

# 日本世博会吉祥物公布，日本网友“心态崩了”！

## The Osaka Expo mascot revealed

顶流冰墩墩、雪容融的热度还没过去，就又有有一个吉祥物登上了热搜，不过是因为形象过于“奇特”。



3月22日，2025年日本世界博览会协会举行记者招待会，确认了吉祥物最终形象。该吉祥物的形象一经发布，不少日本网友直呼“心态崩了”。今年3月，该协会公布了2025年大阪世博会官方吉祥物的三个最终候选作品，并开始公开征求意见。

It's easy to assume that this would be a difficult decision between a trio of instantly adorable, disarmingly cute characters, right?

你可能想当然地认为，在三个超级可爱的卡通形象中做选择一定很难，对吗？

Well.....all three would-be goodwill ambassadors for Expo 2025

are pretty disturbing. OK, Candidate A looks like it could have a sort of quirky charm, but Candidates B and C, with their irregularly shaped rings of eyes, definitely show stronger concentrations of creepiness than cuteness.

但是，这三个候选设计都相当奇特。除了作品 A 似乎还有一些奇怪的魅力，作品 B 和作品 C 形状不规则的眼睛看起来肯定惊悚大于可爱。



And yet, after taking the past few weeks to sift through public reactions to the three candidates, Expo 2025's organizers have made their decision, and it won't be Candidate A representing the event, nor Candidate B, but Candidate C.

然而，在过去几周通过对三个候选设计的舆情分析，组委会已做出决定，最终脱颖而出的并不是设计 A 和设计 B，而是设计 C。

"We have decided on the character design," tweets the Expo 2025 official Twitter account. "We will raise it as a character that

people all over the world will love and feel a sense of attachment to,” the statement adds.

2025 年世博会官方推特账号写道：“我们已经确定了吉祥物设计。”  
组委会表示，“将努力使它成为广受世界各国喜爱的形象”。



这一形象源自世博会的主题“生命的光辉”，同时也表现了大阪“水都”的形象，根据使用用途的不同，设计会改变形态。角色名称未定，今后将公开征集。

该吉祥物形象甫一出炉，日本网民就“炸”了。有推特网友评价道：

*“When children see this character walking around, they’ re totally going to start crying and screaming.”*

*“当孩子们看到这个东西四处走动时，可能会吓得大哭大叫。”*

*“So they’ re prepared not to sell any merch, right?”*

*“所以他们是不打算卖吉祥物周边了，是吗？”*

*“No way I’ d buy a plushie, or anything else with that character*

*on it."*

*"我不可能买这个吉祥物的毛绒公仔，或者任何有这个形象的东西。"*

*"It' s like they took [Sesame Street' s] Elmo, melted his body, [and put it on Cookie Monster]."*

*"这就像是把《芝麻街》里的埃尔莫的身体融化，（然后放在‘甜饼怪’身上）。"*

还有人想起了那些异次元生物：



一模一样



当然，该设计也拥有一批粉丝，有推特网友表示：

*"What? I think it's super cute..."*

“什么？我觉得它超级可爱.....”

*“Candidate C was the most psychotic-looking of the three, and I want to thank them for going with something out of the ordinary.”*

“设计 C 是三个选项中最疯癫的，我要感谢组委会做出了不同寻常的选择。”

有人给它做了一个动起来的视频.....



你觉得这个吉祥物的设计怎么样？