

The Netherlands Pavilion by Tellart and RAU Architects Wins Platinum A' Design Award

*Story-Driven Expo 2025 Pavilion
Recognized in the A' Event and Happening
Design Award Category*

COMO, CO, ITALY, August 28, 2026 /EINPresswire.com/ -- The A' Design Awards has announced The Netherlands Pavilion by [Tellart and RAU Architects](#) as a Platinum winner in the [Event](#) and Happening Design category. The Netherlands Pavilion, created for World Expo 2025 in Osaka, Kansai, Japan, has been recognized through one of the highly respected and well-established design competitions in the field of event design. This distinction acknowledges the pavilion as an exceptional example of good design, evaluated by a panel of design professionals, industry experts, and academics. The Platinum A' [Design Award](#) places The Netherlands Pavilion among works that demonstrate notable creativity and meaningful societal contribution within the international event design community.



The Netherlands Pavilion

The recognition of The Netherlands Pavilion holds relevance for the broader event industry, as it reflects current movement toward immersive, narrative-led experiences supported by sustainable practices. The pavilion addresses the growing demand for events that combine storytelling, emerging technology, and environmental responsibility. By designing architecture for disassembly and reuse after the exposition, the project aligns with advancing standards for circular and sustainable event construction. Visitors, organizers, and industry stakeholders gain a working reference for how complex technical subjects can be communicated to broad audiences. The project illustrates how innovation and accessibility can coexist in large-scale event design.

The Netherlands Pavilion distinguishes itself through a story-driven design in which every element, from spatial layout to visitor interaction, immerses guests in a coherent narrative. Each visitor receives an Orb, a unique storytelling device that powers a range of interactive installations throughout the pavilion, including The Main Show, described as the world's first AI-generated 360 degree dome film. The dome film explores the Netherlands' connection to water through conceptual visuals created entirely with generative AI, with focal points designed to minimise motion sickness. The Orbs synchronise via infrared to flash coordinated colours and patterns, adding a tactile layer to the immersion. The pavilion is inspired by the nation's historic shift from resisting water to embracing it as an ally in clean energy, climate adaptation, and sustainable living, anchored in the concept of Common Ground.

This recognition through the Platinum A' Design Award offers encouragement for Tellart and RAU Architects to continue exploring narrative-led, technology-driven, and sustainable approaches to event design. The honor may inform future projects that balance accuracy with accessibility while advancing circular construction practices. By demonstrating how generative AI and interactive devices can serve a clear story, the project invites further exploration across the field. The award serves as motivation for the consortium to pursue continued innovation and thoughtful design.

Project Members

The Netherlands Pavilion was designed by Tellart and RAU Architects as part of the consortium AND B.V., commissioned by the Ministry of Foreign Affairs of the Netherlands together with the Netherlands Enterprise Agency (RVO), which supported the project through research, coordination, and the selection of Dutch water-related innovations presented to international audiences.

Interested parties may learn more about The Netherlands Pavilion, view its features, and explore the work of its designers at the dedicated page on the A' Design Awards website.

<https://competition.adesignaward.com/ada-winner-design.php?ID=174120>

About Netherlands Enterprise Agency and AND B.V.

The Netherlands Pavilion at Expo 2025 Osaka, Kansai, Japan was realized by the Netherlands Ministry of Foreign Affairs together with the Netherlands Enterprise Agency. The pavilion was designed by the consortium AND B.V., consisting of RAU Architects, Tellart design studio, DGMR engineers, and contractors Asanuma Corporation. Together, these organizations brought architectural, technological, engineering, and construction expertise to the project. Their collaboration produced an immersive pavilion that communicates Dutch innovation in water management, clean energy, and sustainable living.

About the Platinum A' Design Award Recognition

The Platinum A' Design Award is the highest distinction granted by the A' Design Awards, recognizing works that combine innovation with meaningful societal contribution. Within the Event and Happening Design category, entries are assessed against established criteria including

innovative concept development, effective space utilization, creative stage design, innovative lighting techniques, impactful brand integration, efficient traffic flow, sustainable design practices, inclusive design considerations, interactive elements integration, and a unique attendee experience. Further criteria address effective signage and wayfinding, impressive audio-visual implementation, cultural sensitivity, safety and accessibility, robust event technology usage, and post-event impact assessment. Designs that receive this recognition demonstrate strong technical qualities, considered artistic skill, and notable creative innovation. The distinction reflects a rigorous evaluation process that highlights concrete contributions to the advancement of event design.

About A' Design Award

The A' Event and Happening Design Award is a respected design competition that welcomes a broad range of participants, including designers, design agencies, companies, brands, and contributors active in the event and happening design industry. Entries are blind peer-reviewed and voted upon according to pre-established evaluation criteria by an expert jury panel composed of design professionals, event industry experts, journalists, and academics. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, helping to create a better world through the power of good design. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried competition held across all industries, with participation open to entries from all countries. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and take part with their projects at the following url:

<https://goldeneventawards.com>

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