

NEWS LETTER

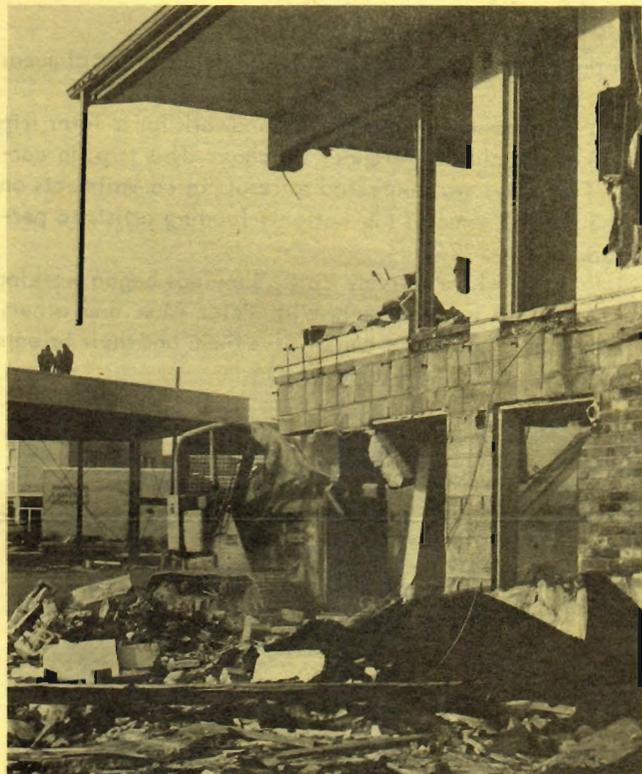


EXPO '74

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DEMOLITION CONTINUES -- Wrecking crews began clearing the site for the U.S. Federal Pavilion at Expo '74. The \$11.5 million structure will be located on the north bank of Havermale Island, overlooking the tempestuous rapids of the Spokane River. President Richard Nixon has included in his budget request to Congress the \$8 million additional appropriation for the U.S. participation. The first \$3.5 million was appropriated last fall when authorization was obtained.

Host State

Washington May Expand Participation Plans

Expanded participation by the World's Fair host State of Washington became a real likelihood when the Washington State Senate passed a bill January 31 requesting an additional \$2.9 million for the Washington State Pavilion.

That would make the Pavilion a \$10.4 million facility, plus the \$1.5 million being sought to fund the exhibit the Pavilion will house.

The \$2.9 million being sought would fund an additional 40,000 square feet of exhibits space, which

could be used to house the exhibit of American art.

Already a part of the Pavilion plans are the 2,700 seat opera house for the performing arts and the theater in which the State will proclaim its concern about environmental preservation.

The measure before the State Legislature received the endorsement of the Seattle Chamber of Commerce prior to its passage in the Senate. The bill now goes to the House of Representatives in Olympia, the State's

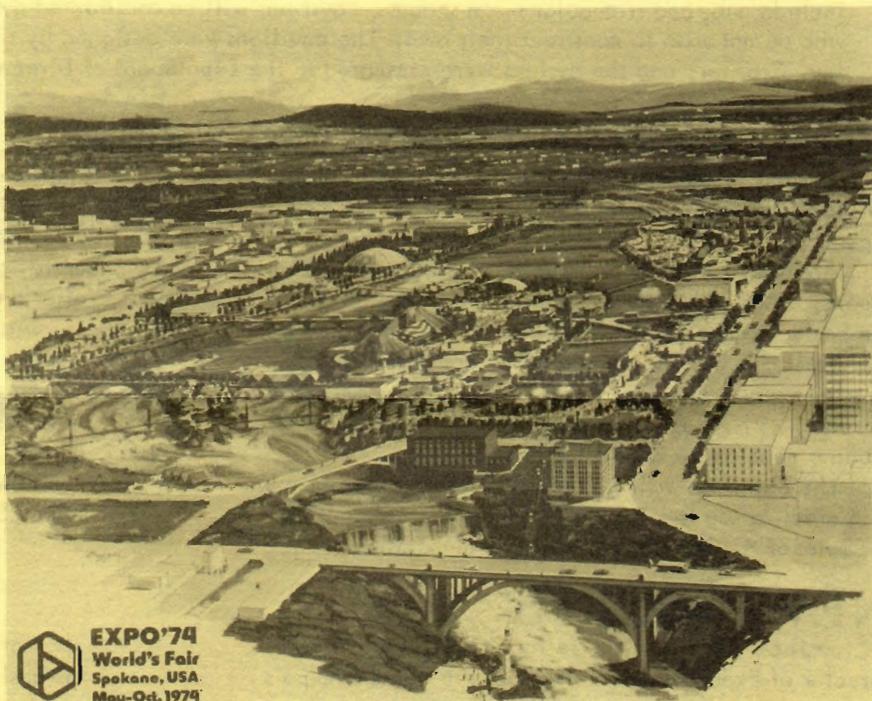
Expo '74 Names West Coast VP

Expo '74 expanded its base of operations to the Seattle area with the appointment of Langdon S. Simons, Jr., as vice president of the World's Fair.

Simons will open an office in Seattle, probably during the early days of March. He will be Expo '74's representative for the coastal

A graduate of Harvard College, Simons has been an active member of several Seattle area arts committees, as well as the State Land Planning Commission, Virginia Mason Hospital Planning Committee, and the American Academy in Rome, Environmental Design Jury. He is a former president of the Foundation for Environmental Design, International Science Institute and Laird, Norton Foundation.

Business positions have included president of the Hydro Drive Corporation, vice president of Laird Norton Company and Northwest Building Corp., and director of Portlatch Forests, Inc., and Seattle Trust & Savings Bank.



EXPO '74 World's Fair Spokane, USA May-Oct. 1974

RIVER SPLASHES THROUGH FAIR SITE -- When the gates open in May 1974, this is what they will reveal. The Fair will be held on 100 acres of riverfront land in the heart of Spokane, as depicted in this artist's rendering. The U.S. pavilion is almost in the exact center, on Havermale Island. The State of Washington Pavilion is on the south bank of the river (right side in picture), just this side of the amusement park area. In the foreground is shown the aerial gondola which will carry visitors across, and seemingly into, the rugged river falls.

Entertainment Policy Set At New York Meeting

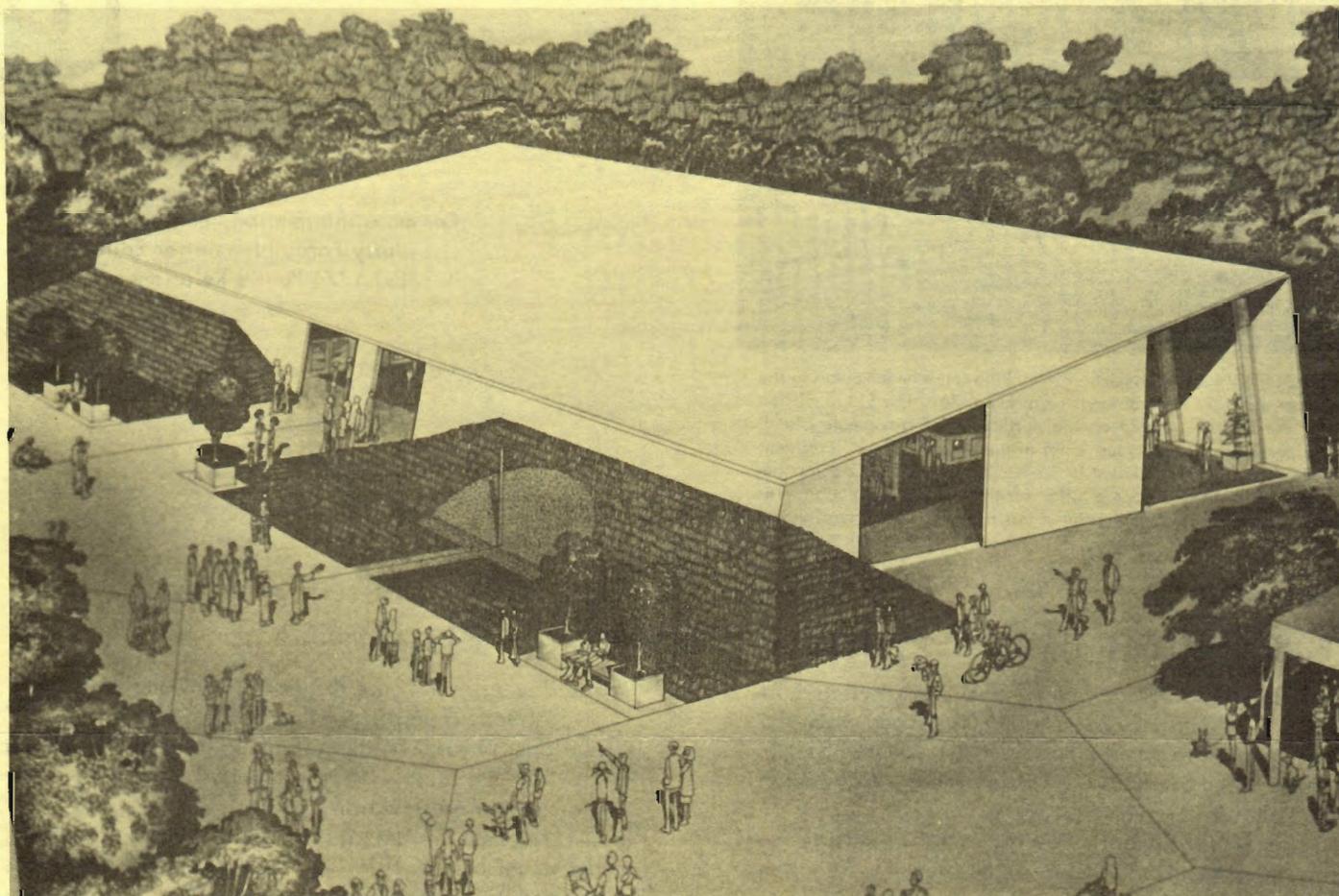
A "first time ever" series of meetings between a group of representatives of the leading entertainment agencies and Expo '74 entertainment personnel took place in New York last month, where policy was set for booking artists and performing groups at the World's Fair.

Thomas F. Jennings, Michael B. Volchok and Zollie Volchok met with the New York group to describe what they had in mind for the World's Fair entertainment. Jennings is director of the visual and performing arts, Michael Volchok is manager of the per-

forming arts, and Zollie Volchok is an entertainment advisor.

The meetings laid the groundwork for a later trip to Los Angeles by Michael Volchok. This trip, in early February, was expected to result in commitments on the part of some of the nation's leading artists to perform at Expo '74.

Also, while in New York, Jennings began working on possible arrangements with Peter Max and others. Jennings is hoping he can involve them and their talents in the Exposition in some way.



PAVILION IS FOR DOMESTIC EXHIBITORS -- Architect's sketch shows pavilion designed for domestic exhibitors. Made of precast concrete sections, the buildings are recyclable for later relocation. Variations of the same design include cube and triangular prism shapes. Pavilions will be constructed by Expo '74 and leased to domestic exhibitors who do not wish to construct their own. The pavilions were designed by the Spokane architectural firm Brooks, Hensley, Craeger, and the designs were presented to the Expo Board of Directors by architect Kenneth W. Brooks.

Domestic Participants Offered Geometric Pavilions

Designs for commercial exhibit pavilions were unveiled at the February Expo '74 Board of Directors meeting.

Architect Kenneth W. Brooks, of the Spokane firm Brooks, Hensley, Craeger, made the presentation of the basic designs for the buildings to be integrated on the World's Fair site. The designs are based on geometric shapes, with the basic building a trapezium, a structure with four non-parallel sides. Variations include a cube and a triangular prism.

The buildings will be used by domestic exhibitors who elect to use the Expo-provided structures. Under the rules of the Bureau of International Expositions, do-

mestic exhibitors have the option of using them or building their own pavilions.

The structures, to be made of white, pre-cast concrete, are recyclable and will be sold for relocation after the Fair.

All are designed to accommodate "super graphic" displays, or room for mezzanines and balconies.

Brooks said the buildings are also designed to present a unit of architectural style, avoiding what he called an "architectural zoo" of competing designs.

"In this Fair, the exhibits will be the thing," Brooks said. "They will not be upstaged by the buildings."

NEWS BRIEFS:

--Jack Geraghty has relinquished his position as director of Expo '74 Public Relations to become Expo's vice president in charge of all marketing operations, including the Public Relations department, exhibit sales and advance ticket sales. The move coincides with the departure of Louis V. Larsen, formerly director of exhibit sales at Expo '74. He is now executive director of Northwest Marine Industries in Seattle.

--Proposed for the north bank of the fairgrounds is a 160-foot diameter chrome dome, rising 105 feet in the air. Offered as a "kernel of an idea" by Spokane architect Kenneth W. Brooks, the proposal still needs

sponsorship, but if constructed, would be permanent. Its design would easily facilitate 360 degree film projection, says architect Brooks.

--Recent visitors to the Expo '74 site have included Consul General Consuelo Arranz and Laureano Rivera, representing the government of the Republic of the Philippines, Georgia Gellert of Seattle, and Bob Glatzer of the Smithsonian Institution. In addition, design teams from Canada have made several trips to the site and a team of representatives of the USSR is expected in mid-February.