



Press Release

Italdesign among the Ambassadors of Made in Italy
at the Italy Pavilion – EXPO 2025 Osaka
August 18–21, 2025

- An exhibition concept that blends aesthetics and function, tradition and future, in a virtuous dialogue between Italian and Japanese cultures where design becomes a driver of sustainable progress and a tool to tangibly improve quality of life.

Moncalieri, July 31, 2025

Italdesign will be among the key players at Expo 2025 Osaka, an extraordinary opportunity to share values, ideas, and solutions that combine aesthetics, experience, innovation, and sustainability, all conveyed through the universal language of design.

Italdesign's connection with Japan is rooted in long-standing collaborations with brands such as Nikon, Seiko, and Okamura, and has been recently strengthened by projects like the Nissan GT-R50 by Italdesign and the Well Cabin concept developed with Panasonic Automotive.

From August 18 to 21, 2025, the Auditorium of the Italy Pavilion will host Italdesign's immersive space: four modular boxes will showcase the company's vision of the future through iconic products, multimedia content, and visual storytelling. The installation will also celebrate the encounter with

Japanese culture, aligning with the official theme of the event: "Designing Future Society for Our Lives."

Italdesign operates with a design imprint rooted in a holistic, human-centered, responsible, and sustainable approach, aimed at generating solutions that tangibly improve quality of life. Its contribution to Expo fully aligns with the event's thematic areas, thanks to its focus on accessibility, user experience, and co-creation of concrete solutions with clients, all designed for a people-centered future society.

Giorgio Gamberini, Business Development Director at Italdesign, commented: *"Our participation in Expo is part of a broader positioning strategy: being here means being at the heart of an international context where valuable industrial and institutional relationships are built. It's a concrete opportunity to affirm our role as interpreters of Made in Italy and to bring expertise, innovation, and vision to the table."*

At Expo, Italdesign and the Turin-based startup Avathor will present their vision of inclusive future mobility with **Avathor One**, an electric vehicle classified as a Class 1 medical device, designed for the mobility of people in wheelchairs or with reduced mobility, both on roads and in indoor spaces, for private or shared use. With Avathor One, mobility becomes an intuitive, safe, connected, and inclusive experience.

Italdesign's exhibition concept continues by exploring the interconnection between various aspects of daily life through projects ranging from transportation to product design, creating a global, interconnected ecosystem where technology and design enhance the quality of our lives.

In this context, Italdesign presents a selection of projects that embody key development areas for the society of the future: from sustainable mobility to applied ergonomics, from the integration of technology and well-being to the enhancement of collective memory and intercultural dialogue. Through the conscious use of materials, the adoption of smart technologies, and an aesthetic that blends innovation and tradition, design becomes a tool for connection, inclusion, and progress.

Giorgio Gamberini concludes: *"Our multidisciplinary, experience-driven approach helps give tangible form to our vision of a sustainable and participatory future. In Osaka, we're showing how design can serve as a bridge between cultures and industrial sectors, a true engine of sustainable progress and a tool to genuinely improve the quality of our lives."*

Italdesign
Press Office
pr@italdesign.it



This message has been sent because your address is registered in our mailing list.

Data have been collected through Italdesign Giugiaro S.p.A. website, event and/or direct contact.

To unsubscribe, [click here](#)

Italdesign Giugiaro S.p.A.

Registered office
via San Quintino, 28 Torino, Italy
Headquarters
Via Achille Grandi, 21/25 Moncalieri (TO), Italy