



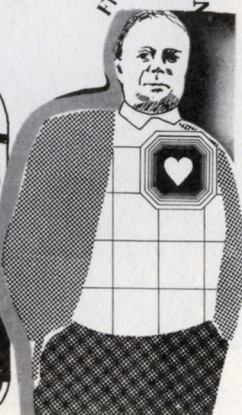
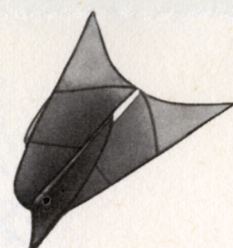
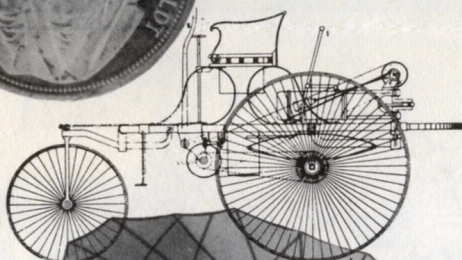
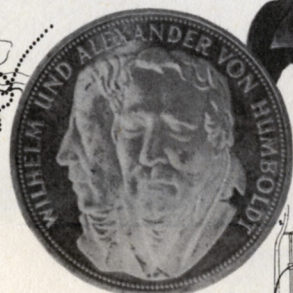
HemisFair '68  
San Antonio, Texas  
German Pavilion

Commissioner General and Deputy: Werner Jannicke,  
Rudolf Kettlein  
Architecture and Design: Manfred Kruska,  
Ludwig Thürmer  
Exhibitor: Berlin Senate on behalf of the  
Federal Republic of Germany  
Organization: ADB Exhibition Service Berlin

# Germany – Berlin – Alemania



# America América



●● This GERMANY-BERLIN-ALEMANIA Pavilion invites a look at Germany. Not unlike a peep show, it offers our visitors a few impressions of German life.

This Pavillon also reflects a German glance at the Americas, for it tells of our country's past and contemporary participation in the exciting and grand process of confluence in the New World—the convergence of different streams of culture and thought, of human accomplishment and historical phenomena in North, South and Central America.

In 1507, while a name was sought for the newly discovered continent, the German cosmographer and cartographer, Martin Waldseemüller, added a word to his world map: "America." And so it has remained.

●● Buenos Aires was co-founded by Ulrich Schmiedel, a German soldier of fortune. General von Steuben, an officer of the Prussian King Frederick the Great, fought for America's independence alongside General Washington. Alexander von Humboldt left Berlin in 1799 on his expedition to Venezuela, Columbia, Ecuador, Peru, Mexico and the U. S. A. and soon afterwards was called the "scientific discoverer of America" by Simon Bolivar. In Berlin, at the end of the 19th century, Otto Lilienthal produced the technical prerequisites for aviation, which were later adapted to motorized flight by the Wright brothers in Dayton, Ohio.

It was also in Berlin that nuclear physics and rocket technology received their first ingenious impulses through Otto Hahn, Hermann Oberth and Wernher von Braun. History, culture and technical progress all testify to the spirit of give and take that links the Americas and Germany.

## "Photo-of-the-Month"

●● Restored after the ravages of war, the Charlottenburg Palace provides a good example of Berlin's architectural and artistic grace combined with reserved splendor. While housing a number of precious art collections, it also serves as an elegant setting for official functions.

The impulses that radiated from the "Berlin City of Arts" and led to a cultural explosion in the Golden Twenties are felt to this very day. West Berlin is now the scene of a most liberal confrontation of modern art. Many American artists have gained international fame in this city.

Berlin as a cultural center is wide open both to experiments and traditions that can be traced either to other parts of Europe or to the Americas. Thus, and with typical "German thoroughness," a confluence of thought is being shaped here, whose very sources can often be located in the New World.

●● Many German immigrants in Texas during the 19th century helped to supplement the environment of the Anglo-American and Spanish-Mexican heritages. German influences also contributed to the Texas way of life and are still evident in traditions, monuments and the establishment of early urban settlements.

Prince Carl von Solms-Braunfels, and later Ottfried von Meusebach, who dropped his title in Texas and called himself John O. Meusebach, became leaders of the German-Texan community. Meusebach, in a treaty with the Comanche tribe in 1847, laid one of the foundation-stones for a peaceful settlement of the country. The Germans built mills and breweries. They opened schools, founded clubs and established a free Press that was of great influence even up to the turn of the century.

●● How is a German recognized?

What does he think of himself?

What prejudices annoy him most?

When is the caricaturist justified in lampooning him?

Does he feel misunderstood if considered to be "gemütlich?"

Does he always, and only, drink beer out of huge jugs? Is he coarse, bullnecked, dangerous?

There are many opinions of a German. As a type he seems rich in variations. Yes, the German assumes many shapes.

"He who cannot laugh at himself has really nothing to laugh about" and "to laugh in spite of all denotes a sense of humor" are both German sayings.

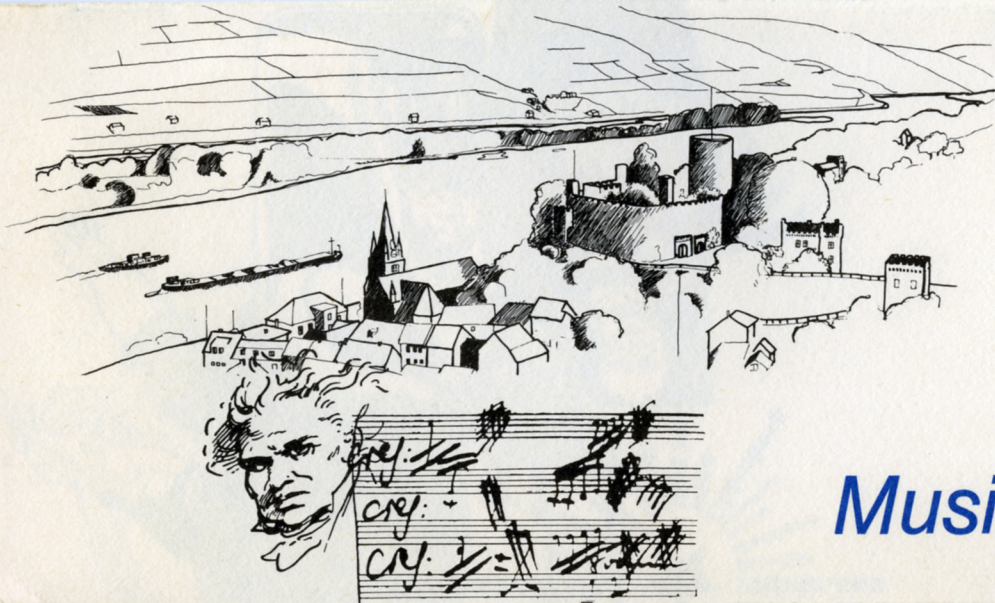
Ergo, the German feels uninhibited enough to smile at his own expense.

The source of German sentiment is still the German heart.

And here it is open to the Pop Age.

Why take pictures at HemisFair only as a souvenir? Any amateur photographer who takes pictures of the interior or exterior of our Pavilion may participate in our "Photo-of-the-Month" contest. The prizes will include popular German cameras. An expert jury will select every month the best 8" x 10" black-and-white print. Further details may be obtained at our information counter.





●● Heinrich Heine, the great German prose writer and poet wrote: "Ich weiss nicht, was soll es bedeuten, dass ich so traurig bin" ("I am so sad and know not its meaning"). This poem, "Die Lorelei," belongs to the Rhine, to the romance of its castles, to the excellence of its wines, to the melancholia and love of life of the folk along this great stream.

There are many other landscapes in Germany, more majestic natural scenery characterized by vast waters, the Alps or the bright and gloomy central mountain region. But the Rhine valley, both in light of tradition and the hard reality of the day, has remained not only the favorite German landscape of foreigners, but also reflects the romantic outlook of the native people.

While Germany may be seen here as in a speculum, it is only really understood after actually viewing its rich spectrum of culture and nature.

## Musical Quiz Contest

●● The Federal Republic of Germany has attained new importance in the world and in international markets as a highly developed industrial country that exports half of its gross product. It was the motor-like economy that drove the machine of reconstruction and decisively contributed to the general rebirth of life after war's end. Today's Germany is not only assessed on the basis of its poets and philosophers but its industrious population and technical inspiration.

The Wankel engine's revolutionary method of drive is as much a part of the "Made in Germany" mosaic as the cameras used by astronauts to record the phenomena of the earth and moon. Mercedes and Volkswagen are but two other trade names in the expansive arsenal of economic and technical power for peace.

The German development aid program demonstrates this country's readiness to support all peaceful undertakings of an international nature. Its center is located in Berlin.

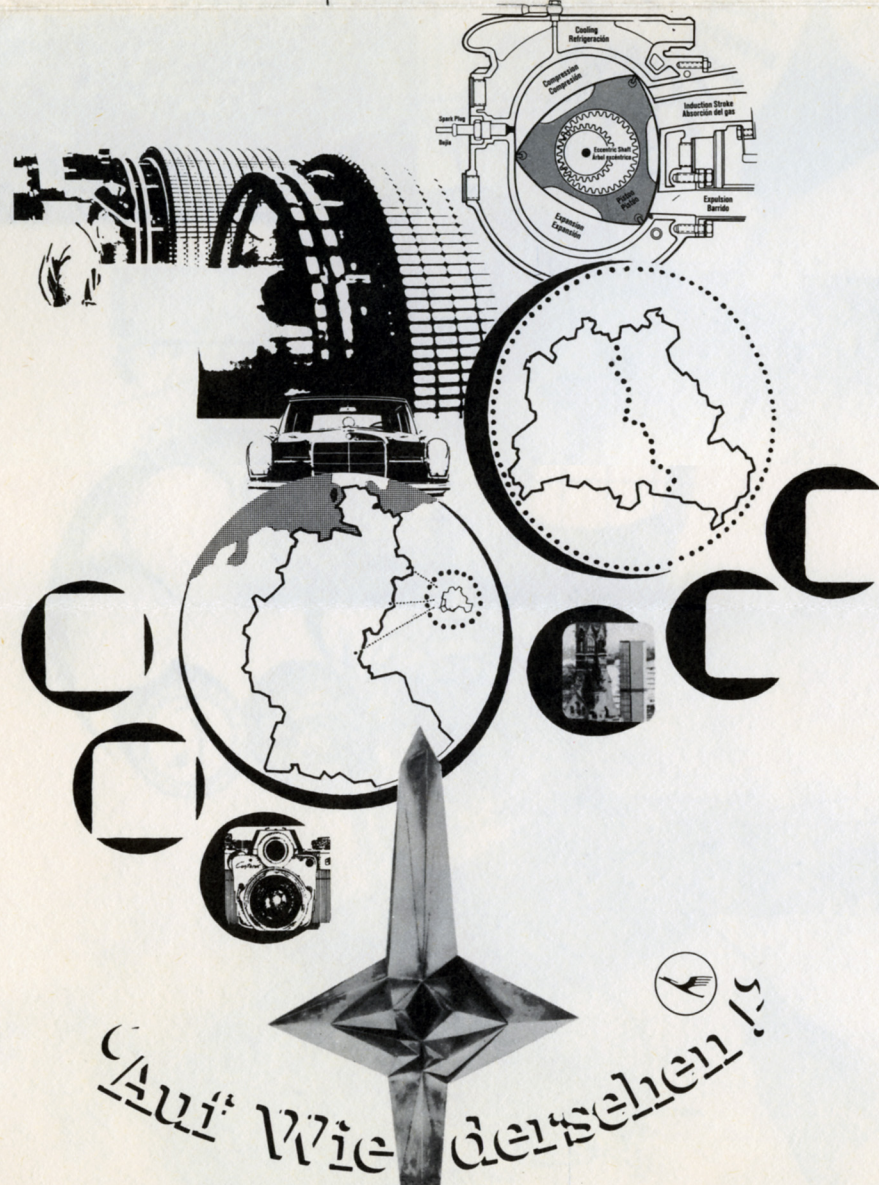
●● Situated in the heart of Germany, many roads lead to Berlin, which remains free and open despite everything and lives for a European reconciliation after years of bloodshed, darkness and destruction.

Berlin is a continent in miniature. An image of a mighty and multi-faceted European past, it also exemplifies the power of human resistance, the will to live as free people even under the most trying conditions. The largest industrial city between Paris and Moscow, an experimental field of modern architecture, ever linking the future and the past in both trifling and important matters, ambitious yet idyllic, surrounded and interlaced by woods and lakes, one of the world's most interesting and surprising cities—all this is Berlin. Its inhabitants are known for their dry sense of humor, their quick faculty of perception, their ability to accept setbacks with patience and overcome them with time.

●● This Pavilion was pleased to act as your host and draws its curtain with works of the Berlin sculptors, Erich F. Reuter and Volkmar Haase.

We have sought only to provide a few impressions, which you might like to examine, apply or, then again, forget.

GERMANY-BERLIN-ALEMANIA says "So long" and "hasta la vista"—which in German not only marks the parting of the ways, but expresses a desire to meet again: Auf Wiedersehen!



You don't have to be a disc jockey to win a prize. Everyone is invited to participate in our musical quiz. Classical as well as other German compositions await music detectives at the tape-recorded quiz in our Pavilion. Prizes will be awarded to the lucky winners, and the first prize is a one-week round-trip for two to Berlin.

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The uniform worn by our hostesses was created by Horst Mandel & Co., 1 Berlin 30, Rankestrasse 34