



## USA Pavilion Exhibit

Entering the triangular space that houses the main exhibit, visitors experience how “America, the Beautiful” unfolds across five distinct exhibits designed by Christian Lachel and award-winning BRC Imagination Arts. Each section, under the broader exhibit theme of “Imagine What We Can Create Together,” offers an engaging look at the ideas and possibilities that define the United States.

The key exhibit space welcomes visitors to embark on an immersive journey through thematic sections featuring connecting, innovation, travel, and space exploration. The exhibit’s dynamic visuals, production, and storytelling, showcase American creativity and opportunity, and the emotional heart and focal point of the exhibit lies within the mysterious cube itself, and will provide surprise and delight for all who visit.

An additional highlight will be the special space exhibit section, showcasing American leadership and innovation in the space race, and offering a glimpse of the future of space exploration, one of humanity’s greatest adventures. Visitors will discover unique artifacts and authentic prototypes that bring the story of space exploration to life. The United States is pleased to return to the Expo in Osaka with another lunar sample, commonly known as a “moon rock,” having displayed one at the USA Pavilion in 1970, when Osaka last hosted an Expo. The inclusion of this lunar sample serves as a symbol of American gratitude to the people of Japan for the continued U.S.-Japan partnership in space exploration. Japan continues to be a key ally and partner of the United States in space exploration and plans to contribute a pressurized rover and components for the Gateway lunar station, with opportunities for participation by Japanese astronauts. Japan is also a signatory to the Artemis Accords, a common set of principles established to guide the civil exploration and use of outer space.

### Connecting

The Connecting exhibit invites visitors to “Imagine What We Can Learn Together.” Through personal stories and firsthand accounts, it highlights the many academic, professional, and cultural exchange programs that connect people from around the world to the United States. Visitors meet alumni who share how studying, working, or conducting research in the U.S. shaped their lives—opening doors, sparking new ideas, and building lasting connections.



## **Innovation**

The Innovation exhibit invites visitors to “Imagine What We Can Create Together.” Guided by *Spark* and a USA Pavilion Youth Ambassador, this experience explores groundbreaking advancements that are shaping the future.

Visitors discover how the United States is developing innovative solutions to global challenges—from food systems that adapt to the environment, to advanced materials, and medical technologies that improve everyday life. The exhibit highlights how American creativity, collaboration, and applied science continue to drive progress and possibility.

## **Travel**

The Travel exhibit invites visitors to “Imagine What We Can Experience and See Together.” This immersive space captures the beauty, variety, and spirit of discovery found across the United States.

From iconic national parks and small-town charm to bustling cities, music festivals, theme parks, and regional cuisine, the exhibit showcases the many ways people explore and connect with the American landscape. Through visuals and atmospheric effects, visitors get a sense of the country’s natural wonders and cultural highlights. All 50 states, the District of Columbia, and U.S. territories are featured—offering a window into the places, stories, and traditions that define “America the Beautiful.”

## **Space**

The Space exhibit invites visitors to “Imagine What We Can Explore Together.” Through authentic artifacts, prototypes, and a rare lunar sample, the exhibit brings the story of American space exploration to life.

From early discoveries to the Apollo missions and today’s Artemis program, visitors explore key milestones that showcase U.S. leadership and international collaboration in space. The experience offers a glimpse into the future—where astronauts, engineers, and innovators work together to return to the Moon and reach for Mars.



## **Launch - To the Moon and Beyond**

Launch is the emotional heart of the USA Pavilion, located within the mysterious “cube.” The Launch exhibit invites visitors to **“Imagine What We Can Reach Together.”** Located inside the Pavilion’s glowing cube, this experience recreates the excitement of a NASA rocket launch through immersive visuals, surround sound, and cinematic lighting.

Inspired by Kennedy Space Center, the exhibit builds anticipation as visitors prepare for liftoff. Guided by Spark, they embark on a visual journey from Earth to the Moon—and into the possibilities beyond such as other galaxies. Visuals from James Webb Space Telescope show us breathtaking images of afar. Launch captures the spirit of exploration and reminds visitors that big ideas can take us even further than we imagine.

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