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**EXPO '74.**

America's most dazzling, most meaningful World's Fair will open in Spokane, Washington, in May, 1974.

It's Expo '74, the first world Exposition on the environment and it all takes place in the center of some of the most breathtaking scenery in America: the Pacific Northwest.

The only Exposition in the world during this decade, Expo '74 has been officially sanctioned by the 36-nation Bureau of International Expositions in Paris, the international body regulating such events.

The Exposition will be held on an impressive site, one which could hardly be more "environmental" ... on two islands in the middle of a river, right in the center of Spokane, Washington.

Long neglected and allowed to deteriorate, the 100-acre site was formerly a railroad staging yard with a tangle of unsightly elevated tracks, dilapidated equipment and dismal warehouses. In an environmental demonstration of its own, Expo '74 is transforming the entire area . . . polishing the jewel-like location back to its former luster, and beyond. Bridges and buildings have been razed, tracks have been removed, and the once-lovely islands, river and cascading falls are being replanted and restored, to become the site of a beautiful and celebrated World's Fair in a truly picture-book setting.

Participation from every major nation in the world is expected, as well as exhibitors from industry, state governments and environmental groups. All exhibits will relate to the central theme of Expo '74: "Celebrating Tomorrow's Fresh, New Environment."

In carrying out this theme, the exhibits and entertainment will be designed to reflect man's awakening concern about his place in nature's cycle and to show what steps he is taking to restore and preserve his environment.

While education will be a major feature of the Exposition, the World's Fair planners have not forgotten that entertainment and enjoyment is mostly what a Fair is all about.

The \$70 million Exposition will be a showplace without peer, and during its six-month run, from May to October, 1974, plans to book "all the major performing events in the world." The entertainment offerings, according to Thomas F. Jennings, Director of the Visual and Performing Arts at Expo '74, will cover the entire spectrum of the performing arts. In addition to top Hollywood performers, there will be

world-famous symphony orchestras, jazz groups, ballet troupes, rock bands ... a wide array of varied entertainment to select from every day ... and night.

In addition, national performances honoring each of the participating foreign countries are also planned.

"Each nation will be asked to celebrate its presence at the Exposition by bringing into prominence its past, nature and aspirations," said Michael D. Kobluk, Manager of Special Presentations. "Plans are now being made to schedule their finest available cultural, artistic, folkloric, popular and even athletic events."

Facilities for Expo activities, now under construction, will be the finest the world has seen. The United States Pavilion, for example, representing an investment of \$11.5 million, will be a dramatic, beautiful and highly effective theater-exhibit complex.

Rising up out of the earth on the north riverbank of Havermale Island, the large conical structure will house theater areas and an Environmental Data Communications Center. Films, walk-by exhibits and garden areas will blend with the natural riverfront setting to depict the theme of Federal environmental concern: "Man and Nature, One and Indivisible." Part of the complex will be permanent, serving the Spokane area as an information center for tourism and environmental education.

The second of the two permanent structures designed for Expo '74 is the future cultural and convention center, the Washington State Pavilion. The huge, white concrete building will house the exhibit of the State of Washington. Part of the complex will be a modern, expansive opera house, accommodating 2,700 theater and concert guests. Also within its walls will be housed the exhibition of American art, now being put together by noted art critic Dr. Alfred Frankenstein of San Francisco.

For the state's environmental exhibit--one of many expected from around the world at the United States' only international exposition during the 10-year American Revolution Bicentennial Era--a unique filmed experience will be presented in a special theater area.

Three sloping, winding ramps will lead the audience into the theater, where viewers will stand on one of three vertically stacked viewing areas. On a huge screen about 60 feet away will be projected the state's film, themed "About Time," now being developed by New York exhibit designer Robert N. Marona. The exhibit's statement will assert the need for awareness of the environment, and the need for preservation of it. The film will incorporate hidden mirrors, which, at the appropriate time, will seem to expand the screen to infinity on either side.

Also being constructed are the many temporary exhibits pavilions for the international, corporate and organization sponsored exhibits. The pavilions, modular in concept and coordinated in design, are "recyclable" buildings. They will be sold, dismantled and relocated following the fair, allowing the people

of the Spokane area to reclaim their river and falls as a downtown riverfront park.

The Fair, in fact, represents the beginnings of a new era in man's relationship with his environment. No longer seen only in terms of its usefulness to man's technological progress, the river and surrounding land areas will become more "people oriented." In keeping with this view, plans for Expo '74 include a Cultural Center for the entire Northwest.

A part of this center will be an extensive display of the Northwest Indian heritage. A rich and extensive Indian history is an integral part of the area, from the Eskimos, Indians and Aleuts of the North to the local Indian tribe, the Spokanes, whose name means "Children of the Sun."

Also opening in Spokane just prior to the Exposition will be the Pacific Northwest Indian Center, a major historical presentation of the American Indian way of life.

As a part of the total representation of various cultures, the Smithsonian Institution is developing a program highlighting the entire cultural mix of the Pacific Northwest. Indian, European, Oriental and other cultures have all played important roles in the development of the region, and the Smithsonian program will portray the role of each, as well as the resulting mixture of cultures which is the Pacific Northwest today.

And, of course, the cultures of the participating nations will be represented in the pavilions and restaurants of the Fair, as well as in the entertainment halls and plazas.

But wherever there's a fair, there must be rides and games and fun... and Expo planners haven't forgotten that vital element.

Not only will there be an amusement park featuring modern, exciting rides in a gas-light, Victorian setting modeled after the turn-of-the-century "Old Spokane," but aerial rides in other parts of the Fairgrounds will provide exciting paths over the heads of other fairgoers. One aerial tram will transport viewers diagonally across the site, serving as a means of on-site transportation while still giving a breathtaking view of the Fair, of Spokane and of the surrounding countryside. Another will plunge down into the river gorge and carry riders directly over the churning waters of the Spokane River falls. During the 8-minute trip, visitors will pass under the arch of the Monroe Street Bridge, which was, when it was completed in 1912, the longest monolithic arch in the United States.

Excitement, education, culture and entertainment, as well as the foods and souvenirs from around the world, will be found in every corner and at any point within the 100-acre riverfront Fairgrounds. A busy day and exciting evening will be in store for any visitor to Expo '74, no matter what he is looking for. But what of after? Such excitement must be followed by a good night's rest if a vacationing family is to enjoy the sites and sights and attractions of a major international event. An estimated 4.8 million visitors



are expected to pass through the gates during the six months of Expo '74. Based on that projection by Economic Research Associates, a Los Angeles economic consulting firm, the more than 5,000 overnight accommodations now existing or scheduled for construction in the Spokane area are considered to be more than sufficient to handle the influx of visitors. Included are the 400 rooms of the 28-level Sheraton Hotel now being constructed overlooking the Fair.

To make sure that the visitors and accommodations available are matched up, however, Expo '74 and the Spokane Chamber of Commerce formed a special lodging referral and information bureau, Hospitality Services.

An independent organization, HS will coordinate and confirm Expo visitor reservations at hotels and motels within a 100-mile radius of Spokane. They have organized their far-flung network of facilities, each fairly and realistically priced, to operate under the motto, "Always a Room."

Expo planners predict, however, that with all the scenic and recreation wonders around them, the World's Fair will become just one step along the way to a complete and enjoyable Pacific Northwest vacation. Located only 290 miles east of Seattle and less than 120 miles from the Canadian border, the Expo area of the Northwest is blessed with more National Parks and other recreational areas than any other part of the United States. Within 1-2 driving days from Spokane are Mount Rainier, Glacier and Yellowstone National Parks, the Montana and Canadian Rockies, Jasper and Garibaldi Parks, Olympic National Park, the Columbia Gorge, Oregon's Crater Lake, the Three Sisters and Blue Mountain areas, and many more scenic attractions.

So begin making plans now, for as far away as it might sound, Opening Day for Expo '74 is only a relatively short time away. From May 4 to October 31, the Expo '74 World's Fair, in Spokane, Washington will provide the finest offerings available in entertainment, amusement and cultural activities. A major gathering of the international community, Expo '74 will have all the world's resources from which to draw. It will be a history-making environmental forum, combined with all the sparkle and fun of an entertainment extravaganza...something that old and young alike can experience and enjoy...and long remember.

For more information about Expo '74 World's Fair, about the inland Pacific Northwest, or overnight accommodations, write Expo '74, P.O. Box 1974, Spokane, Washington, 99210.