

## NEWS RELEASE



**EXPO'74**

### U.S. TO BUILD \$11.5 MILLION PAVILION

Uniting the works of man and of nature is the overall effect sought by designers of the Expo '74 Federal Pavilion, the official contribution of the United States government for the 1974 World's Fair.

The \$11.5 million structure, authorized by Congress in the closing days of the 1972 session, will house a multi-faceted national exhibit themed "Man and Nature, One and Indivisible." The exhibit itself, designed by Herb Rosenthal of Los Angeles, seeks in several ways to achieve unity between man's and nature's works.

The Pavilion will be in the form of two cone-shaped buildings, enclosing a one-acre garden on the north bank of Havermale Island in the Spokane River. The buildings will be connected by a sheltered exhibit space.

Sloping upwards from earthen banks, the roof will be sheathed with water which pours off one end of the structure in a waterfall.

"The structure of the pavilion will seem to grow directly out of the ground," according to a descriptive report issued by J. William Nelson, director of expositions for the U.S. Department of Commerce.

"The roofs of all structures will be verdigris copper, blending with the green grass of the supporting earth berms."

The complex is designed in a horseshoe concept, with the opening of the shoe facing north towards the upper falls of the river.

Within the horseshoe is the garden, which will act as a "giant, pleasant foyer for the pavilion, as a congenial rest zone, as an exhibition area, and as an arena for music, activities and events."

Visitors will enter the pavilion through the garden and will proceed behind the waterfall to the first of three theaters. Films, including a combination technique using live actors, will be shown as a part of the exhibit.

Its premise, said Nelson, will be that "the people of the United States have become so numerous and the demands of their technology so great that no living thing can exist within their territory except by their leave.

"What is not done is as much an expression of the national will as what is done. This means that 'exploit' and 'conserve' describe the same actions as seen from different viewpoints. They are opposite sides of the same coin.

"Expo '74 presents the Government with a chance to say something to the people about the problem and the policy," Nelson said.

Architectural work is being handled in a joint venture between the Portland, Oregon office of Skidmore, Owings & Merrill, and the Spokane firm of Trogdon-Smith-Grossman.