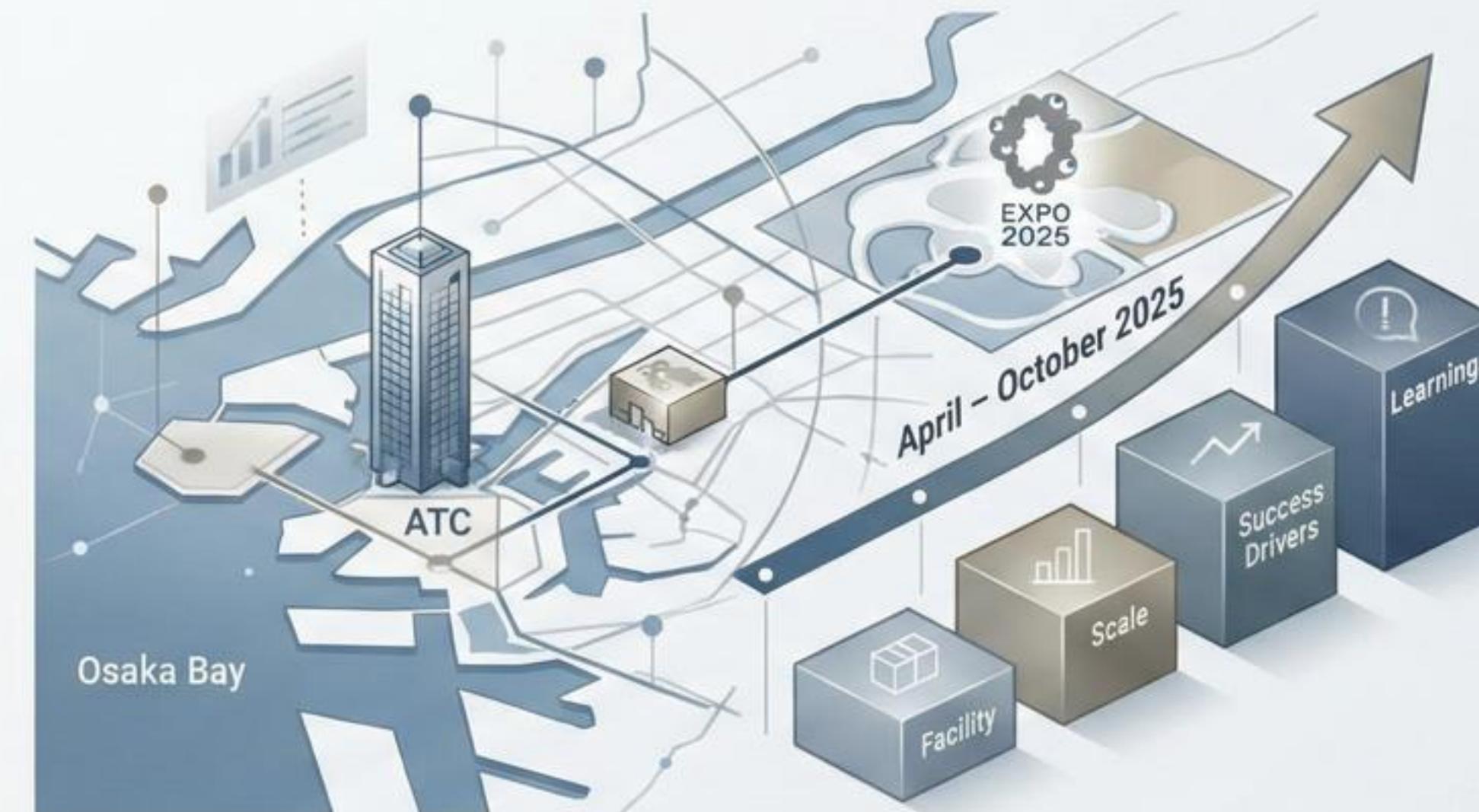


ATC ExBox: Expo 2025 Coworking Case Study

The Temporary Workspace That Supported 29 Million Expo 2025 Visitors



Scale and Impact of Expo 2025 Osaka Kansai

The Event That Redefined Temporary Workspace Demand

Core Data



Implications



What Was ATC ExBox?

A Purpose-Built Temporary Coworking Space for Expo 2025

Key Specifications



Location: 4F, D-block, ATC ITM Building
(Trade Center-mae Station, Osaka Metro)



Access: Two train stops from Yumeshima
or 15-minute direct shuttle bus



Operating Hours: 9:00 AM – 8:00 PM,
7 days a week



Target Users: Exhibitors, business
travelers, entrepreneurs, project teams

Design Principles



Immediate Access: 10-minute
activation via credit card payment



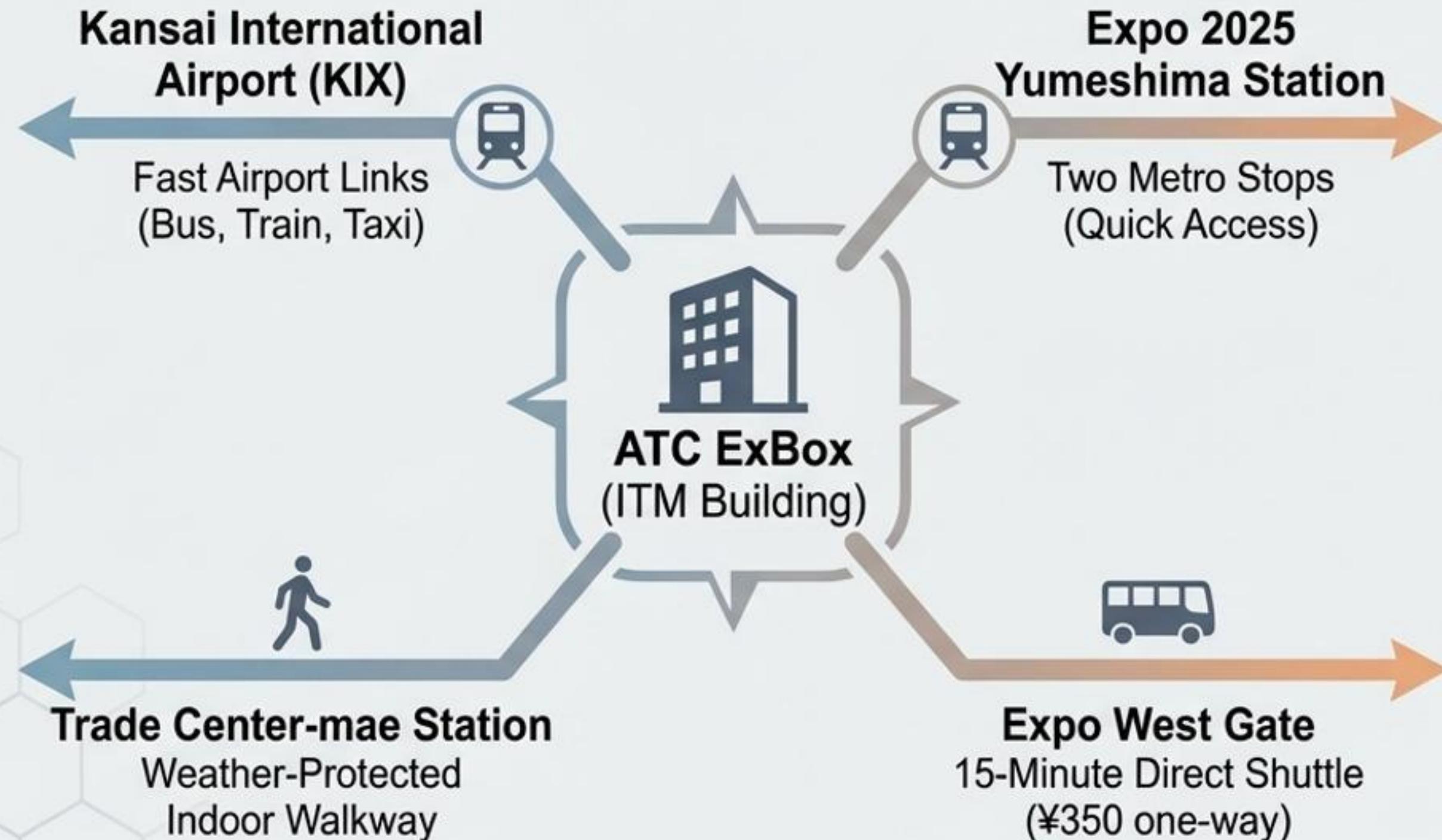
International Readiness:
English-speaking staff, major
card acceptance



Integrated Ecosystem: Onsite
shuttle coordination and
luggage storage (Bounce)

Location and Accessibility Advantages

Proximity and Connectivity as Strategic Advantages



Supporting Environment (Micro-City)

- Fully Bilingual Signage & Staff** (Icon: Speech bubbles for JP/EN)
- Co-located Dining & Retail Options** (Icon: Fork, knife, and shopping bag)
- On-site Accommodation & Hotels** (Icon: Bed)

Formed a self-contained business micro-city for Expo professionals.

Pricing Model and Membership Structure

Tiered Flexibility for a Multi-Duration Event

 HOURLY PLAN	 WEEKLY PLAN	 MONTHLY PLAN
¥1,100 (Tax-Incl.)	¥6,600 (Tax-Incl.)	¥22,000 (Tax-Incl.)
Ideal User: Day visitors. Typical Use Case: Short work sessions between pavilion tours.	Ideal User: Booth staff. Typical Use Case: 1–2 week exhibition rotations.	Ideal User: Managers & media. Typical Use Case: Multi-month project involvement.

CORE FEATURES (All Plans Include)



Beverages



High-speed Wi-Fi



Printing (A4/A3)



50-inch Monitors



Private Booths

No long-term contracts or deposits required. Instant card-based registration.

Amenities and Infrastructure: All-Inclusive Features for High Productivity

Facilities Provided:



High-speed Wi-Fi & USB A4/A3 Printing



Complimentary Coffee & Tea (Self-serve)



Private Phone Booths & Team Meeting Rooms



50-inch Presentation Screens & Focus Monitors



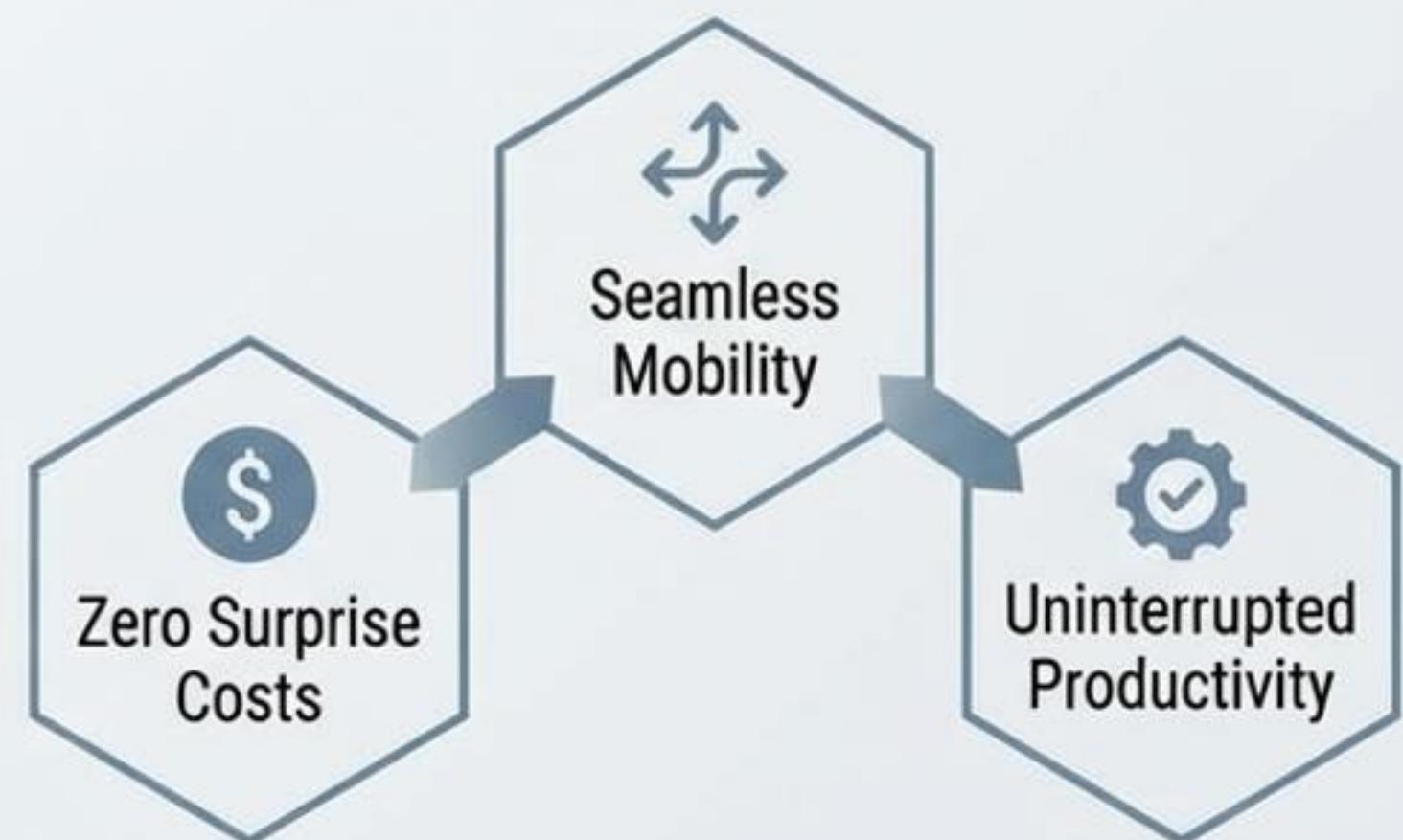
Weather-protected Indoor Station Access



Bounce Luggage Storage Integration

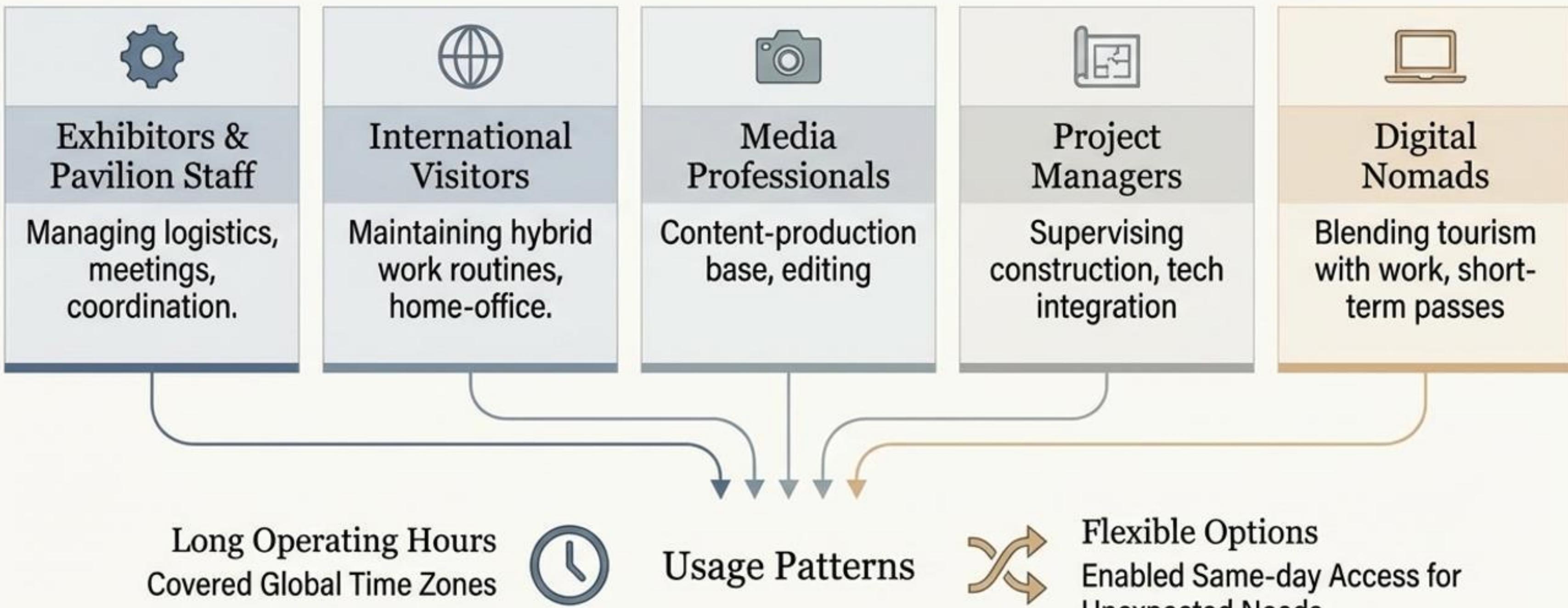
Purpose & Benefits

To eliminate hidden fees and decision friction, enabling fast and reliable work continuity throughout long Expo operations.



Target Users and Use Scenarios

Diverse Professionals, Unified by Event Proximity



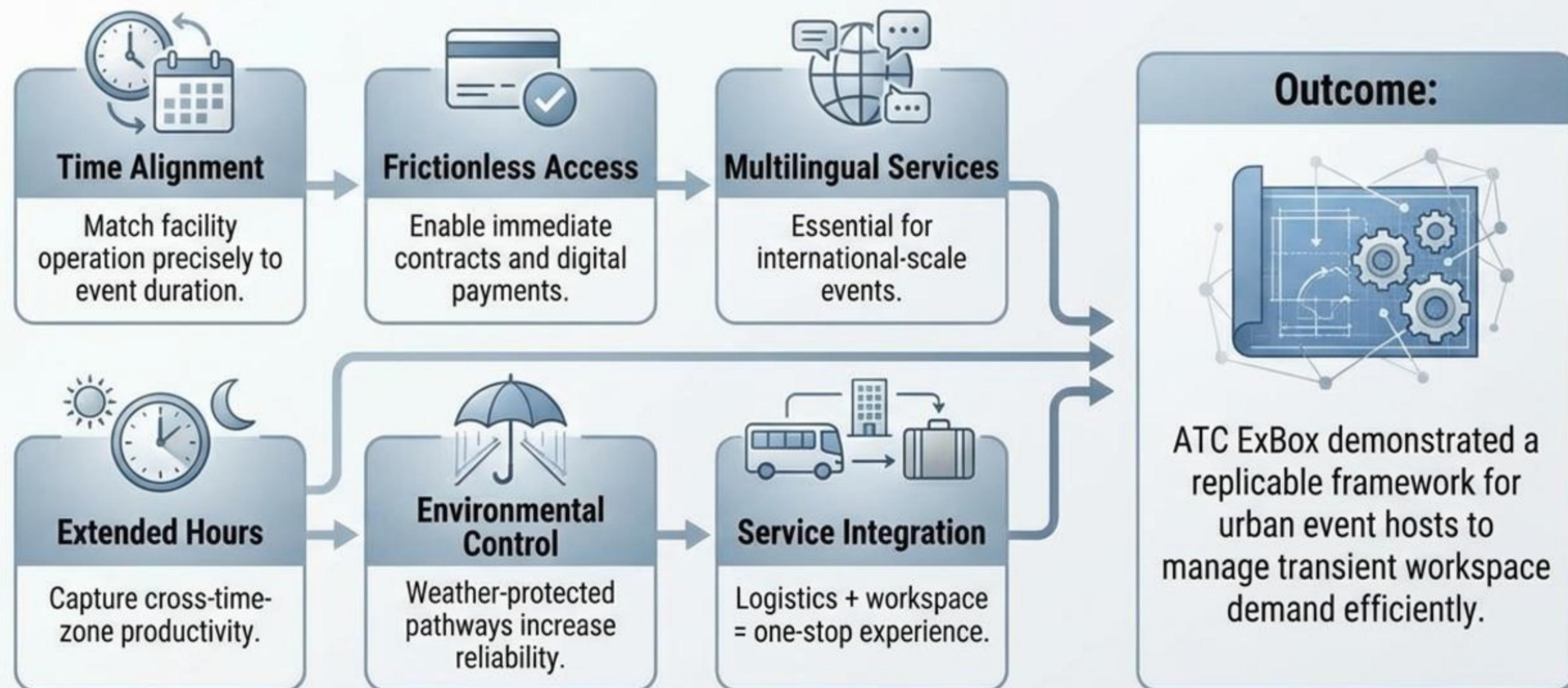
ATC ExBox's Success: The Winning Formula

Synthesizing key drivers to prove temporary facilities can equal permanent quality for global users



Key Learnings for Event-Based Workspace Design

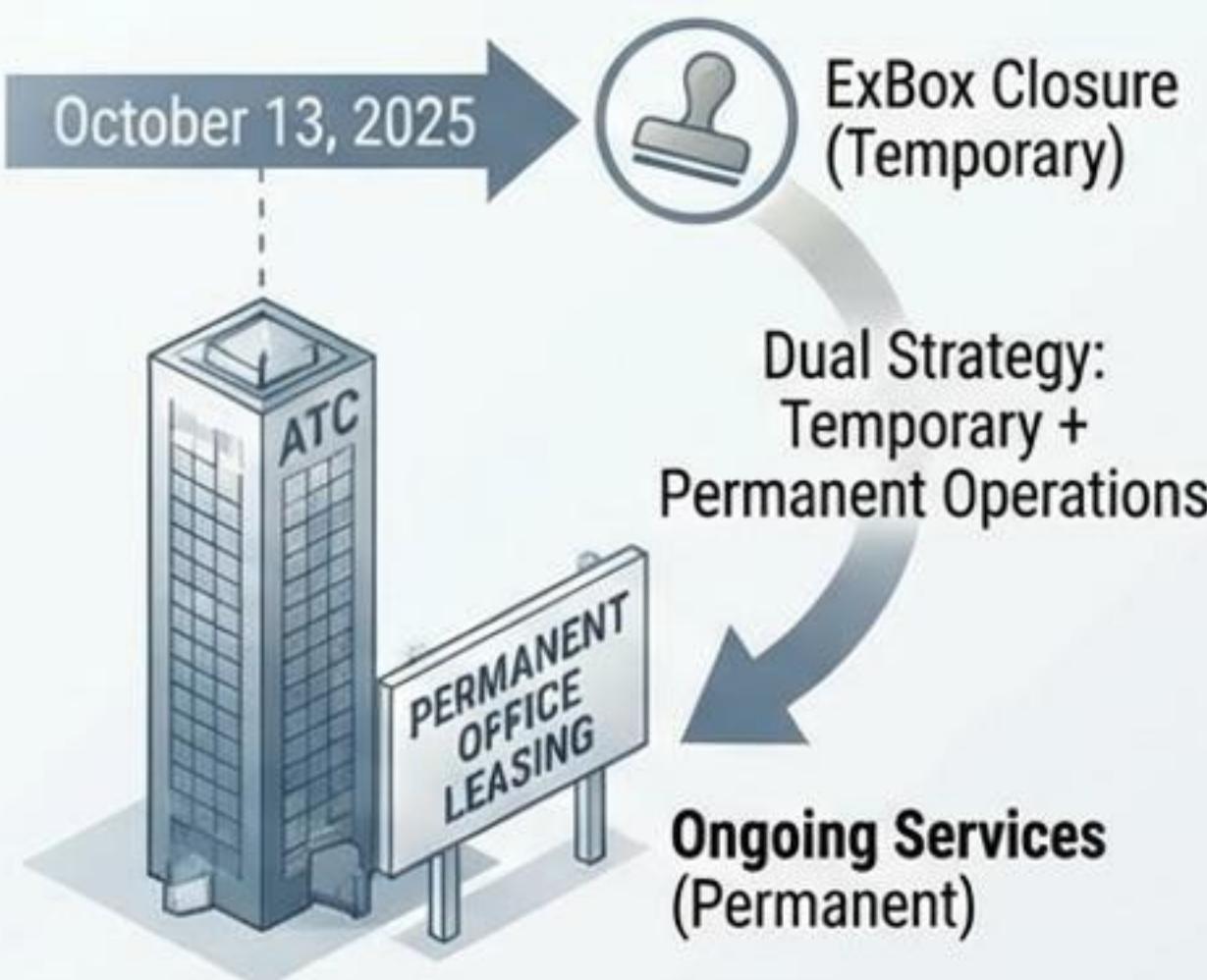
Strategic Takeaways from a Six-Month Operational Model



ATC's Continuity and Broader Significance: From Temporary Model to Long-Term Business Ecosystem

Post-Expo Transition, Legacy, and Ongoing Partnership

Post-Expo Transition



Legacy & Validation

- Validated "temporary ≠ low quality" in workspace design
- Captured learnings on flexible booking, bilingual service, logistics integration
- Created a reference case for global event organizers and urban planners

Current ATC Contact & Partnership

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