

Makün: The Mantle of Chile, We Care about the Future Society







Introduction

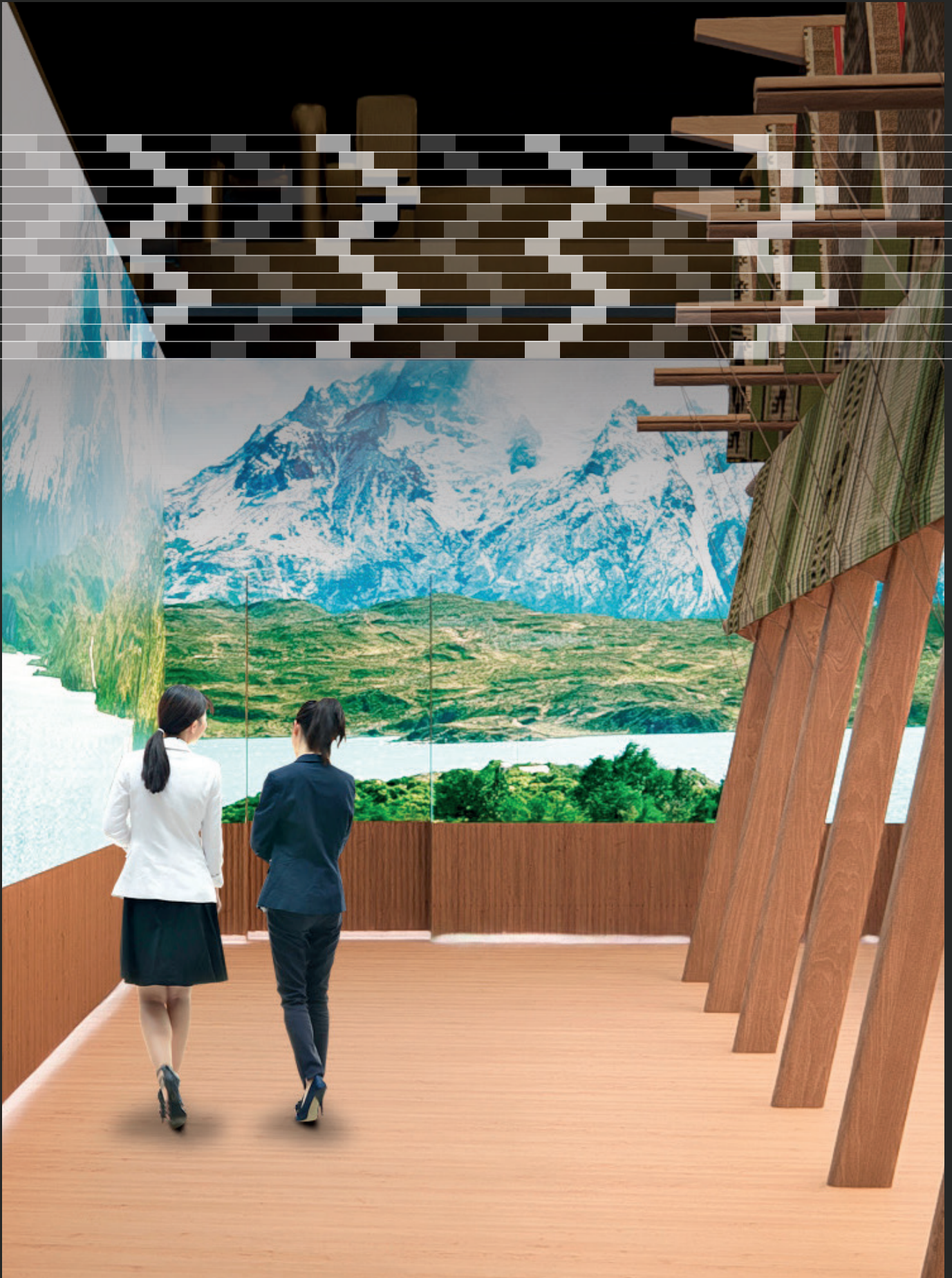
Chile has so much to show the world. It is a captivating country full of contrasts, where nature – in all its splendor – merges with the warmth and creative, entrepreneurial spirit of the Chilean people. From endless deserts to Antarctic glaciers, towering mountains and an ocean teeming with life, this thin strip of land offers an unparalleled diversity of landscapes.

But Chile is much more than natural beauty. With a consolidated agro-industrial sector and exquisite gastronomy, the country is positioned as a leader in food exports and an important stakeholder in the global wine industry. Its privileged skies and modern observatories make it the cradle of a thriving, internationally renowned astronomy. Furthermore, Chile is at the forefront of the energy transition, thanks to its vast resources able to drive a green revolution. Its location on the Pacific Ring of Fire has forged a remarkable resilience to natural disasters, a strength that distinguishes it throughout the world.

Thanks to various attributes, Chile has become a hub of innovation and entrepreneurship, where ancestral traditions survive alongside a pioneering and avant-garde spirit; a safe and hospitable country where the ancestral coexists with the ultra-modern; a destination that captivates with its enchanting authenticity.

Chile is a country geographically distant from the major centers of the world, from where we create local solutions to global problems. Therefore, to be heard, we must unite all our efforts, resources and actions, and speak to the world with one voice. For this reason, Chile is committed to participating in Expo 2025 Osaka to show the world what we are, what we believe in and what we are committed to, in order to Design Future Society for Our Lives.

MAKÛN
EL MANTO DE CHILE



The Chilean narrative

Chile is making active efforts to not only build a happier society, but also to contribute to a more prosperous and secure world, taking care of the lives of current and future generations. We understand that this implies addressing the main problems facing the world today, a challenge that Japan has posed to us as the host nation. And this is what we are doing with determination, honesty and courage, supported by our past and present, which are summarized in a narrative centered on **three fundamental areas**:

Sustainability, which permeates all our activities, from the productive to the cultural, from investments with a green perspective, policies for the conservation and protection of natural resources and responsible tourism offerings to the participation of people and communities in development strategies.

It is based on our determination and capacity to innovate and create new solutions for the sustainability of the planet, as well as the decisive role we assign to science and technology. This is an area closely related to **Osaka's "saving lives" concept**.

The area of democracy, understood as a social system that defends the rights of our people, respects institutions and seeks institutional stability, abides by the rules and offers a clear and reliable scenario for the operation

of the different activities of **our citizens and institutions**, of those who visit us and those who decide to invest with us. It is an area that aims at unrestricted respect for human rights. This area is also closely linked to the concept of **"saving lives"**.

The area of diversity as a characteristic of our origin: ethnic, cultural, geographical and migratory, which is demonstrated today in our artistic, geographic, commercial, climatic, gastronomic, productive and touristic expressions. Diversity as an expression of our history, but also of our belonging to today's global world. Diversity as a synonym for inclusion, coexistence in plurality and, therefore, opportunity. **This area is closely linked to the pavilion's spatial and material approach.**

Chile is a country full of aspirations, which moves forward as an example and inspiration in areas that are important for people's lives today. For this reason, our country's narrative can be outlined as: **WE CARE / NOS IMPORTA. And we want to show that at Osaka 2025. WE CARE / NOS IMPORTA.**





The Makün pavilion narrative

“**MAKÜN: The Mantle of Chile**” is a space to tell Chile’s story in relation to the theme “**Designing future society for our lives**”, the question “**What is a happy life?**” and, specifically, the topic “**Saving Lives**”, all of which are raised at **Osaka 2025**.

The pavilion is a place to meet with others and share our **sustainable, democratic and diverse Chile**, in all its breadth and diversity of culture, geography, commerce, tourism, art, climate, gastronomy, production, business opportunities and progress towards a better future.

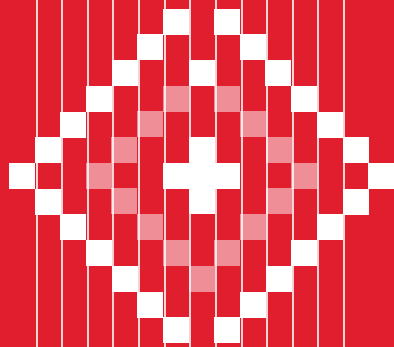
Traditional textile surfaces are combined with a construction system of Chilean industrialized wood, using cutting-edge global technology and singularities that express the contrasts that characterize our diversity: we are tradition and innovation; public and private; guardians of nature and developers of cutting-edge technology.

The mantle of Chile is built to bring us together, to show and share what we are, to protect us. A mantle that welcomes us all, with concrete expressions that will alternate over six months, building a single image of our country: **diverse and inclusive; committed to sustainability and the environment; with**

an innovative economy that contributes to a more modern and friendly society, with a social system that looks out for the well-being of its people and the country.

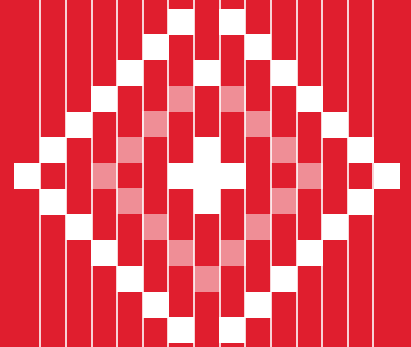
The resulting space is a visual and audio-visual tour, organized as an immersive narrative that can be explored while simultaneous activities are taking place under the Mantle of Chile, which are always in dialogue with the exhibition.

Large screens and audio-visual materials are of utmost importance, given the pavilion space. The content displayed not only complements the physical exhibition, but is – above all – a privileged space to tell our stories. The audio-visual and physical materials are different expressions of a guiding narrative, which address aspects of the central themes of the pavilion’s narrative.



MAKÜN

Un manto que nos
acoge a todas y todos.





Visitor experience

In the pavilion, visitors will experience an immersive tour of Chile, getting to know the country through its people and indigenous communities; the diversity of its landscapes, culture and geography; and the scope of its initiatives in the areas of sustainability, trade and energy transition, which position Chile as an innovative country that is responsible for constant improvement for the societies of the present and future. This journey will revolve around “MAKÜN: The Mantle of Chile”, a sustainable laminated wood structure, manufactured with cutting-edge technology, which is covered by a mantle woven by 200 Mapuche women, combining innovation and tradition in a unique space intended bring the best of Chile to Expo 2025 visitors.







OSAKA, KANSAI, JAPAN
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