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WORLDFAIRPHOTOS.COM

1982 World's Fair-
Biggest Event in
40 Years



THE 1982 WORLD'S FAIR

**GREAT VACATIONS ARE BEING PLANNED
AROUND THE BIGGEST EVENT IN FORTY YEARS!**

The following information is supplied courtesy of the Knoxville International Energy Exposition.

The 1982 World's Fair in Knoxville, Tennessee, is the first World's Fair to be held anywhere in the world since 1975—and is the first ever to be held in the southeastern United States.

That's why the world is focusing on this energetic, gifted metropolis (population 450,000), home of the Tennessee Valley Authority and the Oak Ridge National Laboratory (birthplace of the atomic age), and the gateway to the Great Smoky Mountains National Park.

In the tradition of great World's Fairs

Saudi Arabia, the United Kingdom, and the European Community including Belgium, the Netherlands, Denmark, Ireland, Luxembourg and Greece.

America's leading corporations are also taking part with exciting presentations at the Fair. Ford Motor Company is showcasing automobiles and fuels of the future. Stokely-Van Camp has produced a Folklife Festival, the largest ever, revolving around the arts, crafts, entertainment, food and lifestyle of the Southern Appalachian region of the United States. The firm is also sponsoring the Gatorade Sports Hall of Fame, featuring memorabilia from

A GLIMPSE OF THE FUTURE

All through the years, each World's Fair has put an indelible stamp on history, and The 1982 World's Fair in Knoxville—with energy as its theme—promises to be one of the most important and influential fairs in recent times.

Here, in a city within 400 miles of 52 million people, visitors will come from around the world to share a once-in-a-lifetime experience, to teach, to learn, and to discover the products, ideas, innovations, technologies, talents, and sense of fun and adventure that is a World's Fair.

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in Montreal, Brussels, Paris, Spokane, Seattle, San Antonio, Chicago and New York. The 1982 World's Fair will draw millions of visitors from around the world during its six-month run. It is expected that when the Fair ends, 11 million visits will have been made to this exposition.

LARGEST IN 40 YEARS

Foreign nations from every continent are represented, and in terms of international exhibitory, it is the largest sanctioned World's Fair to be held in the United States in over 40 years.

Among the countries taking part are Australia, Canada, the Federal Republic of Germany, France, the Hungarian People's Republic, Italy, Japan, Peru, the Republic of Korea, Mexico, Panama, the People's Republic of China, Egypt, the Philippines, the Royal Kingdom of

sports halls of fame across the country. General Electric is sponsoring a World's Fair visit by the musical troupe "Up With People." Federal Express Corporation is presenting a spectacular laser sky show highlighting transportation and communication in the years ahead.

Among the other major companies taking part in the World's Fair are U.S. Steel, Occidental Petroleum, Tenneco Inc., North American Philips, Eastman Kodak, Coca-Cola, Philips Business and Information Systems, DuPont, Control Data, and Ford Motor Company.

America's gas and electric industries will have impressive pavilions at the Fair, as will the Tennessee Valley Authority, religious organizations, several states, and Knoxville, the host city. Other corporations are jointly sponsoring the Home of the Future, the Solar Home, and other fascinating presentations.

Among the exciting new ideas that will be introduced at the Fair is a new milk product of Dairymen, Inc. The milk is processed at ultra-high temperatures (UHT) so that it can be stored anywhere without refrigeration.

Robots and industrial robotics are being introduced to the general public on a grand scale. And The 1982 World's Fair will firmly establish computers as commonplace tools and toys, now and in the future.

SUNSPHERE GLITTERS WITH GOLD

The theme structure for The 1982 World's Fair is the 266-foot-high SunSphere, topped by a giant globe encased in glass manufactured with genuine 24-karat gold dust. The energy-efficient glass will give the sphere a distinctive glow visible for miles. Inside the sphere is a two-level restaurant and three

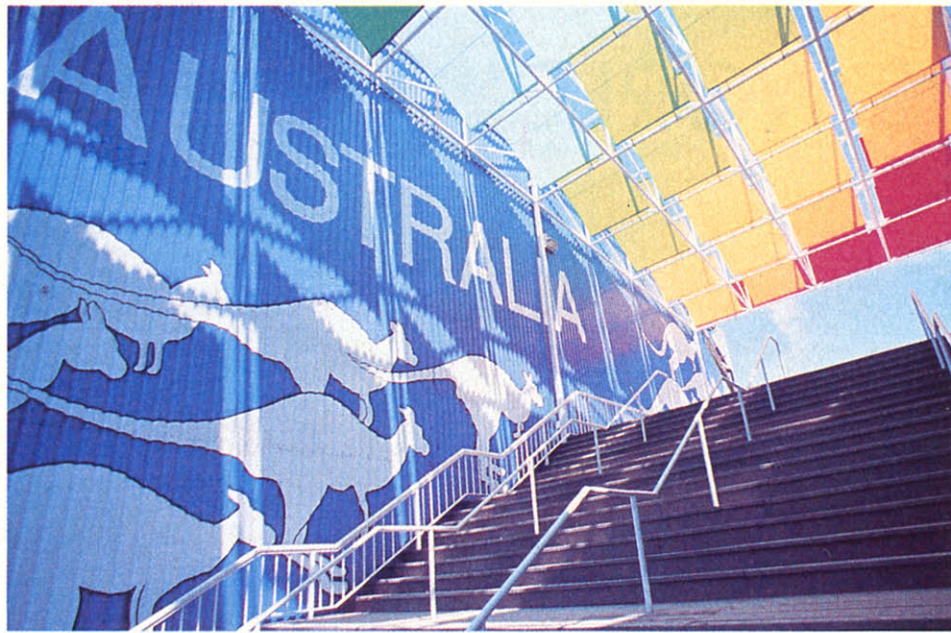


Photo courtesy of Knoxville World's Fair

observation decks affording a commanding view of the 72-acre, mile-long Fair site.

Certainly the centerpiece and a major highlight of The 1982 World's Fair is the \$12.4 million United States Pavilion—an architectural wonder and energy showcase with an abundance of awesome and dazzling demonstrations and entertainment. The cantilevered structure rises dramatically six stories into the air, and is crowned by a 5,000-square-foot solar collector running the entire length of the pavilion, powering the building's air conditioning and hot water system.

Inside—a plethora of advanced scien-

tific, electronic and technological miracles.

Nightly fireworks spectaculars; parades; strolling entertainers; theme characters; and international dance, vocal and instrumental groups all add to the color and excitement every day.

One of the largest ferris wheels in the world is at The 1982 World's Fair along with a new kind of roller coaster, never before seen in the United States, that travels at breathtaking speed. Many other new and popular adventures are on site, including state-of-the-art electronic games and amusements.

The Athletic Congress Track and Field Championships, the Avon Women's 10K Road Race, and international base-

ball and basketball tournaments are among the major sports events scheduled to take place during the Fair.

Dancing fountains, the meandering Tennessee River, a giant "Family Fun-Fair," a manmade 3.7-acre lake man and nature have combined forces to create one of the finest World's Fair sites in history.

A 75-foot-high aerial gondola and a chairlift will whisk visitors around the site, and riverboats will cruise the Tennessee River bordering the World's Fair site.

And the energies of thousands of people from countries around the world will serve to create what has already been forecast as one of the world's greatest World's Fairs.

One-day admission to the Fair is \$9.95 for adults, \$9.25 for those over 55, and \$8.25 for children 4-11. Children under four are admitted free. Two-day admission is \$15.95.

To reserve lodging in Knoxville, call the World's Fair Housing Bureau at (615) 971-1000. Accommodations include hotels, motels, campsites, houseboats, college dormitories, private homes, apartments, recreation vehicles and condominiums.

Parking lots in and around the city and in neighboring communities, together with a shuttle bus system, make travel to the Fair site easy, comfortable and trouble free.

A visit to the Knoxville World's Fair in 1982 will change you.

As it will change the world. △



Photo courtesy of Knoxville World's Fair

dom, the Hungarian People's Republic, the People's Republic of China, Panama, the Philippines and the 10-nation European Community are taking part. Tennessee, North Carolina, Kentucky, West Virginia, South Carolina, Georgia and Oklahoma are among the states represented. And major corporations from the United States and around the world will showcase the past, present and future with exciting presentations.

5. THE SITE. The 1982 World's Fair is situated on a 72-acre, mile-long setting in the heart of Knoxville. The site borders the Tennessee River and serves as a natural bridge between the center of the city and the main campus of The University of Tennessee. Construction is on schedule. A hard-working and dedicated labor force, working under terms of a no-strike agreement, has assured that all will be completed by Opening Day, May 1, 1982.

6. ON-SITE TRANSPORTATION. World's Fair visitors will be whisked around the 72-acre, mile-long site by a 70-foot-high aerial gondola skyride (1,600 people per hour), a chairlift (2,400 people per hour), and, along the Tennessee River, by riverboat.

7. HUMAN SERVICES. First aid stations, banks, a post office, a lost-and-found booth, a lost child center, information booths, chaplain service, wheelchair and baby stroller locations, and rental lockers are among the many human services available on site.

8. ARCHITECTURE. The architecture on site is exciting and dramatic. The Sun-sphere is a 266-foot-high structure with a mammoth 70-foot-wide glowing globe that has five levels. The first level is an observation deck large enough to hold 184 people. The second level is a kitchen where food will be prepared for the 216 people in the third-level dining room and 160 people in the fourth-level restaurant. On the fifth floor is another observation deck that will hold 227 people. The restaurant in the Sun-sphere has a capacity for 376 people in all, the observation decks, 411 Three elevators—two passenger and one freight—travel to the top of the sphere at a rate of 350 feet per minute. The elevator ride will premiere with ticket prices for adults at \$2.00 and ticket prices for children under 12 at \$1.50. The Sun-sphere is privately owned and, after the Fair, will continue to operate as a restaurant with observation decks and as a tourist attraction.

9. ACCOMMODATIONS. There are accommodations for 45,000 people per day in hotels, motels, inns, apartments, college dormitories, private homes and campsites in Knoxville and the nearby Gatlinburg-Pigeon Forge resort areas. For clean, comfortable, maintained lodging at reasonable rates during The 1982 World's Fair, there are only two numbers you need to know: (1) for hotels and motels, call (615) 971-1000 (call only, do not write); and (2) for supplemental housing (apartments, condominiums, unoccupied single family dwellings, dormitory rooms and campsites), call (615) 971-4000. (Or you may write Lodging Services, Inc., P.O. Box 2229, Knoxville, TN 37901.)

10. TRANSPORTATION. McGhee Tyson Airport offers interstate service via USAir, Delta, Eastern, Republic and United Airlines, with regional service provided by Sunbird. Additional intrastate service is provided by Tennessee Airways and Scheduled Skyways. Greyhound and Trailways bus lines also serve Knoxville. Shuttle bus service between the Gatlinburg-Pigeon Forge resort communities and Knoxville will be in operation throughout the day and evening.

KNOXVILLE— JUST FOR FUN

DAYTIME
Restaurants
Historic Spots
Museums
Galleries
Parks
Zoos
Amusements
Sporting Events

NITETIME
Dining
Dancing
Live Entertainment
Lounges
Theatre
Ballet
Opera
Concerts

Frequent local transit service will be available from local hotels and motels to the main entrance. Carey of Knoxville/Bell Limousine (the "Official Limousine Service") will provide interpreters, chauffeured limousines, town cars, sedans and van vehicles to officials of the World's Fair, special guests and visitors of the event.

11. ADMISSION. One-day General Admission tickets to the World's Fair are \$9.95 (\$9.25 for adults over 55 years of age). One-day admission for children 4-11 years of age is \$8.25. There is a special two-day admission price of \$15.95 for everyone. Children under four are admitted free. Season Passes are also available for \$100, with special reduced prices on Season Passes prior to Opening Day. A Season Pass allows the holder unlimited admission to the World's Fair throughout its 184-day run and free entry to all exhibits, presentations, and most entertainment and activities taking place on site. It does not cover amusement rides, food, or merchandise. △

FOR MORE INFORMATION, WRITE: The 1982 World's Fair, P.O. Box 1982, Knoxville, Tennessee 37982. Telephone: (615) 971-1982. TWX/Telex No. 810-583-0582.

FACTS AND HIGHLIGHTS

1. THE EVENT. The 1982 World's Fair is an official international exposition, fully licensed and sanctioned by the Bureau of International Expositions in Paris, France. It will be the first sanctioned World's Fair ever held in the southeastern United States, the first to be held in the United States in eight years, and the first to be held anywhere in the world since 1975.

2. DATES. May 1 through October 31, 1982. The World's Fair will be open for 184 days over a six-month period.

3. LOCATION. The host community is Knoxville, Tennessee, gateway to the Great Smoky Mountains National Park, the most-visited national park in the entire United States. Knoxville has a

metropolitan population of more than 450,000, and more than 52 million people live within 400 miles of the World's Fair site. Three major interstates converge in the area: I-40, spanning the country from the Atlantic coast to the Pacific coast; I-81, linking the North to the South; and I-75, from the Midwest to Florida. Over \$224 million in highway improvements in and around the city are nearing completion to provide easy access and movement for World's Fair visitors. Knoxville is less than one hour's drive from Gatlinburg and the Great Smoky Mountains National Park, which serve over nine million visitors annually. The entire region abounds in history, scenery, crafts, attractions, sports, and family recreation.

4. PARTICIPANTS. Nations, corporations, organizations and associations from all over the world are participating in The 1982 World's Fair. In terms of international exhibitory, this Exposition is the largest sanctioned World's Fair to be held in the United States in more than 40 years. International pavilions, attractions, spectaculars, exciting exhibitory, dramatic presentations, culture, color, pageantry, and entertainment are all part of The 1982 World's Fair. Youth, service, and religious organizations will also be here to showcase their very special kind of energy. Countries including Australia, Canada, Egypt, the Federal Republic of Germany, France, Italy, Japan, the Republic of Korea, Mexico, Peru, Saudi Arabia, the United King-