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REUSABLE KODAK PAVILION IS DESIGNED
TO BE 'BRIGHT, COLORFUL'

The Eastman Kodak Company pavilion at Expo '74 in Spokane, Wash., -- designed by Kodak architect Franz Johann Schwenk to be "bright, colorful, fair-like" -- is reusable and relocatable in keeping with the world's fair theme, "Celebrating Tomorrow's Fresh New Environment."

Schwenk's assignment was to design a theater-type space, seating approximately 200 persons at one time for a multi-image slide presentation. The location -- Spokane with its bright, hot, dry summer days -- added further qualifications; the structure would have to allow for a controlled environment, be relatively lighttight, and air-conditioned.

"Basically, I was looking for an economical way to cover 200 people for a presentation," Schwenk recalls, "and an air-supported structure, in addition to economy, offered the attractive features of possible reuse and relocation."

The resulting red- and yellow-striped, air-supported dome -- 72 feet in diameter, 35 feet high at the crown -- occupies approximately 4,400 square feet. It is situated on 8,000 square feet of land at the western edge of the fair site in such a way that any sunlight filtering through the "not completely opaque" dome will not strike the screen on which the

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featured slide program will be presented. Composed of heavy-duty vinyl, the air-supported structure is anchored to a concrete ring beam.

A photo information center, from which Kodak experts will answer consumer questions, offer picture-taking advice, and demonstrate Kodak's latest consumer products, is connected to the main pavilion by a red canopy of the same heavy-duty vinyl. In addition to providing light control at the entrance to the theater, the canopy, supported by a large center pole with five cables in a catenary design, will serve as a shading device for the waiting public.

Air pressure inside the dome is controlled through the use of revolving doors -- three at the entrance, two at the exit. A projection island near the entrance was developed to provide a flow of visitors in a split-traffic pattern. When one walks into the pavilion, the interior "just seems to open up," says Schwenk.

The white interior of the air-supported dome is complemented by a sloping, theater-type floor, covered with a warm brown, custom-made, Kodel II polyester carpeting. Lighting consists of conventional aisle lights along the perimeter with a large circular fixture at the crown of the pavilion. And fully upholstered theater seats, in a continental seating arrangement, suggest "there shouldn't be a bad seat in the house."

What visitors will see is a surround-sound, multi-image program, "Know the Land and the People...Through Photography." The eight-minute multi-image slide presentation will be projected on a 12 x 36-foot, semi-

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circular screen, positioned in such a way as to control ambient light. The projection room itself and facilities for the pavilion staff of more than 15 persons complete the earth-toned interior.

Ground was broken for the Kodak pavilion in January and Schwenk expects work to be completed well ahead of the May 1 deadline. Environmental Concern, Inc., of Spokane, under the supervision of partner E. M. Musgrove, is serving as co-architect; Vernon Johnson & Sons, Inc., of Spokane, is the general contractor.

As for the structure's Expo afterlife, Schwenk notes that it is possible to re-erect the dome, without a foundation, on relatively flat, level ground, using auger-type anchors.

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