

Theme of the Exhibition

Exhibition Theme: Impulse to Move

The human impulse to move evolves society

Setting the exhibition theme

The theme of the exhibition was determined by considering two major requirements: 1. to align with the grand theme of Expo 2025 “Designing Future Society for Our Lives” and the theme of “Transportation and Mobility” category within the Expo’s “Future Life Expo: Future City” showcase project; and 2. to befit the character of the Kawasaki Group boasting its more than 120 year history of providing mobility functions for social infrastructure. As an exhibitor in Expo 2025, we were responsible for clearly conveying universal and fundamental messages evoking a sense of anticipation for hopeful future lives. We began discussions by asking questions like “How does mobility occur?” and “Why do people move?” We continued with explorations seeking for the answer, and encountered the key term “impulse to move” while also learning about academic theories stating that the act of moving has been an integral part of humanity since the dawn of history and it is something like an instinctive impulse rooted at a deep psychological level rather than simply a function for survival. This article provides the relevant background descriptions by shedding light on three aspects — occurrence of the human impulse to move; history of evolution of mobility associated with the impulse; and the future of the act of moving and mobility — while referring to related academic findings.

Occurrence of impulse to move

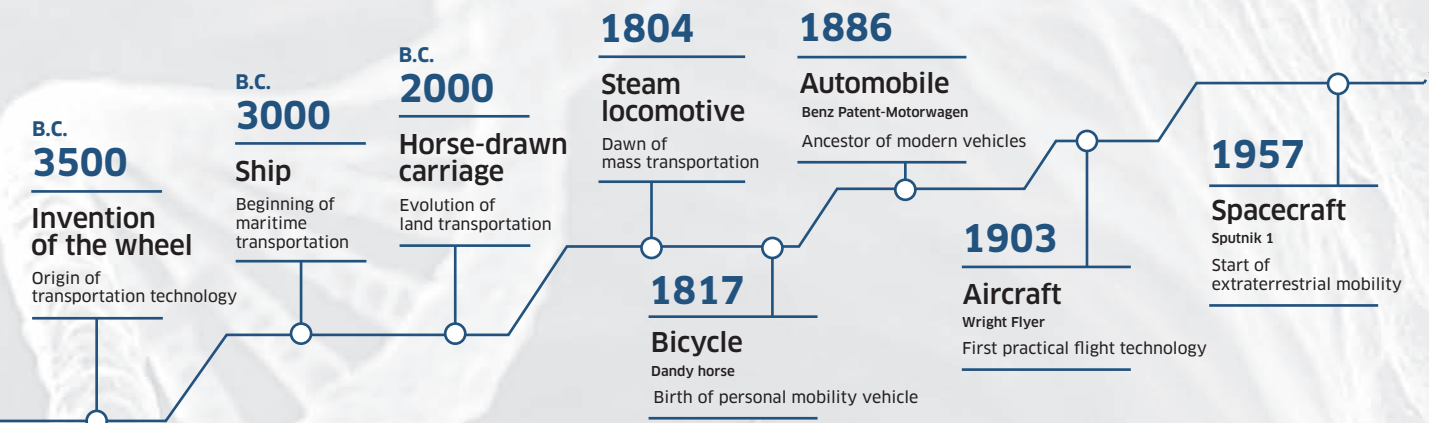
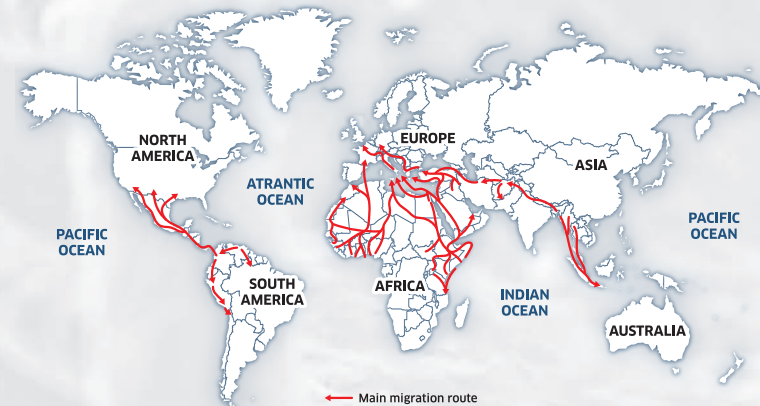
Since ancient times, humans have been constantly moving for various reasons, principally looking for food and water, in response to changes in the climate and environment, and out of curiosity about the unknown. Dr. Chuansheng Chen at UCI stated in his report that, compared by ethnicity, the distance of migrating out of Africa, thought to be the place of origin of humankind, is positively correlated with the percentage of carriers of certain genes. In the generally accepted model, the human species originated in Africa about seven million years ago. Basically, early humans were nomadic hunter-gatherers. As moving was a crucial means of survival, they constantly changed location, in search of prey and according to the transition of the seasons. Around 60 thousand years ago, humans began to migrate out of Africa to populate the rest of the world, mainly in Eurasia, Oceania, and the Americas. It could be assumed that during the



course of the extended duration of its evolution, humankind had developed an instinctive impulse to move slowly on a genetic level. Within the entire history of humanity, it is only very recently, several thousand years ago, that a settled way of life began. Given this model, we could think that the act of moving is an inherent aspect of humanity and fulfilling the related instinctive impulse helps fulfill human life.

We also searched the latest brain science research results, and discovered an article written by Dr. Aaron Heller at the University of Miami, which stated that humans are predisposed to derive happiness from the act of moving, and the longer the distance, the greater happiness. This finding was the result of a long-term survey of people by combining migration tracing and emotional assessment processes, and brain imaging analysis revealing that humans’ daily kinetic activities have effects in increasing their positive feelings. Specifically, actions with a high degree of exploration, such as accessing new locations, can promote activity in the brain region responsible for a feeling of happiness. This suggests that humans have an innate desire to move, and satisfying it is a major reason for global-scale human migration started from time immemorial, and also that various means of mobility have been developed during the process.

In addition to the above, many research efforts have been made to elucidate the principle of the human act of moving, globally and from different angles. Not a few findings from these efforts suggest that the theme is associated with universal and fundamental elements of life, including genes, survival, migration, the brain, and happiness. We determined that this view was suitable for constituting the theme of the Expo 2025



exhibition to showcase our vision of future transportation models that can evoke a sense of anticipation for hopeful future lives, and adopted the phrase “Impulse to Move®” to express the theme. The term reflects our commitment to continuing to provide mobility functions to fulfill the human impulse to move, one of our most important reasons for existence.

Evolution of mobility

In order to fulfill its impulse to move, humankind has created a variety of means of mobility by promoting inventive and innovative technology development efforts. The related history can go back to around 3500 B.C. when the wheel, the origin of transportation technology, was invented. A major subsequent invention occurred about 3000 B.C. when humans built ships to sail across the seas to reach the islands they saw in the distance, in a bid to satisfy their explorative curiosity, which represents the beginning of the human history of maritime transportation. This was followed by the horse-drawn carriage invented about 2000 B.C., providing a breakthrough for the technology evolution of land transportation. Ancient civilizations developed land and water transport networks using horses and ships as major means of transportation. This long-established concept of mobility underwent a significant transformation in the 18th century as the Industrial Revolution started. The invention of steam engines brought about the appearance of railways and steamboats, making long-distance travel far easier. Against the background characterized by that dramatic change in society, Kawasaki Tsukiji Shipyard was opened in Tsukiji, Tokyo, starting business in 1878. Transportation technology continued to advance, with automobiles appearing in the late 19th century, bringing about a significant improvement in convenience of personal transportation, and the advent of aircraft in the 20th century expanding the possibility of fulfilling the impulse to move into the realm of the air. In this context, Kawasaki began to expand its business domain from shipbuilding to include locomotives, aircraft, helicopters, and motorcycles while increasing capabilities to constantly launch new mobility products in land, sea, and air transportation sectors, in accordance with changes in societal structures driven by evolving mobility technology and on the

back of urbanization, development of the tourism and leisure industry, and accelerating growth in international exchanges.

Future outlook of mobility society

In the 21 st century, mobility evolution is continuing, being accompanied by new developments, such as: the modes of mobility ever-increasingly diversifying; technological innovations effecting a fundamental change in the way we move; the idea of “moving information” and “traveling in virtual space” beginning to have important implications as an outcome of advancement in digital technologies; growing interest in the principle of sustainable mobility for addressing issues posed by climate change and urban congestion; reviewing public transportation systems, encouraging walking and bicycling, and introducing Mobility as a Service (MaaS) and other similar concepts as part of efforts to reduce environmental impacts while fulfilling the impulse to move; space travel business, Mars colonization plans, traveling in the metaverse, and others proposing the possibility of implementing mobility functions to go beyond the earth — all these not just for the sake of technical challenge, but for satisfying a fundamental desire of humanity by fulfilling the impulse to move with a view to accessing new locations and exploring the unknown world. The act of moving pushes human evolution forward, enables cultural cross-pollination, and opens the gate to the future. Our Expo 2025 exhibition has been designed to present our vision of future mobility, wishing to stimulate viewers’ impulse to move and make them feel the thrill of imagining new modes of mobility in future society.

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*There are various theories regarding the birth of mobility.