



MARCH  
21, 1963

# swedish pavilion

GROUND BREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965

Following is a transcription of remarks made by Swedish and World's Fair officials at the groundbreaking ceremony for the Swedish Pavilion, New York World's Fair, Thursday, March 21, 1963.

AMBASSADOR RICHARD C. PATTERSON [Chief of Protocol]: Your Royal Highness, Your Excellencies, ladies and gentlemen. I am privileged to begin these exercises by the presentation of a distinguished friend who spent ten years as Consul General of Sweden in New York City, and who I know regards New York as a second home. He has held ambassadorial posts since he left the Consulate General here, and I can conceive of no one better fitted, with an understanding of both sides of the Atlantic, than His Excellency Ambassador Lennart Nylander, to address us on behalf of the Swedish consortium which is organizing the Swedish Pavilion.

AMBASSADOR LENNART NYLANDER: Thank you very much Mr. Ambassador for your courteous introduction. Your Royal Highness, ladies and gentlemen. It is with the most sincere pleasure that I greet you here today — our first visitors to the site where our Swedish Pavilion will soon begin to rise. We are particularly honored by the presence of His Royal Highness, Prince Bertil of Sweden, who now starts his American visit by breaking ground for the building to which millions and millions of Fair visitors will come to breathe a bit of Swedish air and learn more about our country.

We in the consortium for participation of private Swedish industries are also pleased and honored by the presence of Ambassador Gunnar Jarring from Washington and our United Nations Ambassador, Madame Agda Rössel. Governor Poletti, we welcome you as a most charming landlord, whom we already know quite well, and I ask you to forward our greetings to your ingenious president, Robert Moses, who I think is in Nassau right

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**Cover:** His Royal Highness Prince Bertil of Sweden (center) presided at the groundbreaking ceremony for the Swedish Pavilion. With him are (left) Governor Charles Poletti, vice president, International Division of the World's Fair Corporation and (right) Ambassador Lennart Nylander, chairman of the Swedish Committee in the U.S.A.

now, and express our regrets to him that he could not be with us. Within a very short time more professional ground diggers will move in here and start the construction of our pavilion. In it will be present the finest examples of advance Swedish industry and research as well as handicrafts and arts of our country, all around the theme, "Creative Sweden." Mr. Moses has called this Fair the greatest show in our time. I can promise you an exciting and interesting Swedish participation in that show. Thank you all for coming out here to this groundbreaking.

**AMBASSADOR PATTERSON:** Thank you Your Excellency. You mentioned the Swedish Ambassador to Washington, the Honorable Gunnar Jarring and I'd like to introduce him to those who don't already know him. And in particular do I wish to present a good friend of ours who has been at the United Nations quite a long time, Her Excellency Madame Agda Rössel.

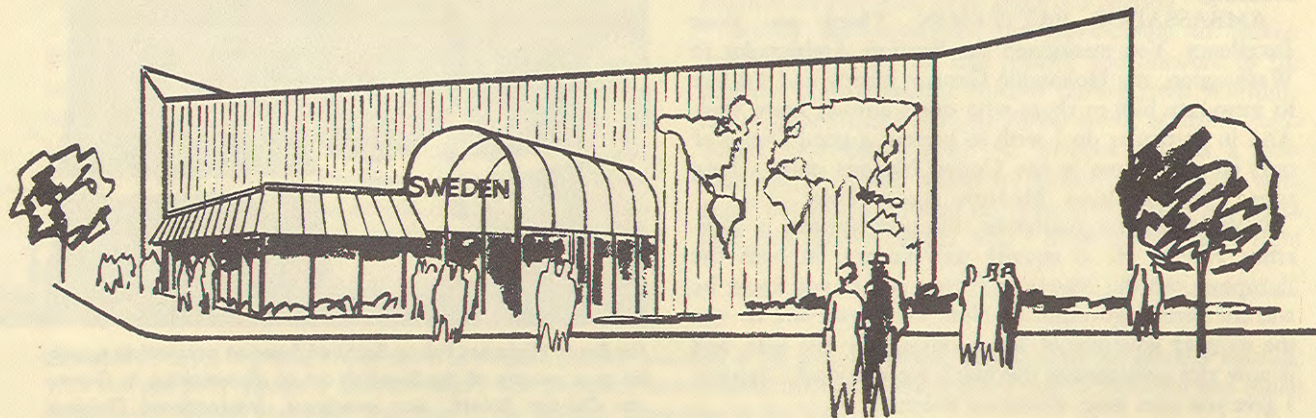
Now ladies and gentlemen, the next speaker is Governor Poletti. He is equally well known on both the European and the American fronts, and as you know he was the former governor of New York State and he was the military governor of Rome during the last war, and is now vice president of the Fair's International Division. I give you your host, Governor Poletti.



His Royal Highness Prince Bertil of Sweden presenting a goblet as a sample of the Swedish art of glassmaking to Governor Charles Poletti, vice president, International Division.

# PAVILION OF SWEDEN

designed by  
Stockholm architects  
Sven Backström  
and Leif Reinius.



GOVERNOR CHARLES POLETTI: Thank you Mr. Ambassador. Your Royal Highness, Mr. Ambassador, friends. I'm very happy to be participating today in this most significant event. This gives us at the World's Fair tremendous joy and delight because we know it's been a very difficult task to achieve the presence of Sweden at our World's Fair. The difficulty, as many of us on this platform know, has been caused by the fact that your government cannot participate on account of its membership in the *Bureau Internationale d'Expositions*. But into the breach stepped some very notable citizens of your country, and they were able to create a consortium, and since today is the commencement of what will undoubtedly be an exciting pavilion, I want to take a few moments and probably abuse your patience by mentioning the names of the persons who have been stalwart and devoted and persistent fighters to achieve this consortium and a pavilion that will do honor to the splendid people of Sweden.

I want, therefore, to mention first our dear friend, Baron Lionhead. He says his name is different in Swedish but for us at the Fair, he is Baron Lionhead. I also want to express our appreciation to Rudolf Kalderén. We are delighted that Ambassador Nylander is going to be the general factotum for this pavilion, and we hope that at

the end of the Fair in 1965, he can truthfully say that this fellow Poletti hasn't been a bad landlord.

In connection with the construction, may I take a moment to cite the various companies that have been active in achieving this consortium: ASEA, the Nordiska Company, SAAB, the Johnson Concern, the Stockholm Brewery, Pripp & Lyckholm, and the Svensk Form which, as you know, does a lot of designs, textiles and handicraft, and Siporex.

I also want to commend your group for having selected as its theme what I think is a most appropriate name, "Creative Sweden." I told Ambassador Nylander when we were in the hall back there that I like the name and if I may use a non-Swedish term, going back to the country of my own forbears, "Creative Sweden" is *ben trovato*.

I hope that in displaying the creativeness of your country, you won't tell us only about the magnificent designs and products of your country, but I trust that you will remind the seventy million visitors, and most of them will be American people, that Sweden has given wonderful public servants to the world — Count Bernadotte, Dag Hammarskjöld. I hope you will remind the American people again that your country is the home of the Nobel Prize.

These are significant contributions that are appealing

and will not only increase the education of the many millions who will come here but also, I hope, will serve to give these visitors spiritual uplift. This Fair is not a trade fair, nor just an industrial enterprise. It is a greater undertaking that has required years of effort to achieve and we think it will give the people a spiritual uplift. So may I reiterate my trust that in the Swedish Pavilion, this "Creative Sweden," there will be a reminder of the tremendous services that have been rendered to the world by the people of Sweden.

Now I want to say in closing that we at the World's Fair, speaking for President Moses and the executive committee, are honored and delighted to have the presence of His Royal Highness, Prince Bertil on this auspicious occasion. We know how busy he is, and we are grateful for his taking the time to come here. We feel that his presence here is that of a friend. He has been to our country before — I think this is his sixth trip — and he's been over many parts of it. I'm pleased to note that while he's here he is not forgetting the spot where we have quite a few Americans of Swedish ancestry. I notice his itinerary calls for a visit not only down at Fort Cristina to commemorate the founding of the New Sweden, but he's also touching little places like Chicago and big cities like Rockfort, Illinois, where I am told

there are a few wonderful American citizens of Swedish extraction.

In all events we are delighted and honored that he is here. We think that his presence augurs well not only for the Swedish Pavilion but also for the success of the entire World's Fair. And to indicate in a small way our appreciation of his sacrifice in taking time out to come here, I'd like to present to His Royal Highness a little token, a medal of the New York World's Fair. On one side is our symbol, the Unisphere which is our own world, and the motto of this exposition, "Peace Through Understanding." On the other side of this medallion is the seal of the City of New York, because in 1964 we also commemorate the 300th anniversary of the founding of the City of New York. So, sir, it is indeed a great honor for me to present this to you on behalf of the New York World's Fair. Thank you again.

PRINCE BERTIL OF SWEDEN: Governor Poletti, Your Excellencies, ladies and gentlemen. First of all I would like to thank you very much indeed for the very fine memento, this fine medallion which will remind me of the New York World's Fair 1964-1965. It certainly is a very fine medallion and I appreciate your kindness very much, and I shall always cherish it as a good memory of this ceremony.

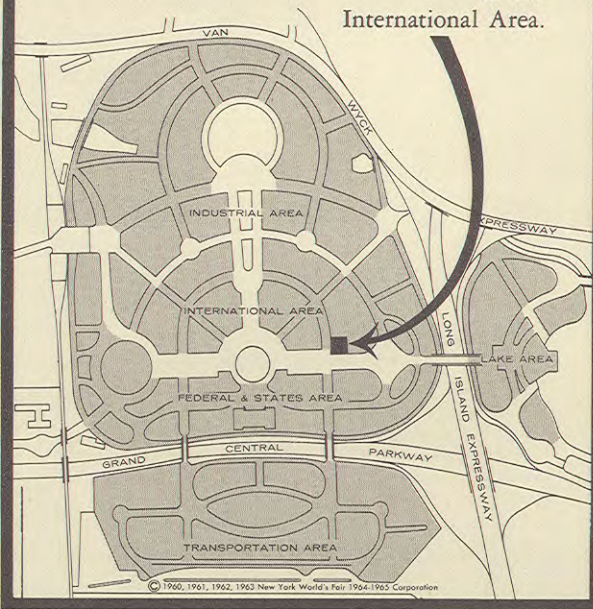
Secondly, I would like to thank you very much for your kind words of greeting to me and to my fellow countrymen and friends in Sweden. I would like to say that I am certainly very happy to be back in the United States of America again. It's always such a joy to come here. People are so friendly and so kind. And especially today, to come and visit this tremendous place, as we saw it today when it was so very well, and if I may say so, so amusingly described by Mr. Douglas Beaton.

And now this place where we are standing today is supposed to be the Swedish Pavilion. So far it doesn't look like much of a pavilion, but I know it will be when the World's Fair is opened in April of 1964. And I hope, ladies and gentlemen, that this World's Fair will encourage the good relationship between the United States and Sweden. And may I say that I wish you all the best of luck for the World's Fair, and I thank you very much.

I understand that I'm supposed to do the groundbreaking and I'll do my best. But before we start there is one task more I have been asked to perform by the committee of the Swedish Consortium for the New York World's Fair, and that is to give a small memento to the World's Fair Corporation. And I should like to hand this over to Governor Poletti with warm wishes, Godspeed and good luck to you all.

## THE SWEDISH PAVILION

will occupy  
a 20,000 sq. ft. site  
in the  
International Area.



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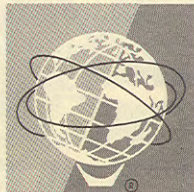
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