



HITERRA

INTERNATIONAL PAVILION DELIVERY · JAPAN

Give us the design. We will build it in Japan.

Eight national pavilions at Expo 2025 Osaka. Construction, fit-out, handover and dismantling.

株式会社ヒテラ · TOKYO

PORTU
ポル

Most contractors build one pavilion. We worked on eight at once.

A pavilion carries a permanent building's approvals, for a client who has never built in the country, against a date fixed years in advance.

BUILT IN JAPAN

Portugal Oman

Structure, envelope and interior, under the main contractor.

PROJECT MANAGEMENT

France Monaco Nordic Circle

Programme, procurement, interfaces and site management on the Japanese side.

STRUCTURAL STEELWORK

India Germany Angola

Designed, calculated, fabricated and erected by us.
In-house structural engineering.

FEASIBILITY

null²

Early studies before the design was fixed — buildability, supply route and programme.

Eight governments. Eight architects. One procurement team across all of them, so what we learned on one pavilion reached the others the same week.

The building is the easy part. Knowing how to get it open is the work.

13 April 2025

All of them opened on the same morning. None of them late.

A builder and a project manager, working as one company

A pavilion needs someone who builds it and someone who holds the Japanese side of it. Most countries hire two companies. We are both.



Rebirth holds a Specified Construction Business licence from the Governor of Tottori, across eight trade categories.

BUILDER	122 projects	last three years	Structural design, fabrication, erection, roofing and cladding
MANAGER	30+ countries	owner-side	Project management, supervision, cost and contract administration
TOGETHER	8 pavilions	one season	Expo 2025 Osaka, for eight participating governments

A pavilion opens on a date set years ago.

A pavilion is designed in one country and built in another. Between the two sit Japanese approvals, Japanese fabricators, Japanese site rules, and a date fixed years in advance.

You may already have an architect, a concept, a programme, a project manager, even a contractor. What takes longer to find is the party who carries the Japanese side of the work and answers for the opening.

We have done that eight times in one season.

Approvals in Japanese

Structural review under the Building Standards Act and organiser design approval. Submissions iterate.

Access to fabricators

Japanese specialist trades work through established relationships. A cold approach rarely produces a bid.

Certification before install

Interior finishes are certified before they go up. An untested material needs a testing programme.

Freight against the date

Sea or air has to be settled while the design is still moving, for it to count as a decision.



We handle the whole Japanese side

01

Design coordination

Turning the approved design into a Japan-ready construction approach, with your architect.

02

Approvals

Organiser submissions, building permit, structural review, fire certification.

03

Procurement

Materials, fabricators and specialist trades, ordered against the programme.

04

Construction

Structure, façade, interior fit-out, landscape, FF&E and site management.

05

Handover

Commissioning, statutory inspection and operating documentation through opening.

06

Demolition

Removal, disposal and site reinstatement after the exhibition.

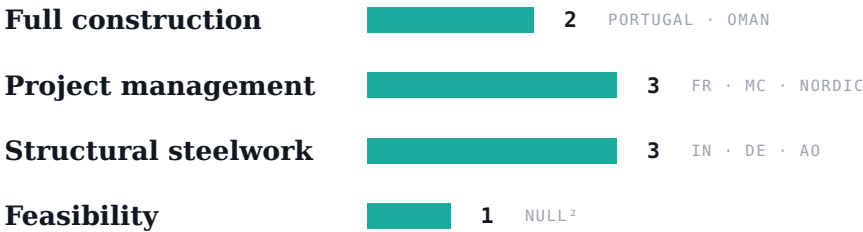
Your team keeps the design, the narrative and the budget. We carry the coordination burden on the Japanese side.



Expo 2025 Osaka, in numbers



FOUR DEPTHS OF RESPONSIBILITY



WHAT THAT MEANS

Four different depths of responsibility, running in the same season. A participating country can take us at the level that suits what it has already appointed.

Feasibility is the earliest. null² engaged us before a drawing existed, to test a concept against what Japan can actually deliver and certify.

Dismantling can also be appointed on its own, whoever built the pavilion.

Called in before the design existed

FEASIBILITY



A material with its own supply route

ROLE	Feasibility support
CLIENT	NOIZ Architects
MEMBRANE	1,200 m ²

One of eight Signature Pavilions at Expo 2025 Osaka, produced by Yoichi Ochiai and designed by NOIZ Architects. A steel voxel frame in modules of two, four and eight metres, wrapped in roughly 1,200 m² of a tensile mirror membrane developed specifically for the project.

NOIZ appointed us at concept stage, before the delivery team was in place, to test whether the pavilion could be procured and afforded as conceived. The membrane still needed a supply route, and a price could only follow from one. Our work was cost analysis and supply chain assessment: what could be sourced, from whom, at what lead time, and what the design would cost if built as drawn.

The pavilion opened on 13 April 2025 and was dismantled after the exposition closed.



PORTUGAL · EXPO 2025 OSAKA

Portugal Pavilion

JAPAN-SIDE EXECUTION

Full construction scope delivered under RIMOND as General Contractor.
Structure, envelope, interior, retail and the suspended rope system.

PL0T

1,837 m²

OPENED

13 Apr 2025

55 tonnes, drawn as a finish

Weighed, the rope envelope came to fifty-five tonnes hung from steel plates fixed back to the primary structure. Three diameters, a different count on every plate, and no two support points carrying the same load.

55 t

SUSPENDED MASS

9,972

ROPE ELEMENTS
AND RECYCLED NETS

3

DIAMETERS, VARYING
PLATE BY PLATE

We analysed it as a structure

We treated it as a structure in its own right, apart from the building design, then coordinated it back into the frame it hangs from.

We bought the rope direct

Rope purchased direct from manufacture, as a structural component rather than a façade finish.

We installed it upward

The array could only go up once the frame was complete, so installation worked upward with protection held throughout.



Cork, made into a certified wall finish in three months



A cork curtain has to be developed before it can be bought. Almost no one manufactures it, so the catalogue entry, the lead time and the certificate all had to be created. We routed raw cork to a manufacturer with material development capability, had it worked into a textile, fire retardant treated and put through Japanese fire testing before it could be hung.

Roughly three months from raw material to installed curtain, six weeks of it testing. Planned into the programme from award.

TENSIONED CEILING

Curved textile carrying projection. Tension distribution, hanging arrangement and support statics calculated as one set.

RETAIL LIGHTING

Specified to R9 rather than headline Ra, beam angle resolved against mounting height run by run.



OMAN · EXPO 2025 OSAKA

Oman Pavilion

JAPAN-SIDE EXECUTION

Delivered with Mace, who held the Ministry of Culture, Sports and Youth contract, alongside Sato Facilities Consultants.

SCOPE

Structure, interior, landscape

OPENED

13 Apr 2025

One red colour on metal, board and curved surfaces

The same paint reads differently on each substrate. Batch variation that would pass unnoticed in a neutral scheme becomes a visible seam, and the colour announces every fixing and setting-out tolerance rather than absorbing it. We held the finish to controlled batches across the whole scheme, with substrate preparation specified separately per material.

Large radii were formed and finished so the surface stays continuous. Decorative perforation was set out so the pattern resolves at edges and openings rather than being cut through mid-motif.

Water over the visitor route

The approach corridor runs beneath a glazed ceiling carrying flowing water — a waterproofing and drainage condition sitting directly above the route every visitor walks.



France Pavilion

PROJECT MANAGEMENT



Late design change

FOUR MONTHS BEFORE OPENING

AREA 3,600 m²

VEILS 17 m

A redesign of the garden zone ran through to December, four months before opening. Ordering had to wait for it to settle, and procurement fell into January against an April date that held.

Fabrication began the day the design released rather than joining a queue behind it. The garden opened with the rest of the building.

Two buildings where every surface stays visible

PROJECT MANAGEMENT

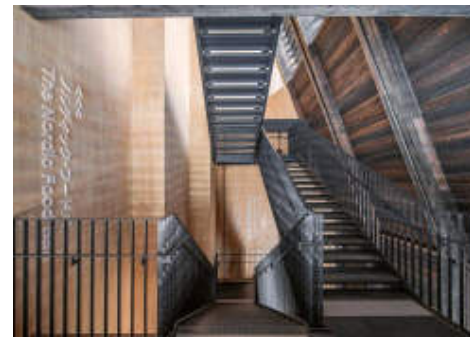
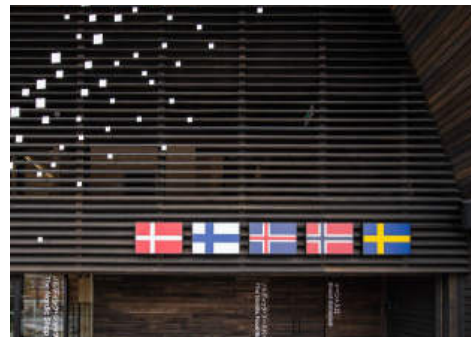


Monaco • curved geometry

EVERY UNIT MADE ONCE

A circular plan removes every shortcut an interior relies on. Every unit is different, every sheet is cut to size, and the setting out runs from a single curve. A deviation at the start of a curve travels round the circumference and arrives back, visibly, where it began.

We held setting out from a single control point throughout, and produced curved components to survey rather than to nominal size.



Nordic Circle • exposed timber

1,200 M² • 17 M • EVERY SURFACE THE MATERIAL ITSELF

Timber to seventeen metres, dark exterior in natural oils and pigments rather than paint, structure left exposed throughout. What holds the building up is what you see.

Every fixing is visible and every junction is a detail. We controlled moisture content on delivery and acclimatised the material before fixing, because timber on an exposed structure has to hold its position after fixing.

Two different problems, one condition. Every surface stays visible, so the tolerance is set before the first component is made.

Structural steelwork, designed and erected by us

DESIGN · FABRICATION · ERECTION

Each of these already had a builder in Japan. We carried the structure. Designed it, calculated it, fabricated it, erected it.

Structural design and calculation are held in house. The engineering is ours, which is why the frame can be adjusted while the architecture is still moving, and why the calculation goes to the authority under our own hand.

At India we also designed the facade. Tensioned fabric petals forming the entrance colonnade, resolved against the steel behind them.

Our own engineers

Structural design and calculation prepared by our own engineers for review under the Building Standards Act.

Every piece traceable

Mill certificates, fabrication inspection and dimensional control before despatch.

Arrives in erection order

Members arrive in the order they go up, planned against the erection programme rather than the shipping schedule.

THREE PROJECTS

India Germany Angola

The narrowest way to work with us, and the fastest to arrange. It takes the longest lead item off the critical path without disturbing a contractor you have already appointed.

Four ways to work with us

At Osaka we held three of these at the same time. Which suits you depends on what you have already appointed, and on whether you have a plot or a space.

JAPAN-SIDE EXECUTION

We carry the construction

Approvals, structure, façade, interior fit-out, joinery, MEP coordination, landscape, FF&E, handover and dismantling — as principal, or as the Japan-side contractor to an international main contractor.

APPROVALS · STRUCTURE · INTERIOR ·
HANDOVER

PORTUGAL, WITH RIMOND
OMAN, WITH MACE

PROJECT MANAGEMENT

We work alongside your team

You or your contractor hold the works. We manage the Japanese programme: technical coordination, approvals, procurement, trade management and site supervision.

PROGRAMME · PROCUREMENT · SUPERVISION

FRANCE · MONACO · NORDIC

STRUCTURAL STEELWORK

We deliver one package

You already have a builder. We engineer, fabricate, certify and deliver a specific package against your erection programme.

DESIGN · FABRICATE · INSTALL

INDIA · GERMANY · ANGOLA

EXHIBITION FIT-OUT

Inside an organiser-built pavilion

Inside an organiser-built pavilion the structure, the building permit and the ground are already settled. We design, fabricate, install, maintain and remove the exhibit within the facility.

DESIGN · FABRICATE · MAINTAIN · REMOVE

THE SCOPE MOST PARTICIPANTS NEED

Four gates to open. One obligation to close.

None of this is optional, and none of it belongs on the architect's drawings. It is our side of the work.

01

Organiser approval



Siting, massing and external appearance, approved by the organiser before anything else proceeds.

02

Building permit



Structural calculation to Japanese code, submitted in Japanese, reviewed by the authority.

03

Fire certification



Every interior lining certified before it can be installed. No certificate, no installation.

04

Completion inspection



Signed before the doors open to the public. A real inspection.

AFTER CLOSE

Demolition and reinstatement



The site returned to the organiser, after the staff have gone home and the budget has been spent.

We take it down as well

Demolition is a licensed trade category for us, not a subcontract. It can be appointed on its own, including for a pavilion we did not build — removal, segregation, disposal and site reinstatement. We did this for several participants at Osaka.

Agree it at the start

When we build it, we plan the demolition backwards from the erection sequence, so it comes apart the way it went together. And the removal is already contracted while the team is still together.

The design is the architect's. Our job is to get it through the Japanese system with the design intact — rather than a material substituted because the certification route was checked late, or a detail simplified because the fabricator was approached late. We would rather spend the time early, with the architect, than explain a compromise afterwards.

The next one

The International Horticultural Exposition opens 19 March 2027 at the former Kamiseya facility, with 73 countries and 5 international organisations on a 100-hectare site.

**19
Mar**

2027 · OPENING

73 + 5

COUNTRIES AND
INTERNATIONAL
ORGANISATIONS

100 ha

KAMISEYA,
YOKOHAMA

We are already speaking with participating countries about pavilion delivery. Teams still forming their programme, and teams already appointed who need a specific package, are both worth a conversation.

At a horticultural exposition, the exhibit is alive

A pavilion interior can be substituted late. A plant cannot. Live material carries certification and quarantine routes that run in parallel with construction and close earlier than most teams expect.

Plant and packaging information goes to the organiser before shipping, not before arrival. Transport is timed between the designated port or airport and the exhibition site. And the garden must survive March, whatever the season does that year.

We hold landscape inside the same contract as structure and interior, so the planting programme is set against the building rather than fitted in behind.



HITERRA

つくり方で、寿命は決まる。

HOW IT IS BUILT DETERMINES HOW LONG IT LASTS.

A pavilion stands for six months and is remembered for longer. It is the building a country is judged by, by people who only ever see it in photographs.

We would rather talk while the programme is still being formed. Reviewing a concept against Japanese constraints, advising on the approval route, or indicating a realistic programme costs nothing and usually saves a great deal.

Talk to us before the tender.

Hirotaka Yamasaki ・ 山崎弘貴

REPRESENTATIVE DIRECTOR

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