

THE CULTURAL-FESTIVAL AREA
AT INTERAMA

October, 1967

Interama bids fair to become the entertainment capital of the Western Hemisphere.

Here at Interama, the creative, performing and participating arts will be reflected in all their brilliance through a series of experiences ranging from the formality of operas and symphonies to the casual merry-making associated with carefree festival processions and side-walk cafes. Just as Interama's Governmental Area will be a vibrant, living Inter-American community and a showcase of the Free World -- just as the Industrial Area will present the impressive story of man's development and progress -- just as the Sports-Leisure Area will provide a magnificent complex for both the professional and the amateur sports enthusiasts -- so will the Cultural-Festival Area shape a distinctly special niche in the world of entertainment.

In Interama's lush garden setting, with its gala plazas and breeze-swept esplanades, the visitor will enter a pleasure world where the best of national and international entertainment will be presented day after day, year after year.

The Cultural-Festival Area will have plazas bright with fiesta, verdant open spaces and festive squares tucked away in landscaped tropical gardens, handsome galleries, museums and theaters, marine concerts lit by the stars. Here, too, will be the Inter-Faith Center, an ecumenical pavilion sponsored by three major faiths and underwritten by organized churches for the betterment of religious communication and understanding.

Located on the western shores of the Bahia de las Americas, the Cultural-Festival Area will be oriented around three major open areas -- El Paseo Festival Garden, with verdant, gently rolling slopes planned both as a haven of relaxed wandering and as a scene of al fresco presentations -- Drama Square and Music Plaza, each a gay, sophisticated urban piazza, each a setting for excitement. Through these open areas, enclosed by distinguished buildings dedicated to the performing and creative arts, will wind festival processions and strolling musicians who will set the stage for the open-air activities which swirl throughout the entire area, drawing visitors in their wake.

THE FACILITIES AVAILABLE FOR SPONSORSHIP

Facilities planned for the multiple activities of Interama's Cultural-Festival Area and available for sponsorship include the Music Hall, the Theater, the Experimental Theater, the Visual Arts Museum, the Marine Amphitheater, and El Paseo Festival Garden.

Since it is planned that each of the music and drama facilities will have an in-residence program for students desirous of learning, performing and bettering themselves in their chosen careers, student housing is planned in conjunction with several of the major buildings. These housing facilities will also be available on a limited basis for the members of traveling companies.

THE MUSIC HALL

Interama's after-dark activities will reach an exhilarating climax at Music Square, the focal point of much of Interama night life. This has been designed as a New World modern-day version of Piazza San Marco, with its promenades, canals and bridges overlooking the Tower of Freedom.

The Music Hall will accommodate three divergent, yet technically compatible activities -- grand opera, ballet and music. A system of expanding and contracting spaces will enable the Music Hall to meet the requirements of each.

For example, a small chamber orchestra or a choral group might need intimate seating for 200 -- while opera, ballet and symphonies would require that the seating be expanded to handle 3,000 people. Leading out-of-town opera companies will perform here, as well as members of local opera productions. Once a year, the Music Hall and Music Square will ring with the festivity of an international music festival.

Participating in a resident program unique at Interama, music students will live and work on the grounds, meeting in open forums and for informal talks with the visitors.

Total Cost of Construction	\$4,000,000
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THE THEATER

The Theater will offer a setting for drama in all its manifold diversity. With a seating capacity varying from 900 to 1,200 -- as the occasion demands -- this facility will offer technical flexibility to accommodate both a thrust stage and a proscenium stage. While large enough to handle audiences drawn by commercial theater, it will be versatile enough to serve the teaching needs of a university-sponsored drama group.

This will be the home of a permanent Interama Repertory Company, and will also provide a stage for traveling theatrical groups and outstanding amateur actors. Ideally suited to both drama and film festivals, the theater will include housing for small groups of actors and for drama students participating in the various theatrical activities.

Total Cost of Construction \$3,000,000

THE EXPERIMENTAL THEATER

This facility will have an important function at Interama's drama complex, not only in reflecting the past and the present of theater as we know it today, but also in acting as a mirror towards the future in experimental productions. Employing the very latest devices for rotating stages and for flexible seating, the Experimental Theater will be able to accommodate 200 persons at a theater-in-the-round play or 300 at a thrust stage production.

The Experimental Theater is designed to act as a catalyst to creative thought and will be ideal for teaching and trying out new forms of dramatic expression.

Total Cost of Construction \$1,500,000

THE VISUAL ARTS MUSEUM

This museum is designed not as a large, overbearing structure in the tradition of yesteryear, but rather a series of low-interlocking galleries oriented along tree-shaded promenades in keeping with the overall atmosphere of Interama. This series of connecting galleries, available for a wide variety of art expressions, will create continuous visitor participation.

Since Interama's climate is sub-tropical and permits year-round outdoor activity, al fresco galleries for informal art displays -- such as clothes-line shows -- will be featured close to the Museum.

This facility will house permanent collections of both contemporary and traditional art, display legendary Latin American treasures, traveling art collections and the best works of featured artists on temporary loan. Its activities will include educational programs, both of its own and in cooperation with local schools and colleges.

Total Cost of Construction \$1,500,000

THE MARINE AMPHITHEATER

This amphitheater, with its permanent tiered seating for 6,000 and a total capacity for 12,000, will feature a floating stage facing the Tower of Freedom. Spectators will be able to view performances on the stage, aquatic events, outdoor chorales, concerts and happenings on the water or across the Bahia de las Americas.

The Amphitheater's landscaped banks, framing the fixed seating area, will handle the overflow of visitors in casual comfort on the grassy slopes. Because of the tropical climate, this facility may be used year-round, day or night, for a wide variety of stage-based on water-oriented events.

As in other major structures at Interama, a resident colony of exchange artists and students will be established here, thus contributing to furthering the rich cultural environment in this important international project.

Total Cost of Construction \$1,500,000

EL PASEO FESTIVAL GARDEN

This breeze-swept garden with its gently rolling slopes will provide an oasis for the wandering visitor searching for relaxation, as well as offer setting for sculpture displays and an outdoor stage for pastoral performances.

Here, the visitor will come upon trees representing the flora of all the Americas, upon clustered rose gardens, upon groups of feather-fronded palms. The quiet of the garden will be fragmented periodically for the presentation of a play in the intimate terraced theater created by the grassy slopes, by a bank of wandering minstrels or a traditional Latin children's party, such as a Pinata.

In this Festival Garden, relaxation and festivity will exist hand-in-hand, providing the visitor with two varied experiences in an open-air setting.

Total Cost of Construction \$ 600,000

OTHER AVAILABLE FACILITIES

The Las Brisas Restaurant Complex: An exciting group of festival structures will house a series of restaurants, side-walk cafes, kiosks and dancing facilities, whose imaginative design will further reflect the gay many-splendored atmosphere of Interama. The Las Brisas Plaza complex will be a mecca for visitors seeking relaxation, conversation, familiar and exotic cuisine and a wholehearted good time.

Overlooking the Marina and the Intra-Coastal Waterway on one side, and the pleasant green haven of El Paseo Festival Garden on the other, the Las Brisas restaurants will provide seating for 1,500 diners and will be located near the Cultural-Festival rampway leading to the Tower of Freedom. These restaurants will focus on the large crowds and going along this bridge to the Tower, as well as on those circulating along the water-front esplanade that ties the Cultural-Festival Area together.

Here at Las Brisas, the visitor may enjoy a wide variety of menus in the different dining spots, as well as browse through the kiosks offering Interama mementoes for sale and at booths maintained by festival participants.

Here near the Marina, space will be available for firms desiring to display the latest in marine equipment.

Festival Facilities Throughout the Cultural-Festival Area: Throughout the entire area, a series of small festival facilities will be available for a variety of uses -- ranging from small open-air cafes, kiosks providing Interama souvenirs geared to the current festival motif of the area, special interest shops and booths for the use of social and civic groups and youth organizations.

Industries related to the field of entertainment -- whether it be equipment tied in with music, painting or theater -- will be welcomed as exhibitors throughout the entire Cultural-Festival Area.