

**INTERAMA
FACT SHEET**

INTERAMA FACT SHEET

STATE OF FLORIDA INTER-AMERICAN CENTER AUTHORITY / TERMINAL BUILDING, MIAMI INTERNATIONAL AIRPORT, POST OFFICE BOX - 2056
MIAMI, FLORIDA, U.S.A. 33159
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OCTOBER, 1967

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1. WHAT IS INTERAMA?

The Inter-American Cultural and Trade Center -- Interama -- will be the first permanent international exposition in the world -- designed to bring to the peoples of all nations the best examples of culture, festivals, sports, government, industry and leisure activities.

Four related areas -- Cultural-Festival, Sports-Leisure, International and Industrial -- will show how the peoples of the Americas live, work, play and prosper together in an atmosphere of freedom and cooperation.

And while visitors are enjoying themselves at programs designed for their pleasure, facilities will be made available for government leaders, businessmen, scientists, educators, religious and labor leaders and others to meet, discuss mutual needs and problems and reach workable solutions.

Interama -- open every day of the year, year after year -- will demonstrate to an estimated 12.5 million visitors a year its living, working theme -- THE AMERICAN WAY OF LIFE -- PROGRESS WITH FREEDOM.

2. INTERAMA'S THEME

In portraying its theme -- THE AMERICAN WAY OF LIFE -- PROGRESS WITH FREEDOM -- Interama will become the showcase of the accomplishments of the Americas and how these were made possible within the framework of democratic institutions, without loss of civil liberties or individual freedom. There will be continuous development at Interama, providing for a constant exchange of culture, ideas, festivals, products and peoples.

3. SCOPE OF INTERAMA

Interama will encompass the world, though at the beginning emphasis will be placed on the countries and industries of the Western Hemisphere.

4. LOCATION

Interama is located on 1,700 acres of land in greater Miami, Fla., known as the "Gateway of the Americas" because of its geographical location and cultural bonds with Latin America.

5. ANTICIPATED ATTENDANCE

Feasibility reports by Interama's management consultants, Economics Research Associates, conservatively estimated that 12.5 million visitors will pass through Interama's gates each year. Attendance is expected to increase significantly as tourism to the state grows through the influence of Interama. Official figures show that more than 17.5 million persons visited Florida in 1966, spending more than \$4 billion.

6. OPENING DATE AND STATUS OF CONSTRUCTION

Interama is scheduled to open in 1969. Six of the leading architects in the United States have completed schematic drawings for pavilions of the nations of the Western Hemisphere in the International Area. Construction of roads and preliminary work for the installation of water and sewage lines, power and telephone cables is under way.

The architects and their projects are:

Marcel Breuer	Community for Argentina, Brazil, Venezuela and Uruguay.
Louis I. Kahn	Community for Nicaragua, Mexico, Panama, Honduras, Guatemala, El Salvador and Costa Rica.
Paul Rudolph	International Bazaar
Dean Jose Luis Sert	Community for Colombia, Peru, Paraguay, Bolivia, Chile and Ecuador.
Edward Durell Stone	The U. S. Pavilion.
Harry M. Weese	Community for Haiti, Santo Domingo and possibly Free Cuba.

7. INTERAMA SYMBOL

A soaring, 1,000-foot Tower of Freedom, located in the sparkling Interama lagoon, will be the physical and spiritual symbol of Interama. The Tower of Freedom will take its place among the

other major monuments of the world, illustrating man's desire to reach ever upward in intellectual, spiritual and physical freedom.

The Tower, designed by Minoru Yamasaki who is known throughout the world for his architectural masterpieces, will house a revolving restaurant and observation platform from which visitors will be able to view everything from the populous Florida Gold Coast to the wilderness of the nearby Everglades.

8. OPERATIONS OF INTERAMA

The Inter-American Center Authority, an agency of the State of Florida, presently headquartered in the Terminal Building of the Miami International Airport, is responsible for the creation, planning, building and operation of Interama. The agency is self-supporting and draws on no tax dollars.

Members of the Authority are appointed by the Governor. The members are: Governor Claude R. Kirk, Jr., Ex-Officio and Standing Chairman; James F. McKillips, Jr., Vice Chairman; David W. Walters, Secretary-Treasurer; Harry Hood Bassett, Member; Stephen P. Clark, Member; George H. Cooper, Sr., Member; William D. Pawley, Member; David Rabinowitz, Member; Mrs. M. Athalie Range, Member; Frank Smathers, Jr., Member; Milton N. Weir, Jr., Member; and Dr. Irving E. Muskat, Honorary Chairman for Life.

9. PLANNING FOR THE FOUR MAJOR AREAS

In keeping with the Interama theme, four principal areas have been designed as distinctly individual but interwoven entities -- International, Industrial, Cultural-Festival and Sports-Leisure.

The activities and programs of these areas will overlap. Governments, industries, cultural groups, leisure and sports groups will cooperate in programs of communicating the entertaining and educational story of each of the areas which depict major influences in every person's life.

10. INTERNATIONAL AREA

Governments of the Western Hemisphere will be housed in a complex of highly individual but harmonious buildings designed by

six of the outstanding architects of the United States. These pavilions will be provided free of charge to the various participating governments which will be responsible for their national exhibits.

Each country will be afforded equal exhibition space, living facilities for a resident commissioner, a national house for receiving guests and facilities for housing 15 student guides.

All countries also will be provided space in the International Bazaar where visitors may watch skilled artisans at work and purchase the arts and crafts native to each nation.

Auditoriums, a parliamentary meeting center, a special projection theater and many other facilities will be at the disposal of international participants.

The theme for the U. S. Pavilion will be PARTNERS IN PROGRESS THROUGH FREEDOM. The U. S. exhibit will contain, among other things, an audio visual library where visitors may select film clips or tape recordings on a multitude of subjects.

The student guides, future leaders of their countries, will not be housed according to nationality, but will be mixed so that each may learn the ways of their neighbors, bringing about a better understanding and friendship for their sister republics and peoples.

11. INDUSTRIAL AREA

Interama will provide the first permanent, common meeting ground for better communications, understanding and relations between the major industries and peoples of the Western Hemisphere.

The Authority is making available free land and other facilities for 25 to 30 of the leading industries -- those which have contributed most to The American Way of Life.

Industry will have the opportunity to tell its story to an estimated 12.5 million visitors a year. At the same time, corporation executives will be able to more fully explore new Latin American markets, open up new sources of raw materials and establish better commercial relations with the nations of the Western Hemisphere.

Interama will derive no revenue from industrial exhibitors since the Authority will rely almost exclusively on general admission charges for its income. This will be made possible through diversified and stimulating, entertaining and changing exhibits, programs and activities of uniformly high quality by exhibitors to draw a constantly increasing flow of visitors to Interama.

Each industry may construct and operate its own facility on land provided at no cost by the Authority. Industrial participants may also sponsor theaters, auditoriums or museum facilities in the Cultural-Festival Area and initiate programs in the Sports-Leisure Area.

Other Interama facilities will be made available to industry for such things as national sales meetings, board of directors conferences and stockholders meetings where shareholders in a company may see in graphic, dynamic displays how firms in which they hold interests are stimulating scientific and industrial accomplishments in transportation, communications and development of natural resources which have provided an abundance of the necessities and luxuries of life.

12. CULTURAL-FESTIVAL AREA

Interama's Cultural-Festival Area will be the showplace of all forms of the cultural and festival activities in the Western Hemisphere. Facilities will be provided for all of the performing and static arts with programs directed at supplying a constant variety of entertainment for the visiting public.

The Cultural-Festival Area will also provide a permanent home for theater groups, a philharmonic orchestra, classic and modern dance groups as well as facilities for traveling musical, dance and drama companies from throughout the world.

Among those facilities planned are:

--An Outdoor Marine Amphitheater, featuring a floating stage, with a seating capacity for approximately 12,000 persons. This will be located on the Interama Lagoon. It will be used for outdoor concerts, choral presentations, ballets, plays and pageants which do not require a highly controlled technical environment. The area also may be used as a grandstand for marine sports competition and outdoor spectacles such as water shows, fireworks and sound and light displays.

--A Symphony Hall to house major resident or visiting philharmonic orchestras. The technical and acoustical qualities of the hall, including a projected seating capacity for 2,000, is especially designed for symphonies or large choral groups.

--An Opera, Ballet and Musical Theater is planned for seating some 3,000 persons. Its form will respect the traditional needs of grand opera, ballet and modern dance and Broadway musicals.

--A Theater for the Dramatic Arts will be designed with a technical flexibility to accommodate conventional Broadway productions as well as theater-in-the-round performances, Shakespearian and classic Greek plays. This theater, seating 600 to 1,500, will serve as a home for permanent professional theater groups and will house traveling theatrical companies.

--An Art Gallery for the display of outstanding paintings, sculpture and related visual arts from the Old World classics to contemporary works. This will have a display area of some 30,000 square feet of galleries, two lecture and motion picture projection rooms as well as a library and two workshop studios for painting and sculpture classes.

--A Museum designed to house the priceless artifacts and treasures of the ancient civilizations of the Western Hemisphere, including the Aztec, Toltec, Mayan, Inca and American Indian cultures.

All countries have special holidays which they celebrate in a festive manner. Here, the visitor will be able to take part in "Carnival" from Argentina, the Mardi Gras of New Orleans and to celebrate Independence Days of all nations or watch the colorful ceremonies and dances of various cultures of Latin America.

Through this participation, the visitor will leave with a better understanding of the customs and peoples of the Western Hemisphere.

Here the visitor will be caught up in the gaiety and glamour of national holidays and accompanying festivals of all nations where fun and enjoyment reign over all.

13. SPORTS-LEISURE AREA

Under The American Way of Life, the average individual has more time and money to devote to leisure and sports activities.

Therefore, the Sports-Leisure Area has been designed for visitors to satisfy their interest in sports or leisure activities, such as golfing, water skiing, skin diving, bowling, camping or boating.

Or, the visitor may want to watch a major college, professional or international baseball, football, basketball or soccer game in the huge sports stadium -- the center of the sports complex. This sports complex will be designed to attract such international sporting events as the Summer Olympic Games and Pan American Games.

Sporting goods manufacturers, who sold an estimated \$3 billion worth of equipment during 1966, may demonstrate their latest products to the visitor in special areas.

Nature trails, waterways, lagoons, picnic areas and a 300-boat marina will be available to the visitor for leisure and relaxation.

One of the feature attractions of this area will be the Children's World. Parents will be able to leave their youngsters here under the guidance of trained personnel. Special facilities will bring to life children's story-book heroes and legends, allowing the youngsters to participate in a world of make-believe come true.

14. FEDERAL PARTICIPATION

A Federal Act (PL-89-355) was signed February 19, 1966, by President Lyndon B. Johnson authorizing the Federal government to spend up to \$9.5 million for a Federal exhibit and two years of maintenance.

A bill appropriating money for the U. S. exhibit was passed by Congress on October 22, 1966, and signed into law a few days later by President Johnson.

The appropriated money is being used by the U. S. Department of Commerce which has been assigned the responsibility, under terms of PL-89-355, of providing the design, fabrication and administration of the Federal exhibit in the U. S. Pavilion.

15. LATIN AMERICAN PARTICIPATION

Of the 19 Latin American countries invited to participate by the U. S. Government, 18 have agreed by written or verbal communication to participate in Interama. The 19th country is studying the proposal and is expected to report favorably.

Of this number, 13 have sent delegations to Interama to select their national houses and locations in the International Bazaar. Many of these countries already have selected Interama Committees which are now planning their national exhibits.

16. INTERAMA FINANCING

A \$21 million bond issue, underwritten by Goodbody & Company, was issued after validation by the Circuit Court of Dade County and affirmed by the Florida Supreme Court. Of this, \$8 million was initially sold, with approximately \$3.5 million used for preparation of the 680-acre core site for the exposition.

On January 26, 1967, the Authority sold an additional \$3 million of the issue, leaving the balance of \$10 million to be sold at a later date.

The bonds are backed by the value of the land, appraised at \$64 million when developed for its best potential use.

17. OTHER FINANCING

The Community Facilities Administration has agreed to loan Interama \$22 million for the design and construction of pavilions for the Western Hemisphere in the International Area.

The Florida State Road Department has agreed to construct, at an estimated cost of \$7 to \$8 million, 9.5 miles of interior roads and approximately eight miles of access roads as designed to meet Interama needs. This will be done at no cost to Interama.

The City of Miami contributed, on a deferred payment basis of \$8.5 million, the 1,700 acre site of Interama.

Dade County made \$322,000 available for the preliminary studies.

The City of North Miami has authorized a bond issue to provide water and sewage lines throughout the Interama site at a cost of \$3.3 million, with no capital outlay by Interama.

Florida Power and Light Company and Southern Bell Telephone Company have agreed to provide, at their cost, underground electric and telephone cables throughout the grounds at an estimated cost of \$15 million.

18. TAXES

The law establishing the Inter-American Center Authority includes a tax exemption clause which reads: "... all exhibits within the center for which no admission charge is required by the exhibitor, and the structures housing the same, shall be deemed to be property held and used exclusively for scientific or educational purposes and exempt from ad valorem taxation."

19. FOREIGN TRADE ZONE

Interama has been authorized by the State of Florida to apply for a foreign trade Zone to the U.S. government and will do so if the need develops.

20. SALES AND SERVICES BY EXHIBITORS

Present plans call for exhibitors not to sell merchandise or services in their exhibits, though exhibitors may take orders for outside delivery. The only area where sales will be permitted will be in the International Bazaar located in the International Area. Here the visitor will be able to select and make personal contact within the regional atmosphere of the participating Latin American nations.

21. RESTRICTIONS

Interama's requirements for exhibits from industry and governments are that they fit into Interama's theme of -- THE AMERICAN WAY OF LIFE -- PROGRESS WITH FREEDOM. Architecture will be in keeping with the overall Interama project as to size and character.

22. VISITOR ADMISSION CHARGES, PARKING AND INTERNAL TRANSPORTATION

Visitors entering the Interama grounds will be required to pay an admission charge which will make available, at no further cost, a new concept in rapid transit systems set up for movement of visitors around the Interama complex.

Approximately 130 acres have been set aside for parking in landscaped lots located conveniently to each major area. These lots are capable of accommodating an estimated 15,000 automobiles.

Motorists and boaters will be able to drive or boat around the Interama grounds on peripheral roads and canals without actually entering the exhibit areas.

23. DURATION OF VISITORS STAY

It will be virtually impossible for a visitor to take in all of Interama's vast area and multitude of exhibits and events in a single day. Since Interama's design is influenced by its sub-tropical atmosphere, the visitor would be inclined to relax and see what interests him at his leisure, thus encouraging return visit. The wide variety of Interama exhibits and activities will have something to offer all visitors.

24. TRANSPORTATION

Some 98 domestic, international and charter airlines serve the Greater Miami area at Miami International Airport, Palm Beach and Broward International Airports. There are numerous smaller airfields in the vicinity for private aircraft.

There are two major seaports, Miami and Port Everglades, within minutes driving time from Interama.

Eight major highways radiate from Interama. Interstate 95 and the Sunshine State Parkway are within a few miles.

Two major railroads serve the Greater Miami area, Seaboard Coast Line and Florida East Coast.

Two interstate bus companies, Greyhound and Trailways, serve the Greater Miami area with numerous schedules.

25. ROOMING ACCOMMODATIONS AND EATING PLACES

The Dade, Broward and Palm Beach County area has 735 hotels with 61,270 rooms, 1,245 motels with 31,831 rooms, 15,168 apartments with 152,748 rooms, and 15,168 rooming houses with 21,486 rooms. In addition, there are 6,763 restaurants with seating capacity for 377,100 persons in the tri-county area.

26. SUPPORT FOR INTERAMA

President Harry Truman
President Dwight Eisenhower
President John F. Kennedy
President Lyndon B. Johnson
The Congress of the United States
The Governors of the State of Florida
The Legislature of the State of Florida
The City of Miami, Dade County and the
municipalities in the county.
The Organization of American States
The American Municipal Association
The National Association of Counties
The Chamber of Commerce of the Americas
The Inter-American Council of Commerce
and Production.

27. LEGISLATIVE HISTORY

Both houses of Congress issued a joint resolution on September 27, 1950, supporting the establishment of Interama for the development of improved relations and increased trade with Latin America and called for federal cooperation with Interama's aims.

A Presidential Proclamation supporting the Inter-American Cultural and Trade Center was issued on January 30, 1952 by President Truman.

The majority of the members of Congress signed a petition to President Johnson in 1964 urging support of a \$22 million government loan for the design and construction of buildings in the International Area.

An agreement for the \$22 million loan was approved by the Community Facilities Administration on March 2, 1965.

On February 19, 1966, President Johnson signed into law a bill calling for a \$9.5 million federal exhibit at Interama.

Congress, on October 22, 1966, passed an appropriations bill including money for the U. S. exhibit. The bill was signed into law a few days later by President Johnson.

On April 1, 1966, President Johnson invited major nations of the world, particularly those of the Western Hemisphere, to participate in Interama.

28. OTHERS WHO HAVE WORKED ON THE INTERAMA PROJECT

In addition to the permanent Interama staff, the Inter-American Center Authority has spared no effort to hire the best qualified firms and consultants to help with the planning, design, scope and concept of Interama.

Architectural Planning and Design

Robert Bradford Browne, Architect	Miami, Fla.
Milton C. Harry, Architect	Miami, Fla.
Edward D. Stone, Jr., Landscape Architect	Ft. Lauderdale, Fla.

Architects for Western Hemisphere Buildings

Marcel Breuer	New York, N. Y.
Louis I. Kahn	Philadelphia, Pa.
Paul Rudolph	New York, N. Y.
Dean Jose Luis Sert	Cambridge, Mass.
Edward Durell Stone	New York, N. Y.
Harry M. Weese	Chicago, Ill.

Architect for the Tower of Freedom

Minoru Yamasaki	Birmingham, Mich.
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Lighting

Richard Kelly	New York, N. Y.
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Engineering

Rader and Associates	Miami, Fla.
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Traffic Engineering

Wilbur Smith & Associates	New Haven, Conn.
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Economic Research

Arthur D. Little & Co.	Boston, Mass.
Economics Research Associates	Los Angeles, Calif.
First Research Corporation	Miami, Fla.
Ebasco Services, Inc.	New York, N. Y.

Bond Counsel

John Mitchell of Nixon, Mudge Rose, Guthrie, Alexander & Mitchell	New York, N. Y.
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Underwriters

Goodbody & Company

New York, N. Y.

Trustee and Paying Agents

Florida National Bank & Trust

Company of Miami

Miami, Fla.

Chemical Bank New York Trust

Company

New York, N. Y.

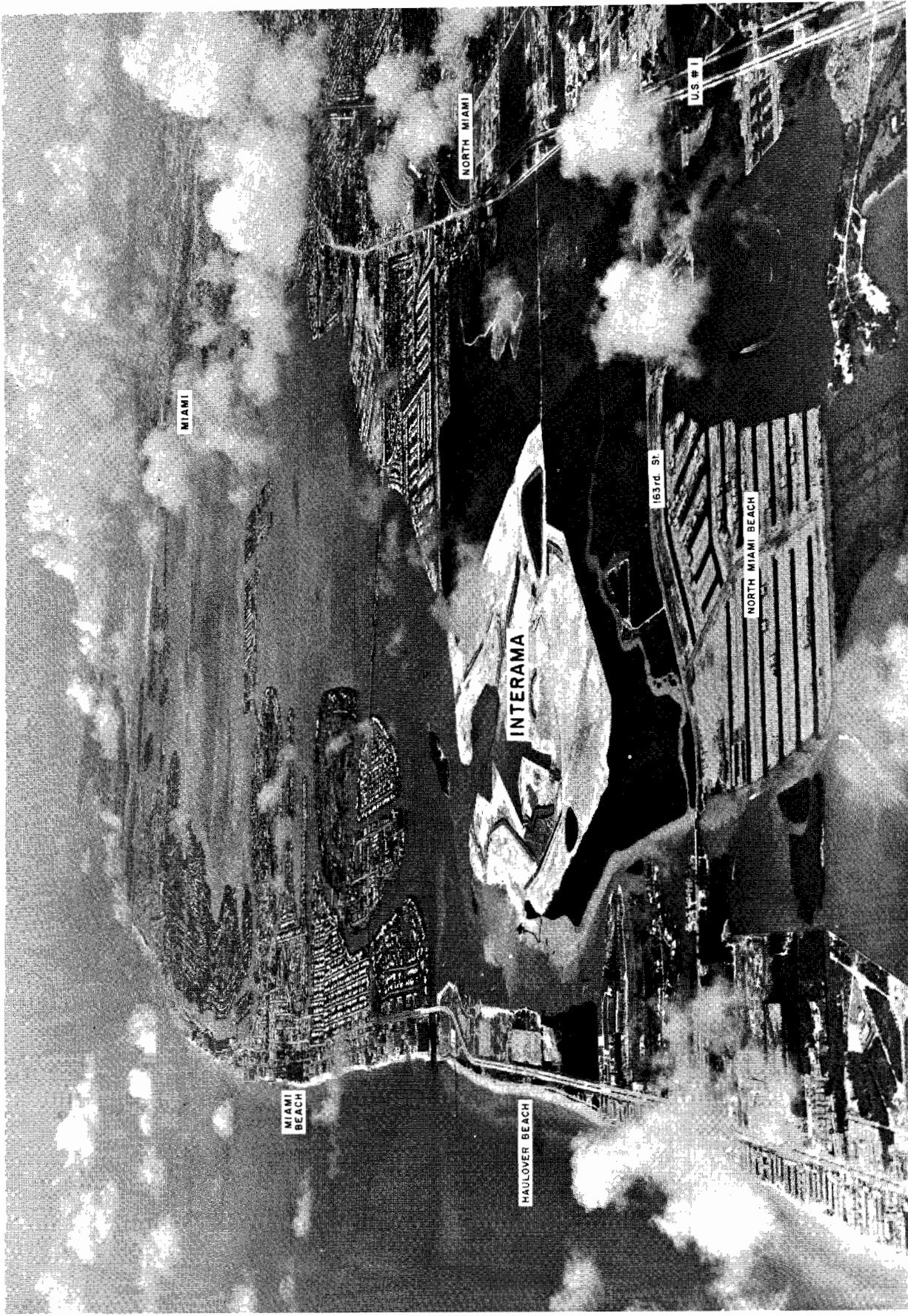
Auditors

Touche, Ross, Bailey & Smart

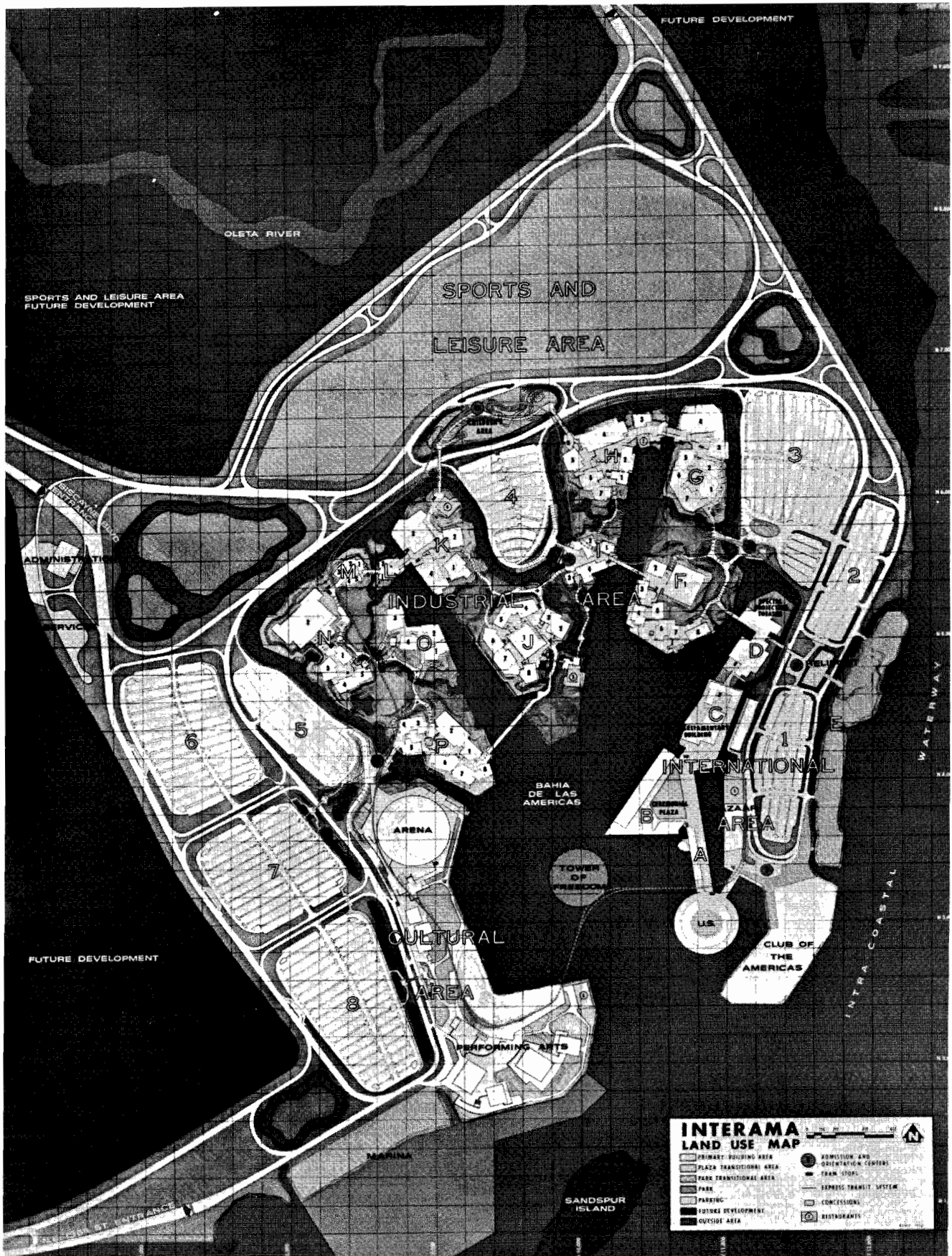
New York, N. Y.

Morgan, Altemus & Barrs

Miami, Fla.



TODAY - INTERAMA's 680 acre Site Takes Shape - 5, 800, 000 cubic yards of material has been moved to clear and fill the site. Biscayne Bay, Miami and Miami Beach are in the background.



INTERAMA - Site plan shows location of the four principal areas. Shown are the International Area, the Industrial Area, the Cultural Area and the Leisure-Sports-Vestival Area. Three entrances from the north, south and west will provide access to INTERAMA. There will also be a marine entrance for boats entering the lagoon from Biscayne Bay between the Cultural and International Areas.

