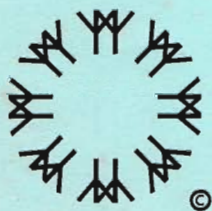


**ENGLISH**

**ANGLAIS**

La même documentation existe en français.

# **PRIVATE PAVILIONS**



**expo67**  
MONTREAL, CANADA

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## AIR CANADA

Air Canada's unique helical-roofed pavilion is located near the Metro station on Ile Sainte-Hélène. It tells the story of man's quest for flight.

The pavilion takes its design from drawings made almost 500 years ago by Leonardo da Vinci as he sketched possible flying machines, but it is as modern as flight itself.

In three cells, each 40 feet in diameter, audio-visual and other effects tell the story of man's ascension into the air which surrounds his planet.

The first cell concentrates on man's ancient desire to fly; the second on his achievement of flight, from balloons to supersonic jets. In the third are examples of the impact of the aeroplane's conquest of time and geography on man and his world, and the effects of rapid, personal communication upon the whole of society.

## ALCAN PAVILION AND MONTREAL AQUARIUM

The Alcan Pavilion and the Alcan Dolphin Pool combine to form the Montreal Aquarium. The buildings are located in the La Ronde Amusement Area on Ile Sainte-Hélène, a few steps from the Expo Express station. They will remain as a permanent feature after the Exhibition closes.

Immediately on entering the pavilion, which is sponsored by the Aluminum Company of Canada Ltd., the visitor faces a colony of penguins in Antarctic conditions. This spectacle is followed by one of the outstanding collections of fresh and salt water fish in North America.

The Alcan Dolphin Pool has a troupe of trained dolphins performing acrobatic feats above and below the water.

## CANADIAN KODAK

Theme of the Kodak Pavilion is the versatility of photography in the service of man. Located on Ile Notre-Dame near the Expo Express Station, it demonstrates the importance of photography to man in such fields as education, health, science, business, communications and leisure-time activities.

The pavilion's 100-seat theatre features a unique water projection screen, composed of thousands of needle-like water jets, which present a new dimension in images.

The "cascade of color" on the water screen climaxes an eight-minute program, the first portion of which is on a conventional screen. The water technique has images formed by rear-screen projection with the aid of mirrors. When it cuts in, butterflies will appear to take flight, fish to swim, fireworks explode, and colorful go-go girls to...go-go.

Photographic information and advice will be available free in the pavilion as well as a photographer's guide to Expo. The guide will include suggestions for still and movie camera fans and will help visitors plan a photographic record of the Exhibition.

## CANADIAN NATIONAL RAILWAYS

Canadian National Railways' million-dollar pavilion is a cluster of geometric exhibit cells linked to a 200-seat movie theatre. It is designed to illustrate and celebrate the subjects of time and motion.

The "time" exhibit will take place in the geometric cells while "motion" will be portrayed through a 70 mm movie production projected on a 60-foot-wide screen in the octagonal theatre.

The nine individual exhibit cells, resembling large cut gems, are 24 feet across at their widest part. While the emphasis of the show is on entertainment, the pavilion shows visitors the way in which time and motion affect their lives and the world around them.

The "time" exhibit is made up of a series of animated story-telling devices. Almost everything in the exhibits moves and the visitor is imperceptibly escorted through the cells by the sequence of action and the changing accents of lighting and sound.

Two hundred visitors circulate in the "time" exhibit while another 200 are viewing the motion picture. The pavilion is located near the Expo Express station on Ile Notre-Dame.

## CANADIAN PACIFIC - COMINCO

The Canadian Pacific-Cominco two-building pavilion complex is located on Ile Notre-Dame near the U.S.S.R. Pavilion.

The pavilion's prime attraction is a 20-minute, multi-screen film presentation which took 18 months to produce; involved shooting almost 19 miles of film; included more than 20,000 miles of travel and the help of some 500 young people throughout Canada, many of whom appear in the film.

The film, produced by Francis Thompson and Alexander Hammid, tells the story of youth exploring Man and His World, against a Canadian background. This is the same team that produced the Academy Award winning "To Be Alive". The film is shown in the 12-sided, 600-seat theatre building.

The second building, termed the "Five Plus One" area, is toured after the film presentation. It offers a unique appeal to the five senses, providing "fun" experiences of sight, sound, taste, touch and smell.

In the touch area, for example, hot-looking things turn out to be cold, stationary objects are actually spinning and surfaces that look rough are actually soft as silk.

## CANADIAN PULP AND PAPER INDUSTRY

The Canadian Pulp and Paper Pavilion takes the form of a stylized forest in which the tallest trees are as high as an eight storey building.

Its theme is that forests affect Man and His World profoundly. Paper, for which forests produce raw materials, is the principal tool man uses to record his thoughts and actions.

Forest legends of the world will be shown by a combination of sound and animation in a whimsical treatment. There will be two unusual theatres, one showing a film on paper's history, and the other a show on the benefits of the Canadian Pulp and Paper Industry to Canada's economy and the world. In Lab 67, a science whizz show demonstrates the chemical aspects of paper production and applications of paper products. French Canadian artisans will demonstrate papermaking by hand.



## CHATELAINE HOUSE

The Chatelaine Magazine Pavilion features an "average house" containing some of the latest equipment and furnishings for modern and comfortable living.

The design is by Gustavo Da Roza of Winnipeg, a professor of architecture at the University of Manitoba. His design was chosen in a nation-wide architectural competition sponsored by the Canadian Lumbermen's Association in 1965.

The basic design is that of a boxed "S" with windowless sides. An overhanging roof at the front is matched to full height curtain walls. These are especially designed to shield the panel windows from the direct sun and from the cold and snow in winter months.

A small cruciform-shaped pavilion adjoins the house. This accommodates office space, an information centre and other facilities. "Man in the Home" is the theme of the project and Chatelaine's participation in Expo has been unofficially estimated at \$250,000.

## CHRISTIAN PAVILION

The Christian Pavilion is a milestone in religious co-operation and in manner of presentation. Of all the traditional symbols of the Christian faith, the only one to be seen will be the cross; and it will be in the form of the greet letter "Tau" to avoid identification with any particular denomination.

The pavilion stands on one of the busiest thoroughfares of Ile Notre-Dame, close to the Expo Express Station.

Representing 95 percent of the Christian population of Canada, the participating churches are the Anglican, Baptists, Greek Orthodox, Lutheran, Presbyterian, Roman Catholic, Ukrainian Greek Orthodox, and United.

Audio-visual presentations show the negative aspects of life ranging from daily problems, through inadequate education to the great moral issues of the day--delinquency, addiction, prejudice and war.

The last of the three zones of the pavilion contrasts these negative views with their positive counterparts and the hope that Christianity offers in bringing "Man and His World" and "Man and God's World" into focus.

## HOSPITALITY PAVILION

The Hospitality Pavilion provides a centre for women and their families on a site close to the main entrance gate. Its theme is Woman and her World.

It has a spacious main lobby leading to a comfortable lounge, rooms for receiving important visitors and an assembly hall. The pavilion is sponsored by the following natural gas companies: Trans-Canada Pipelines, Northern and Central Gas, Union Gas and Consumers Gas.

In the assembly hall special programs will be devoted to: Woman and Motherhood, Woman and the Church, Woman and Education, Woman and Business, Woman and Politics, Woman and Agriculture, Woman and the Home, Woman and the Community, Woman and Science and Woman and the Professions.

## INDIANS OF CANADA

The Indians of Canada Pavilion is on Ile Notre-Dame, near the Canadian complex, convenient to Expo Express.

The pavilion examines the problems of Indians faced with a modern technological society and affirms their will to preserve the traditional moral and spiritual values of their forefathers.

Indian painters, carvers and other artists have worked to evolve a concept which is a positive expression of Indian thought. Indians from all parts of Canada have discussed and helped shape the exhibit.

While the Canadian Indian approaches the Expo 67 theme in terms of himself and his own World, the subject is a common experience of Man.

## INTERNATIONAL BROADCASTING CENTRE

The International Broadcasting Centre, sponsored by the Canadian Broadcasting Corporation, provides facilities for radio and television broadcasters from around the world.

Situated on Cité du Havre near the main entrance gate, it is a low, rectangular building with a Greek-style colonnade. There are two TV studios, both equipped for color. One is among the largest in Canada. In addition, there are six radio studios; a central master control room for radio and television; telecine and video-tape recording rooms; make-up and dressing rooms; a shop for touching up sets; a reception room for distinguished visitors and other facilities.

For outside broadcasts there are five television mobile units, three equipped for color.

Visitors on guided tours watch artists and technicians at work through slanted window panels.

## INTERNATIONAL SCOUT CENTRE

The story of scouting is brought to life at the International Scout Centre on Ile Sainte-Hélène, sponsored by H.J. Heinz Company of Canada.

Within easy reach of Expo Express and Metro stations, the centre highlights the scouting story with demonstrations of skills in water safety, canoe handling, scuba diving, backwoods cooking, comfort when camping, handicrafts and public service.

The colorful daily program will wind up with evening sing-songs around the camp fire.

Operating out of the centre is a 100-member Scout Service Corps, sponsored by the Rubber Association of Canada. Scouts, Venturers and Rovers from all over Canada and Scouts from the United States will take part in flag ceremonies, national day celebrations, and assist Expo's millions of visitors including youth groups and the handicapped.

## KALEIDOSCOPE

Six of Canada's leading chemical companies have combined to build the Kaleidoscope Pavilion which dramatizes the theme "Man and Color".

The remarkable concept recreates the beautiful color patterns of the kaleidoscope toy, achieved by rotating pieces of colored glass in reflected light in the bottom of a long tube. However, instead of just looking, the visitor has the impression of standing inside the kaleidoscope itself.

The \$750,000 pavilion is sponsored by: Canadian Industries Ltd. , Chemcell (1963) Ltd. , Cyanamid of Canada Ltd. , Dow Chemical of Canada Ltd. , Shawinigan Chemicals Ltd. , and Union Carbide Canada Ltd. It is completely non-commercial in its presentation.

The pavilion features three color studios. Visitors in groups of 50 experience a sequence of vivid impressions created by moving color, optical science, and synchronized sound, dramatizing the themes of morning, afternoon and night.

In each studio, the visitor seems to gaze into a vast realm of space filled with a bursting, vibrating, ever-moving kaleidoscope of changing color.

## OLYMPIC HOUSE

Olympic House is the symbol and realization of the ambition of the Olympic movement in Canada to have a permanent home. It will serve as a national centre for administration, documentation and information and an inspiration for all amateur sports.

It is located on Cité du Havre close to the Habitat station of Expo Express.

The Canadian Olympic Association presents Man at Play, an international olympic exhibition. On two floor levels, films, slides, photographs, displays and artifacts, illustrate the role of sport in self-fulfilment, its effect on the community, the training of an athlete, the Olympic Games and their history and modern features.

The Olympic Academy in Greece and the International Olympic Museum in Switzerland are well represented. Many of the 126 Olympic committees of countries throughout the world are co-operating.



## PAVILION OF ECONOMIC PROGRESS

Located on Ile Notre-Dame near the Expo Express station, the Pavilion of Economic Progress is sponsored by more than 20 large Canadian companies.

Attention is drawn to the pavilion by thirty aluminum pylons rising 40 feet in the air as well as by a 160-foot round rotating story wall. Colored graphics form a multi-image fresco which only becomes completely intelligible when the visitor enters the pavilion.

Inside, an audience of 150 people learn the contribution to Canadian life of the pavilion's participants by life-size, animated puppets. In a second theatre, the basic principles of economics are told with the aid of multiple-color projection.

Finally an Economics Hall presents exhibits provided by the individual participating companies.

## PAVILION OF JUDAISM

The Pavilion of Judaism on Ile Notre-Dame is a rectangular building that presents Judaism as a world faith and culture maintained from ancient times by Jewish people all over the world.

In the upper area of the pavilion a series of exhibits reflects the theme Man and His World in the light of Judaism. The fundamental ideals of Judaism are shown through works of art, ceremonial objects, manuscripts and historic documents.

In the lower area a series of live programs features "Men of thought and Creativity" and "Leaders of Men".

Part of the pavilion is devoted to a small chapel in which a collection of Judaica is assembled.

## POLYMER PAVILION

Curiosity is the theme of the Polymer Pavilion, close to the Metro station on Ile Sainte-Hélène. Its 19 exhibits are designed to show that things are not always what they seem to be. The scientist's curiosity has enabled man to reproduce the processes of nature by synthesizing certain elements.

Rising above the two-level pavilion is a giant molecular abstraction. The upper level explores electrostatics, the phenomena of wave motion, the nature of light and color, and the factors that make things take their particular shape.

The lower level demonstrates the sub-microscopic world of molecules. A Scientist's Blackboard challenges visitors of inquiring mind.

PORTLAND CEMENT ASSOCIATION  
LES JEUNESSES MUSICALES

The Pavilion of the Jeunesses Musicales of Canada is on Cité du Havre near the main entrance gate. It is sponsored by the member companies of the Portland Cement Association.

The role of the Canadian Jeunesses Musicales in regard to Man and Music includes acting as host to the 21st World Congress of the Jeunesses Musicales International Federation, representing 26 countries. This will take place July 16 - 22.

The pavilion has a section on music in Canada from 1610, with opportunity to listen to Canadian works and study scores and biographies of composers, and a studio where leading musicians direct practice sessions for senior students.

There are also exhibits devoted to systems of musical education for the young in use around the world.

## QUEBEC INDUSTRIES

The Saint Lawrence, industrial basin and route to the heartland of North America, is the theme of the Pavilion of Quebec Industries.

Almost 175 companies in the province of Quebec have exhibits in the pavilion, an off-white fibreglass building divided into 24 hexagonal cells. Each cell contains an animated and illuminated exhibit showing some aspect of Quebec's economic progress.

Virtually all important sectors of industry, manufacturing, mining, fishing, chemistry, farming, and the graphic arts to mention a few - are contributing exhibits to the pavilion, built at a cost of \$1,500,000 without government subsidy.

In the Hydro-Quebec Amphitheatre visitors will see on a giant 22 by 30-foot color television screen a direct transmission of construction work on the massive Manicougan power dam being built in the north of the province.

The pavilion, located at Cité du Havre near the International Trade Centre, contains four meeting and conference rooms.

Overall emphasis of the exhibits is on how the Saint Lawrence River has attracted the special interests of industrialists the world over, a factor that has resulted in Quebec's industrial output doubling during the past ten years.

Attention is also drawn to Quebec's vast network of navigable rivers, its modern highways, and airlines which link it with the trade centres of the world.

## SERMONS FROM SCIENCE

The Sermons from Science program uses scientific subjects aimed at presenting the belief of the Christian religion that a supreme being is behind the design and purpose of nature.

Located in the heart of the pavilion area on Ile Notre-Dame, this exhibit consists of a 300-seat auditorium with screen and stage and a 75-seat conference theatre.

In the auditorium, color films and programs prepared by the Moody Institute of Science, Los Angeles, last 28 minutes. Sound track is available with earphones in seven languages.

Live demonstrations in the auditorium program include flashlights that talk, liquid light from cold chemicals and a million-volt flash of man-made lightning.

Through the medium of movies, the emphasis is on the theme that the wonders of the age are adaptations of the marvels of nature.

## STEEL INDUSTRY

Making an effective use of a basic A-frame design, the Steel Pavilion is located toward the upstream end of Ile Notre-Dame. It is sponsored by Canada's four leading steel producing companies: The Algoma Steel Corporation Ltd., Dominion Foundries and Steel Ltd., Dominion Steel & Coal Corporation Ltd. and the Steel Company of Canada Ltd.

The sights and smells of steel making are realistically recreated in the ten storey pavilion. After a simulated tour of a large steel mill, visitors enter a 350-seat theatre to see a film showing how man has learned to control the basic elements of his world.

Visitors watch the transformation into steel of iron ore from the ground and see the dramatic moment when molten steel is poured from a massive ladle into ingot moulds. It then passes red hot through rolling mills which begin to shape it to meet man's needs.

## TELEPHONE ASSOCIATION OF CANADA

Highlight of the Telephone Pavilion on Ile Sainte-Hélène is "Canada 67" a film produced in Circle-Vision 360 deg. by Walt Disney. This technique, in which the screens completely surround the viewer, will give the visitor the feeling of participating in such Canadian events as a National Hockey League game.

Other features of the pavilion will be: The Enchanted Forest, where children sit on toadstools and talk by phone to their favorite cartoon characters; the Picturephone, where you see the person with whom you are talking; an opportunity to match wits with a computer; a look into the future when innovations in banking, shopping and housework will be made possible by telephone communications.

The members of the Telephone Association sponsoring the pavilion are: Alberta Government Telephones, The Avalon Telephone Company Ltd., The Bell Telephone Company of Canada, British Columbia Telephone Company, Maritime Telegraph and Telephone Company Ltd., The New Brunswick Telephone Company Ltd., Quebec-Téléphone and Saskatchewan Government Telephones.



## UNITED NATIONS

The glass and steel United Nations structure, surrounded by the 120 flags of member nations, is located on Ile Notre-Dame near the Expo Express.

Exhibits show the work performed by the United Nations throughout the world. Films shown in the pavilion's 300-seat theatre include "To Be Alive," hailed as one of the most dramatic and imaginative interpretations of modern man ever made.

A UN postal station provides special Expo United Nations stamps in Canadian denominations. Four of the five denominations feature designs from the nickel-plated doors of the UN building in New York. These doors, designed by Montreal architect Ernest Cormier, were presented to the UN by Canada. The fifth denomination will show the UN Expo pavilion.

A restaurant of all nations is managed by a world-renowned restaurateur of Karachi, Pakistan. It features European food as well as Pakistani specialties.

Sponsors of the pavilion are: The Reader's Digest Association (Canada) Ltd., The Globe and Mail; Canada Iron Foundries Ltd.; Hewitt Equipment Ltd.; S. C. Johnson and Son Ltd.; Laurentide Financial Corp. Ltd.; Nesbitt, Thomson & Co. Ltd.; Power Corp. of Canada Ltd.; Quebec Cartier Mining Co. (U.S. Steel); The Royal Trust Co.; The Montreal Star Co. Ltd.; and, from the United States, International Minerals & Chemical Corp. and S. C. Johnson & Son Inc.