

Ford Motor Company  
News Bureau  
New York World's Fair  
Flushing 52, New York  
Telephone: 888-4532  
(area code 212)

IMMEDIATE RELEASE

"SPACE CITY" PART OF FORD'S "MAGIC SKYWAY"

Ford Motor Company guests at the New York World's Fair travel to the world's first Space City as they ride a "Magic Skyway" created by Walt Disney. This is the climax of their ride -- enjoyed in the comfort of current model Ford-built convertibles -- after "time tunnels" whisk them from the Stone Age to the Space Age in a matter of minutes.

Some of the thrills an astronaut experiences in the indigo darkness of outer space are shared by Ford visitors in the Space City.

While their electronically guided and controlled convertibles round a curve at four miles per hour, flashing Strobe lights and stereophonic sound effects give them the sensation of speeding through the sound barrier.

Suddenly they find themselves riding a highway in the sky. High above, strange vehicles glide their silent way to distant star fields. All around them rise the structures of the Space City -- dreamed up by Disney and his "imagineers" at WED Enterprises, Inc.

All the Space City appears out of darkness akin to that described by America's astronauts upon their return from orbiting the earth hundreds of miles in space.

Black-lighting and ceiling-projection techniques enhance the feeling of traveling at great heights in the Space City.

Just as space crews in the foreseeable future will arrive at a space station by matching its orbit, Ford guests step from their cars onto a moving platform that makes their cars seem to stand still in one of the structures of the Space City.

Their debarkation area has the look and sound and feel of being part of the Space City. And here guests share in the imaginings of Ford Motor Company stylists -- who were given free rein in designing vehicles for a series of "styling atmospherics."

Here are contrivances so unusual they cannot be called cars or planes or ships or even vehicles. The Ford stylists refer to them simply as "shapes." Yet they are sculptured and molded and finished as carefully as the collection of World's Fair experimental cars to be seen by Ford guests in another part of the Wonder Rotunda.

The atmospheric include a pink gold stylist's creation with unique taillight illumination and a soft blast of air that can be felt by viewers as the "shape" seems to move through a conical coiled stainless steel rod. It is a sight that would be comprehensible only after a trip to a Space City.

Another grotto in the atmospheric area features two chrome-plated shapes in front of a suspended mobile formed of brass, creating a mood reminiscent of a Gothic sculpture. Another offers vehicles against a background of abstract wrought aluminum shapes with polished, irregular surfaces, in crater-like peaks and valleys.

A vari-colored waterfall forms the background for another "atmospheric," with vehicles suspended from monorail-like rods in the foreground. A mirror above the falls gives the illusion of water falling upward.

The final setting consists of clear, crystal forms suspended from a rock cove. Light passes through some of the crystals, while others reflect light, giving an over-all cold, blue effect. Vehicles floating in the foreground are spotlighted with deeper blue light in a "frozen" effect.

From these out-of-the-world settings, Ford visitors step into five "Adventures In Science" -- a detailed presentation of Ford and Philco scientists' current projects. These form a natural progression to a show area where Ford's collection of World's Fair idea cars can be examined closely by fairgoers who have "come back to earth" from the threshold of tomorrow.

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