

NEW YORK WORLD'S FAIR
1964-1965



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REMARKS OF ROBERT MOSES
PRESIDENT OF
THE NEW YORK WORLD'S FAIR
1964-1965 CORPORATION
AT THE
JOINT ANNUAL MEETING
OF MEMBERS AND DIRECTORS
TOP OF THE FAIR
FLUSHING MEADOW
WEDNESDAY, JANUARY 22, 1964
AT NOON

COME TO THE FAIR!
APRIL 22, 1964



In this final interim report I am content to ride along, to add little to what my associates have said, to thank them again, to bide the result and trust to hard work, continued vigilance and good luck to see us through.

The last minute problems, crises and tempests in teapots in the building of a fair are the supreme test of the effectiveness of an organization. Our staff is functioning smoothly. It is in high gear. Those in charge of engineering and contracts, the building trades and the sponsors of pavilions, exhibits, concessions and amusements are working harmoniously with our executives. We shall have a tremendous show. Unless we meet extraordinary obstacles which can not be anticipated, we shall open fully equipped on schedule.

It has been necessary to explain repeatedly that we have no single centrally controlled physical concept to implement our theme. We aim at variety, not uniformity, at freedom of experiment and expression, not at tradition, integration and the cohesion which draws all elements together. This principle applies of course most conspicuously to design.

Years ago there was an old guide at a State Capitol who used to point dramatically upward in the rotunda and say, "The ceiling, my friends, is embololical." Well, our ceiling at the Fair too is "embololical", and those who hoped we would have either a classical revival or a revolution will have to be satisfied with extraordinary shapes and forms selected independently by our participants and not by us.

In design liberal mindedness is what we aim at. Many an architect builds monuments to himself, and exhibitors at the Fair naturally go for easily recognizable symbols of their own products. Maybe Brendan Behan was right when he said that good architecture is invisible.

As to operation, we aim at an orderly, safe, respectable, properly policed and controlled Fair. Ninety-nine percent of the patrons want it that way and their expectations will prevail. The other one percent will not be allowed to interfere with the comfort of the ninety-nine. A Fair can be fun without license, disorder and offense.

Considerable forethought and ingenuity have gone into Flushing Meadow. The ideal Fair is not planned as Wren or L'Enfant or Haussmann would build a city. It is fashioned temporarily within a permanent framework and pattern which will accommodate a large urban park later. Every tree and shrub which fit the ultimate pattern, on public avenues and squares and on the lots of exhibitors, are salvaged, and every utility above and below ground is built to last and serve the park or to be removed or abandoned when the Fair closes. These things are not left to chance.

You have received the Post-Fair Preliminary Park Report and the proposal for a modified agreement with the City under which the Fair offers to complete a unique Queens park system, including Flushing Meadow and the Corridor beyond. This proposal is of course contingent upon a sufficient earned Fair balance to pay the cost. The financial assumptions back of it are outlined. This is a prospectus. No guarantee goes with it, but it is our honest belief that the actual results will fully sustain our hopes. We therefore ask that our objectives, with such modifications as may be required, be determined in advance so that we can proceed in an orderly, constructive fashion to insure that this Fair at least will live in usefulness as well as memory long after 1965.

Thank you for your patience. That's all I have to say.