



# **THE 1982 WORLD'S FAIR™**

**KNOXVILLE, TENNESSEE USA**



**DELUXE PICTORIAL SOUVENIR BOOK**



# THE WORLD COMES TO KNOXVILLE

From May 1 through October 31, 1982, an incredible, one-of-a-kind special event takes place in Knoxville, Tennessee.

The 1982 World's Fair.

It is another in the great tradition of World's Fairs, like those held in Brussels, Seattle, Montreal, Osaka and Spokane. Official sanctioning was awarded by the Bureau of International Expositions in Paris, France; The 1982 World's Fair is the first such exposition to be held in the southeastern United States.

The site of The 1982 World's Fair is a 72-acre, park-like setting in the center of Knoxville. The site borders the scenic Tennessee River, the central downtown district and the 400-acre University of Tennessee.

Knoxville's heritage dates back to the early history of our nation when it was the first capital of the Southwest Territory. Today it is a metropolitan market of more than 450,000 residents . . . and an important trading center of the Southeast . . . and located within easy reach of the major cities of the eastern half of the United States.

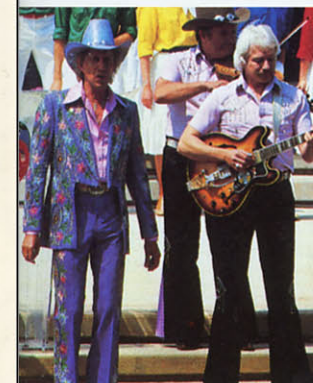
Knoxville is the gateway to the Great Smoky Mountains National Park and the quaint resort community of Gatlinburg. The National Park is the most heavily visited in the entire park system throughout the United States.

The charm of Great Smokies' scenery, history, shopping and family vacationing is unparalleled in the South.

Frequent shuttle bus service connecting Gatlinburg, Pigeon Forge, the National Park and the World's Fair will be available throughout the day and evening during the 6-month run of the exposition.

# THE 1982 WORLD'S FAIR™

## OPENING DAY CEREMONIES



With President and Mrs. Reagan opening this exciting 1982 World's Fair, the first day visitors were treated to a sun-drenched, fun-filled entertaining day with a multi-colored fireworks display to cap off the day's activities. Governor Lamar Alexander, Knoxville Mayor Randy Tyree, Senators Howard Baker and Jim Sasser were among the many dignitaries in attendance. Dinah Shore handled the introductions and the signing-in festivity. Entertainers, balloons and parades completed the opening day ceremonies. Later, President and Mrs. Reagan officially opened the United States Pavilion.





# UNITED STATES



The Energy Place, dedicated to United States' energy story told in a concise and colorful way. State-of-the-art exhibits located throughout six cantilevered atrium style levels, computers, laser discs and vivid images and Quadracon, the robot. Escalated to the top level visitors work their way down through the pavilion levels learning about energy sources, history and future. Glass towers stretching from floor to ceiling represent the nine energy sources used in the United States. The finale is the visit to the IMAX Theater featuring "Energy! Energy!", a movie specially produced for showing on the "Bigger Than Life" 65 by 90 foot screen.

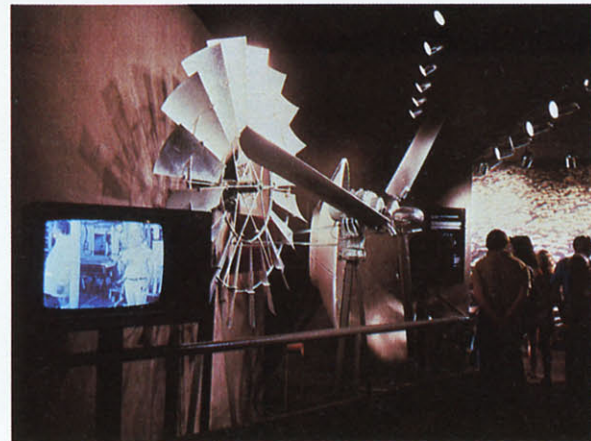




# AUSTRALIA



Visitors are attracted to the Australian Pavilion by the gleaming windmills and solar energy collectors. Inside are the fern and eucalyptus trees, exhibits of Australia's natural resources and its energy needs and supplies in this two level pavilion. Australian lifestyle is shown through film and audio-visual displays.



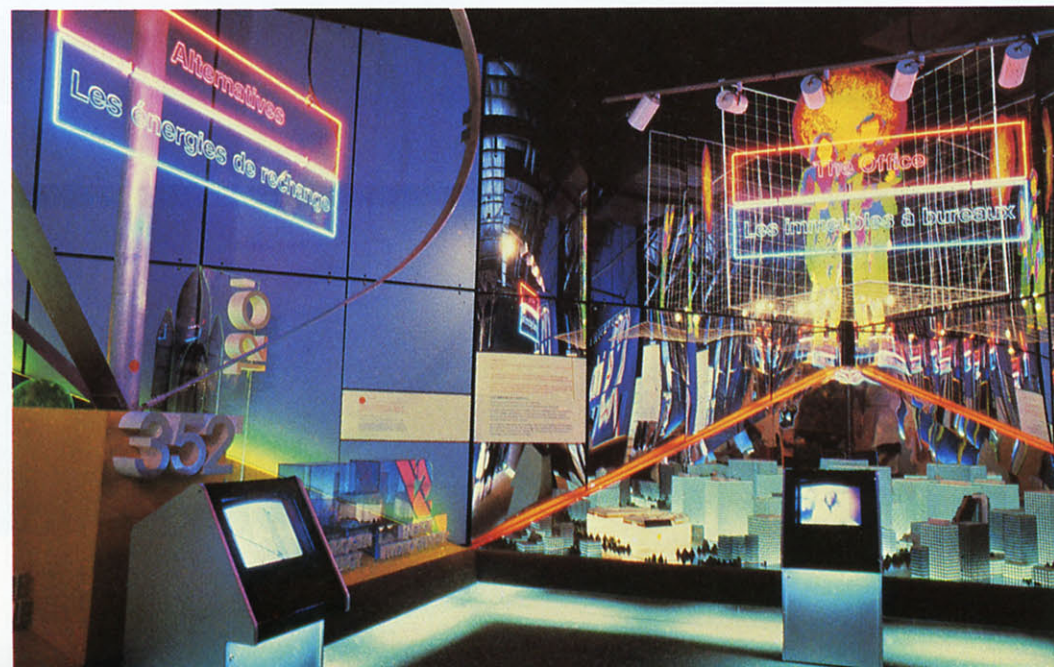
# PEOPLE'S REPUBLIC OF CHINA



The People's Republic of China in their first fair participation since 1904. Exhibits of Chinese culture, and art featuring hand-carved jade figures, statues, clay figures, tapestries, pearls, porcelain and silk. Pieces of the Great Wall of China and many energy exhibits are also featured.

# CANADA

Made up of two exhibit areas, the Canadian Pavilion offers an energy conservation animated film along with exhibits from many of the Canadian Provinces — Ontario's nuclear industry, conservation efforts of Saskatchewan, and Alberta's oil sands project. Canada shows what they are doing in exploration, innovation and conservation of energy.





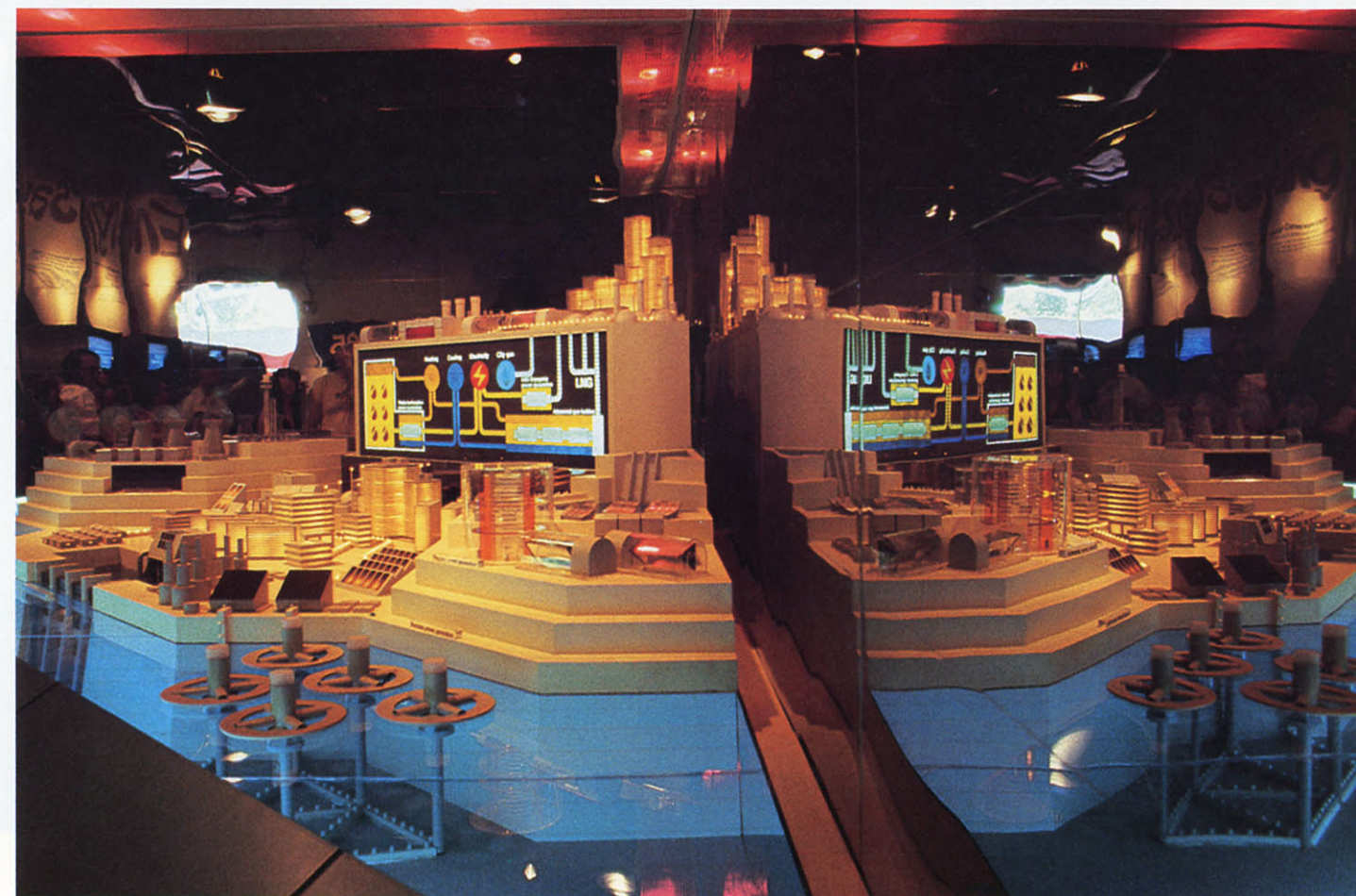
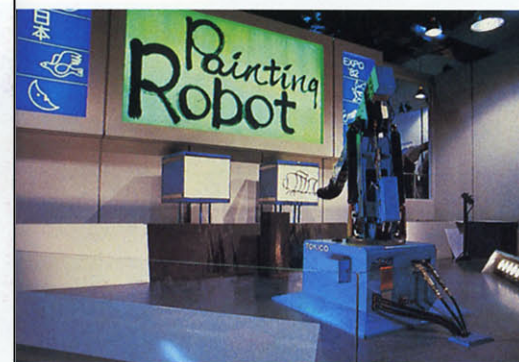
# EGYPT



# HUNGARIAN PEOPLE'S REPUBLIC



# JAPAN



The Egypt Pavilion focuses on their history dating from the Pharaoh Dynasty, the Greco-Roman period, the Christian and Islamic ages. Included in the exhibit is the bronze mummy of Osiris, a bronze cat sculpture, hieroglyphic tablet and many other cultural treasures.

The focal point of the Hungarian People's Republic Pavilion is the world-famous Rubik's Cube. Hungarian history, culture, customs and folklore is a feature of this exhibit as is their approach to energy problems. Traditional Hungarian foods and wines are served in the restaurant.

The Japan Pavilion with its three robots, one of which is a remote controlled painting robot, features community and total energy systems. There is a specially designed theater with a moving floor, oval shaped dome and spherical screen. Development of alternate energy sources is presented.



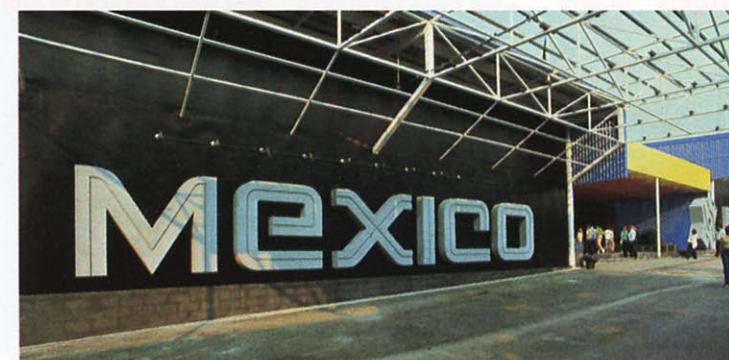
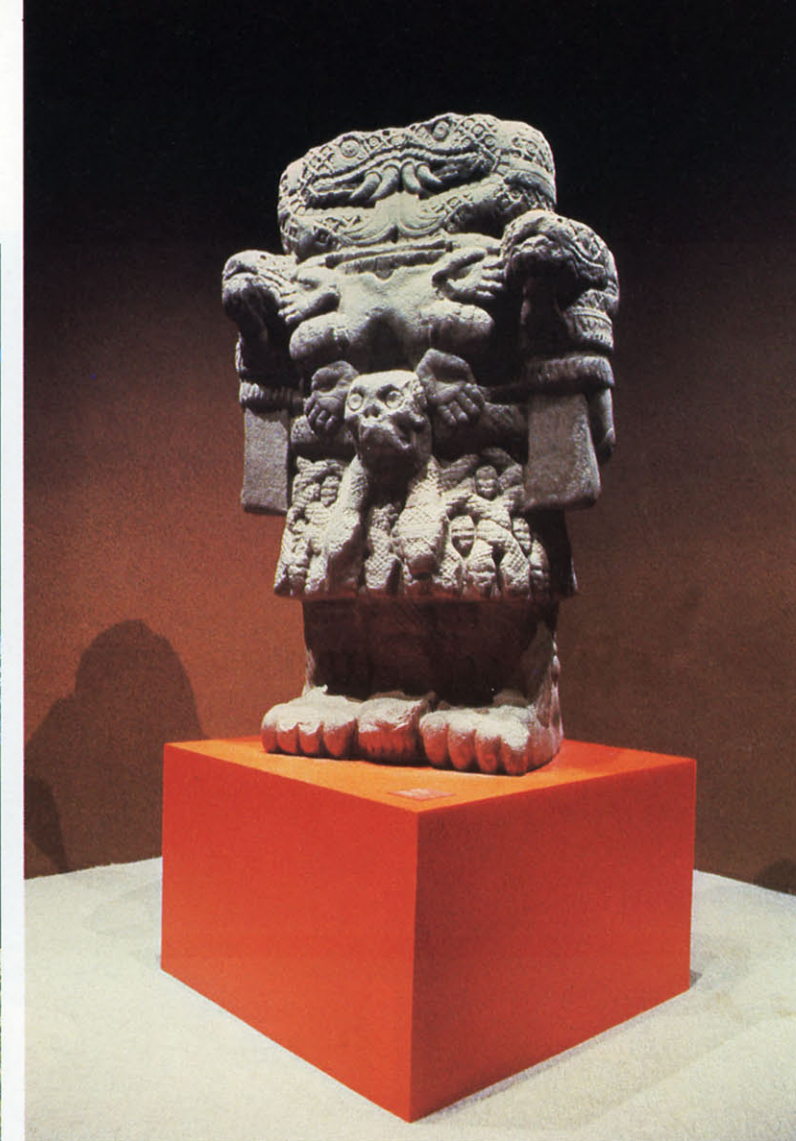
# REPUBLIC OF KOREA



The Republic of Korea Pavilion, with its theme, "New Horizon in Korea", highlights the field of energy conservation and alternative sources. With its water wheel and ornately decorated pagoda, the entrance, overhead is covered with colorful protective banners. Inside Korean folk dancers perform in colorful costumes and the restaurant serves traditional Korean cuisine.

The Mexico Pavilion displays four aztec symbols of the nation's history on the exterior of the building. A large section of the pavilion simulates an oil pool. With images projected on screens above the pool, Mexico emphasizes its emergence as a major oil exporter. The exhibit also showcases native arts and handicrafts. The restaurant serves traditional dishes.

# MEXICO



# PERU

A Peruvian mummy, possibly 1,000 years old is unwrapped during the Fair and on display in a large windowed area of the pavilion. Golden treasures dating to the Spanish conquistadors, folklore and crafts amid a variety of large murals is also exhibited.

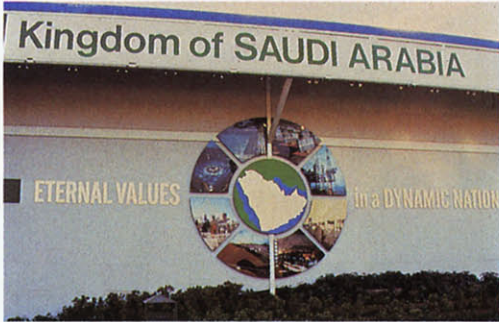




# REPUBLIC OF THE PHILIPPINES



# ROYAL KINGDOM OF SAUDI ARABIA



Republic of the Philippines Pavilion shows their Third World lead in research and development of thermal energy sources. Filipino crafts and entertainment are also exhibited. "King of the Road" is displayed at the entrance to the pavilion.

Royal Kingdom of Saudi Arabia displays an animated diorama of the Grand Mosque in their pavilion. Cultural exhibits are showcased as well as their developments in industry, agriculture, health and education, featuring a solar model.

# SUNSPHERE



The Sunsphere, theme structure for the 1982 World's Fair is a 266-foot-high exciting and dramatic tower topped by a mammoth 70-foot wide 5-level globe glowing with 24-karat gold dust. Three observation decks afford a breathtaking panoramic view. The third and fourth levels feature a restaurant and dining room. The soaring ride to the top starts through the Sunscope entrance at the base of the structure.





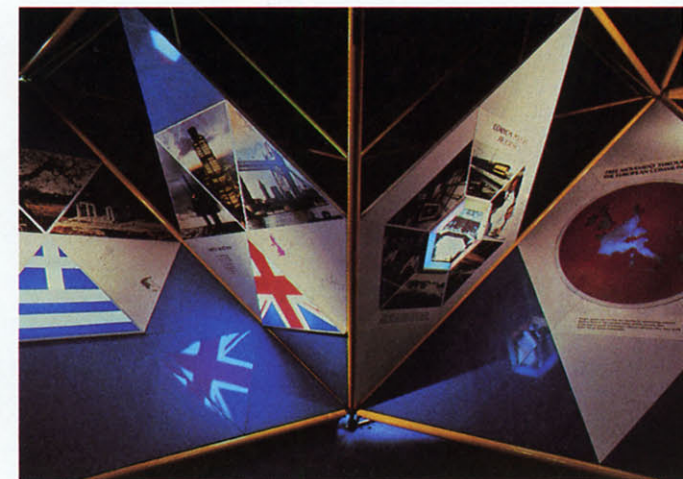






# EUROPEAN ECONOMIC COMMUNITY

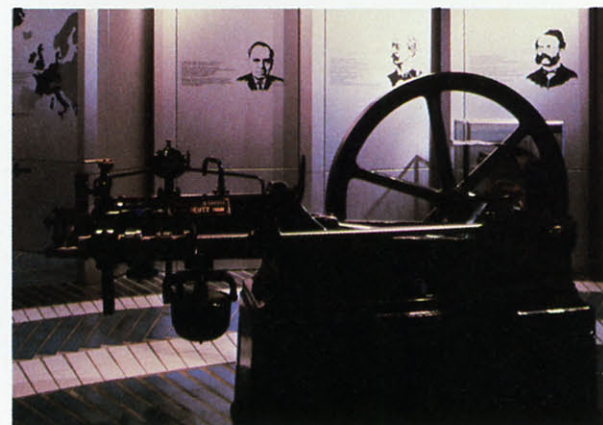
Cooperation among the 10 nation members of the European Economic Community is the theme of this pavilion. Four nations are featured: France shows a variety of the sciences and arts; the Federal Republic of Germany exhibits range from an 18th century waterwheel to nuclear power plants; United Kingdom features systems for deep water oil production and deep mining coal processes; Italy displays a prototype of their aerodynamic car. Modular-Pyramid displays show the functions and history of the community's energy-related projects. Each tell their country's energy story. Conservation, economic stability and trade are included in the exhibits. The other member countries: Belgium, Luxemburg, Netherlands, Iceland, Denmark and Greece.



## FRANCE



## FEDERAL REPUBLIC OF GERMANY



## UNITED KINGDOM



## ITALY

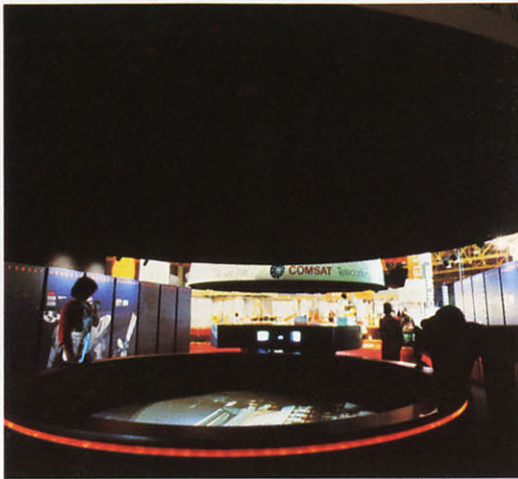
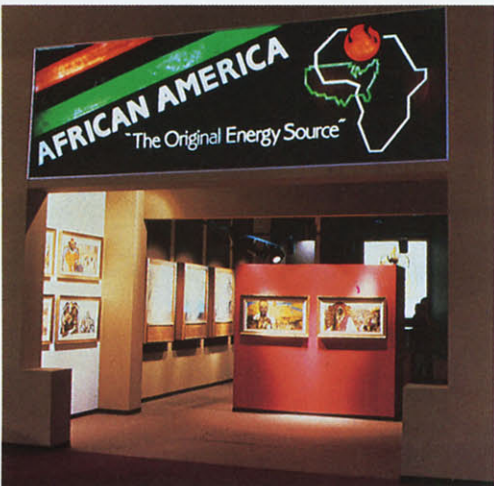




# TECHNOLOGY AND LIFESTYLE CENTER



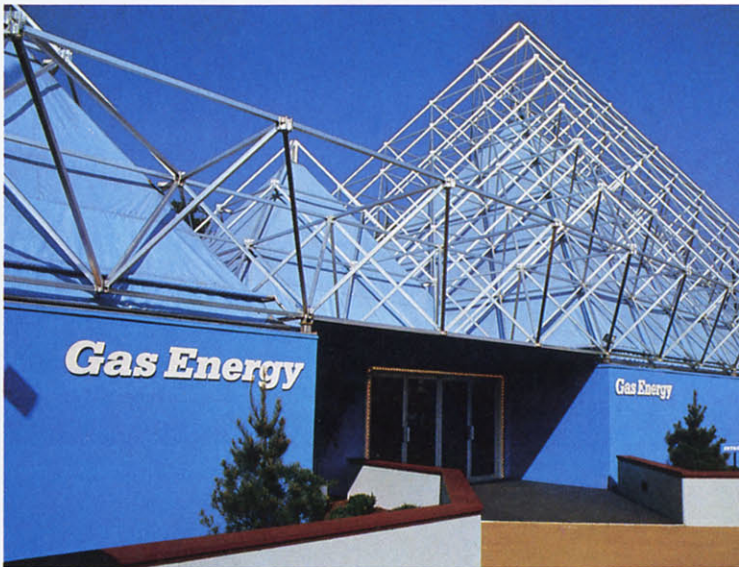
Housed in the Technology and Lifestyle Center, across from the International Court of Flags, are many corporate exhibits. Ford Motor Company features cars run on alternative fuels; U.S. Steel's Oilwell Division working models; Texaco's new credit card gasoline pump; Comsat's latest satellite technology; Gatorade Sports Hall of Fame featuring sports memorabilia; Union Carbide "See How They Run" exhibits over 150 battery-powered toys and games; "The Biggest Little Show On Earth" Circus, State of Tennessee, African-America, the Shriners of North America and Gatlinburg are just a few of the many exhibits in this giant hall.



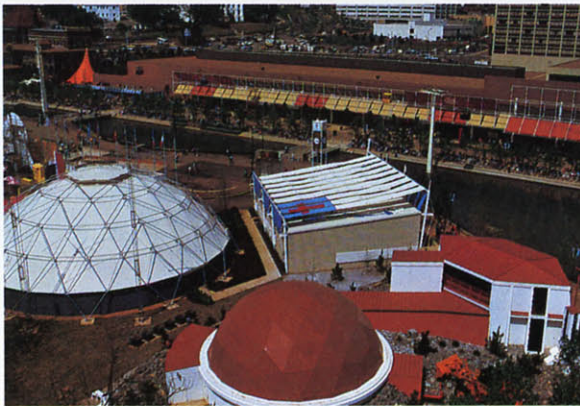


# EXHIBITS

Corporate organizations are well represented throughout the Fairgrounds. Occidental Petroleum and Tenneco joint effort demonstrates the extraction of shale oil. Also in the International Court of Flags area, the World of Travel offers displays from Georgia, Kentucky and Oklahoma; United American Solar Group and Cathedralite — South Central Bell feature energy saving solar systems and solar homes; Knoxville's Health Pavilion exhibits health-related topics and the Baptist ministries theme is "The Word is Energy."



Federal Express presents two exciting audio-visual shows and beams its spectacular laser show into the sky each night. The restored Victorian Homes display many energy savings features. The Tennessee State Amphitheatre with its translucent fiberglass structure showcases outstanding entertainment. The 75 foot high twin peaks of the "tents" affords covered seating for over 1,400 people. The world-famous Budweiser Clydesdale Team is on display at the Budweiser stable area. A two-horse team leads the daily World's Fair parade of marching bands and colorful floats. The Gas Energy Exhibit demonstrates all facets of gas usage, while the American Electric Energy Exhibit focuses on the electric power industry services of today and tomorrow.





# FAMILY FUNFAIR

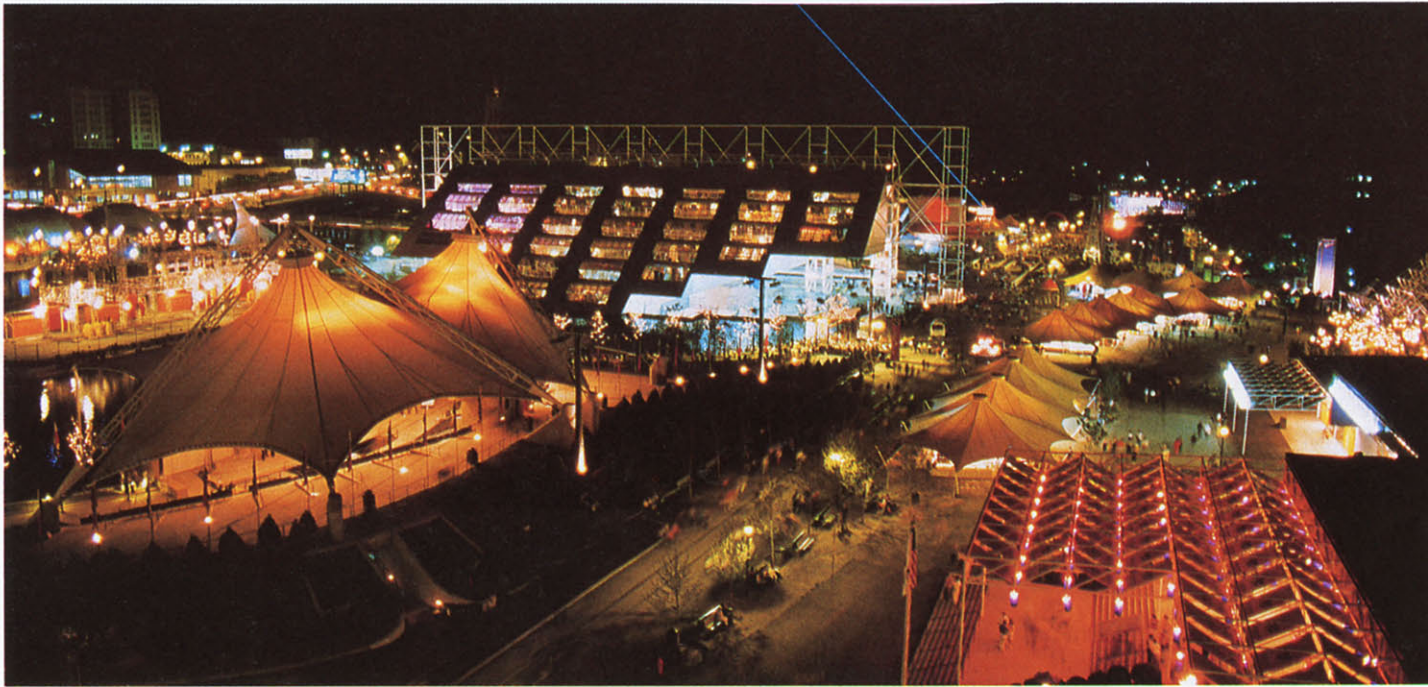
What would a fair be without amusement rides, games and cotton candy. It's all here at Family FunFair. The 148-foot high Giant Wheel, the Pirate along with many new and distinctive rides provides the thrills and excitement. Nighttime adds a touch of glamor to this already fun-filled area.



# NIGHTTIME GLITTER



Sparkling lights, nightly fireworks spectaculars and laser sky shows add another dimension to this glamorous, entertaining and educational 1982 World's Fair. The Energy Express with its flashing lights and exciting upbeat sounds make for "A Night at The Fair" to be remembered.





# AROUND THE FAIR

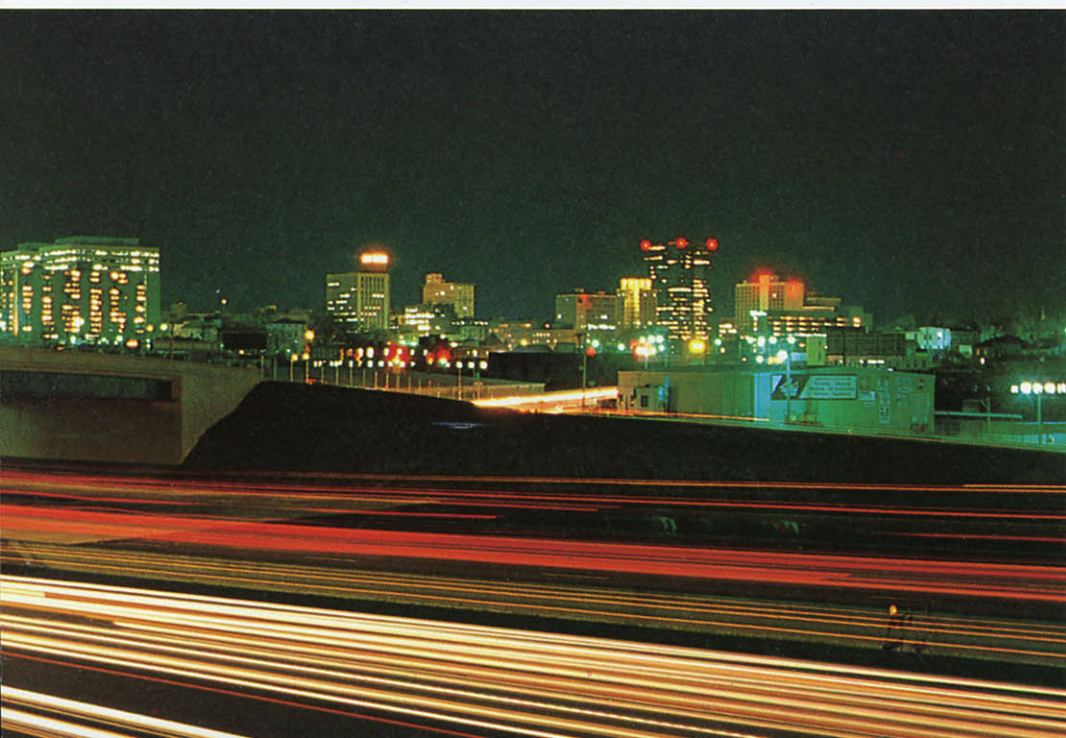
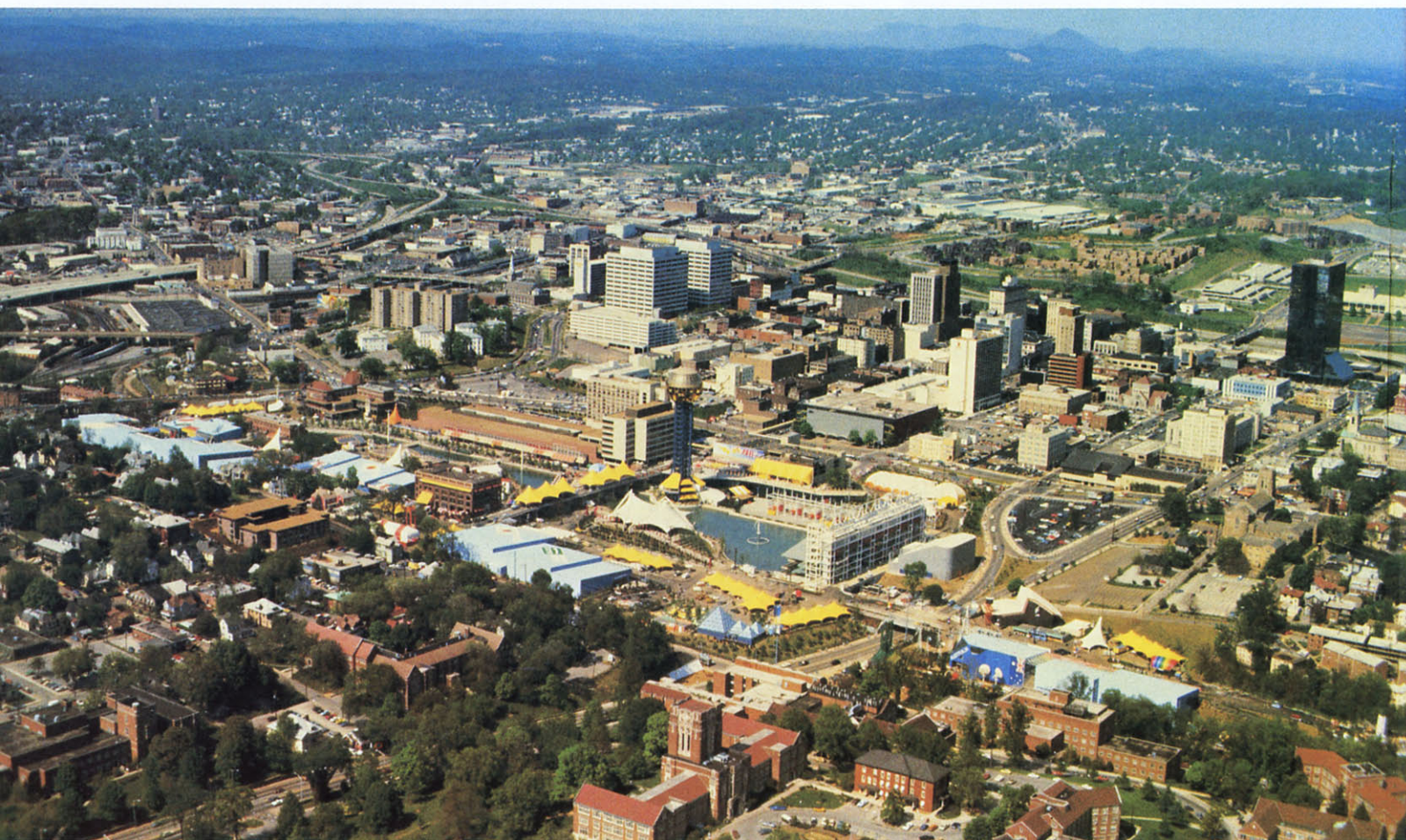


Fun, entertainment, snacks, walking, riding, asking, resting and just plain enjoyment abounds with flavor and flair at the 1982 World's Fair. Strolling entertainers, theme characters, international dancers and instrumental groups are all here. See Calder's Red Dragon, standing mobile; the Elm Tree Theater; the Strohaus; L&N Station and the Candy Factory. The water attractions of "The Valley Adventure" on two floating barge/pavilions sponsored by the Tennessee Valley Authority and the Becky Thatcher on the Tennessee River. The Stokely-Van Camp Folklife Festival offers music, dancers, crafts and many other features in the tradition of Appalachian culture. Relax and enjoy the Second Creek Area as well as Sky Transpo's Chair and Gondola Skyride systems.



# KNOXVILLE

Named for General Henry Knox, Secretary of War under President George Washington, Knoxville is the home of the Tennessee Valley Authority. Coupled with its close proximity to the Oak Ridge National Laboratory, Knoxville is an appropriate setting for the 1982 World's Fair, focused on energy.



New buildings that were renovated on the Fair site and in the downtown area has created a new look to the Knoxville skyline. Added to this is the \$224 million in improvements on Knoxville's Interstate Highway System. This international event serves as a base for Knoxville's goal of long term redevelopment and urban renewal.

## THE 1982 WORLD'S FAIR... AN INTERNATIONAL EXPOSITION

A dramatic international showcase of ideas, products and achievements.

Nations from all corners of the globe join great foreign and domestic companies, associations and organizations to create a spectacular array of pavilions, exhibits and attractions. Visitors from all walks of life have experienced the culture, entertainment and cuisine of faraway places they may have only read about.

Since 1851, World's Fairs have been synonymous with innovation, achievement and cultural exchange. The Statue of Liberty, the miracle of electricity, the wonders of television, the wonders of the space age . . . have been featured at past exciting international expositions.

The theme for this World's Fair is "Energy Turns the World." Not just the energy of electricity or fossil fuels, but the creative energy that manifests itself in the arts, sciences, business and so many other human endeavors. The 1982 World's Fair provides insights into the future as well as concepts and solutions concerning today's important questions of energy supply, consumption, conservation and management.



