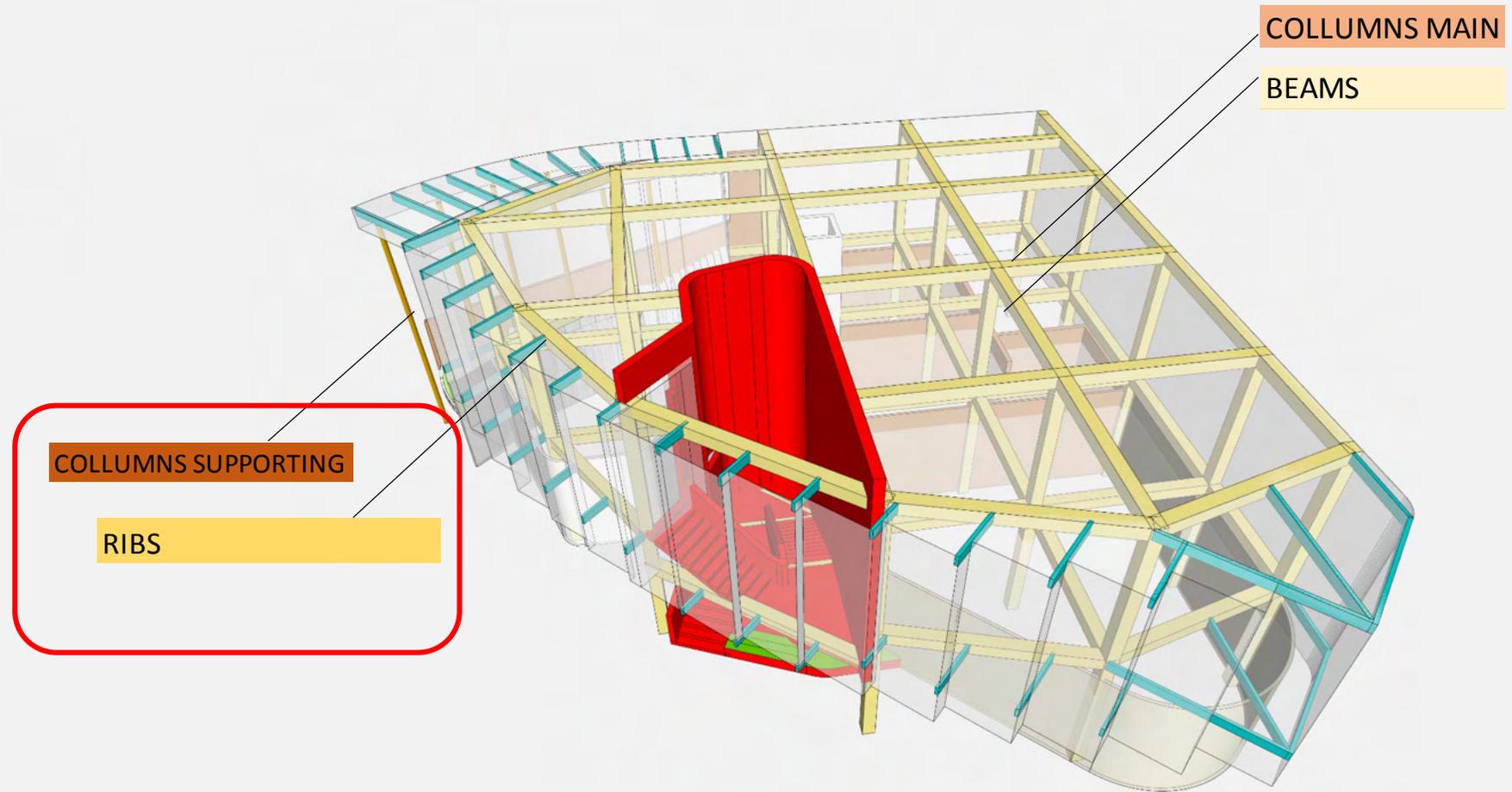
- BACK OF HOUSE: OFFICE / KITCHEN / STORAGE
- BAR
- TOILET
- LANDSCAPE

LEVEL 2



- LOBBY
- EXHIBITION
- IT ROOM

# STRUCTURE



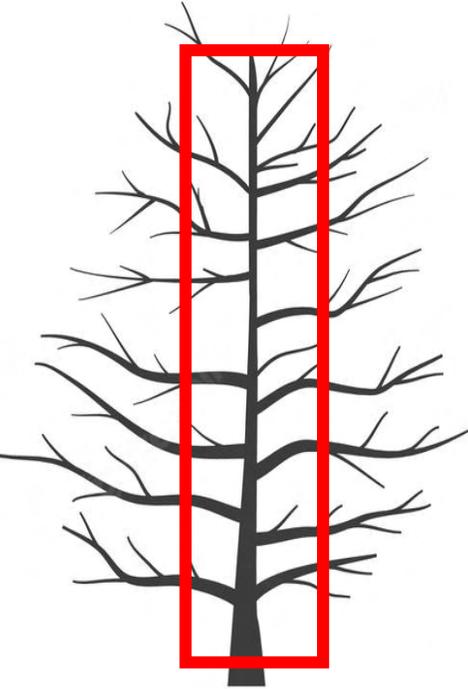
Structure is made to satisfy needs of Design Guidelines and production effectivity. Due to restricted resources and occupancy for custommade constructions, the system is simplified while keeping the façade according the original concept.

## sum of total length of steel per typical element

	F (mm)	F1 (mm)	F2 (mm)	TOTAL
COLLUMNS MAIN TOTAL	20000	110000	110000	<b>240000</b>
COLLUMNS SUPPORTING	4000	50000		<b>54000</b>
BEAMS	211932	183092	183092	<b>578116</b>
RIBS		81882	100789	<b>182671</b>

# FAÇADE GENESIS

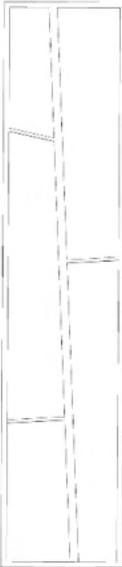
THE CONCEPTUAL INTERPRETATION OF "FLOATING FOREST FACADE"



MODULE:  
FRAMED BRANCH



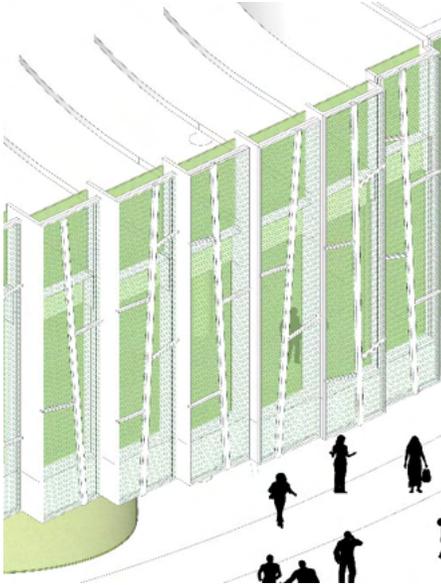
GEOMETRIC  
TREE CONCEPT



MODULE



MATERIALS –  
GREEN

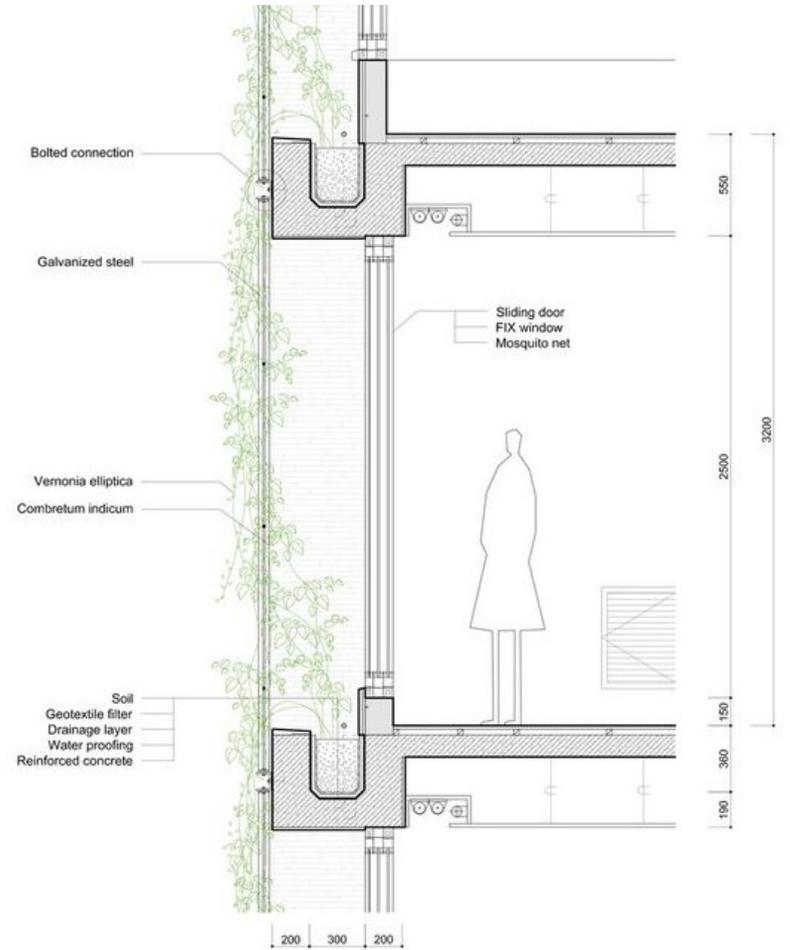


MODULE MULTIPLICATION

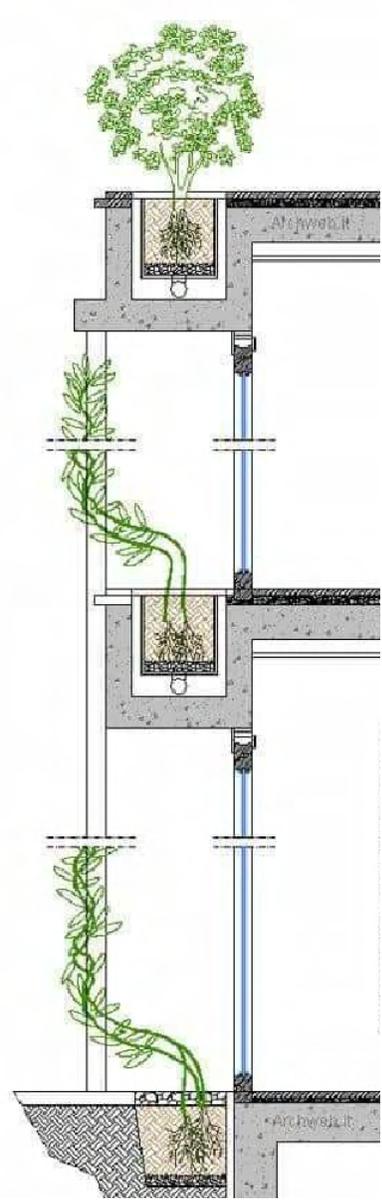
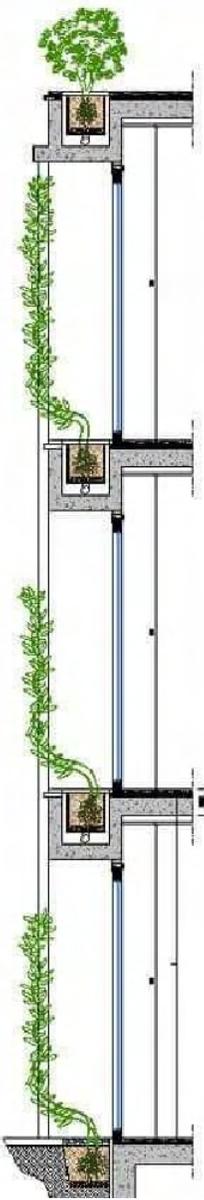


GREEN INSTALLATION

# FACADE SYSTEM



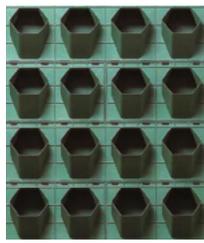
Section Detail



### Material&Structure



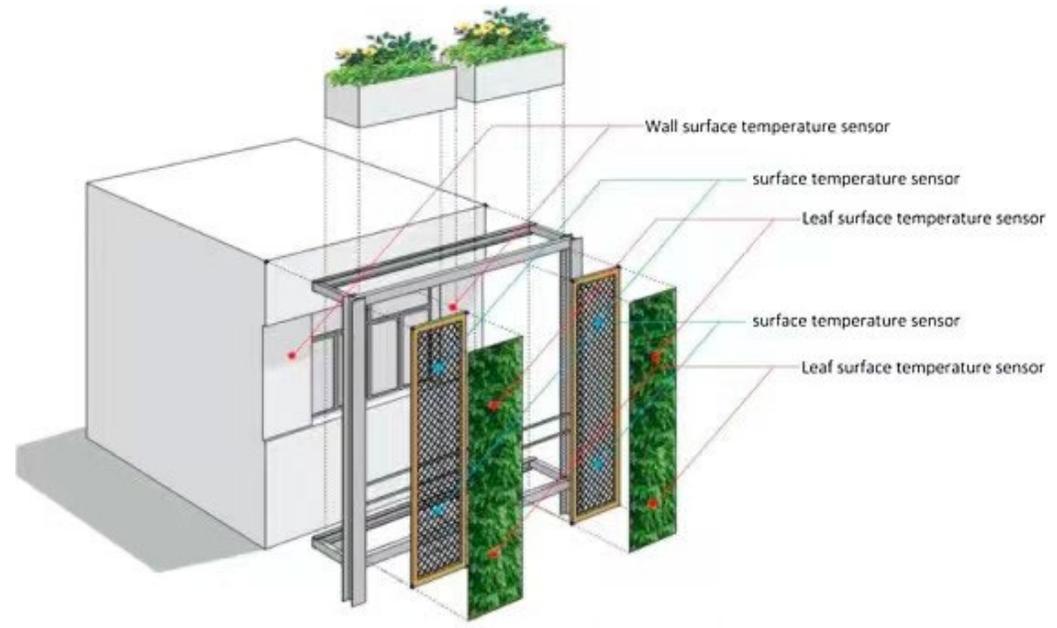
Steel structure  
stainless steel  
(2mm~4mm)



Planting structure  
Planting box plant climbing frame



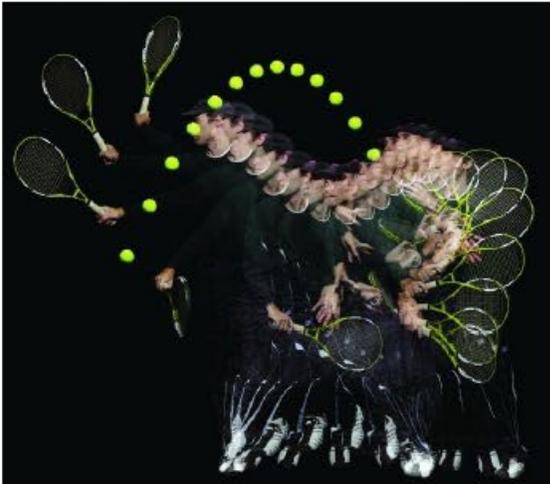
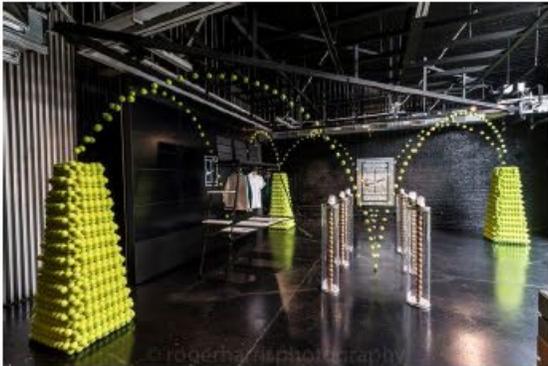
irrigation  
system



## 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



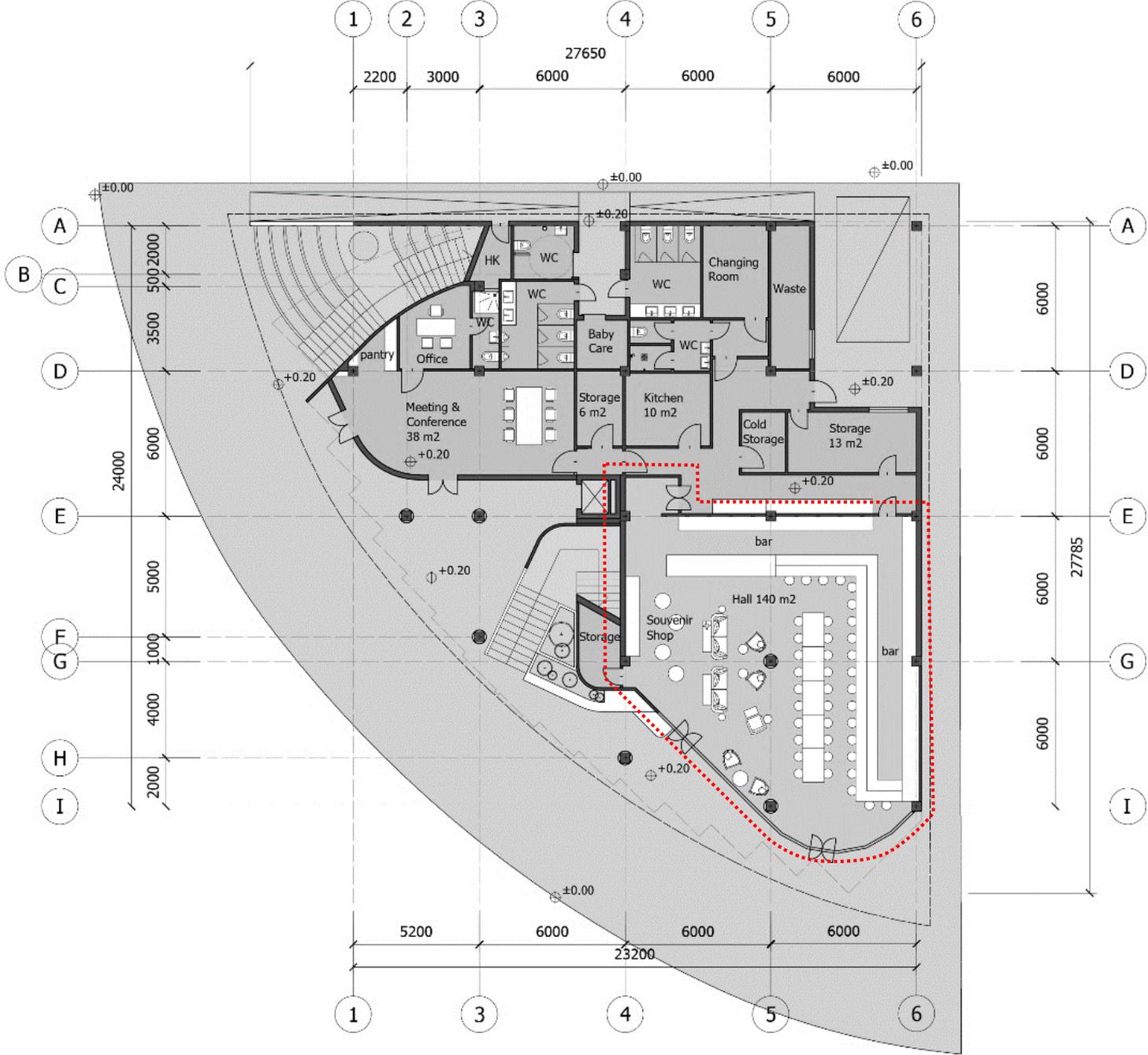
Using light to imitate the effect of a Tesla transformer breaking through the air.

利用灯光模仿特斯拉变压击穿空气的效果。

# RESTAURANT

-OSAKA

# RESTAURANT PLAN



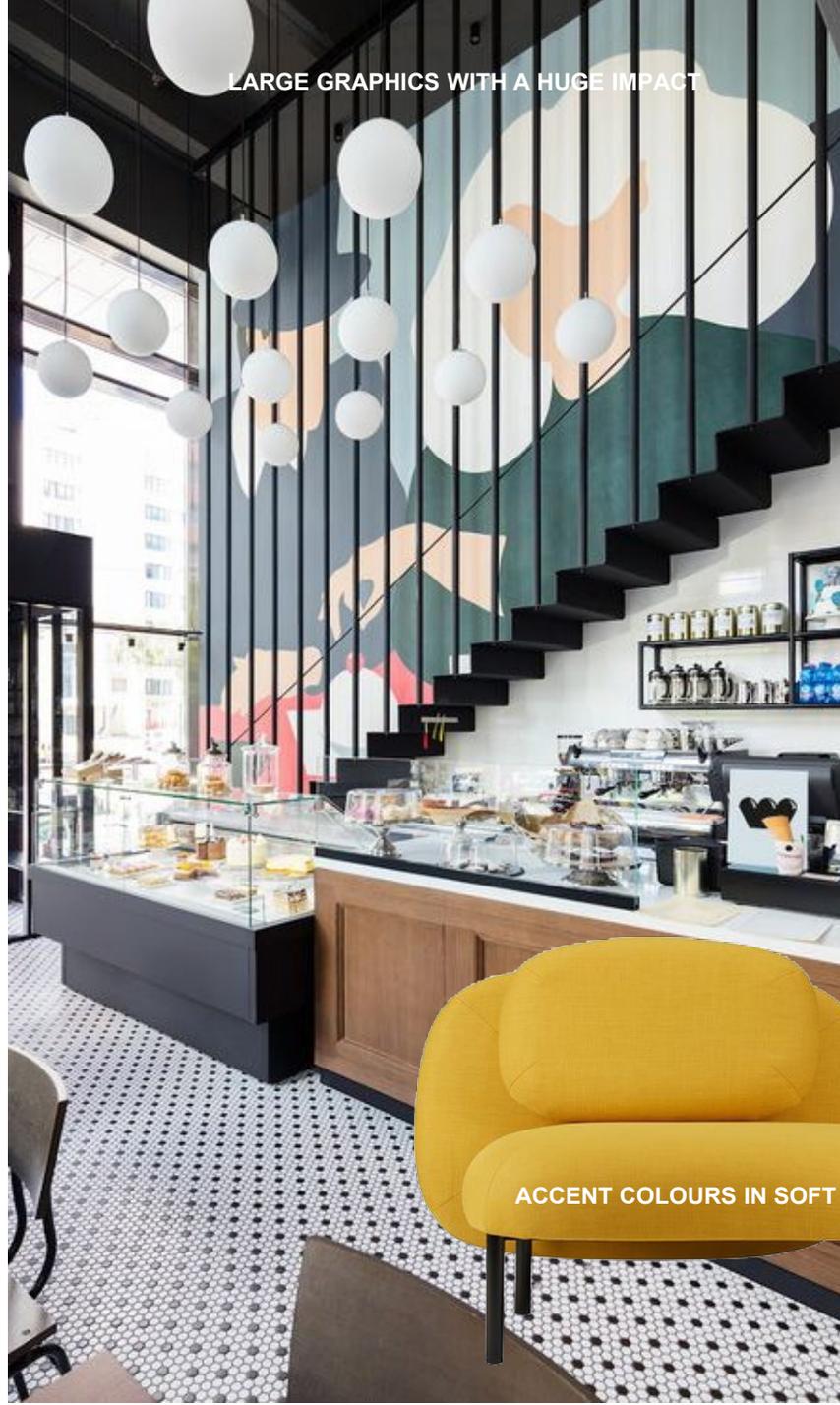
# ELEMENTS

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

"SAJKACA"  
ORIGAMI SOUVENIR



RESTAURANT VIEW



**HVALA  
THANK YOU**