UNISPHERE



o1961

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK FLUSHING 52, N.Y. • TELEPHONE- AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES

## **NEWS**:

April 22, 1964

REFER INQUIRIES TO:

Peter McDonnell - WF 4-6531 Jerome Edelberg - WF 4-6541 Joyce Martin - WF 4-6543

FOR RELEASE: P.M.'s, TUESDAY, APRIL 21, 1964

A.M.'s, WEDNESDAY, APRIL 22, 1964

## INTERNATIONAL AREA

The International Area of the New York World's Fair is truly a world's fair in itself.

Exotic and exciting exhibitions housed in 43 separate Pavilions and representing more than 80 nations and some private interests stand ready to beguile the Fair visitor. Here too is the Garden of Meditation, a two-acre park set aside for rest and relaxation.

Concentrated in a huge semi-circle directly north and east of the Unisphere R, the Area abounds in colorful architecture, delightful displays of foreign cultures, rare and priceless art treasures, exotic foods and entertainment and appealing examples of native handicrafts and skills. Although each Pavilion boasts its own native charm, the Area is suffused with an aura of friendliness and warmth in keeping with the Fair's main theme: Peace Through Understanding.

The famed Watusi dancers and drummers are performing in the African Pavilion for the first time outside their native country of Burundi. Twenty-four different sub-Sahara nations are represented in the Pavilion with exhibits of their respective cultures. A tree house restaurant and zoo are also featured.

The graceful A-shaped wooden Pavilion of Austria illustrates the mountains and encourages tourism in that country. Industry, art

(more)

FROM: Wm. J. Donoghue Corporation 10 Columbus Circle, N.Y.C. and social work are also featured in a modernistic lodge suspended 15 feet above the ground.

The Belgian Village is a 17-block reproduction of an old-fashioned Flemish village. The complex of 124 buildings includes a Rathskeller, craftsman shops and other novelties.

The gay Pavilion of the Caribbean displays arts and crafts indigenous to all the Caribbean Islands. Calypso singers and limbo dancers perform to the music of steel drums.

El Salvador, Costa Rica, Guatemala, Honduras, Nicaragua and Panama exhibit their common march to a brighter future in the six stylized "sombreros" of the Central America-Panama Pavilion.

The Republic of China has sent to the Fair an art collection dating back as far as 3000 B.C. in its traditionally designed exquisite Pavilion. The Pavilion of Denmark boasts displays of Danish furniture, silverware, and other products in addition to two restaurants. The best the French nation has to offer in culture, food, fashion, industry and science is highlighted in the Pavilion of Paris and French Industry.

The history and art of Greece are featured in the Greek Pavilion, while the famous Ballet Troup of Guinea performs in that Republic's thatched-roof Pavilion. The exotic flavor of the Crown Colony of Hong Kong is reflected in its Pavilion. Theme of the Pavilion of India is "Progress in Democracy". A restaurant with live native shows and other diversified exhibits attracts visitors to the Indonesian Pavilion.

Enclosed by a wall of native stone, the Pavilion of Ireland accents the cultural, historical and economic heritage of the Emerald Isle. The American-Israel Pavilion displays the products and art of the Holy Land. The Government-sponsored unit of the Japanese Pavilion is an adaptation of a Nipponese feudal castle faced with sculptured lava stone. Another industrially-sponsored unit, the "House of Japan," features traditional Japanese entertainment and this nation's achievements in industry, science and commerce. The Dead

Sea Scrolls, among the greatest treasures of the world, can be seen in the Pavilion of the Hashemite Kingdom of Jordan. The restaurant of the Korean Pavilion serves "kinchi" and "pulgogi", two dishes introduced for the first time to the American public.

The Pavilion of Lebanon is constructed of imported Lebanese stone while murals depicting the Malayan way of life adorn the Pavilion of Malaysia. A translucent circular dome lights up the interior of one Pavilionoof Mexico. A second Mexican Pavilion houses a restaurant. Morocco's Pavilion reflects the culture of that country. In its Pavilion, the Republic of Pakistan offers graphically illustrated exhibits and a model of Islamabad, its capital city. Paneled wood carvings enhance the Philippine Pavilion. A "long house" restaurant including a lagoon for pearl diving are features of the Polynesian Pavilion representing several South Pacific Island groups.

Three conical-shaped structures, reminiscent of the country's mountain peaks and roof shapes, comprise the Pavilion of Sierra Leone. Spain's Pavilion includes an art gallery for famous paintings by Velasquez, Goya, El Greco and others. The Islamic design of the Sudan Pavilion will feature an ancient treasure, the recently discovered Madonna of Sudan.

Smorgasbord is featured in the restaurant of the Pavilion of Sweden whose theme is "Creative Sweden," while the Swiss Pavilion houses a Chalet Restaurant, Watch Pavilion and high fashion shop. Near the Pavilion is the thrilling Swiss Sky Ride.

The Pavilion of Thailand is a reproduction of the Temple of Dawn in Bangkok. The atmosphere of the old city of Cairo permeates the Pavilion of the United Arab Republic.

Michelangelo's world-renowned "Pieta" is featured among other works of art in the Vatican Pavilion. Its exhibit here marks the first time the masterpiece has been shown outside the Vatican where it was placed in 1550.

Modern Venezuelan architecture and exotic tropical woods highlight the Pavilion of Venezuela. West Berlin's Pavilion is a perfect cylinder of pre-fabricated, pre-stressed cast stone.

(more)

The International Plaza features a series of small pavilions for other countries, companies and organizations; included are private exhibitions from Belgium, Ecuador, Formosa, Brazil, Burma, Columbia, India, Artisans of Italy, Kenya, Tower of London, Luxembourg, Mexico, Monaco, Norway, Philippines, Rhodesia, Tanganyika, Thailand, Tunisia, Turkey and Yugoslavia. The Hall of Free Enterprise is also set up in this 80,000 square-foot area.

Five other Pavilions located in the International Area offer interesting and informative exhibits; these include the Pavilion of the Billy Graham Evangelistic Association and the Christian Science Pavilion where audio-visual presentations highlight the activities of the Church. All visitors are welcomed to the Masonic Brotherhood Center which displays the brotherhood and history of that organization. In a 500-seat theater in the Sermons from Science Pavilion, multilingual films on such subjects as creation, the atom, space, underseas life and other scientific subjects are offered. Wycliffe Bible Translators, Inc. operate the Pavilion of 2000 Tribes showing missionary work in four continents of the world. The title of the Pavilion stems from some two thousand language groups who do not have written, or official languages.

# # #