

U.S. Pavilion Plans Passed With Unanimous Consent

Hollywood screenwriters couldn't have written it better:

Authorization bill squeezed onto a crowded Congressional calendar just days before scheduled adjournment, predictions of only a 50-50 chance for the late-starting bill, and a restless Congress wrestling with a legislative Scylla.

Then, just when observers had nearly given up hope, up the hill charges the rescue squad to save the day. Result? Unanimous approval in both Houses for the \$11.5 million Federal Pavilion at Expo '74.

Making up the rescue squad were Washington State's two Senators, Warren G. Magnuson and Henry M. Jackson, and Congressman Thomas S. Foley. With their guidance, along with some help from their Congressional friends, the authorization bill traveled through committee hearings onto the floor and out again in record time, to end up where it began: On the President's desk, awaiting his signature.

With the authorization bill went a preliminary appropriations bill for \$3.5 million, with the rest of the money to come during the next session of Congress.

The pavilion will house a multi-faceted exhibit planned to demonstrate the national philosophy concerning the environment. Theme of the total exhibit will be "Man and Nature, One and Indivisible."

The exhibit is the concept of Herb Rosenthal of Los Angeles.

Within the total exhibit will be several "mini-exhibits," including the design of the pavilion itself. It will be made up of two conical structures enclosing a one-acre garden, and it will "seem to grow directly out of the ground," said J. William Nelson, director of expositions for the U.S. Department of Commerce.

The unanimous approval of Congress means that final architectural drawings may now be completed. Construction is scheduled to begin in March 1973.

NEWS LETTER

NOVEMBER 1972

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Volume 1, Number 4



VISITORS:

As the time decreases before opening day, interest in the Expo site increases, and traffic to Spokane has reflected that increase.

Recent visitors to the site include:

Nancy Hanks, director of the National Endowment for the Arts, USA.

Yoshiro Yasui, consul-general, Japan.

Nicolai D. Filippov, vice president, USSR Chamber of Commerce.

Dr. O. I. Popyrin, member, State Committee for Science and Technology, USSR.

R. E. Klicks, chief designer for the USSR Chamber of Commerce.

Vasily V. Ossipov, protocol officer, USSR Chamber of Commerce.

Frank Mayers and Chris Wells, exhibit design team, Canada.

"About Time" Exhibit to Trace History of Man

Imagine yourself standing in a darkened theater. The darkness and silence subdue the waiting audience, visitors to the Washington State exhibit at Expo '74.

Out of the blackness, softly focused images begin to drift across the void just ahead of you, a recreation of the universal chaos of eons ago. The time, booms a voice from inside an echo chamber, is before time.

Thus begins the filmed exhibit, the State of Washington's statement of environmental concern. Theme is "About Time."

The concept was presented in Spokane last month when New York designer Robert Marona showed his idea to the Washington State Commission for Expo '74 and visiting state legislators.

To reach the exhibit in the \$7.5 million pavilion, visitors will be di-

rected through a mall enclosed by a massive glass facade. Passing by a huge mural of posters depicting various scenic attractions in the state, spectators are divided into three groups by gently sloping ramps winding through the exhibit hall into the theater.

Passing by three symbolic sculptures -- a sunburst overhead, a mammoth Earth below and a cascade of
(continued on page 2)

Site Model Is Unveiled

Directors of Expo '74 got their first look at what they are building when a scale model of the site was unveiled last month.

The model, built by Ernest Jenner Productions of Snoqualmie Falls, Washington, is a three-dimensional representation of the site as currently planned and includes detailed models of the federal and state pavilions, as well as exhibit buildings, gondola rides and site layout. One inch on the model equals 50 feet on the site.

The model will be used by exhibits department personnel to show prospective participants in Expo '74 what the site will look like.

When it is not being used by the exhibits staff, it will be on display around Spokane.



EXPO LOOKS TO THE FUTURE -- Viewing the Exposition grounds 18 months before it opens are site development director Robert Laws (left foreground), exhibits director Louis V. Larsen, Dr. O. I. Popyrin, noted Soviet environmental scientist, Nicolai Filippov, vice president of the USSR Chamber of Commerce and Vasily V. Ossipov, USSR protocol officer. Architect Robert Grossman stands behind Laws, and USSR C of C exhibit designer R. E. Klicks stands just out of camera range.

Art Exhibit to Portray American Progression

Dr. Alfred V. Frankenstein, art critic for the San Francisco Chronicle for 42 years, will organize a major exhibition of American art for Expo '74.

The art works, to be selected to reflect the environmental theme of the Exposition, will include samples of some of America's most prominent artists, from pioneer days through the present, Dr. Frankenstein said.

Original works of John James Audubon, Edward Hopper, Andrew Wyeth, Joseph Stella and others will be divided into several categories, including a major display of American Indian art, Dr. Frankenstein said.

Other categories will depict man and the wil-

derness, tonalism and impressionism, "When the West Was Wild," naturalism and realism, "The Big City" (including cubism), and nature in abstraction. The showing is planned to remain on display for the entire six months of the Exposition.

Dr. Frankenstein, formerly critic of both art and music for the San Francisco newspaper, has held his present position since 1934. He has devoted his attention to art alone since 1965.

He is the author of five books on art and music, and he has organized several major art showings across the nation.

President Named for Hospitality Services, Inc.

Retired Air Force General Alan C. Edmunds has been named president and general manager of Hospitality Services, Incorporated, the bureau which will help Expo-bound travelers locate overnight accommodations in the Spokane area during 1974.

Leonard Maxey, chairman of the HSI board of directors, said Edmunds will begin his new duties November 16, upon his return from a vacation to the East.

Edmunds, a West Point graduate and retired

brigadier general, will be responsible for collecting and categorizing a list of all hotels and motels within a 100 mile radius of Spokane.

The expressed goal of HSI is to find a room for everyone who makes a request.

The bureau will also serve as an information center for Expo '74 and the Spokane area. Mailing address for the bureau is Hospitality Services, Incorporated, P. O. Box 1974, Spokane, Washington, 99210.

NEWS BRIEFS:

Expo President King F. Cole continues his trip around the world, and reports he is encountering widespread interest in the Environmental theme. "All of Europe is, as it were, caught up in the intense campaign that is now going on around the world to correct the environmental ills of the planet Earth," Cole said in a telephone conversation from Prague, Czechoslovakia. When he visits world leaders in the future, King Cole will leave behind a bit of the Pacific Northwest. Cole will carry plaques made by Spokane artist Judy Patterson. The plaques are made out of found wood and pressed flowers picked up by the artist during her wanderings through the Spokane area. A task force of gardeners is making plans to help beautify the Exposition grounds.

Area garden clubs, representing nearly 3,000 Inland Empire gardeners, have joined together to form the Expo '74 Floral Beautification Task Force and will offer floral displays and landscaping advice to the Exposition planners. Mounting excitement throughout the Pacific Northwest is becoming evident, as Expo plans become more widely known. A committee will be formed in Seattle, Spokane's cousin across the mountains, to boost Expo in the coastal communities of Washington State. Expo earned its first spendable dollar when Kyle Smith of Smith Western Company, Tacoma, gave Concessions Director Dean Guintoli \$1,500 for rights to use the Expo emblem on ceramic souvenirs. This is the first income from a royalty license granted by Expo.

Film to Trace History

(continued from first page)

water to the side--the audience finally enters the theater.

The ramps have divided the group so that one third enters the darkened theater on each of three viewing ramps, stacked vertically along the theater's rear wall. "The audience is securely perched like eagles on the face of a wall," Marona said.

The film is projected on a vast screen, 50 by 25 feet, about 60 feet away. During the course of the show, moveable side panels reveal huge mirrors, which extend the screen to infinity, engulfing the viewer.

The film will last about 15 minutes, and then the audience will exit in the same direction as they entered.

Expo '74 Exhibits Dept. Expands

Expo '74 has two new representatives now traveling the country contacting prospective participants, particularly among the corporate and industrial communities.

Joseph B. Scholnick, marketing and public relations consultant in Long Beach, California, and Lawton "Buzz" Butler, Jr., of San Antonio, Texas, have been named

to the exhibits department staff for the Exposition.

Until now most of Expo's efforts to attract participants have been directed to governments of the world. Now, however, with the international community well informed about the World's Fair plans, Expo organizers are turning their attention to domestic exhibitors.

Both of the two new members of the Expo staff are experienced in World's Fairs. Butler helped in the exhibits department of San Antonio's HemisFair '68, and Scholnick is a veteran of the 1964 New York World's Fair, the 1967 Montreal Exposition, Expo '70 in Osaka, Japan, and the 1968 HemisFair.