



Audio-Animatronic dolls representing 26 lands sing and dance along Pepsi-Cola's boat ride.

Pepsi-Cola's "Small World"

THE PEPSI-COLA Fair Exhibit transports the magic of Disneyland to Flushing Meadow as it takes visitors on a water-jet voyage titled "It's a Small World," a Salute to UNICEF. Once again, Audio-Animatronic figures of the world's children sing and dance in full-color fantasy settings of their native countries.

Canals wind through 26 lands, past a Very Leaning Tower of Pisa, a confetti-draped Eiffel Tower, miniature Swiss Alps and a Disneyesque Taj Mahal. Great fun for the small fry as the Irish "wee folk" sing, a Swiss yodels and Dickens-inspired Britains carol atop a Cockney moon.

Within the two-acre Pepsi-Cola area, the U. S. Committee for UNICEF is operating its own pavilion, dramatizing its role in helping meet the needs of children in over 100 developing countries.

The cruise is housed in a 47,000-foot air-conditioned building. It can handle some 55,000 passengers along its waterway.

The pneumatic and hydraulic tubes of these Audio-Animatronic figures are activated by audible and inaudible impulses fed by a complex magnetic tape system. A setup like this requires the services of electronic experts for constant maintenance. It is not calculated to give the average exhibitor any notions about the adoption of the idea except in static, long-term situations, also warranting the considerable expense involved in creation of the figures.

But this combination of entertainment and international welfare is one of the Fair's best!

MAKING IT A WORLD'S FAIR

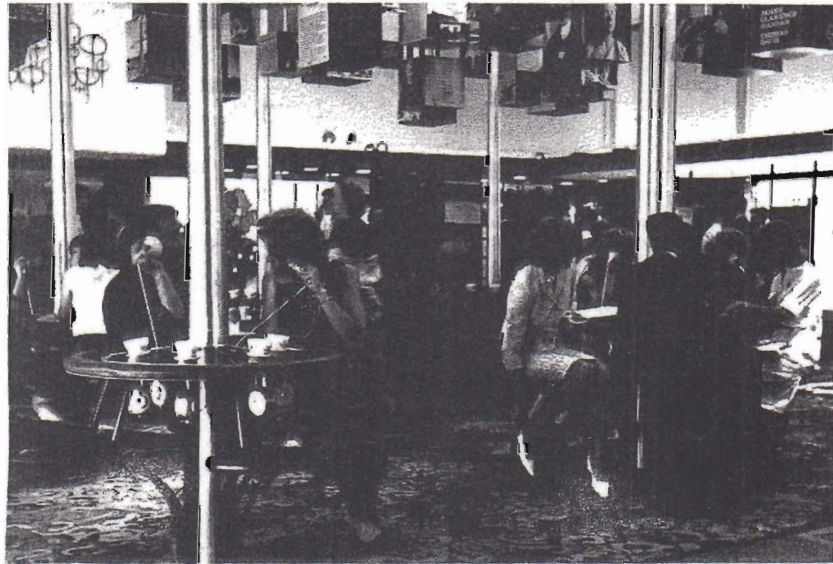
*the sounds (and sights) of the Emerald Isle
within Ireland's most attractive pavilion . . .*

IN CREATING its Pavilion, the Government of Ireland has provided visitors with a series of rich, varied and pleasing experiences that communicate most effectively the mood and feeling of the Emerald Isle.

Almost square in plan, the two-story Irish Pavilion features a

To permit the beauty of the natural Irish stone background to be seen, the map is constructed as an openwork design with aluminum strips forming the outlines of the continents and other land masses.

Through the use of four copper symbols with baked enamel sur-



These "listening posts" in the Irish Pavilion's artificial forest offer a speech program by Irish writers, spoken by that country's noted actors and actresses and reproduced on a photographic sound system.

conical tower and a seven-foot wall composed of panels made in Ireland. The panels consist of a concrete core and a facing of large slabs of stone set in a bold pattern.

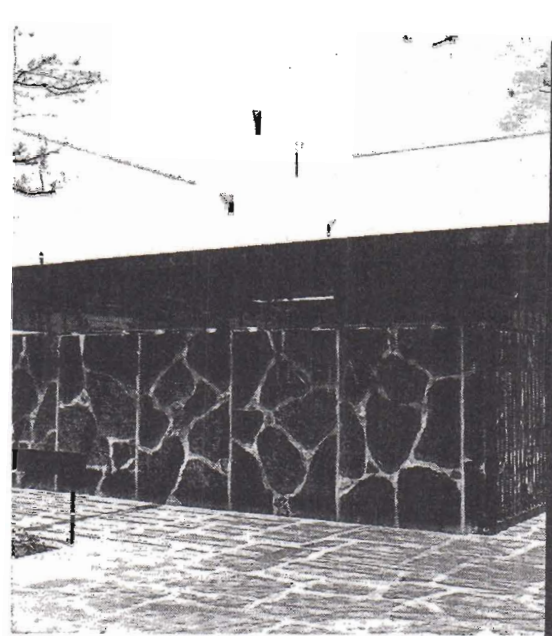
Chartered architects for the Irish Pavilion were Robinson, Keefe & Devane of Dublin. George Nelson of George Nelson & Company, New York, was coordinating architect. Mr. Nelson and Robert Fymat of the same firm were exhibit designers.

Visitors enter the Pavilion through a 50x30-foot open court which is partly shaded with a low wood trellis. On the east wall, a 15x7-foot world map is displayed.

faces in a variety of colors, the map indicates the extent of Ireland's relationship to the rest of the world in terms of cultural influence, emigration, missionary achievements and military emigration.

A dark-green plate-glass wall, bordered with shrubs and flowers common to the Irish countryside, separates the entrance court from the main exhibit hall. Opposite this glass wall, a 40-foot wall of copper-faced plywood containing four maps of the four original Irish provinces is displayed. Within the outlines of the counties are printed the names of those families which originated in these areas.

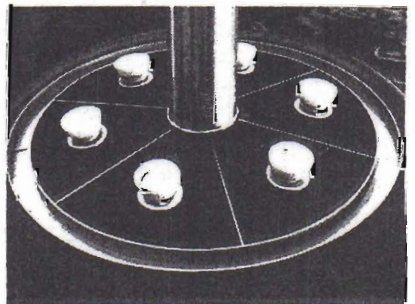
Scenes from Ireland's wide-screen slide show are projected in this stand-up theater in the pavilion. This room also has a "well" projection system which features a filmed trip over Ireland by helicopter.



The handsome Irish Pavilion has a big screen slide show and a helicopter film trip to Ireland.

Hidden loudspeakers give a quiet, continuous roll call, with a variety of Irish voices reading the names of the families which appear on the maps.

The first indoor space is the introductory area, a 30x50-foot air-conditioned room which is used as a projection area. Two types of presentation are featured in this space. One is a kind of glass capsule through which visitors can peer down at an aerial film projected on a circular pit about six feet in diameter. The illusion created is that of a flight in a balloon at about 1,000 feet above ground level. The flight is silent except for



Pull-out headphones at listening posts for the speech program.

occasional local noises such as the sounds of birds in the swamp, a bell in the distant church steeple, the barking of dogs, etc.

To show the four-minute films, Reevesound provided a modified 16mm Norelco FP-20B projector and a Reevesound-designed con-

INTERNATIONAL PAVILIONS:

(CONT'D FROM PRECEDING PAGE) tinuous 16mm film looping rack. The fully automatic, remote controlled system is in continuous operation.

In a second major presentation in the introductory area, three electrically-interlocked Spindler & Sauppe slide projectors are used to tell the story of the Irish people at their daily tasks, in views of the country's magnificent landscapes and seascapes. During the eight-minute show, some 300 slides are projected onto three screens that

utilize a space twenty feet wide. Folk music of Ireland, recorded in the studio of Radio Eireann in Dublin, accompanies the slide projection.

Linking the darkened introductory area with the main exhibition hall is a tower, a truncated cone similar to the ancient watchtowers still to be found at intervals on the Irish coast.

Main feature of the 3,500 square foot box-like exhibition hall, and focal point of the Pavilion, is a kind of geometric forest

bearing evidence of Ireland's outstanding cultural activities.

Consisting of eight tree-like metallic structures which serve as "listening posts," the forest is a place where visitors can listen to the words of the greatest Irish poets, novelists, and dramatists, as spoken by the finest voices in the Irish theatre.

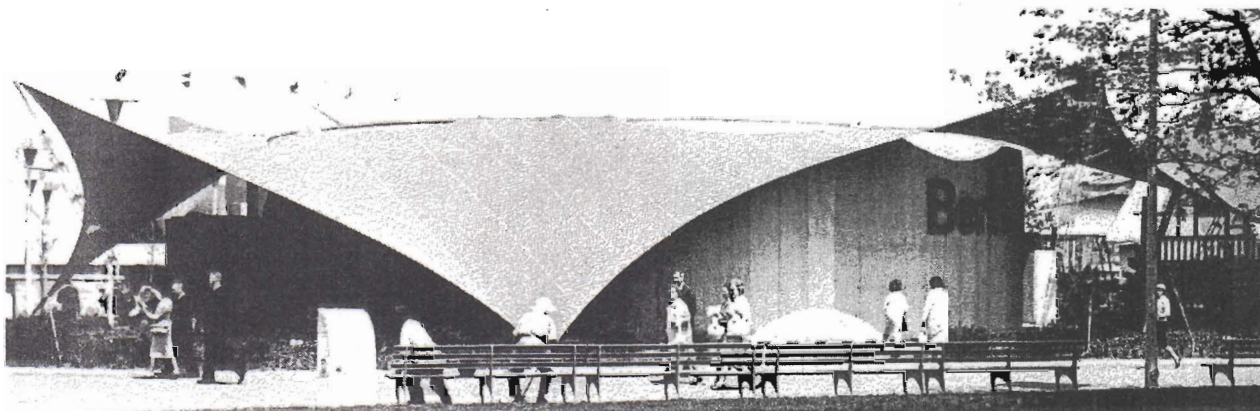
Six seats, situated around each post, permit forty-eight people to listen simultaneously to the recordings through the use of individual "hearphones." Reevesound's unique multi-channel photographic sound track reproducing system

provides the speech program played through the conical-shaped "hearphones."

Forward and reverse running capability of the system, in wide use at both the General Motors and Bell System Pavilions, permit one sound reproducing unit to feed the program for two "trees."

The metal tubes which form the "tree trunks" in this artificial forest extend upward, branching out into hundreds of cubes covered with information regarding Ireland's greatest writers. Photographs, paintings, engravings, manuscripts, busts, and first editions are displayed on the cubes, providing additional information on the great names in Irish literature.

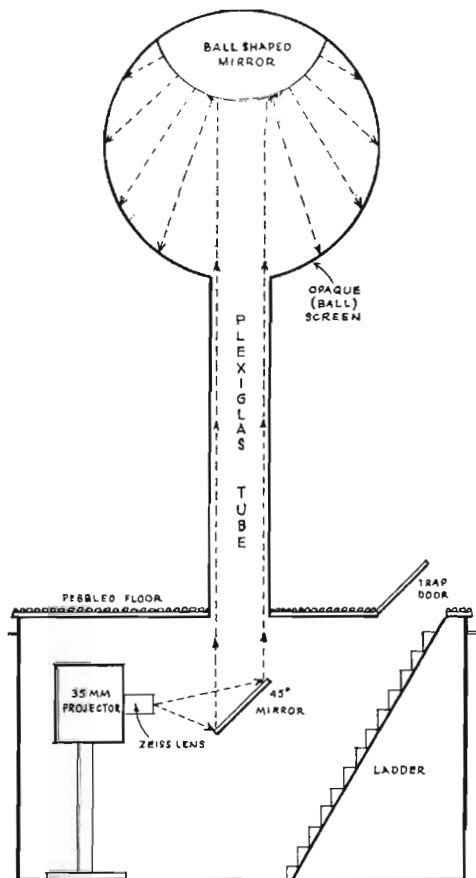
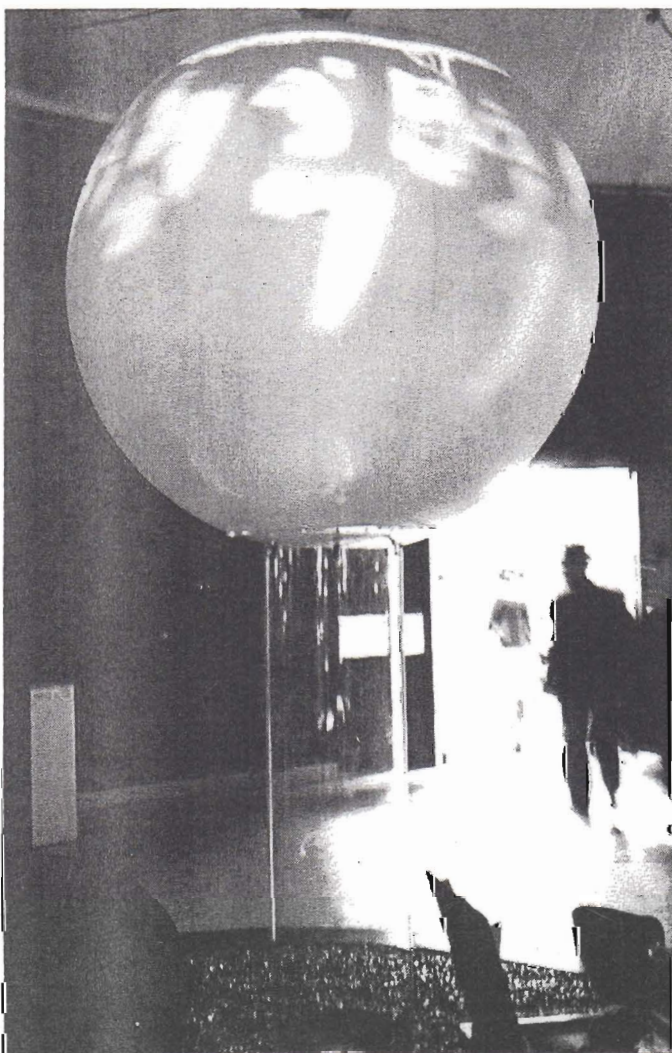
In the main exhibition hall the visitor is left free to study and enjoy what he chooses to concern himself with and ignore what fails to interest him. In leaving the hall, he passes out of the air-conditioned space into a quiet garden where he can pause, sit at marble-topped tables and sip Irish coffee while "punkahs," the slowly-revolving ceiling-mounted electric fans of another era, whirr overhead. The anachronistic devices were used to heighten the sense of pre-industrial tranquility that is characteristic of many regions of Ireland today.



The Berlin Pavilion at New York Fair features the spherical projection system described in this Fair report.

Spherical View of Berlin

WEST BERLINERS going about their daily chores are pictured in the cartoon film projected on a novel, spherical globe in the City's Pavilion at the Fair. Another short film takes up technological productivity; maps with special lighting effects portray the Berlin of the future. •



Left: this translucent sphere carries a cartoon film about life in West Berlin. It has an approximate four-ft. diameter. Above: our own sketch shows how images are reflected upwards through Plexiglas tube from 35mm (German-made) repeater projector down below floor. A Zeiss lens; 45-degree mirror are used.

SPAIN on film

SPAIN'S PAVILION has been hailed as the most beautiful at the Fair and the accolade is well-deserved for it is solidly-constructed, has charm and grace in all its aspects of design.

It's an expensive rendezvous, too, with elegant and costly restaurants; a distinguished exhibition of great Spanish art (Velazquez, Goya and El Greco) has a dollar

