

**CONCEPT FOR THE SPORTS AND LEISURE AREA
AT THE INTER-AMERICAN CULTURAL AND TRADE CENTER**

A PROGRAM FOR SPORTS AND LEISURE ACTIVITIES AT INTERAMA

No State in the Union has more of a stake in the future than Florida.

Florida is one of the major growth areas in the nation. It is also a State with both national and international horizons, destined to make many unique contributions to the progress and well being of the entire hemisphere. Interama, Florida's international trade and cultural center, may well be the most important of these contributions.

At Interama, the crossroads of the Americas, a visionary community will rise. A community which will explore the evolving patterns of progress in contemporary American society and demonstrate what they portend in terms of the good life for men everywhere. Here, will be assembled a community of persons representing a wide cross section of society, living and working together. Here, more than 12.5 million annual visitors will become actively involved in the programs and activities of Interama's visionary community.

Commitments have been obtained from government, industries and private institutions throughout the hemisphere to participate in and support this undertaking. With the State of Florida this demonstration community is an act of faith--faith in its own future, and in the ability of our democratic-technological society to provide a life of substance and quality for all.

The leisure industry is a uniquely American enterprise and one of particular importance to the people of Florida. The average working American has 3,000 waking hours off the job, equal to 14-two week vacations each year. He is spending \$30,000,000,000 during these hours, more than twice the sum of the highest European national budget, on entertainment, sports, clothing, food, furniture, instruments and other manufactured props of modern leisure activity.

Leisure is a significant factor in contemporary society. Interama's demonstration community will show how leisure needs can best be served in the context of a planned environment where human activities and needs are paramount, where each component part complements the other and enhances the whole.

The patterns of progress in the leisure industry indicate that work and play, which we so assiduously separate today, will be brought together in a community of the future. Work we enjoy constantly recreates us and creative play brings the satisfaction of work well done. This work-play concept will be interwoven throughout all of Interama and will be the basis for the leisure industries' participation in the demonstration community.

Interama is, therefore, considering the selection of a single progressive corporation which could approach the many industries now dedicated to sporting, leisure and entertainment activities to implement this concept as a joint venture. Such joint participation would be organized by the prime corporation to serve specific industry-wide needs and at the same time to serve the recreational needs of residents and visitors within the context of the demonstration community.

The former category would include a specialized trademart for sporting goods and leisure industry products where all the wholesale trade and marketing activities of the industry could be consolidated. It would also include permanent sportsmen's and boating shows and similar retail oriented promotions where the industry could measure the impact of a new product on the public and visitors could make known their desires in the way of developments and innovations.

The latter category would include a wide variety of conventional participating and spectator sports as well as new activities with great recreational potential which are not now exploited by the public or the leisure industries. Because of the demonstration community's commitment to explore new ideas, even conventional recreation in this context will assume different dimensions. In this context recreation will be programmed to supply that which is missing in the individual's search for a satisfying contributing and relaxed life. From this approach visitors and residents alike will be encouraged to rediscover the continuity of esthetic and recreational experience within the normal activities of living and making a living. In the process untapped markets for the leisure industries might well be uncovered and expanded.

As a demonstration of a newly evolving pattern, recreation at Interama will not be specialized and compartmented but will be presented as a thoroughly integrated experience--integrated with activities of business and commerce and integrated within itself. Life is a rounded thing and not parceled out as most recreational buildings assume it to be.

At Interama we can expect to see sporting goods and clothing displayed and retail activities conducted in the environs of a major sports arena. Art work and paintings will be displayed and libraries operated in the galleries of a baseball stadium. Product testing and demonstration will take place on public golf courses and marinas with the public as active participants. The sportsman will derive a valuable extension of his recreational experience by touring pilot plants to talk with the men who design and manufacture the sports equipment.

It is anticipated that the sports and leisure activities at Interama will require structures to accommodate a functioning sports trade mart and major programs of product display and retail sales. Integrated with these will be facilities to house large scale games and sporting events.

These in turn will become part of a demonstration community with many other aspects of recreational endeavor including art galleries, museums, theatres and music halls. These will all be interrelated in function to provide a unique leisure experience and a new insight into the art of living the better life.

APPENDIX A

Suggested Sports and Leisure Activities

Many of the following activities will be best handled as exhibits, and others, such as golf, will be concessions:

Bowling Sports

Duck Pins
Ten Pins

Court Sports

Handball
Horseshoes
Jai-Alai
Tennis
Shuffleboard
Squash

Family Sports

Camping
Hiking

Field Sports

Baseball
Field Hockey
Lacrosse
Polo
Soft Ball
Track and Field

Golf

Professional Course
Par 3 Course
Driving Range
Putting Greens
Miniature Golf

Gymnasium Sports

Badminton
Basketball
Boxing
Fencing
Gymnastics
Judo
Volley Ball
Weight Lifting
Wrestling

Lawn Sports

Croquet
Bowling
Tennis

Miscellaneous Sports

Horse Shows
Dog Shows
Parachuting
Rodeos
Soap-Box Derby

Riding Sports

Bicycle
Horseback
Motorcycle

Rink Sports

Roller Skating
Ice Skating
Hockey

Target Sports

Archery
Rifle Range
Skeet Shooting

Table Sports

Chess
Billiards
Table Tennis
Checkers

Winter Sports

Skiing
Ski Jumping
Tobogganing

APPENDIX A-2

Water Sports

Boating
Canoeing
Diving
Fishing
Log Rolling
Power Boat Racing
Rowing
Scuba Diving
Skin Diving
Skish
Swimming
Water Bicycles
Water Polo
Water Skiing
Yachting

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