

United States Pavilion

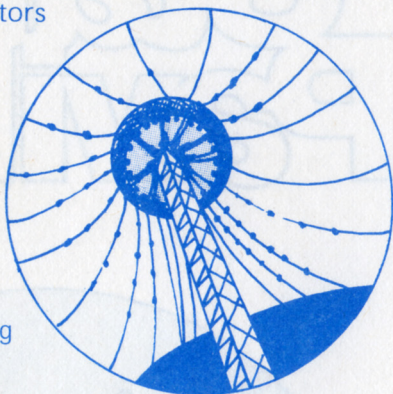


expo'74[®]

Spokane, USA May 4 - Nov 3, 1974

The United States Pavilion at Expo '74 is a unique experiment in both design and construction . . . an environmental structure at an environmental fair.

The graceful soft shell roof and earth covered buildings were designed to harmonize with the surrounding terrain. The canopy, made from vinyl-coated fiberglass, shelters visitors from the sun while allowing daylight to penetrate within the Pavilion. Sweeping archways and a 50-foot opening in the roof provide a natural air-conditioning system.



The canopy weighs 12 tons and is large enough to cover two football fields. It is suspended from a 145-foot steel mast, which is tilted at an $8\frac{1}{2}^{\circ}$ angle to compensate for the unequal weights of the roof structure on either side of it.

Beneath the canopy, exhibits are presented in three distinct but related areas.

The Environmental Theater features a really BIG show: IMAX.

The screen is 65 feet by 90 feet — approximately the height of a six-story building — and the projector is the largest in the world. Each frame of the 70mm film is three times the size of Cinerama. The size, combined with a special technique for advancing the film horizontally through the projector in a series of waves, makes possible this ultra-hi-fidelity picture with its powerful message on the enormous scope of our environmental problems.

Open-air Exhibits

How these problems relate to the individual is the theme of the open-air Environmental Consumer Area, where exhibits caricature our demands on the environment.

Trash Mountain

Outside: A huge pile of junk . . . the kind that comes from the average American household.

Inside: 50 ways to recycle or reuse this valuable waste.

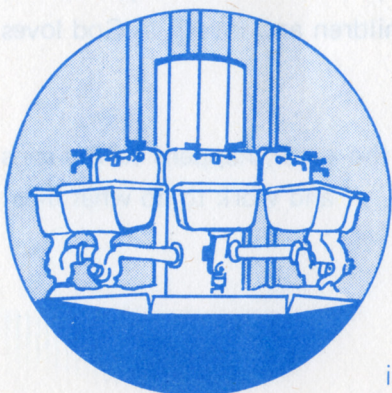


Wood Tree

You use a Douglas Fir's worth of felled "treeness" every six months.

Energy Cube

The eighty-five energy-consuming appliances here are all commonly found in the average American home.



Water

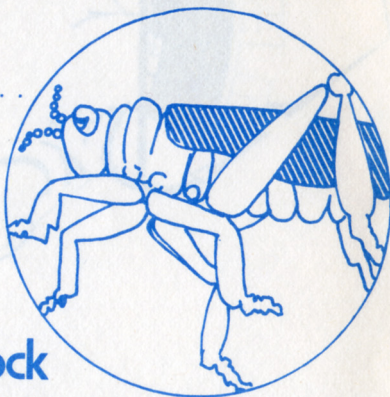
We NEED two gallons of water a day to survive. We USE 200 gallons a day in the home alone.

Air Pollution

We have so many cars that every American could sit in the front seat at the same time. No wonder automobiles are responsible for 40% of our air pollution, up to 90% in some places.

Pesticides

We need more food . . . for people, not insects. But some pesticides can be more frightening than the pests.



Population Clock

Americans constitute 6% of the world's population, use 35% of its energy, and consume 40% of its natural resources. Every ten seconds, a new American is born.

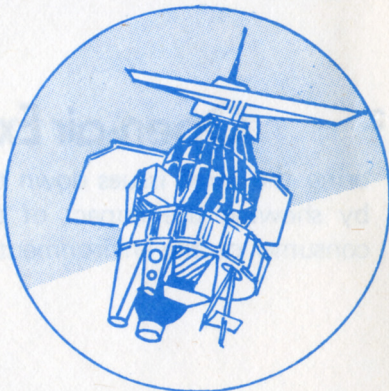
The Environmental Action Center

Of course the problem doesn't rest with the individual alone.

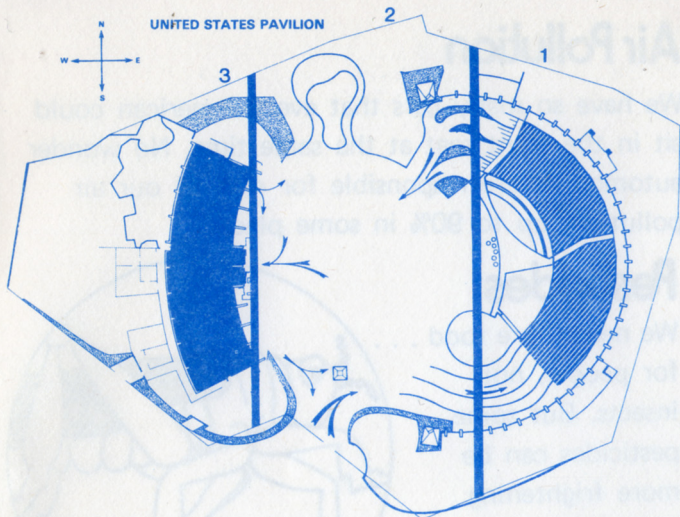
Government also has an important role to play, as shown in the Environmental Action

Center. Although the

environment may seem to be a recent issue, it has occupied lawmakers since 1849.



Americans are becoming more environmentally aware, but we need more than that. We need concerned, active citizens and careful, thrifty resource consumers.



1. The Environmental Theater

dramatizes the scope and complexity of environmental problems facing our nation and shows that each of us has a vital stake in these issues.

2. Open-air Exhibits

bring the same issues down to the individual level by showing the impact of the average American consumer on the environment.

3. The Environmental Action Center

shows what the government has done to solve environmental problems and encourages citizens to become involved.



"Love the land as we have loved it, care for it as we have cared for it, hold in your mind the memory of the land as it was when you found it and with all your strength, with all your mind, with all your heart, preserve it for your children and love it as God loves us all.

"Whatever happens to the earth, happens to the sons of the earth. Go now . . . and work to do what must be done."