

August 28, 2024

**Kansai Airports Group's original visual content for the Expo "Explore Osaka, Kansai"
at KIX, ITAMI, and KOBE
- Building momentum for the Expo 2025 -**

Kansai Airports Group is delighted to announce that we will display the original visual content of the Expo "Explore Osaka, Kansai" at three airports in the Kansai region (Kansai International Airport (KIX), Osaka International Airport (ITAMI) and Kobe Airport (KOBE)) to further enhance the momentum of the Expo 2025 Osaka, Kansai, Japan.

Our original visual content for the Expo, "Explore Osaka, Kansai", was created with the hope that visitors to Kansai will encounter new aspects of Japanese culture and people by walking through many places in Osaka and Kansai, and rediscover the fun and charm of the region. Upon departure from Kansai, we would like visitors to look back on the memories with the people they met and be immersed in the afterglow of the trip. We believe that walking around places and interacting with a variety of people will lead to the theme of the Expo, "Designing Future Society for Our Lives".

Kansai Airports Group will continue to provide exciting new travel experiences through the operation of KIX, ITAMI, and KOBE, gateways to the Kansai region that welcome domestic and international visitors.



Message behind "Explore Osaka, Kansai"

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Posting locations

KIX, ITAMI, and KOBE

URL: <https://www.kansai-airport.or.jp/en/expo2025>



KIX T1 international departure area



KIX T1 immigration area (from next spring)



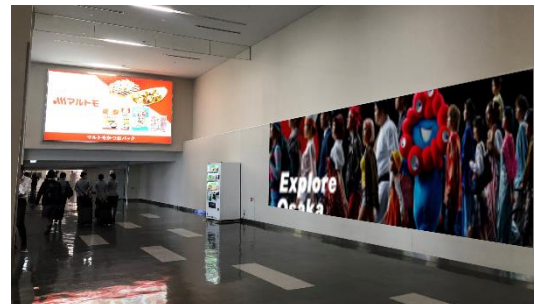
KIX T1 domestic area



KIX T2 international arrival concourse
(from August-end)



ITAMI North Terminal Arrivals Concourse
(from August-end)



ITAMI South Terminal Arrivals Concourse
(from August-end)



ITAMI 2F arrival area in the central
(from August-end)



KOBE 1F baggage claim area

Creator

Creative director: Yuichi Kodama, vivision

Career background

He was born in Niigata in 1975 and graduated from the Department of Chemistry, Faculty of Science, Tohoku University. After graduation, he worked at an advertising agency before becoming independent. After joining "CAVIAR" in 2006, he established "vivision" in September 2013, where he has engaged in a wide range of activities, from planning and directing video works such as TV commercials and music videos to directing live performances. He participated in UNIQLOCK in 2008 as a planner/director, winning the Grand Prix in the Titanium category at the Cannes Lions International Festival of Creativity, as well as the Grand Prix at the Clio Awards and One Show, among many other awards. Since 2015, he has been involved in overseas advertising as a member of the London-based creative agency "CANADA LONDON."



We created the content imagining the final pavilion for visitors to Japan during the Expo, like "a device to reencounter the people visitors met on this trip". That could be a kind taxi driver, a sushi chef who served superb nigiri sushi, and young people in unique clothes. This is a space where such memories come back, and you feel the afterglow of your trip. It may be like biting into the end roll of a movie, or it may be like a moment of surprise when you see a nostalgic friend again.

Art director: Fusanari Masuda, RABBIT inc.

Career background

After graduating from the Department of Graphic Design at Tama Art University, he worked at Dentsu Tech, ADK, and CHERRY before establishing the creative boutique "RABBIT inc.," where he currently serves as CEO. He was awarded the Creator of the Year 2017 Medalist. He has been involved in art direction and corporate branding in integrated communications while also in new business development and creative direction for venture companies. He won numerous awards both domestically and internationally for ideas that address social issues. Major awards: GOOD DESIGN AWARD, Cannes Lions, D&AD, Spikes Asia, Adfest, NEW YORK Festival, ACC Award, NEW YORK ADC, and more.



We aimed to create visual content reminding visitors of the diverse people they met at the Expo and the authentic contemporary Japanese culture they experienced while walking in the Kansai region, with the messages "Explore Osaka" and "Explore Kansai". We took advantage of the unique features of the media at the airports, such as its vast walls and rolling pillars, and developed visuals of a huge figure walking slowly. We designed the visual content with a high artistic quality that does not say too much so that people at the airports can relax and enjoy memories.

Video director: Kazuhiko Hiramaki, CEKAI Management Corp

Career background

He was born in 1988 in Chigasaki City, Kanagawa Prefecture. After graduating from university and a vocational school, he joined Geek Pictures Inc. as a member of the first batch in the planning and directing department. After one year, he became an independent director. He excels in various visual expressions, from grand visuals of nature to stop-motion animation on a tabletop. He made his directorial debut with the film "Tokyo Ghoul [S]."



We made the visual content of a diverse group of people walking around Osaka with an image capturing a moment of Osaka.

We aimed to create an experience where people dream of the unseen Kansai or reminisce about the people they met there.

Contact:

Shaping a New Journey



Kansai Airports was established by a consortium made up of VINCI Airports and ORIX Corporation as its core members. Kansai Airports took over the operations of Kansai International Airport (“KIX”) and Osaka International Airport (“ITAMI”) from New Kansai International Airport Company (“NKIAC”) and has been operating the two airports since April 1, 2016.

Kansai Airports Kobe, Kansai Airports’ wholly-owned subsidiary, took over the operations of Kobe Airport (“KOBE”) from Kobe City and started its business as an operating company on April 1, 2018.

Under the concept of “One Kansai Airports Group”, Kansai Airports group strives to continuously improve its services for all airport guests through appropriate investments and efficient operations, with safety and security being the top priority. Kansai Airports group aims to maximize the potential of the three airports, for the benefit of the communities they serve.

For more information, please visit : <http://www.kansai-airports.co.jp/en/>

Kansai Airports

Location	1-banchi, Senshu-kuko kita, Izumisano-shi, Osaka	Shareholders	ORIX 40%, VINCI Airports 40%, Other investors 20% ¹
Company Representatives	Representative Director and CEO:Yoshiyuki Yamaya Representative Director and Co-CEO: Benoit Rulleau		
Business Scope	Operation and management services, etc. of Kansai International Airport and Osaka International Airport		

Kansai Airports Kobe

Location	1-ban, Kobe-kuko, Chuo-ku, Kobe-shi, Hyogo	Shareholder	Kansai Airports 100%
Company Representatives	Representative Director and CEO: Yoshiyuki Yamaya Representative Director and Co-CEO: Benoit Rulleau		
Business Scope	Operation and management services, etc. of Kobe Airport		



Established in 1964, ORIX Group has grown into a diverse corporate group active worldwide in financing and investment, life insurance, banking, asset management, real estate, concession, environment and energy, automobile-related services, industrial/ICT equipment, ships, and aircraft. ORIX operates in around 30 countries and regions with approximately 35,000 people. Its Purpose, “Finding Paths. Making Impacts.” which defines why ORIX exists in our world. With this Purpose, ORIX will unite globally to help our world develop in a better way.

For more details, please visit our website: <https://www.orix.co.jp/grp/en/>



The world’s leading private airport operator, VINCI Airports operates more than 70 airports in 13 countries. Thanks to its expertise as a global integrator, VINCI Airports develops, finances, builds and manages airports by providing its investment capacity and its know-how in optimizing operational performance, modernizing infrastructure and managing their operations and environmental transition. VINCI Airports is the first airport operator to have committed to an international environmental strategy in 2016, to achieve the goal of net zero emissions across its entire network by 2050.

For more details, please visit our website: www.vinci-airports.com

¹ ASICS Corporation; Iwatani Corporation; Osaka Gas Co., Ltd.; Obayashi Corporation; OMRON Corporation; The Kansai Electric Power Company, Incorporated; Kintetsu Group Holding Co., Ltd.; Keihan Holdings Co., Ltd.; Suntory Holdings Limited; JTB Corp.; Sekisui House, Ltd.; Daikin Industries, Ltd.; Daiwa House Industry Co., Ltd.; Takenaka Corporation; Nankai Electric Railway Co., Ltd.; NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION; Panasonic Holdings Corporation; Hankyu Hanshin Holdings, Inc.; Rengo Co., Ltd.; The Senshu Ikeda Bank, Ltd.; Kiyo Holdings, Inc.; The Bank of Kyoto, Ltd.; THE SHIGA BANK, LTD.; The Nanto Bank, Ltd.; Nippon Life Insurance Company; Mizuho Bank, Ltd.; Sumitomo Mitsui Trust Bank, Limited; MUFG Bank, Ltd.; Resona Bank, Limited; and the Private Finance Initiative Promotion Corporation of Japan.