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HIGHLIGHTS OF WOMEN'S ATTRACTIONS AT THE NEW YORK WORLD'S FAIR

Women are getting a special salute from the World's Fair this season as a result of a wide variety of new attractions specifically beamed at the distaff Visitor.

Some pavilions are designed solely to appeal to women. Countless other displays, part of larger exhibits, woo milady in her role as homemaker and mother with presentations of products and services which add to the comfort and welfare of the family. Throughout the Fair, there is an awareness of the influence of women in making family decisions, in determining about 80% of all buying, and in interests that extend far beyond the traditional women's world of furniture, food and fashion to the future of our community at home and abroad.

Located in the Purex Penthouse of the BETTER LIVING CENTER, is the Official World's Fair Women's Hospitality Center, which extends a

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special welcome to all women visitors. Here, in the atmosphere of a private club, furnished in Colonial Williamsburg decor, women can relax, entertain friends and hold organizational functions. The Center contains a comprehensive collection of American Primitive Art and a Women's Hall of Fame honoring twenty outstanding American women. Its terrace affords a magnificent view of the Fair. Adjacent is a Charles of the Ritz Beauty Salon offering, in addition to the usual services, free make-up consultation.

Elsewhere, the Better Living Center serves as a showcase for products and services in fashion, food, home furnishings, health and leisure activities. Outstanding are the Tetley Crystal Palace of Fashion where advance styles are modeled, five times a day, in shows produced by Eleanor Lambert, Lord & Taylor and California Fashion creators; Dorothy Draper's Dream House which premieres new products for the home; and 14 Du Pont sponsored room settings, created by regional chapters of the A.I.D. portraying the spirit and heritage of different areas of the country. Recently added is the unusual "Animal Kingdom" exhibit, sponsored by the Humane Society under the direction of Cleveland Amory. Here, a wide variety of animals live with humans in a completely decorated home setting, highlighting the communication which can develop between man and animal.

At the RCA PAVILION, home of the world's busiest color television studio, "there isn't a day" according to Lou Ames, manager of programming, "that we don't have at least one show of particular interest to female visitors."

Fashion shows, cooking lessons, tips on hair care, and a "shopping tour" of the Fair, featuring the many unusual and exotic goods that are

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on sale in various pavilions, are telecast over the Fair's closed circuit color TV network. Continued this year, is the provocative "International Girl Talk," which brings together women of different nationalities, in native dress, for an informal exchange of various aspects of everyday life here and abroad.

Within the art nouveau decorated CLAIROL CAROUSEL, automated "Hair Color Pre-Vuers" enable women to see themselves as blondes, brunettes and redheads. In addition to a hair coloring analysis, the pavilion now offers a complete cosmetics analysis.

Be her tastes traditional or way out, the homemaker interested in interior design will find much to give expression to her creativity.

THE HOUSE OF GOOD TASTE, actually three homes, designed by outstanding architects -- Edward Durell Stone, Royal Barry Wills Associates and Jack Pickens Coble -- are completely furnished, under the direction of Richard W. Jones, N.S.I.D., with nationally distributed products of American firms. To suit a cross-section of tastes, they have been designed and furnished in three different styles emphasizing products and designs within the economic reach of middle income families. Added this year, are "personalized" rooms designed for well-known stars, and an ideally-planned nursery sponsored by Parents' Magazine. A Hidden Assets annex, concentrates on heating, plumbing and electrical household equipment.

In the only exhibit at the Fair devoted exclusively to home furnishings, THE PAVILION OF AMERICAN INTERIORS, participating manufacturers display a complete range of furnishings. With emphasis on new design concepts, the pavilion houses some striking vignettes and room settings and an unusual art collection -- works from the National

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Art Museum of Sports. Judging from letters submitted in a contest last season, this pavilion is equally popular with men who are apparently assuming a stronger, more direct participation in planning the decor of the home and office.

How to sleep guests without a guest room is the theme of the new exhibit at the SIMMONS PAVILION. Six room settings, designed by Better Homes and Gardens Magazine, give practical, imaginative ideas on how to stretch the space potential of any home. Still popular are the famous rest alcoves offering weary visitors a quiet oasis where they can take a short nap.

At the close of the Fair, a replica of FORMICA'S WORLD'S FAIR HOUSE will be won by some lucky family as grand prize in a national sweepstake. Meanwhile, visitors to the exhibit are eligible for weekly prizes. The seven-room contemporary home, designed to provide visitors with practical ideas on the use of Formica Corporation's laminated plastic products also serves as a showcase for other American Cyanamid consumer products. Contemporary American furnishings, coordinated under the direction of Good Housekeeping Magazine's Decorating Studio, include Leo Jiranek's furniture incorporating major design innovations. In the arcade of the House, a John H. Breck exhibit demonstrates the "do's and don'ts" of hair care.

And way out -- and under -- is the UNDERGROUND HOME, a completely furnished 10-room luxury house, with an "outdoor" patio, 15 feet below the ground, designed to introduce the public to the attractions of underground life. Advantages stressed are quiet, cleanliness and total temperature control. An added fillip is a discotheque night

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club operated after hours in the living room and "patio" with patrons able to dial either a starry night or sunny sky overhead.

Several exhibits zero in on the kitchen displaying models of efficiency and beauty.

Whimsical animated penguins demonstrate Philco Corporation's major appliances in the red-white-and-blue Ladies' Home Journal designed dream kitchen located in the FORD PAVILION. Five unusual "around the world" kitchen settings are presented by the Frigidaire division of GENERAL MOTORS whose Futurama ride predicts the time when housewives will be able to serve foods harvested and processed that same day in what is now arid desert land.

The fun and convenience of outdoor patio living are featured in the new Gaslight Patio of the FESTIVAL OF GAS PAVILION. Live barbecue demonstrations and films based on best selling cookbooks show the family's chief cook and bottle washer how it should be done. And holding forth a hope for the future, the pavilion presents proto-types of appliances that will produce inexpensive disposable plastic dishes at the touch of a button, as well as other labor-saving devices.

Authentic "appliances", dating back to the Gay Nineties, add a nostalgic note to GENERAL ELECTRIC'S PROGRESSLAND show which delineates the comforts and pleasures which new electrical innovations for the home have brought to succeeding generations. The TOWER OF LIGHT show also proclaims the wonders of modern, total-electric living.

Though involved primarily in motion engineering, the SKF INDUSTRIES PAVILION demonstrates to women how essential roller bearings are to the functioning of her home appliances. In the JAPANESE PAVILION, too, small electrical appliances are spotlighted amidst

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displays emphasizing heavy industry and electronics, and at the BELL SYSTEM PAVILION, women are shown how engineers will give them more leisure time in the near future with such innovations as shopping by telephone while watching a television picture of supermarket shelves.

Even computers cater to the distaff element at the Fair. An electronic Home Information Center in the JOHNSON'S WAX PAVILION answers questions on the proper care of floors and furniture, automobiles and shoes and at the NATIONAL CASH REGISTER PAVILION, a computer describes popular vacation spots around the world while providing recipes ranging from vichysoisse to cherries jubilee.

Recipe collecting can become a full-time hobby at the Fair. There are cookbooks for sale at some pavilions and at the Fair's newest exhibit, the PAVILION ON THE UNITED NATIONS is the all-inclusive Cookbook of the United Nations. Many of the Fair's restaurants have give-aways featuring recipes for their most popular dishes, and some food preparation areas are within public view so that visitors can watch cooks at work.

For the fashion-minded, the World's Fair is one huge fashion show -- a treasure house of ideas which can be applied in creating individual wardrobes. Models gliding down runways, luxurious fabrics, exquisite embroideries, hostesses in delicate saris and kimonos or boldly patterned cottons, guides in trim designer suits of unusual color combinations, haute couture and ready-to-wear -- all blend in an ever-changing fashion kaleidoscope.

Fashion shows featuring regional manufacture are staged three times a day in the PAVILION OF THE NEW ENGLAND STATES. The NEW YORK

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STATE PAVILION serves as a showcase for the products of the local garment industry.

The intricacies of sari draping are demonstrated in the Pavilions of INDIA and PAKISTAN. AUSTRIA displays traditional, high fashion and winter sports clothes. Exotic lounging robes are featured in the MOROCCAN PAVILION and in the PHILIPPINE PAVILION are samples of beautifully embroidered pina cloth shirts and overblouses.

IRELAND'S burgeoning fashion industry is represented with Sybil Connolly creations and sport shirts by Donald Davies. Tweeds are woven on a loom in the pavilion and also displayed are some samples of fine Carrickmacross lace. Lace makers demonstrate their skills in the BELGIAN VILLAGE and in the Pavilions of NEW JERSEY and CENTRO-AMERICA, too, one can observe weavers at their looms.

Finely detailed leather and suede dresses represent one aspect of Spanish haute couture and expected to make fashion news is the unveiling of Balenciaga's fall collection at the PAVILION OF SPAIN later in the Fair season.

HAWAII'S fashion show focuses on 19th century court dress -- gowns of silks and satins with trains, the Island's adaptations of French and English fashion of the era.

Man-made materials are starred in a "Four Seasons" fashion sequence in the DU PONT PAVILION show with creations by Oleg Cassini, Ceil Chapman, David Kidd, Donald Brooks and John Weitz executed in some of the newest fabrics. Eastman Kodak too displays fashions made of synthetic fibers manufactured by one of its subsidiary companies.

In the PAVILION OF CHINA, emphasis is placed on vividly colored silk brocades and their adaption to Western-style dresses and gowns.

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And housed in the SINGER EXHIBIT, is one of the most magnificent displays of rare fabrics ever presented under one roof -- the Millionaire Fabric Collection. Represented are brocades, silks, laces, velvets and woolens ranging in price from \$20-\$1400 per yard, from all corners of the earth.

Additionally, the Collection features mannequins from Vogue Pattern's Import Collection including such famous haute couture designers as Lanvin, Cardin, Patou, Pucci, Dior, Ricci, Balmain and Galitzine. Expert counselors are available to assist women in solving sewing problems with demonstrations of the latest advances in sewing machines.

A visit to the pavilions of the State and International Area is a window shopping tour of the world. For the discerning shopper, there are shrewd bargains to be had from the vast array of native arts and handiwork, many of which are one-of-a-kind.

In addition to a wide range of beaded and embroidered garments in the HONG KONG PAVILION, women can order made-to-measure reproductions of haute couture creations, executed in a variety of fabrics, far below their cost in the States.

The NK Shop, a miniature branch of Nordiska Kompaniet, Sweden's largest department store, carries a wide selection of the country's stainless steel, silver and crystal giftwares.

BERLIN offers handcrafted gold jewelry and its delicate porcelains, GREECE, its flokati rugs and brassware and from ISRAEL come ceramics in Negev patterns, olive wood carvings and filigreed silver.

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There are hand-woven cloth, animal skins and rattan furniture from AFRICA, ivory carvings from SUDAN and colorful ceramic and glass-ware from MEXICO.

VENEZUELA has a selective art shop with paintings, sculptures and ceramics by the country's contemporary, young artists. Art works are also sold in the PAVILION OF PARIS along with gay scarves, saucy berets and perfumes.

Exquisite jewel-toned silks attract scores to the gift shop in the THAILAND PAVILION, boldly patterned cottons are attention getters in the PAVILION OF GUINEA, and in the MALAYSIAN PAVILION are sold superb hand-loomed silver and gold embroidered brocades.

There are rugs and leathergoods in the U.A.R. PAVILION, Hebron glass and wood carvings in the PAVILION OF JORDAN, celadon, brass and chinaware in the KOREAN PAVILION and, in the POLYNESIAN PAVILION, are pearls of all sizes. SWITZERLAND, of course, offers the watches for which it is noted.

At the International Plaza, one can shop the markets of 24 countries in an area of just 80,000 square feet. There are practical items and exotic luxuries, in all price ranges, from 21¢ for bamboo cigarette holders to ornate chests selling for hundreds of dollars.

The PEOPLE TO PEOPLE FIESTA, located in the Fair's Industrial Area, also gives visitors all the advantages and fun of a shopping spree around the world without the expense of a trip. Shoppers will find one of the finest collections of authentic folk art with native handicraft from the East, Latin America, Eurasia and distant regions of North America.

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In certain pavilions, mothers are introduced to totally new concepts in children's playground equipment. For example, in CHUNKY's "Sculpture Continuum" playground, youngsters can clamber all over 13 abstract sculptures which, when viewed through special peepholes, appear to spring to life and take on recognizable shapes. The Tivoli Gardens, in the PAVILION OF DENMARK, presents a wealth of imaginative play equipment, examples of the country's "living art" which has been created by outstanding artists and sculptors. The latest in American manufactured big play equipment furnishes the "Adventure Playground" of the DEMONSTRATION CENTER and the playground of the PROTESTANT AND ORTHODOX CENTER.

A visit to THE WONDERFUL WORLD OF SCOUTING will introduce future den mothers to the program and ideals of the Boy Scouts of America, and at the Children's World of the FEDERAL PAVILION they can pick up tips and techniques on entertaining small fry from master storytellers. Adding to the comfort and well-being of visiting families are the diaper changing room with bottle warming facilities at the SCOTT PAPER PAVILION, and badges distributed by the Borden exhibit to identify youngsters who get lost.

Gardening enthusiasts will delight in the wide variety of vividly colored floral displays. In addition to the extensive landscaping by the Fair itself and the foliage surrounding each of the exhibitor buildings, much of which is indigenous to the particular state or country, there are several gardens offering not only peaceful oases amidst the Fair's bustle but ideas which can be adapted back home.

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All of the Fair's exhibits, only a few of which are highlighted here, are as broad in scope as are the interests and activities of today's modern woman. The enriching experiences and stimuli gained from the Fair's marvels of the past to its wonders of tomorrow will help to broaden her family's horizons as they face the awesome future.

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