



Ministry  
of Economic  
Development

## International Competition

**FOR THE CONCEPT AND CONTENT OF THE EXHIBITION SETUP IN THE NATIONAL PAVILION OF  
MONTENEGRO AT THE WORLD EXPO 2025 OSAKA**

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## 1. Introduction

The World Exhibition Expo represents the largest international event that brings together all the nations of the world with the aim of finding solutions to the challenges of our time by offering a journey within a universal theme. The Expo welcomes tens of millions of visitors and enables participating countries to build outstanding pavilions and transform the host city for years to come. When it comes to international events, the Expo is unmatched in its size, scope, duration and number of visitors. It is a platform for development and progress that serves as a bridge between governments, companies, international organizations and citizens.

Expo 1970 Osaka is the first Expo that was organized in Japan and on the Asian continent, and it also became a symbol of Japan's rapid economic growth. Twenty years after Expo 2005 Aichi, Osaka will bring the international community to Japan, which will be the third Expo to be hosted in this country.

Expo 2025 Osaka will be held from April 13 to October 13, 2025 under the umbrella theme of "Designing Future Society for Our Lives", which prompts individuals to think about how they want to live and how they can maximize their potential. This theme also aims to encourage co-creation by the international community in designing a sustainable society that supports individuals' ideas about how they want to live.

In addition to the overarching theme, supporting sub-themes are "Saving Lives", "Empowering Lives" and "Connecting Lives". As the Expo 2025 Organizer states, Japanese culture has long been based on the belief that every matter, from all living things to even pebbles on the side of the road, has its own life. With this in mind, Expo welcomes the consideration of "life" not only for human beings, but also in the broader sense of the various creations and nature that surround humans.

Moving away from an anthropocentric view of the world is key to solving pressing environmental challenges and recognizing the interconnectedness of all forms of life. By recognizing the intrinsic value of non-human beings and ecosystems, we can prioritize biodiversity conservation, adopt sustainable practices and respect inherited knowledge. This change encourages ethical considerations in decision-making processes, promotes cultural diversity, and contributes to both planetary health and human well-being. Embracing a more inclusive perspective is essential to building a sustainable and just future for all.

Since Expo 2025 Osaka is being held five years before the year 2030 set by the United Nations as the deadline for achieving the 17 Sustainable Development Goals (SDGs), the next exhibition will be an excellent opportunity to review the progress made so far in achieving the UN Sustainable Development Goals and accelerate initiatives which are directed towards the fulfillment of the stated goals and to support the creation of a society based on the principles of sustainability, inclusiveness and diversity. The Expo, which aims to explore the future society from a long-term perspective, is expected to present not only a vision of the world in 2030 in which the SDG goals will be achieved, but also a vision of the world beyond the boundaries of these goals.

More details about the thematic concept can be found on the official website of Expo 2025 Osaka: <https://www.expo2025.or.jp/en/>

## 2. Participation of Montenegro in the Expo 2025 Osaka World Exhibition

With the awareness of the importance of sustainable development, the Montenegrin Parliament adopted the Declaration on the Ecological State in 1991, and since then Montenegro has been defined in its Constitution as an ecological state. In addition, Montenegro is promoted worldwide with the slogan "Wild beauty", and its untouched nature is strategically highlighted as one of the key determinants and reasons for visiting this destination. Thus, the special focus of Montenegro's participation will be on the specificities of the coast, national parks and the wealth of biodiversity.

The concept of Montenegro's participation in Expo 2025 in Osaka is focused on the sub-theme "Connecting Life", with the aim of promoting the value of coexistence and preserving diversity, which the country has carefully preserved throughout its millennial history, at the crossroads of different civilizations and cultures.

The exhibition and the program of the pavilion of Montenegro during the six-month duration of the Expo will integrate various disciplines and industries (ecology, innovation, science, art, tourism and investments), while the main message of the Montenegrin exhibition will be the importance of preserving the balance between social (cultural), ecological and economic development.

**Keywords: tradition, diversity, openness, interactivity, innovation and coexistence.**

### 2.1. Context

The Expo site is located on the artificial island of Yumeshima, with a total area of 1.55 km<sup>2</sup>, which is located along the coast of Osaka and overlooks the inland Seto Sea.

Montenegro will present itself within the thematic area Connecting Life, and will have its presentation within one of the Joint Pavilions type C. This type of pavilion is built by the Organizer, and parts of its space are allocated to the participating countries as a space in which they will create the content of their exhibition themselves. The pavilions will be communally equipped, and participants can use them at their own risk and expense.

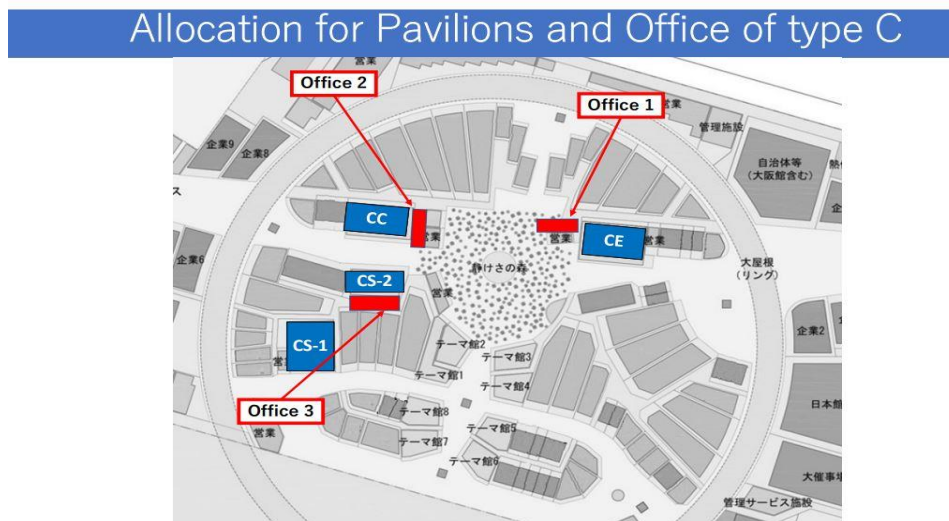


Image 1: Allocation of the pavilions of type C

As defined in the Guidelines of Expo 2025, the exhibition space of Montenegro will be in the Shared Pavilion Type C2 (Shared Pavilion Type CS-2), which is located on the allocated space E83 with a total area of 53m<sup>2</sup> and a height of 4.5m. Within this exhibition space, it is possible to add a mezzanine, the area of which cannot exceed 50% of the total area of the exhibition space (maximum area 26.5m<sup>2</sup>). If the conceptual solution includes a mezzanine, the same space can be multifunctional. In accordance with the Organizer's regulations, the mezzanine can be used for contents with limited and controlled access and cannot be used as an exhibition space that is accessible to all visitors.

Also, across the street from the exhibition space, there is also the associated so-called commercial space, marked with the number C82, with a total area of 15m<sup>2</sup>. Since Montenegro will not have commercial activities during the six-month presentation, this dedicated space should be harmonized with the exhibition space.

The corresponding office space is 12.55 m<sup>2</sup>, and is located in the part outside the pavilion.

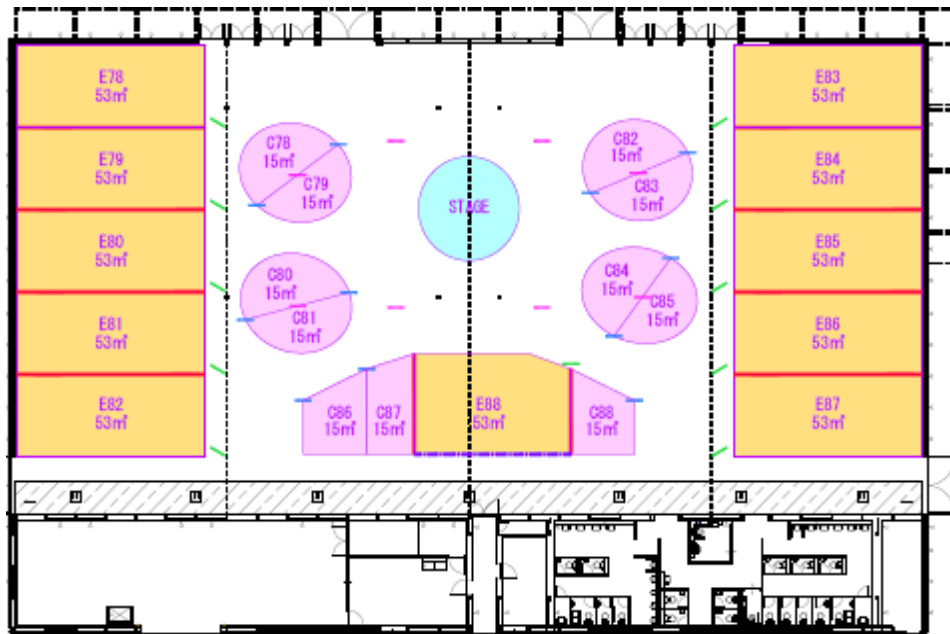


Image 2: View of the CS-2 pavilion

### 3. Program framework

This competition work should correspond to the theme of the Expo 2025 Osaka World Exhibition "Designing the society of the future for our lives", as well as the sub-theme "Connecting lives", with a personal stamp of experiencing and presenting the potential of Montenegro. The competition solution should present the display elements of the exhibition, within which content that will represent general and specific information about Montenegro can be incorporated. Also, it is necessary to take into account the large number of visitors to this exhibition and to harmonize the exhibition space with unhindered visits by a large number of people.

The exhibition space can be fully used for an (artistic) installation, which would leave an impressive impression with its unique and contemporary expression, providing visitors with information and

interaction. It is recommended that the installation takes up as little space as possible, i.e. it could be placed centrally, on the walls and ceiling. If the format of an interactive exhibition presentation is offered, it should not last longer than 5 minutes.

The commercial space can serve as an information section where interactive screens/totems will provide information about the country's tourism and investment potential. This space could also be used as a networking zone.

The competition work must be harmonized with the project guide and all necessary architectural drawings found in the competition documentation. Authors who apply for competitive works are expected to offer a detailed specification of the materials and equipment that will be used for setting up the exhibition, along with providing drawings of all details of assembly and production of interior/installation elements, with all necessary quantities, dimensions and descriptions. The material should be harmonized with the presentation of the ecological state and according to the guidelines given by the Organizer. The pavilion in which the exhibition will be held must be returned to the Expo organizer in the same condition as it was found before the exhibition was set up and therefore it should be taken into account that the exhibition should be dismantled after the closing of the Expo. Consider the use of "zero-waste" materials through the conceptual design concept.

### **3.1. Subject and type of competition**

The subject of this competition is the creation of a conceptual solution for the exhibition setup in the National Pavilion of Montenegro at the Expo Osaka World Exhibition 2025.

The competition work should contain an installation, shaped and graphically integrated solution that will present Montenegro in a unique and interesting way, and in accordance with the Expo 2025 Osaka theme "Designing the Future Society for Our Lives" and the selected sub-theme "Connecting Life".

The competition work must be harmonized with the objectives of Montenegro's participation in the World Exhibition, program basics and other important documents that are an integral part of the competition material. The competitive work must comply with all other conditions specified in the competitive documentation.

- According to the participants, the competition is: **international**;
- By type, the competition is: **basic**;
- According to the form, the competition is: **one-stage**;
- According to the method and submission of work, the competition is: **anonymous**.

### **3.2. The goal of the competition**

The aim of this competition is to come up with the best conceptual solution for the pavilion of Montenegro at the Expo 2025 Osaka World Exhibition, which will be harmonized with the exhibition, adapted to the space where the exhibition will be held and which will fulfill the following requirements with the conceptual solution:

- In a unique and innovative way, align the concept of the exhibition with the Expo 2025 Osaka umbrella theme "Designing Future Society for Our Lives" and the sub-theme "Connecting Lives";

- Provide a solution that will present Montenegro in an authentic way with a special focus on the values of coexistence and diversity, tradition, cultural specificities, and potential for a sustainable future;
- Provide a sustainable technical - technological and economically rational solution in accordance with the given space.

The World Exhibition Expo 2025 Osaka aims to encourage individuals to think about the conditions in which they can live and the international community to engage jointly in shaping a sustainable society based on the needs of individuals. In other words, Expo 2025 will for the first time ask a simple question: "What is a happy way of life?". The answer to this topic should correspond to the specifics of the time in which we live, which are characterized by the emergence of new social challenges, including the deepening of the economic gap and intensified conflicts, but also the development of scientific technologies, including artificial intelligence and biotechnology, which should bring positive changes, such as life extension.

A multidisciplinary approach, a communicative and experimental solution is expected from the author, which will offer an authentic experience, through a multimedia installation, based on the interpretation and reinterpretation of the values of the Montenegrin context, the environment, connecting organic and artificial, natural and technological, but also the importance of connecting with other cultures, with an emphasis on the connection with Japanese culture.

The Pavilion of Montenegro should enable visitors to engage all their senses and generate a perception based on a new experience that symbolizes the values of common life, "connecting life", diversity and interaction.

#### **4. Dynamics of competition activities**

Competition activities begin on the day of publication of the competition in the media. The competition announcement and accompanying competition materials are publicly available on the website: [www.gov.me/mek](http://www.gov.me/mek).

The contest is open from Tuesday, May 14, 2024.

##### **4.1. Deadline for asking questions**

All participants can ask questions related to the competition until May 23, 2024, after which all received questions and answers will be published on the website [www.gov.me/mek](http://www.gov.me/mek) until May 27, 2024.

Questions should be sent to the address: [expokonkurs2025@mek.gov.me](mailto:expokonkurs2025@mek.gov.me)

##### **4.2. Deadline for submission of works**

The deadline for submission of works is 23:59 (CET - Central European Time Zone) on Thursday, June 27, 2024.

### 4.3. Competition results

The results of the competition will be announced by July 27, 2024. After the decision of the jury and submission of the final report of the jury, the Contest announcer will publish the results of the Contest on the website [www.gov.me/mek](http://www.gov.me/mek).

## 5. Content of competition documents

All documentation representing the competition material in the form of textual and graphic attachments will be available on the website: [www.gov.me/mek](http://www.gov.me/mek).

### 5.1. Text part

- Masterplan Expo 2025 – link [Master Plan | Expo 2025 Osaka, Kansai, Japan Official Website](#)
- Guidelines for Shared Pavilions (Type C);
- Supplemental Guidelines for Type CS2 Pavilions;
- Pavilion Module (Type B and Type C [CS2]) Supplementary Guidelines for Mezzanine.

### 5.2. Graphical part

- Pavilion type CS-2 (DWG).

### 5.3. Video material

- The concept of the Expo 2025 Osaka World Exhibition is available at the [following link](#).

## 6. Content, technical processing and method of submission of the competition work

The competition paper should contain graphic, textual and other attachments, which the author considers adequate for better presentation of the competition solution. The competition proposal for the concept and content of the exhibition must be clear, precise, reviewed, representative and communicative.

### 6.1. Textual and numerical attachments

Each competition paper contains a textual part of the following content:

- Conceptual explanation of the solution;
- Description and explanation of selected materials;
- Description of the application of the ecological aspect;
- Table with realized net areas;
- Framework assessment of the investment.

### 6.2. Graphic attachments

Each competition work contains a graphic part of the following content:

- The position of the pavilion in the context of the position in the common pavilion R 1:250;



- Basics of the projected floors of the building with a table of realized net areas R 1:50;
- Foundations of the floor and ceiling of the pavilion of the designed floors of the pavilion R 1:50;
- Sections and views of the pavilion R 1:50;
- 3D renderings of the pavilion;
- Characteristic details R 1:10 or R 1:20;
- Additional contributions at the Author's choice.

All the mentioned textual and graphic attachments are a mandatory part of the competition work. Papers that do not contain the listed - mandatory attachments and elements will not be considered.

### **6.3. Method of submission of work**

Competition works are submitted exclusively in digital form in a single file in .pdf format A3 (horizontal orientation). Arial font size 11 is recommended. The number of sheets is not limited.

In the upper right corner of each page, state the full name of the Competition. In the upper left corner of each sheet, indicate the work code. The work code is a five-digit number, where it is not allowed to use only one digit, or to repeat two consecutive numbers more than once.

For the purposes of organizing the exhibition, submit one panel in .pdf format A0 (vertical orientation), on which the author can display the content he chooses from the competition work, with characteristic representations of objects that will best illustrate his character. Adjust the scale to the panel. The standard format of the billboard is an integral part of the competition documentation.

*Important note: When creating the documentation, make sure that the documentation is free of data that could violate the anonymity of the competition works.*

The competition work must be submitted via email to the address: [expokonkurs2025@mek.gov.me](mailto:expokonkurs2025@mek.gov.me) no later than 23:59 (CET - Central European Time Zone) on Thursday, June 27, 2024.

To send works, it is mandatory to use a special email address created for that purpose, which consists of the following elements:

1. mneexpo
2. dot (.)
3. selected author code and
4. a widely used domain (gmail, yahoo, hotmail, etc.).

*Example: [mneexpo.15467@gmail.com](mailto:mneexpo.15467@gmail.com)*

Participants will receive an e-mail confirmation of receipt of the competition paper. Participants are fully responsible for safe and timely delivery of documentation and the Ministry cannot be held responsible for failed applications.

The application is considered correct if it contains two folders with .pdf files, namely:

- Folder 01 (contains a single file of the competition work in .pdf format A3, and an exhibition panel in .pdf format A0);
- Folder 02 (contains information about the author/s).

The competition documentation (folder 1, folder 2) should not exceed 50MB. In case of sending files larger than 15MB, send a download link with the required folders in the e-mail. Use public download platforms: WeTransfer, Megaupload, etc. It is not allowed to use links of private servers that can threaten the anonymity of the competition work.

Upon arrival of the competition papers, the reporters will check the submitted documentation and separate a folder with information about the author(s) for safekeeping until the final decision of the jury.

Folder 02 "AUTHOR INFORMATION" contains a standard declaration form that is an integral part of the competition documentation:

- a) If the award is paid to natural persons, the statement contains the following information:
  - Operation code – five-digit number;
  - Name(s) and surname(s) of the author, that is, representative of the author's team;
  - Address, e-mail address and mobile phone number of the representative of the author's team;
  - Statement of acceptance of conditions;
  - A statement on the distribution of the prize with the giro account numbers of the members of the author's team, to which the prize will be paid, which must be signed by all members of the author's team with instructions for payment.
  
- b) If the award is paid to a legal entity, the statement contains the following information:
  - Work code – five-digit number;
  - Author's name with address and phone number;
  - Name of the company, TIN and VAT;
  - The address, e-mail address and mobile phone number of the representative of the author's team;
  - Statement of acceptance of the conditions of the competition;
  - The author's statement on the payment of the award to the giro account of the legal entity, signed by all members of the author's team, with instructions for payment;
  - Extract from the Central Register of Business Entities of Montenegro, i.e. the country where the legal entity is registered.

**7. Criteria for evaluating works**

1.	Spatial criteria <i>The character of the solution in the national pavilion and the context of the joint pavilion, achieved compliance with general needs and ambient values</i>	0-20 points
2.	Program criteria	0-30 points

	<i>Content distribution and functionality, goals achieved in accordance with the competition task</i>	
3.	Aesthetic criteria <i>Architectural expression and realized visual effect</i>	0-20 points
4.	Economic criteria <i>Program and market sustainability</i>	0-10 points
5.	Technical - technological criteria <i>Feasibility and rationality of the proposed solution</i>	0-20 points

## 8. Competition commission and jury

1. PhD Sonja Radović Jelovac, Architect, President of the Jury;
2. Prince Nikola Petrović Njegoš, Architect and General Commissioner of the Pavilion of Montenegro at the Expo 2025 Osaka World Exhibition, member;
3. Novica Mitrović, Architect, President of the Professional Chamber of Architects at the Chamber of Engineers of Montenegro, member;
4. PhD Svetlana Perović, Architect, Dean of the Faculty of Architecture, University of Montenegro, member;
5. Associate Prof. Aljoša Dekleva, B.Sc.Arch., M.Arch (Dist) AA, member;
6. PhD Vladislav Šćepanović, Director of the Museum of Contemporary Art of Montenegro, member;
7. Ivona Savićević, MSc, Acting Director General of the Directorate for International Cooperation, European Integration and Implementation of EU Funds in the Ministry of Economic Development, member.

Deputy members of the jury, in case of need, will be Nikola Radović, member of the Executive board of the Professional Chamber of Architects.

The professional reporters of the Competition are:

Maja Delić, member of the Executive board of the Professional Chamber,  
Ljubiša Pavićević, Ministry of Economic Development.

## 9. Prize fund

The Purchaser has provided a prize fund in the net amount, which will be paid to the winners within 60 days from the announcement of the results.

- First prize.....10.000,00 EUR
- Second prize.....6.000,00 EUR
- Third prize.....4.000,00 EUR

## **10. Terms of copyright protection and violations of competition rules**

### **10.1. Copyright**

After the decision of the jury, with the payment of prizes and redemption, the author's property rights are transferred to the Ministry of Economic Development.

With the end of the competition and the payment of prizes, all obligations of the Ministry of Economic Development towards the awarded authors cease. Awarded works become the property of the Ministry of Economic Development, so they can be assigned to others for detailed elaboration and preparation of the main project.

By submitting the work, the competition participant accepts all propositions of this competition.

### **10.2. Anonymity**

All competition works are submitted anonymously. Anonymity of the participants is achieved by freely downloading the competition material from the website [www.gov.me/mek](http://www.gov.me/mek) and asking questions without the obligation of signature and identification and using any e-mail address for that purpose. Anonymity is in effect during the jury's decision making and may not be violated under any conditions. After making the decision, the jury is obliged to deliver the decisions on the awarded works to the Advertiser with an official explanation. Only after the aforementioned decision is made, the "AUTHOR INFORMATION" opens, after which the anonymity ends, the authors of the works become known.

### **10.3. Disqualification**

Competition works will not be taken into account during judging if:

- The competition work was not submitted within the deadline specified in chapter 4.2. of this Competition announcement;
- The competition paper does not contain all attachments defined in chapter 6 of this Competition announcement
- The competition paper was not submitted in accordance with the rules defined in chapter 6.3. of this Competition announcement;
- The competition work violates the conditions of anonymity.

## **11. Final provisions**

The results and explanation of the decision of the competition committee will be published on the website: [www.gov.me/mek](http://www.gov.me/mek).

The author/s of the awarded competition work are obliged to act in accordance with the jury's conclusions, stated in the jury's report, to make additions to the conceptual design, and to deliver the innovative solution, in .dwg format, to the Advertiser within 15 days from the announcement of the competition results, after which followed by payment of the prize.

The jury reserves the right not to award any of the mentioned awards if the competition works are not at a satisfactory level, as well as to establish special awards and recognitions.

Any disputes arising from this competition will be resolved by mutual agreement, and if this is not possible, they will be resolved by the Court competent for the Purchaser of the competition.