**Expo 2025 Osaka: Alcantara embellishes the Italian Pavilion with curtains reminiscent of Japanese “noren”**

Osaka, 13 April 2025 - This year, at Expo 2025 in Osaka, the theme of the Italian Pavilion is “Art Regenerates Life”, and the space designed by MCA - Mario Cucinella Architects Studiohas been transformed into an exceptional showcase for Alcantara, with the material used to decorate some of its areas and partitions. The curtains of the theatre, in an iconic nuance of red theatrical, and the hanging panels that are reminiscent of Japanese “noren”, will accompany visitors during the Visitor Experience at the Italian Pavilion, conceived as a modern reinterpretation of the Renaissance concept of the “Ideal City”.

"Experimentation, Made in Italy, Design: the presence of Alcantara in the Italian Pavilion brings with it the distinctive traits of Italian creativity and entrepreneurial skill, narrating the country’s excellence and continuous innovation on the global stage of Expo”, commented **Ambassador Mario Vattani, Commissioner General for Italy at Expo 2025 Osaka**. “Alcantara perfectly captures the image of Italy that we want to express at Expo: a country capable of combining tradition and new technologies, whilst maintaining a focus on the future."

“Taking part in a prestigious event like Expo 2025 Osaka makes us extremely proud, and represents an extraordinary opportunity for Alcantara to celebrate the beauty of this material, which has become known over the years for its versatility and capacity to combine tradition and innovation, embodying the value of Made in Italy production,” confirms **Eugenio Lolli, Chairman and CEO of Alcantara**. “The relationship with international institutional partners such as the General Commissioner for Expo 2025 and Mario Cucinella Architects further adds to our conviction that Alcantara is a perfect means through which to promote Italian excellence in the cultural, artistic and technological fields.”

A burgundy shade of the material was selected to frame the large portico leading to the wooden theatre, a real piece of stage scenery at the heart of the Pavilion. Visitors are invited to walk through floating curtains, as part of an immersive tour that is transformed into a multisensory experience, thanks this Made in Italy material that appeals to both sight and touch. The Italian Pavilion is divided into thematic spaces inspired by the concept of the Ideal City: the square, the quintessential place of exchange, the Italian garden on the roof and the guest areas. The Bilateral Room is embellished with Alcantara partitions in the Dune shade, with custom laser detailing: the logo of the Italian Pavilion is imprinted on the material, creating a tone-on-tone effect, and echoes the design of the arch which acts as a common thread throughout the architecture.

To evoke Alcantara's close relationship with the world of art and design, some artworks by Alberto Biasi were chosen to embellish the walls of these areas. Biasi, one of the greatest exponents of Italian kinetic art, created 3 variations of Dinamica Ottica using Alcantara “lamellas” in white, blue and black.

The Italian Pavilion offers a new and comprehensive look at the country's identity, whilst also serving as a meeting point between the cultures of Italy and Japan. In the Pavilion, tradition and innovation intertwine and become an active part of the various exhibition spaces. Alcantara fully embraces the values expressed by this project: in addition to boasting multiple partnerships with Institutions, Embassies and major international events, over the years, Alcantara has collaborated with artists and museums worldwide, with the material becoming a medium through which creatives, architects and designers can express their creativity. Throughout this, the Company has remained faithful to its DNA - as a producer of a material that combines technology, functionality, emotion, versatility and commitment to sustainability.

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Founded in 1972, Alcantara represents one of the leading Made in Italy brands. A registered trademark of Alcantara S.p.A. and the result of unique and proprietary technology, Alcantara® is a highly innovative material offering an unparalleled combination of sensory, aesthetic, and functional qualities. Thanks to its extraordinary versatility, Alcantara is the chosen material for leading brands in many fields of application: fashion and accessories, the automotive industry, interior design, home décor and consumer-electronics. These characteristics, combined with a serious and certified commitment to sustainability, mean that Alcantara expresses and defines the contemporary lifestyle. Alcantara is Carbon Neutral since 2009. Carbon Neutrality certification is based on offsetting of greenhouse gas emissions through the acquisition of carbon credits from Certified and Verified Offset Projects. While acknowledging that carbon offsetting is not the final solution, nevertheless we believe that carbon credits are a useful tool to accelerate the fight against climate change beyond our value chain, and to measurably reduce global emissions. Besides, the projects supported by Alcantara every year bring tangible social benefit to the impacted territories. To document its progress in this area, Alcantara annually prepares and publishes a Sustainability Report, certified by BDO and available on the company's website. Alcantara's headquarters are in Milan, while the production plant and research centre are in Nera Montoro, in the heart of Umbria (Terni).

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*Expo 2025 will be held in Osaka from 13 April to 13 October 2025, with the theme “Designing Future Society for Our Lives”. The Italian Pavilion, designed by MCA - Mario Cucinella Architects Studio, interprets this with “Art Regenerates Life”.*