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NEW YORK World's Fair Report

by Robert Seymour, Jr.

THE theme of the 1964-1965 World's Fair in New York will stress *Peace Through Understanding*. And because understanding depends on man's ability to communicate, the Bell System exhibit at the Fair will be especially significant.

The Bell pavilion, which will be constructed of Fiberglas in a steel framework, has been gradually taking shape on Flushing Meadows under the direction of architects Harrison & Abramovitz. Plans for the interior and the "goings-on", which were made by policy and steering committees of American Telephone & Telegraph Company, Bell Laboratories, Western Electric and the New York Telephone Company, are being carried out by a production team under A.T.&T.'s Henry Habley, Manager — World's Fair Exhibits.

Jo Mielziner, the well-known stage designer, has been engaged as producer of the feature presentation in the exhibit, which will be an 11-minute "ride." Relaxing in contour chairs provided with individual stereo speaker systems, visitors will be transported at 70 feet a minute past a series of stages and filmed scenes which in preview have been called "memorable, inspirational, and a new experience in theatre."

These scenes, produced on film by Owen Murphy Productions, will feature Pierre Olaf, celebrated pantomimist from the musical hit, *Carnival*. They will develop the theme of man's need and desire to communicate, and will trace the peaks of his achievements from the primitive drum signalling of his early existence to the creation of complex networks and systems of world-wide and space communications.

Although much of the technical details of the film production must remain under wraps until Fair-time, the motion picture is being made with special-process photography; no frame lines will show, and both front and rear projection elements of the film will be intricately combined with three-dimensional exhibits all in one scene.

Moody Science Films to Be Featured in the "Sermons from Science" Pavilion

There will be interesting, startling "sermons" delivered in the Sermons from Science Pavilion for which ground was broken last month. The discourses will be unlike any sermons preached from pulpits. The exhibit is a project of a committee of Christian laymen, sponsored by the Christian Life Convention of New York City.

Science films in color as well as live demonstration will be offered in the pavilion's theatre. Multilingual films on such subjects as creation, the atom, space, underseas life and other scientific subjects, produced by the Moody Institute of Science, will seek to show that science and religion are in complete harmony. Ear-phones and a panel at each of the 500 seats will allow foreign visitors to dial any one of six languages.

The pavilion will consist of a circular theatre



The Eastman Kodak Company's pavilion, nearing completion at the N. Y. Fair, will have two theaters within its 60,000-foot exhibit area.

connected to a smaller circular wing, surrounded by a reflecting pool and fountains of water and flame.

* * *

U. S. Productions Shooting a One-Hour Color Film "Tour of Historic Jordan"

Alfred Butterfield, Executive Producer of United States Productions, is now in Jordan preparing for a one-hour film production which will be presented in the Jordanian pavilion at the Fair. The film, which will be photographed by Tom Hollyman, has a working title of *A Tour of Historic Jordan and the Holy Land with His Majesty, King Hussein*. Its purpose is to increase the awareness and interest of tourists in the historic and scenic attractions of Jordan.

After exhibition in the Kingdom of Jordan pavilion, it is expected that the film will gain (CONTINUED ON THE FOLLOWING PAGE 63)

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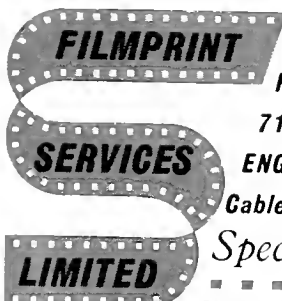
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Cineramic New York

New Motion Picture System
to Show State at the Fair

THE NEW YORK STATE exhibit at the World's Fair will have incorporated into it a unique motion picture system which will give Fair visitors an unusual and exciting panoramic view of the state. Coleman Productions, Inc., of New York City, will be the producers of the picture and will also function as the operators of the exhibit.

Harry Coleman, president of that firm, engaged the Cinerama Camera Corporation to design a unique motion picture camera which could photograph "in the round" — that is to say, with a panoramic 360 degree picture. Cinerama Camera undertook the task in the early part of April of this year, and has already delivered the camera system, which is now being used for the production of the film.

"Spacearium" at Seattle Fair

Cinerama's Special Projects Department has produced such unique exhibits as the Spacearium, the hemispherical projection system which took viewers on a motion picture trip to outer space. The film was located in the United States Science Pavilion of the Seattle World's Fair. It had been developed by a Cinerama Camera team under the direction of William D. Liitschwager, who is now Director of Marketing for the company.

Coleman recognized that such talent was needed for the development of the New York State Exhibit and contracted to have his cameras built by them. Coleman, in conjunction with Gerhard Lessman, Cinerama Camera's Director of Engineering, and with Mr. Liitschwager, worked out the detailed specifications of the system.

360-degree View of State

The motion picture system envisioned for the exhibit was to be a panoramic picture of New York State projected onto a cylinder 80 feet in diameter and 20 feet high, in a 360-degree panorama. To accomplish this it was necessary to first design and develop a multiple camera system which could photograph in this configuration. It was decided that six Mitchell Mark II cameras would be mounted in tandem on a pedestal. This would provide six 35mm single frame exposures to cover the 360-degree panoramic view called for.

(CONTINUED ON PAGE 64)

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N. Y. WORLD'S FAIR REPORT:

(CONTINUED FROM PRECEDING PAGE 18)

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* * *

Films "Progress Reports" for Exhibitors

John Campbell Films of Greenwich, Conn., is offering a new service for Fair exhibitors—progress films of construction activities or other events connected with individual exhibits at the Fair. This service will be offered on a regular basis for the next eight months.

Campbell photographic crews will be available for participants in the plan to do three types of coverage: interior, exterior and aerial views of exhibit construction. Costs will be kept low because clients, in effect, will be sharing the costs of each shooting day.

John Campbell Films is also the official producer of progress films for the New York World's Fair Corporation. The third film in this series — *World's Fair Report With Lowell Thomas* is scheduled for release this fall.

* * *

West Virginia's Radio Astronomy Sky Exhibit Features Audio-Visual Technique

The State of West Virginia has been awarded a \$65,000 grant from the National Science Foundation for a Radio Astronomy Sky exhibit at the Fair.

The exhibit, which later will be installed permanently in Charleston, West Virginia, will incorporate a planetarium dome, dioramas, animation, motion pictures, sound, displays and other audio-visual techniques.

* * *

Sign Ray Bradbury to Write Script for Cinerama Picture in the U. S. Pavilion

Developments in plans for the United States Exhibit include the signing of Ray Bradbury to write the 15-minute Cinerama film, *Tomorrow Morning*, scheduled for showing in the top floor of the U.S. Pavilion.

* * *

Sudan and Morocco to Include Theaters

Two more African nations have indicated they plan to feature small theatres in their exhibits. The 14,000 square foot pavilion of the Republic of Sudan will have a theatre on the first floor of the exhibit. The Moroccan pavilion will also feature a theatre.

* * *

Saul Bass Shooting Kodak's Fair Film

The Kodak pavilion will be one of the first major installations to be completed at the N. Y. Fair. The building job is expected to be completed by November 1st.

In Hollywood, Saul Bass & Associates are underway on the 15-minute color motion picture which Kodak will show to an estimated 35,000 people day each in the main theater at the base of the 80-foot high "picture tower."

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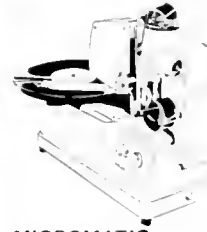
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N. Y. STATE FILM:

(CONTINUED FROM PAGE 20)

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Producer Harry Coleman (at left) checks Cinerama camera with William D. Liitschwager of Cinerama's Special Projects Department.

inches high with an overall diameter across the magazines of 52 inches. The total unit weighs over 500 pounds.

The cameras are mounted vertically and photograph into a turret of 45-degree angle mirrors. Special optics were designed to accomplish the 360-degree horizontal coverage and the 27 degree vertical coverage.

Coleman Productions, Inc. won the assignment to do the New York State production because of the company's familiarity and experience in travel films. The principal cinematographer engaged for the production, said to be one of the few able to handle a brace of six cameras at once, is Chuck Austin, formerly employed by the Mitchell Company, and one of the men instrumental in the design of the Mark II.

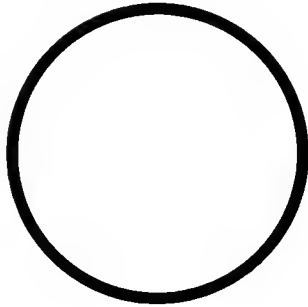
Tests having been successfully completed, the camera system is now being employed in photographing New York State in all seasons for an exhibit which promises to be one of the most popular attractions of the Fair. ☐

* * *

Writer Carl Pugh's at Home

☆ Script writer Carl Pugh is now located on his own mango and avocado plot at 13123 South West 64th Court, Miami, Florida. His phone number remains the same: MOhawk 1-9440, A C 305. ☐

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