



LOUISIANA
WORLD
EXPOSITION
MAY 12-NOV. 11, 1984

The Theme

The 1984 Louisiana World Exposition will be one of the most exciting international events of our time. With its dramatic setting on the Mississippi River in New Orleans and its magnificent theme — The World of Rivers—Fresh Water as a Source of Life — the Exposition has attracted worldwide interest.

From the earliest times, rivers have been highways of civilization, carrying the spread of ideas as well as the products of man's labor. The great rivers are historical forces themselves, helping to shape the destinies of cities, nations and continents. The impulse to find the source of rivers has led to stirring feats of exploration, adding to our knowledge of the physical world. Their hold on the imagination has inspired music, art, poetry and myth that help us understand ourselves. This celebration of the world of rivers will be a celebration of the human experience.

There is also an urgent need to address the challenge of managing our limited fresh water resources. Today, more than half of the world's population has no ready access to clean drinking water. It is a situation that gravely affects human health and productivity, and severely restricts the progress of developing nations.

The United Nations General Assembly has declared the 1980's as the "International Drinking Water Supply and Sanitation Decade," a worldwide program with the goal of clean water and adequate sanitation for all by the year 1990. The Exposition strongly supports this effort. Conferences, seminars and forums of international stature will promote the exchange of new ideas and technologies. Exhibitory will help to educate the world community, a further step towards meaningful action.

For participants, the 1984 Louisiana World Exposition offers a great diversity of thematic expression. And for visitors, we hope to provide an enriching experience for millions of people from around the world.

Representative of our theme, "The World of Rivers — Fresh Water As a Source of Life," the locations of the rivers of the world are depicted at right.

MACKENZIE-PEACE 2,635 mi.

MISSISSIPPI-MISSOURI 3,710 mi.

AMAZON 4,000 mi.

THAMES 210 mi.

SEINE 485 mi.

RHINE 820 mi.

CONGO 2,718 mi.

DANUBE 1,725 mi.

NILE 4,145 mi.

VOLGA 2,194 mi.

OB'IRTYSH 3,460 mi.

GANGES 1,650 mi.

YANGTZE 3,400 mi.

HUANG 3,000 mi.

LENA 2,680 mi.

The State of Louisiana

The State of Louisiana takes great pride in hosting the 1984 World Exposition. The rich texture of life in this State, a product of the many ethnic origins to which our citizenry may be traced, provides an excellent backdrop for the assemblage of participants and visitors from every corner of the globe expected to attend the Exposition. The River theme is particularly significant to the State of Louisiana, reflecting the inexorable relationship between the great Mississippi River and the social, commercial and artistic life of our communities.

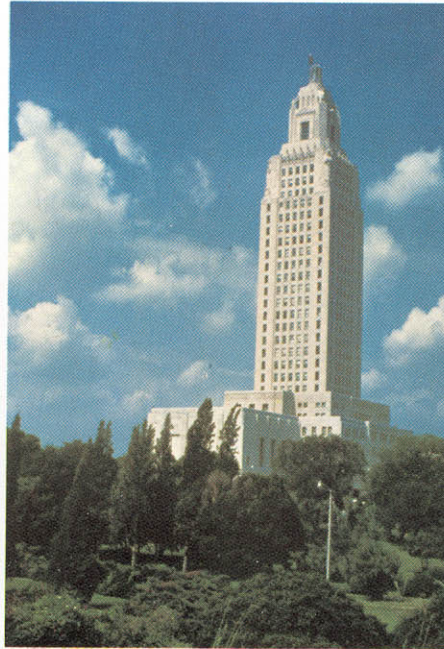
We look forward with great enthusiasm to the extension of our world-renowned hospitality to the millions who will visit with us on this important occasion.

Louisiana. It's jazz, cotton, sugar cane and great white plantation houses. It's paddlewheel steamboats on the Mississippi River, the Vieux Carre in New Orleans, primeval swamps, and the gaiety of Mardi Gras. It's Cajuns, shrimp boats, alligators and the best food in America. It's festivals the year around, immense pine forests, the Gulf of Mexico and 10,000 miles of waterways.

Louisiana. A land as rich in mineral and agricultural resources as it is in tradition. Acre for acre it has more cattle and petroleum than Texas. It has more natural gas than any other American state. It is a principal producer of salt, sulphur, timber, cotton, soybeans and cane sugar. It has two of America's ten largest ports. It is one of the country's largest manufacturers of telephones, aluminum and ships.

Louisiana. Its culture is distilled from every race and nearly every land in the world. Its people have created jazz, gumbo, space rockets, revolutionary water transportation systems and America's most relaxed society.

Louisiana. A people and a land with roots in the past, an appetite and appreciation for the present, and a willingness to confront the future.



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INTERPRETIVE MEDIA LTD.
CHARLES F. SANDERS

The City of New Orleans

New Orleans is a cultural vortex, a traditional forum for the exchange of ideas among major world nations that reaches back more than 200 years into the past. Evidences of the surviving influences of major European cultural contributions are everywhere in the city. The French Quarter . . . the Spanish Plaza . . . the Piazza d'Italia . . . this is a cosmopolitan city perhaps unique in the United States of America. Combining both of these important European traditions with a cultural montage drawn from the far reaches of the American, European, African and Asian continents. As the second largest port in the world, New Orleans' reputation as an international center of commerce is evidenced by the presence of trade representatives from more than 47 nations of the world.

The city is presently served by 21 domestic and international carriers, providing 5,000 flights each month including non-stop connections to Europe, Central and South America. In New Orleans, today, there are over 20,000 first class hotel rooms. Hotel projects planned or underway will add approximately 6,000 new rooms in time for the Exposition and most are within walking distance of the Exposition site.



PHOTOS COURTESY OF THE STATE OF LOUISIANA DEPT. OF TOURISM
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Attendance

Total attendance for the 1984 Louisiana World Exposition has been projected at 11,000,000 visitors over the six-month period from May 12 - November 11, 1984. The average peak daily attendance (also called the "design day" attendance) is estimated at 71,000. Average peak daily on-site attendance is projected at 56,800 or 80 percent of the design day crowd.

More than 60 percent of those attending the Exposition will come from within a 150 mile radius of New Orleans. The visitors will be served by a modern system of interstate and intrastate highways. Of the 40 percent visitor balance, we expect that 80 percent will be drawn from other areas of the U.S. and 20 percent from beyond the Nation's border. The map at right illustrates New Orleans' relationship to the major Southeastern cities of the United States. The New Orleans International Airport is presently served by 18 carriers. Six carriers serve Central and South America and one provides non-stop service from London to New Orleans.



Hotel Accommodations

New Orleans has always been a favorite travel destination. In fact, tourism is now the city's second largest industry, after shipping, and a well-established infrastructure is in place to serve the visitor.

Today, there are over 20,000 first class hotel rooms. Hotel projects planned or underway will add approximately 6,000 new rooms in time for the Exposition and most are within walking distance of the Exposition site. At right, the map highlights existing hotels, new hotel construction and their relationship to the 1984 Louisiana World Exposition site.

1. Hilton Hotel
2. Inter-Continental Hotel
3. Trusthouse Forte Hotel
4. Sheraton Hotel
5. Windsor Court
6. Holiday Inn, New Orleans, Poydras
7. Piazza Hotel
8. De Bartolo Hotel
9. Proposed Hotel
10. Energy Centre
11. One Poydras Plaza
12. Texaco Center
13. Poydras Center
14. 1515 Poydras Bldg.
15. 1555 Poydras Bldg.
16. 1615 Poydras Bldg.
17. ODECO Bldg.
18. Andrew Jackson Hotel
19. Best Western French Market Inn
20. Bienville House Hotel
21. Bourbon Orleans Hotel
22. Burgundy Inn
23. Chateau Motor Hotel
24. The Cornstalk Hotel
25. A Creole House
26. Dauphine Orleans Motor Hotel
27. De La Poste Motor Hotel
28. The Downtown Howard Johnson's
29. Fairmont Hotel
30. Felton House
31. Hansel & Gretle
32. Holiday Inn Chateau Le Moyne
French Quarter
33. Holiday Inn - French Quarter
34. Hummingbird Hotel
35. Hyatt Regency - New Orleans
36. Warwick Hotel
37. International Center YMCA
38. International Hotel
39. Lafitte Guest House
40. Landmark Vieux Carre Motor
Lodge
41. Lamothe House
42. La Salle Hotel
43. Le Dale Hotel
44. Le Pavillon Hotel
45. Le Richelieu Hotel
46. Maison Chartres
47. Maison De Ville
48. Maison Dupuy Hotel
49. Marie Antoinette Hotel
50. Metro Hotel
51. The John Mitchel
52. The Monteleone Hotel
53. The New Orleans Hilton & Towers
54. New Orleans Marriott Hotel
55. Nine-O-Five Royal Hotel
56. Noble Arms Inn
57. Old Town Villa
58. Olivier Guest House
59. Orleans Hotel
60. Place d'Armes Hotel
61. Prince Conti Hotel
62. Provincial Motor Hotel
63. Quality Inn Bourbon St.
64. The Rault Center Hotel
65. The Royal Orleans Hotel
66. Royal Sonesta Hotel
67. The St. Ann Hotel
68. St. Charles/Lafayette Hotel
69. The St. Louis Hotel
70. Ursulines Guest House
71. Travelodge at Downtown
New Orleans
72. Greater New Orleans
Tourist & Convention Center

The Exposition Site

The Exposition site is a masterful interpretation of the theme, "The World of Rivers — Fresh Water as a Source of Life," offering a broad spectrum of thematic expression for the exhibitor.

Visitors will enter the 82-acre Exposition site through two spectacular gates, framed by gigantic human and animal shapes that evoke the spirit of rivers and man's eternal fascination with the water element. Pathways lead to an open rotunda whose columns are surmounted by images of river deities. A broad vista opens up to a large lagoon, planted all around with lush tropical foliage. The inspiration is classical mythology, but the execution will be in a colorful, larger-than-life style of the Mardi Gras. The effect is one of joy and spontaneity. A festive mood will prevail everywhere with open air cafes, restaurants, music and entertainment, amusements dispersed throughout. Historic ships and naval vessels will tie up along the riverfront. Celebrations of national heritage and ceremonies for visiting dignitaries will be a daily feature.

For the international participant, the site's special relationship to the river will be used for maximum benefit. The international pavilion is situated directly on a riverfront promenade, expected to be one of the most heavily trafficked areas of the Exposition. Visitors will enter the international exhibit areas directly from the promenade or via escalators to second level entrances. The area will be served by an aqueduct system capable of pumping millions of gallons of fresh water for use in theme-related exhibitry. The aqueduct is an attraction with fanciful water towers, pools and fountains. In addition, the Exposition's monorail system will include a passenger stop close to the international area.

Covered pedestrian walkways will connect the International Pavilion with the Exhibition Center, the largest structure on the site. It will feature a water course that winds through exciting exhibits by the state of Louisiana and other state and industrial participants.

Entertainment on-site will include the top talent from the United States and international countries. An amphitheatre with seating capacity for 5,000 plus other performance areas throughout the site will showcase entertainment and cultural events for the millions of visitors expected at the Exposition. The Wonderwall — 2300-feet of enchantment and excitement — will stretch through the middle of the site. It combines the latest technology programming with pure fantasy: water sculpture, light shows, pools, fountains, music, entertainment, merchandise and food areas. An overhead aqueduct will channel water through a series of colonnades and a water course will meander underfoot. Amusement areas will be fashioned in the grand manner of the previous century with several locations on site.

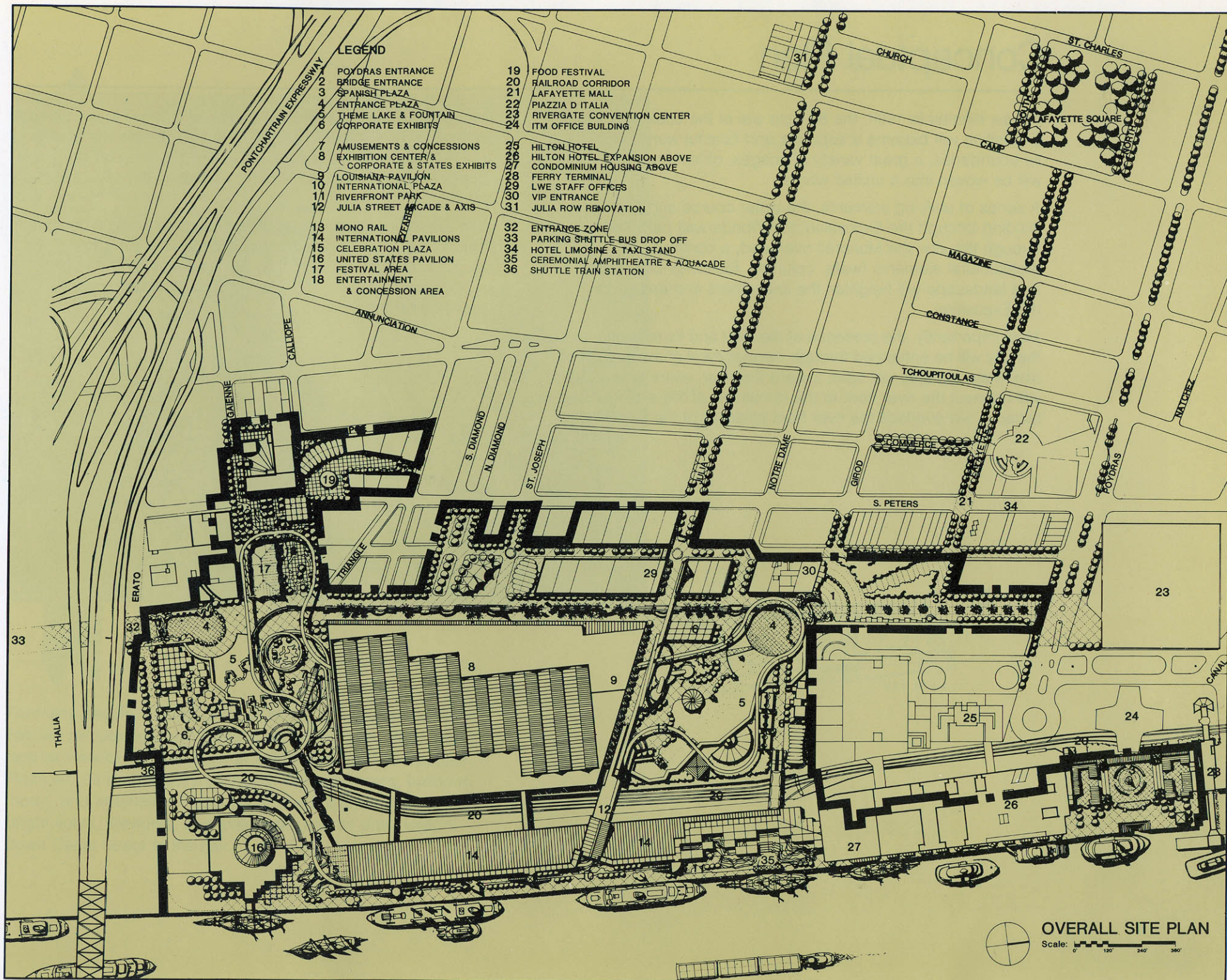


Overall Site Plan

The 1984 Louisiana World Exposition has been conceptually planned to take advantage of the natural qualities of this site while establishing appropriate relationships of spaces and functions.

The entrances will be provided with ticketing facilities, land, and river transit stops, pedestrian improvements, landscaping, signage and festive decor. Arrival at the main body of the site will be marked by a generous ceremonial plaza and park, with immediate connecting pedestrian walks leading to every area of the site as well as a continuing pedestrian spine paralleling the River's edge.

International pavilions, the United States Pavilion, theme structure and a riverfront park will be developed along this continuing river promenade. The riverside development will be tied by bridges to other areas of the exposition and to the Exhibition Hall which dominates the central area of the site and will house a variety of state and special exhibits. Corporate and other temporary exhibit structures will be arranged on the northern adjoining parcel and a performance area with a large amphitheater and tent will be located to the south. Pedestrian access within the site will extend existing off-site street access so as to create relationships between the City's business district and the River. Through transit service connecting many parts of the City with the site will operate within the existing Railroad corridor paralleling the wharfs and the River.



Conceptual Plan

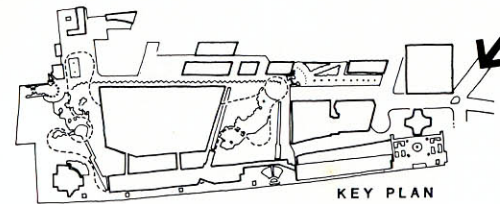
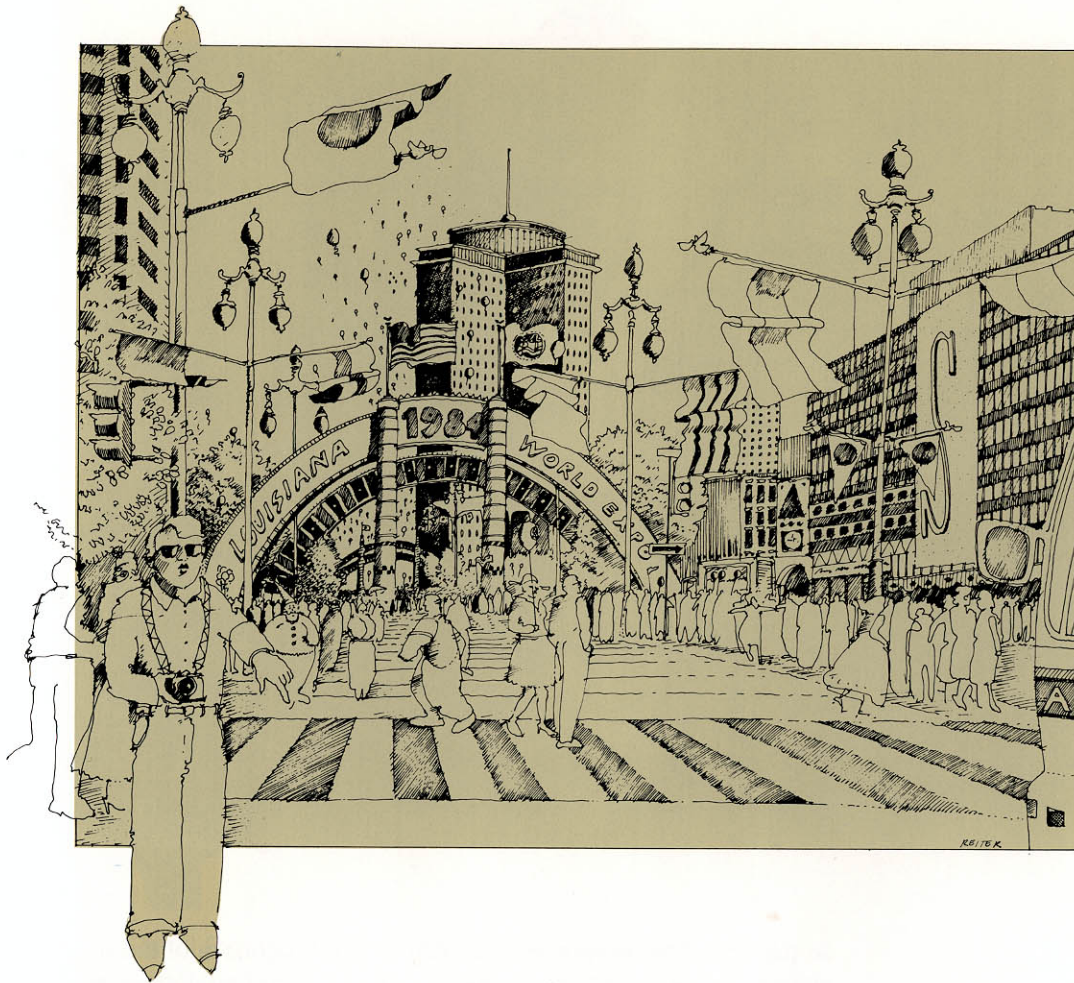
For six months in 1984, the 82-acre site of the Louisiana World Exposition will become a separate and fanciful world. Within its boundaries, a great variety of images, objects and activities will be woven into a unified whole.

A series of unifying elements, the water course and fountains winding through the Exposition, the Wonderwall parading through the site, the Monorail overhead, a continuity of architectural elements (walls, columns, facades), color, light and landscape will heighten the excitement and energy of the Exposition.

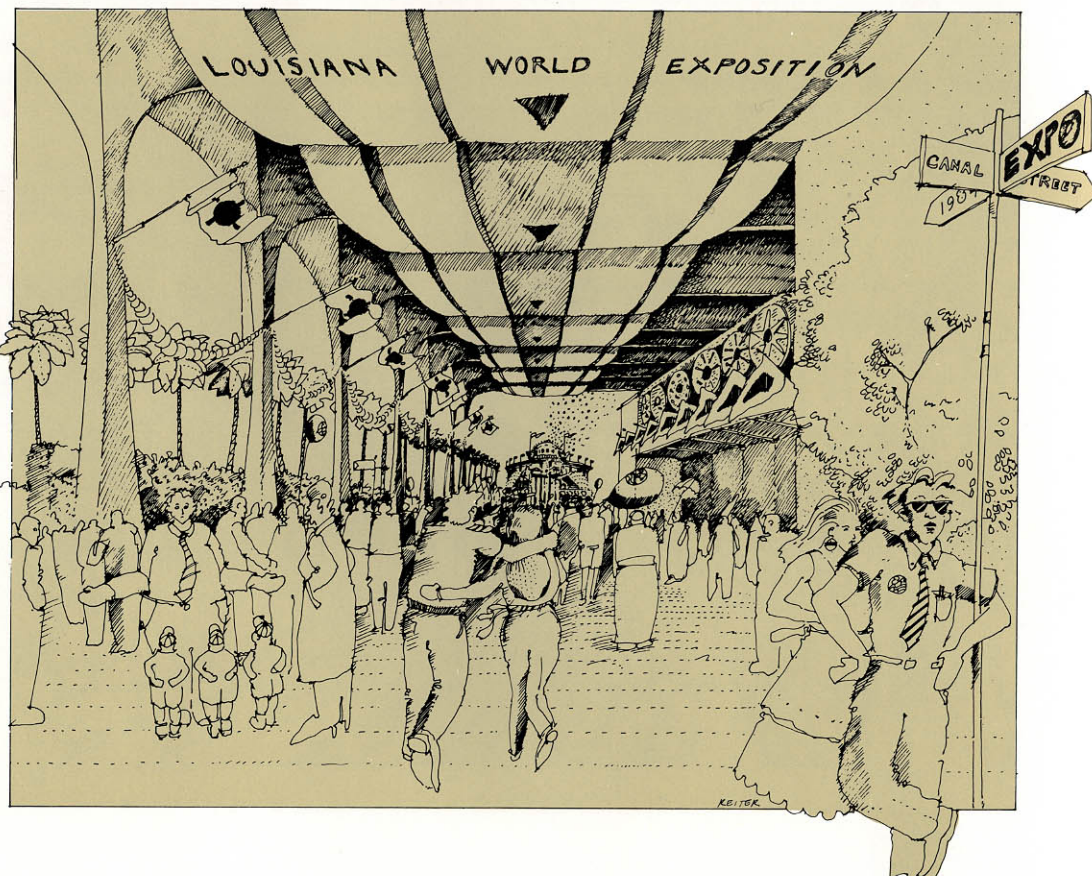
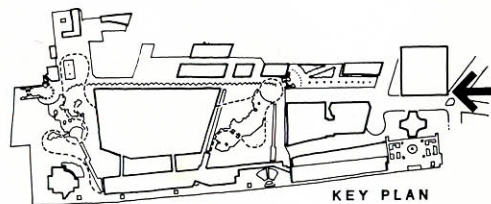
Most importantly, the presence of the river and its relationship to the city will be enhanced through development of the Exposition site. Major spaces will open toward the river, stairs and bridges will connect the river front to the remainder of the site. Multiple terraces will overlook the river from all areas of the Exposition.

The riverside development will be linked to other areas of the site and to the Exhibition Center which dominates the central area. Pedestrian access within will extend existing off-site street access so as to create relationships between the city's business district and the river.

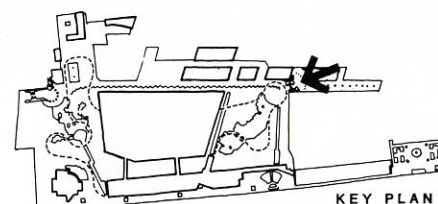
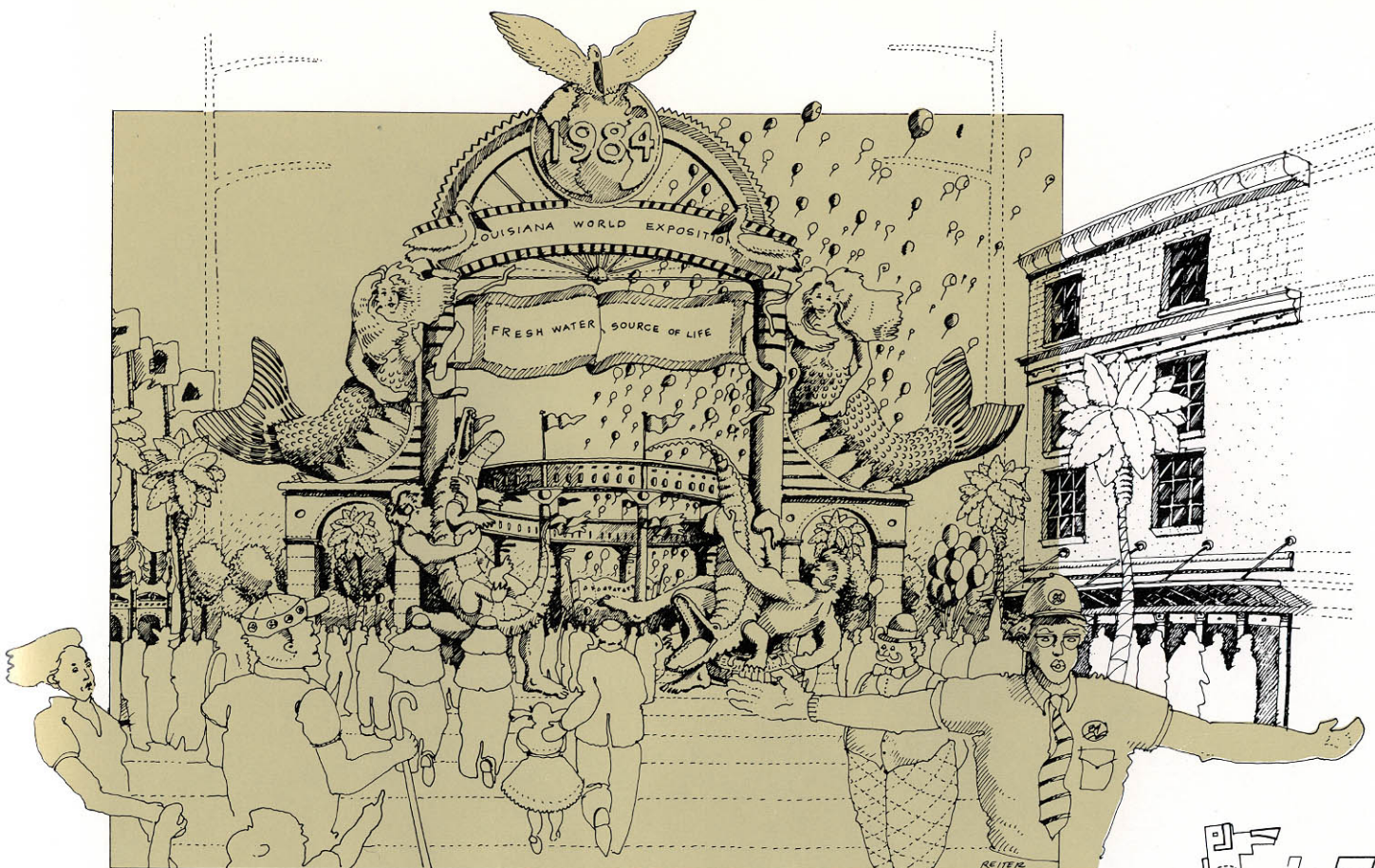
International foods and crafts will be featured along a pedestrian street in the old warehouse district at the western edge of the site. An entertainment area, too, will be focused at an open square surrounded by 19th-century industrial buildings renovated for the Exposition.



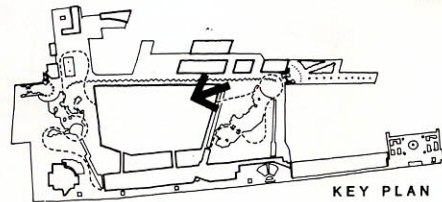
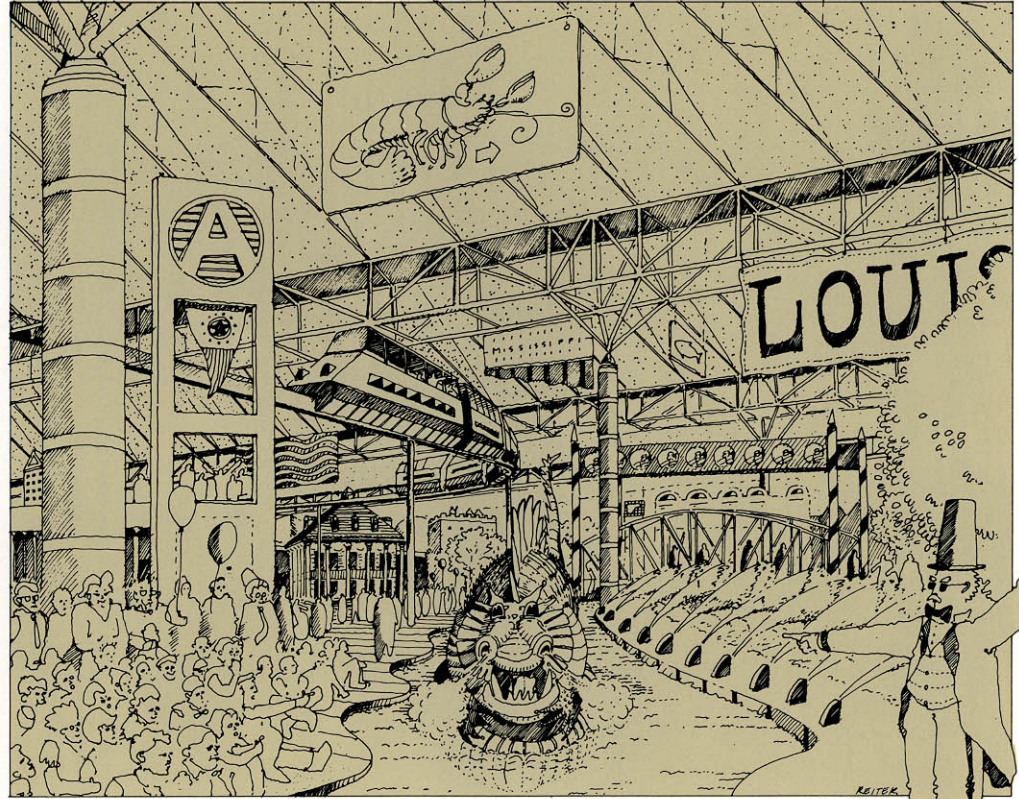
For many people, the first glimpse of the 1984 Louisiana World's Fair will be looking down Canal Street toward the River. The familiar view of the International Trade Mart and the Spanish Plaza will be dramatically changed. Flags, banners, balloons, music, and entertainers lead you to the entrance area. At night, bright lights, fireworks, and even laser beams draw visitors down Canal Street to the Fair.



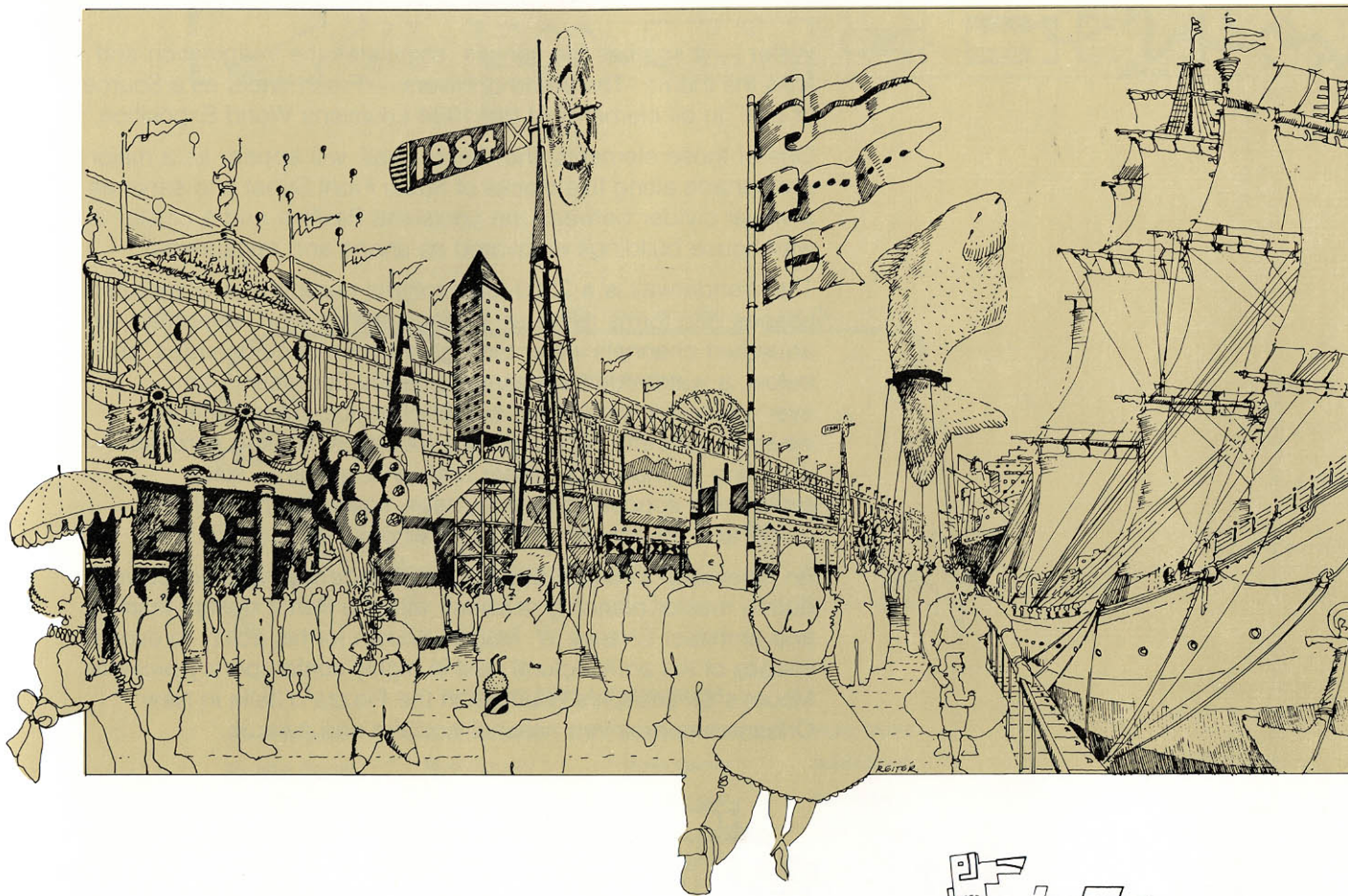
At the Canal Street entrance area, the porte cochere of the Rivergate serves as a super-scaled foyer for the Fair. Fountains, trees, decorations fill the space where visitors are pausing to meet friends, rest, or get out of the weather. Directly beyond are ticketing facilities and one of the two main entrance gates.



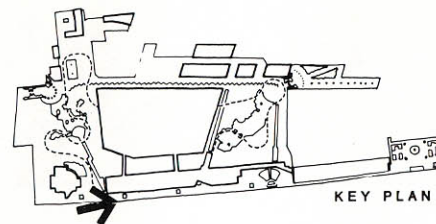
The Canal Street Entrance Gate is situated at the intersection of Front and Girod Streets. The imposing front door to the 1984 Louisiana World Exposition is composed of an entrance rotunda attended by massive figures reminiscent of Mardi Gras.



A winding stream and shady walk leads through a large opening in the side of the Louisiana Exhibition Center. Opening off the pathway within the building are state and corporate exhibits. Performers on floating stages entertain spectators in a cool leafy setting along the stream.



Returning to the River's edge, a wide promenade leads past the International Pavilions, waterborne exhibits and boats. Here the daily docking of visiting ships reflects the normal activity of the Port of New Orleans. Ceremonial dockings for arriving dignitaries are common events, and special performances and displays are viewed from the promenade and river amphitheater.



The Wonderwall

Water — it soothes the senses, stimulates the imagination and links the theme "The World of Rivers — Fresh Water as a Source of Life" to all elements of the 1984 Louisiana World Exposition.

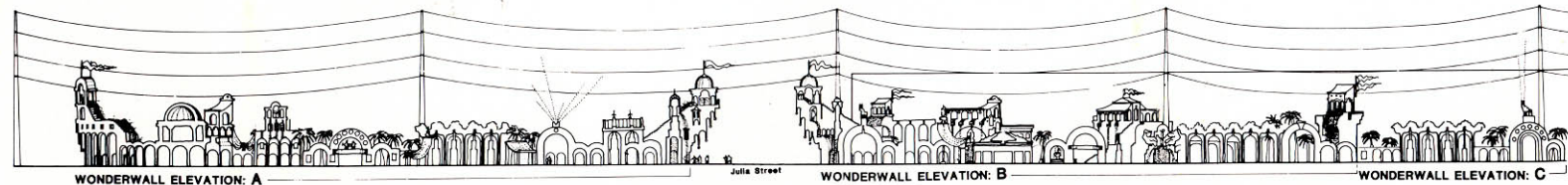
One of those elements, the Wonderwall, will appear as a major promenade along five blocks of South Front Street and serve as a visual divider between the Louisiana Pavilion and a cluster of warehouse buildings renovated as shops and restaurants.

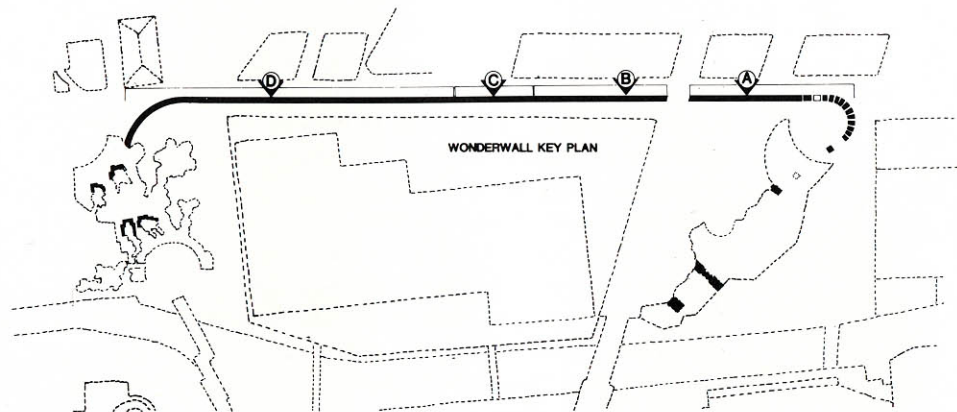
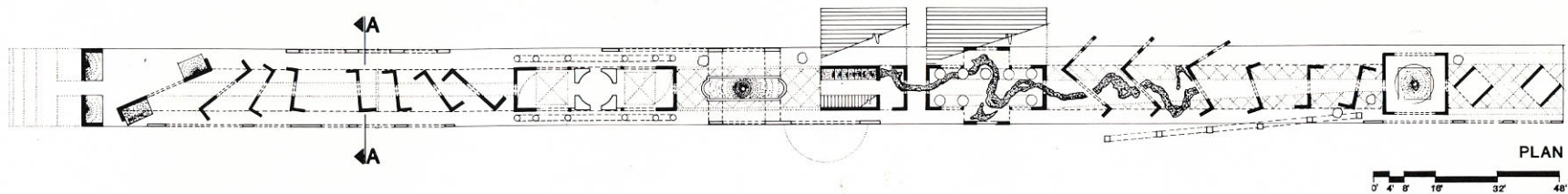
The Wonderwall is a 2300-foot, colorful parade of architectural shapes and forms rising up to three stories high. Overhead, an aqueduct channels water through a series of colonnades, and below, a water-course meanders gently. It presents an ever-changing experience as performance areas, aviaries, viewing platforms, video games, fountains, floating surprises — including all manner of water craft and vessel — water sculptures, concession areas, trees, flowers, topiary, lights, music and art enchant the visitor who wanders its course.

An innovation in urban design, the Wonderwall was conceived during master planning sessions with the Perez design team and architect Charles W. Moore. Known for his ability to evoke images of the architectural past in highly contemporary projects, Moore's St. Joseph's Fountain in the Piazza d'Italia in New Orleans has received national acclaim and awards.



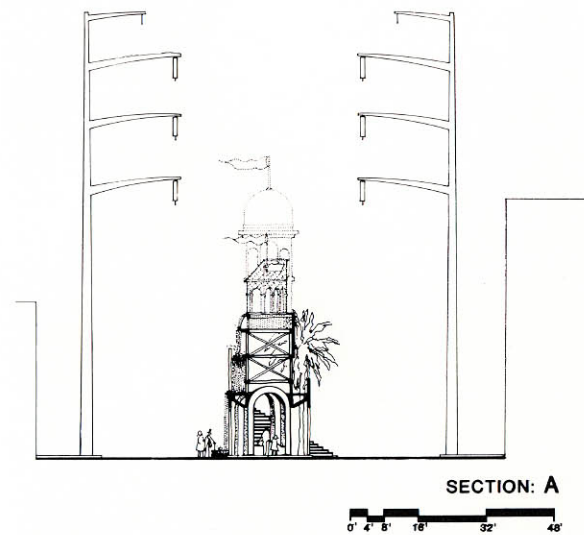
PARTIAL ELEVATION: B





WONDERWALL PROGRAM

Water Vegetation	Water Vessels	Viewing Platforms	Water Music
Mythical Figures	River Industry	Video Games	Water Sports
River Commerce	Art/Water Sculpture	Concessions	Fountains
Birds and Animals	Performance Areas	Floating Surprises	River Transport






Participation

The 1984 Louisiana World Exposition affords a broad spectrum of exhibit possibilities for the participant. Over 1 million square feet of exhibit space is available for international and domestic exhibitors, including merchandise, food and beverage opportunities.




As a general guideline, participation rates range from \$35-\$55 per square foot (\$380-\$598 per square meter) for indoor space; and from \$30 per square foot (\$326 per square meter) for open space (domestic participants only). Costs for finishing leased space are estimated between \$10 to \$22.50 per square foot for heating, cooling, ventilation, plumbing, fire protection and electricity. Exhibitory and special effects costs vary greatly, dependent on design. For budgetary concerns, costs are estimated at \$100 per square foot. No assessments will be levied for public service and maintenance and public facilities. Special services such as security, employee orientation, on-site parcel delivery, mail distribution, visitor hospitality, special event support and tie-in publicity, promotion, advertising will be provided at no charge.

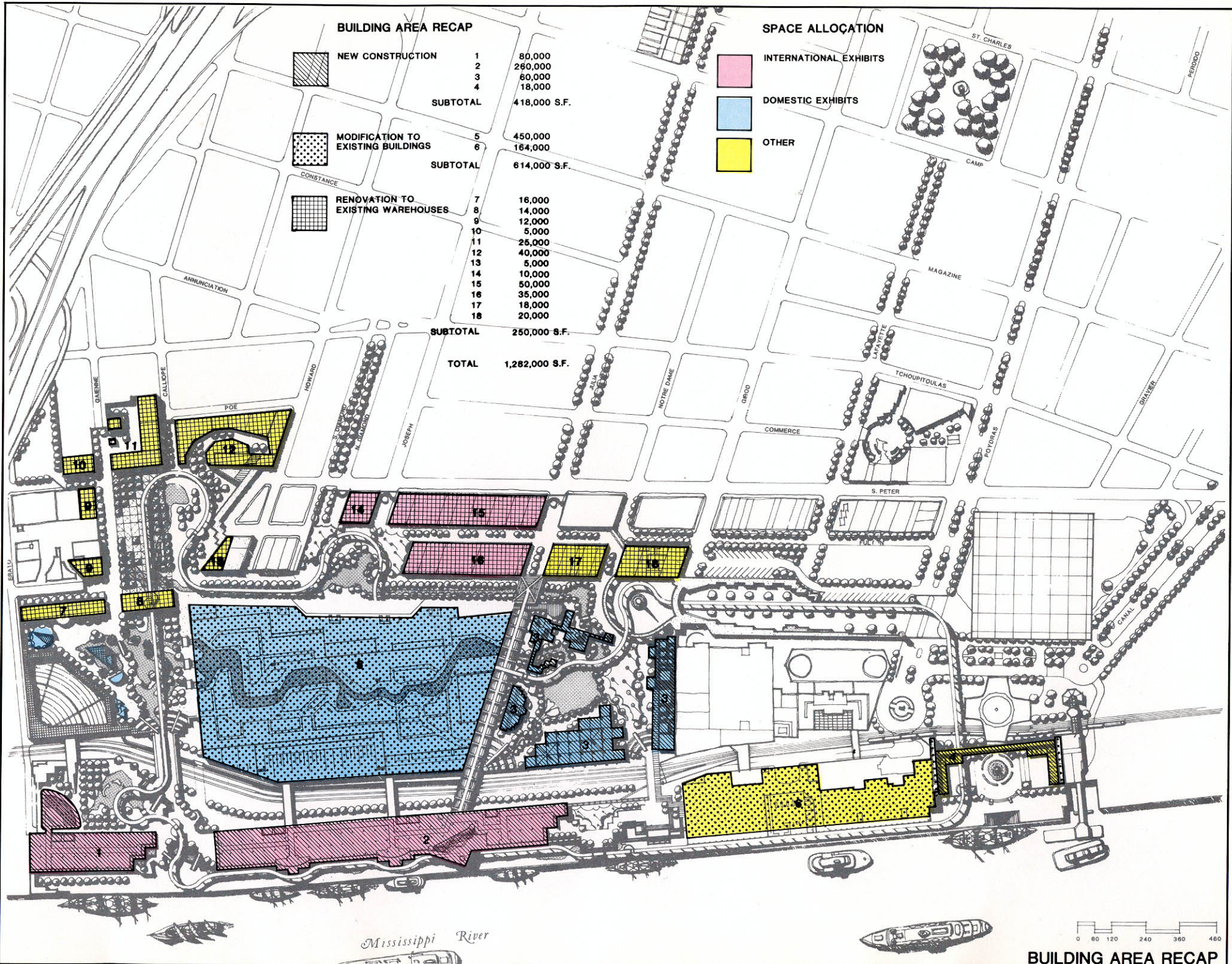
The map at right shows projected participant areas.

BUILDING AREA RECAP

	NEW CONSTRUCTION	1	80,000
		2	260,000
		3	60,000
		4	18,000
SUBTOTAL			418,000 S.F.
	MODIFICATION TO EXISTING BUILDINGS	5	450,000
		6	164,000
SUBTOTAL			614,000 S.F.
	RENOVATION TO EXISTING WAREHOUSES	7	16,000
		8	14,000
		9	12,000
		10	5,000
		11	25,000
		12	40,000
		13	5,000
		14	10,000
		15	50,000
		16	35,000
		17	18,000
		18	20,000
SUBTOTAL			250,000 S.F.
TOTAL			1,282,000 S.F.

SPACE ALLOCATION

	INTERNATIONAL EXHIBITS
	DOMESTIC EXHIBITS
	OTHER



Sponsorship

The 1984 Louisiana World Exposition offers a great diversity of thematic expression through exhibitry in individually configured leased-space or pavilions. Exhibitors, however, may elect to express their participation through sponsorship programs. The following opportunities are a sampling of those available.

Performance Areas including theatres, floating and mobile stages, parade floats.

Special Events in the categories of pre-Exposition spectaculars, maritime programs, pyrotechnic displays, laser shows.

Entertainment Programs of individual performances or series.

Visual Arts in the areas of International competitions, juried water sculptures, art exhibits, Wonderwall programming.

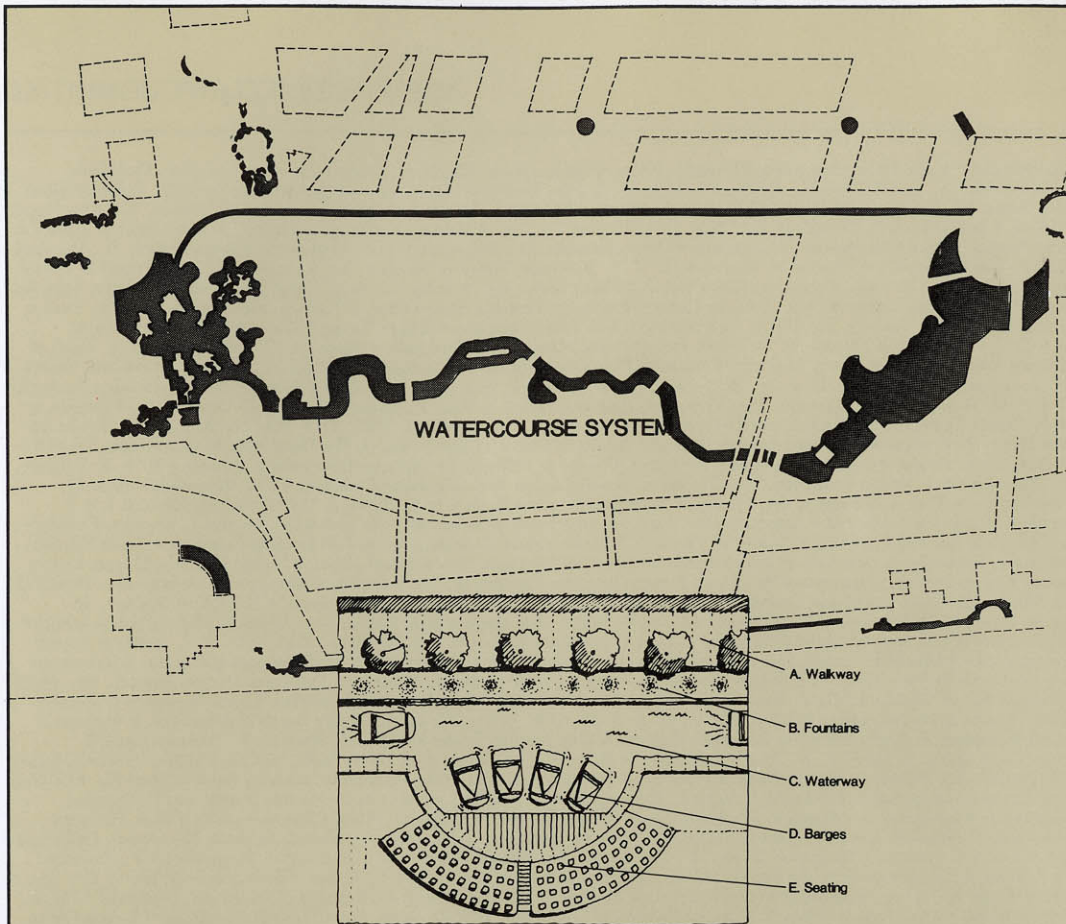
Children's Programs such as the World Festival of Theatre for Young Audiences, the World Youth Symphony Orchestra, Water Garden.

Festivals incorporating themed entertainment.

Technical Services.

Sports, Music, Parades, Hot Air Balloon.

At right, schematics of Watercourse. The continuous water course provides for the development of thematic exhibitions at many points and sustains the logic of the theme statement which the Exposition inspires. Exhibitors located their programs at selected points near the pools and fountains of the water course will in turn find inspiration from the theme for their own presentation.



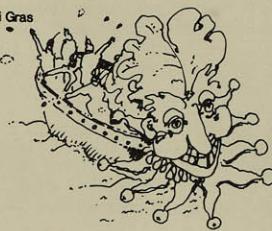
WATERCOURSE PERFORMANCE THEATER

BARGE & PADDLEBOAT THEMES

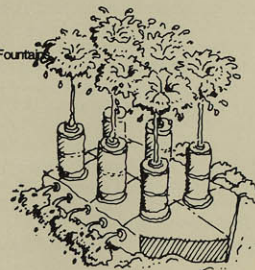
National Flags



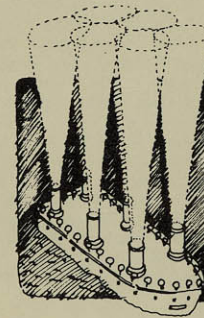
Mardi Gras



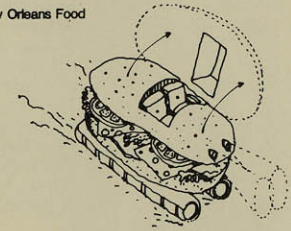
Floating Fountains



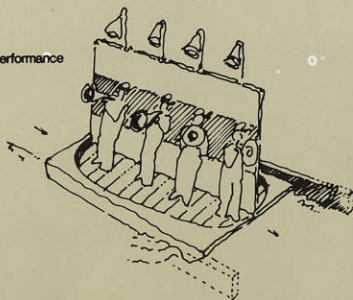
Light



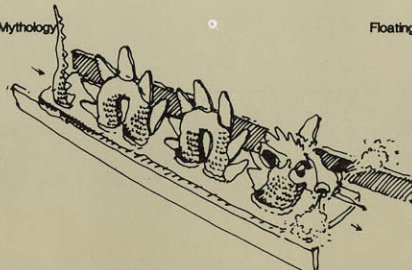
New Orleans Food



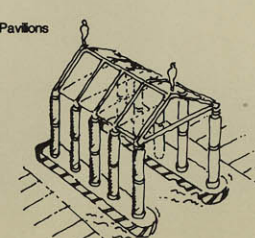
Performance



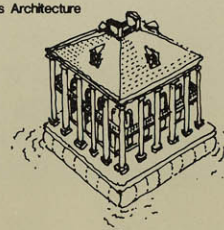
Mythology



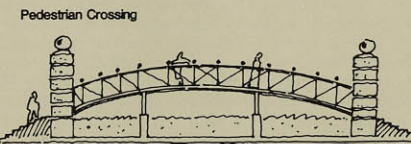
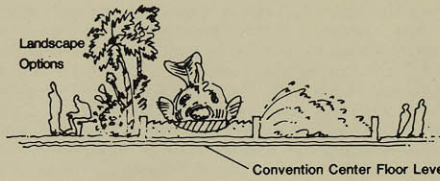
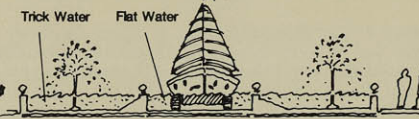
Floating Pavilions



New Orleans Architecture

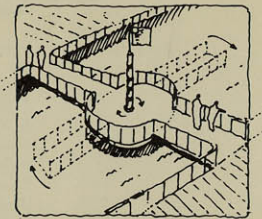


New Orleans Food

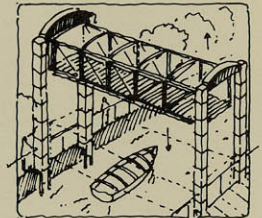


WATER TROUGH SECTIONS

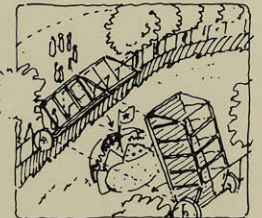
A. Roundtable



B. Lift



C. Draw



WATERCOURSE BRIDGES

WATERCOURSE DETAILS
Scale: 0' 120' 240' 360'



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