

UNISPHERE

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United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE- AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

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NEWS:

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"COLOR"

Nature's bounty and man's ingenuity, and people--many faces from many lands--have created at the Fair a magnificent pageant in a park.

Large oaks, maples and sycamores casting a protective shade, and on the ground ivy and myrtle and miles of grassy walks... blossoming hawthornes, forsythias and mountain laurel...thousands of white, yellow, blue pansies and multi-colored tulips which will give way to a myriad of summer-blooming flowers, and later to masses of chrysanthemums--all mixed with the scent of flowers, the tantalizing aromas of grilled hamburgers and hot dogs at crowded refreshment stands and the smell of barbecuing meats for diners in outdoor terraces and cafes--they all make up the "color" of a great Fair.

Brilliant and dynamic architecture reflect many diverse heritages and talents. Soaring shapes of metal, stone and man-made materials, which required fantastic engineering feats to conquer unparalleled problems of stress, equilibrium and support, offer visions of the future.

Translucent walls fabricated of thousands of pieces of vari-colored glass and the world's largest suspension roof, a giant wing suspended in space and a floating cement carpet, geodesic domes, a

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huge steel "egg" and aluminum prisms forming a towering modernistic Gothic cathedral -- all part of the "color."

In addition, a moat-surrounded Japanese feudal castle, a stylized medieval Irish tower, western stockades and adobe dwellings, thatch-roofed native huts and a Chinese pagoda, Moorish arches, Balinese temple gates, gilded surfaces, intricate carvings and intense colors...the Fair is a riot of "color."

Spectacular fountains in ingenious patterns and colors, jets of water seemingly supporting structures, reflecting pools, lagoons with lily pads, and cascades of water falling into a lotus pool-sparkle in the sun and bring the clean cool smell of the sea.

Complementing the landscaping, buildings and heroic sculptures of weathered bronze and stainless steel are soaring, airy white entrance towers, totem poles, and a tower of brilliantly colored mobiles that spin and turn in the wind; and gleaming in the sunlight, a golden cross crowning the Vatican Pavilion, the gilded statue of the Angel Moroni, gold sunbursts -- and a huge plastic orange atop a tower.

The Fair will be a babel of sounds merging together into a euphoric medley - conversations in many languages, happy shouts of children clambering on playground equipment, the roars of spectators at athletic contests - or the tense hush of those watching outdoor aerial acrobats. It will include the tinkling of temple bells, the buzzing of overhead helicopters and the lilting "Go Greyhound" tune of passing Escorters, the bark of porpoises, the roar of lions and the squeaking, squealing of an auto parts zoo. Soft background music can be heard throughout the day, in addition to brass bands and singing voices, the sound of carillon bells and the wail of a caliope.

The Fair is also vibrantly alive with colored flags and banners fluttering in the wind and huge smoke rings rising into the air, automobiles whizzing around a rotunda, gaily colored prancing steeds

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on a carrousel, multi-colored cable cars in the air and toothy dinosaurs peering through tree tops, gazing at the crowds below.

But a fair is primarily people - VIPs, celebrities, diplomatic dignitaries but mostly, and most important, the millions of "just people" from all over America and the five million anticipated visitors from abroad--having in common, if nothing else, the universal pursuit of pleasure.

Here are the joyous chatter of happy people - vacationers from every state identifiable by their regional speech patterns and a steady parade of individuals in colorful saris, turbans, charros, kimonos, ibayas and balintawaks; school groups shepherded by harassed looking teachers and infants in miniature automobiles propelled by one-mother, power; people earnestly consulting guide books, methodically plotting routes on maps or rushing helter-skelter from one attraction to another....wearing zany novelty hats, carrying souvenirs and patiently waiting, cameras set, for unobstructed moments.

Here too are handsome, wholesome-looking young people who work at the Fair - "Golden Girl" guides and smartly uniformed waitresses, attendants, press aides, hosts and hostesses, and costumed entertainers - adding color to the ever-changing kaleidoscope....and 3500 benches seating the foot-sore, surreptitiously or defiantly slipping out of shoes, tired but alive and alert.

As darkness descends the Fair will become a glittering fantasy land, glowing and gleaming with thousands of lights in a rainbow of hues.

Soft shafts of light diffused through translucent domes creating halos, and luminous clouds of color surrounding jewel-toned stained glass walls and translucent mosaics...brilliantly floodlit buildings, multi-colored shimmering waterfalls of light, waves of constantly changing color patterns and the most powerful beam of light in the world piercing the clouds.

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Multi-colored light fixtures in unusual shapes and iridescent reflectors are affixed to trees, while huge, vivid color transparencies crown an eerie lunar landscape and the breath-taking beauty of a seemingly weightless Unisphere bathed in soft lights simulates the cycle of day and night.

The Fair's street lights, luminaries grouping cubes in varied arrangements, are combinations of twelve cool and warm colors used to enhance the mood and support the theme of the areas in which they are located.

As a crescendo to the day's activities, the Fountain of the Planets will be transformed into the most spectacular display at the Fair. Colored lights illuminate the fountain whose waters rise to great heights in intricate formations following the mood of especially orchestrated and recorded music. For added emphasis, fireworks bursting in the air, create a smoke and flash brilliant lighting effects reflected in the sky and surrounding pool.

In the late hours of the night, when the festivities are over, the lights are dimmed but never extinguished. The watchmen of the night are at their posts - guarding, cleaning, repairing, replenishing supplies - readying the Fair to again greet her guests with a brave, bold face, filling their day with joy and providing the stuff of pleasant memories for the years to come.

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