

# GUIDE

25

TO THE FRENCH PAVILION  
And to the France-Overseas Pavilion

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## **FRENCH PARTICIPATION** **In the New York World's Fair**

Governor General **MARCEL OLIVIER**: Commissioner General

**MAURICE GARREAU-DOMBASLE**: Deputy High Commissioner ★ **HENRI BARBEAU**: Secretary General ★ **R. H. EXPERT** and **P. PATOUT**, Architects, French Pavilion ★ **F. C. CHEVALIER**, Architect, France-Overseas Pavilion  
★ **D. BERNINGER**, Resident Architect

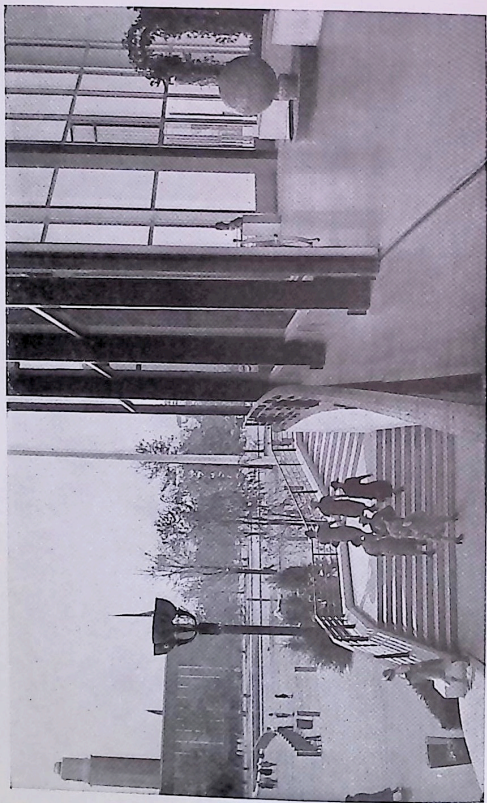


FRENCH PAVILION—R. H. EXPERT AND P. PATOUT, Architects  
Berninger and Bower, Resident Architects

*In this guide-book*, we avoid directing you "to your left" and "to your right." Nor do we trace a continuous path from display to display. Such directions would merely prove confusing, since many visitors start their "tours" from different points in the Pavilion. Instead, we present here a brief *résumé* of the exhibits on each of the three floors—a "memory book" of your tour of "France at the Fair."

## INFORMATION BUREAU

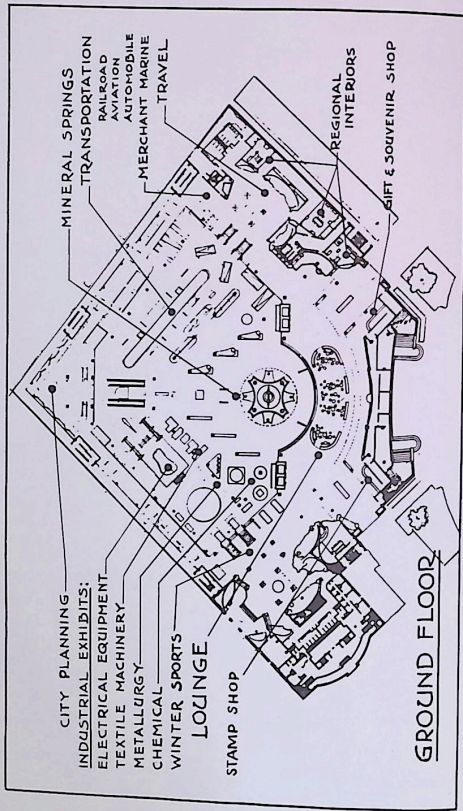
An Information Bureau is located in a pleasant room on the mezzanine, to the left of the main entrance. A courteous staff is fully prepared to answer any questions you may have about France or the French Pavilion and all it has to offer. The Information Bureau can give simple directions to any of the various exhibits and offer helpful suggestions for planning an enjoyable visit.



VIEW OF FACADE, FRENCH PAVILION

*Fronting on the Lagoon of Nations*, the Pavilion of France turns its shimmering glass facade toward the Court of Peace and the Hall of Nations. The sweeping curves of the front of the quarter-circular Pavilion are relieved by a succession of tall windows in the side wall. A terraced restaurant and bar top its three stories.

The classic beauty of the building's boldly modern horizontal lines expresses the forward looking spirit of a very old nation whose creative genius has been able to combine mellow traditions and a modern spirit to forge a greater World of Tomorrow.



**THE GROUND FLOOR** (H. VERMEIL, *Interior Architect*) is given over to travel and transportation by land, sea and air . . . such industries as metallurgy, electricity, rubber and textiles . . . health resorts . . . hunting and fishing.

### *Travel and Transportation*

The "tourist" in the French Pavilion may well imagine himself traveling in France. The development of France's merchant marine and her military and commercial airplanes is graphically shown by models, among them one of the great luxury liner Normandie. There are two actual "wagons-lits," one "Micheline" — a motor-driven railroad coach on rubber-lined wheels with a standard speed of 100 miles per hour—and also several smart French automobiles.

### *Industry*

Exhibits of the "heavier" French industries recall a phase of French activity often underestimated in the United States. A Neon light mural in varied brilliant colors dramatizes electricity. A particularly interesting display in this section is the exact reproduction of the light in the world's most powerful lighthouse, which stands on the island of Ouessant, off the treacherous coast of Brittany.



SECTION OF TRANSPORTATION EXHIBIT; MODEL PLANE AND WAGON-LIT.

Here, too, is a unique illuminated map of glass showing the principal health resorts of France. Streams of water jetting from the locations of the various resorts form a luminous fountain.

### *"A Tour of France"*

Numerous dioramas acquaint the Pavilion "tourist" with many of the beauties of France. And a Village Museum brings France even closer. Here are authentic interiors of French provincial homes in the Alps, Alsace, Provence and Brittany. The Village Museum was created under the supervision of the French Museum of Popular Arts and Traditions.

### *Gift Shops*

The visitor will find in two gift shops a choice of many souvenirs including books, dolls, French and Colonial postage stamps. Part of the profits of these shops will be donated to the French-American Organizations authorized by the State Department to engage in war relief.

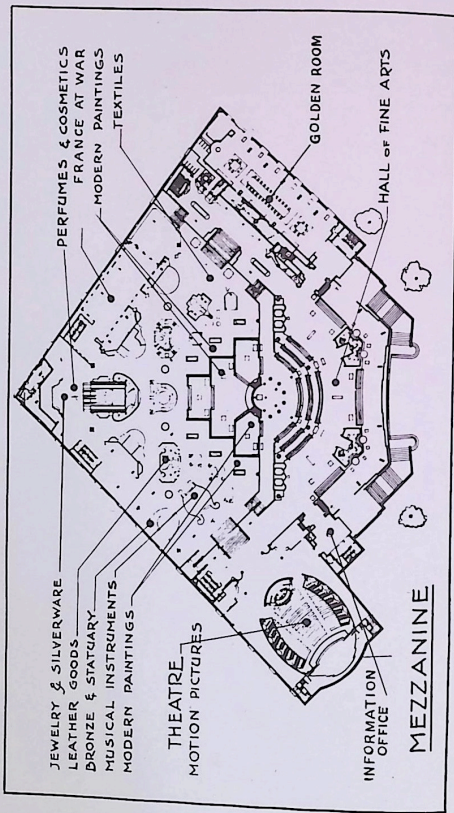
From the ground floor, four elevators and two groups of escalators carry visitors to the mezzanine.



INDUSTRIAL EXHIBIT: NEON LIGHT MURAL IN COLOR—*Jean Vignaud*



AN ALSACIAN INTERIOR—RECREATED UNDER DIRECTION OF  
M. GEORGES-HENRI RIVIERE



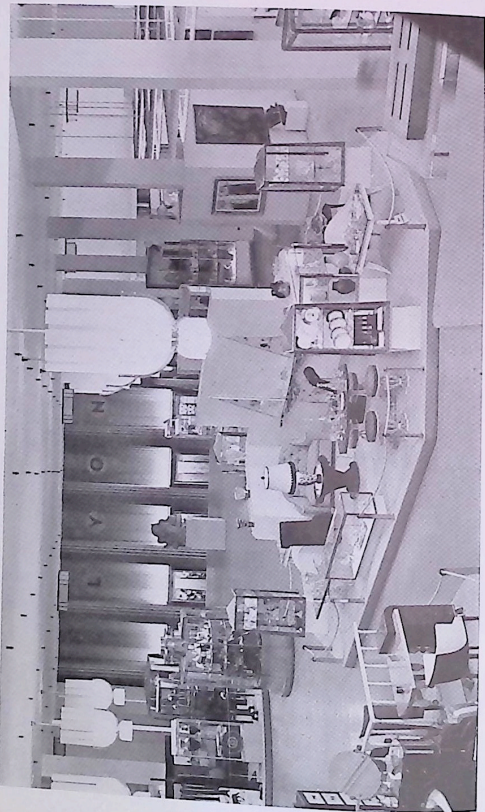
**THE MEZZANINE** (MICHEL DUFET, *Interior Architect*) houses the exhibits of sculpture and modern paintings . . . products of the "luxury industries," from jewels and perfumes to Gobelins and Sèvres . . . a complete new display showing "France at War" . . . the French Auditorium, where movies are shown . . . and an Information Bureau.

*The main lobby* of the Pavilion is ornamented with fine pieces of sculpture in a garden setting, with flowers, shrubbery and sparkling fountains. Standing impressively before a vast lacquer background is an immense sculptured figure which symbolizes France.

*This Rotunda of Honor* introduces the visitor to the mezzanine — first to the exhibits of contemporary French art, showing the various schools of 20th century painting and sculpture.

Women visitors, particularly, will be delighted by the exhibits of applied art—the luxury products for which France is famed, precious jewels, perfumes, hats, gloves, lingerie, laces, lamés, Lyon silks and fabrics of sumptuous beauty, many loomed and embroidered by hand.





VIEW OF ARTS CRAFTS EXHIBIT, LYON SILK DISPLAY IN BACKGROUND

Here are also displays of Sèvres and Limoges, china, glassware, leather goods, musical instruments, bronzes and wall papers.

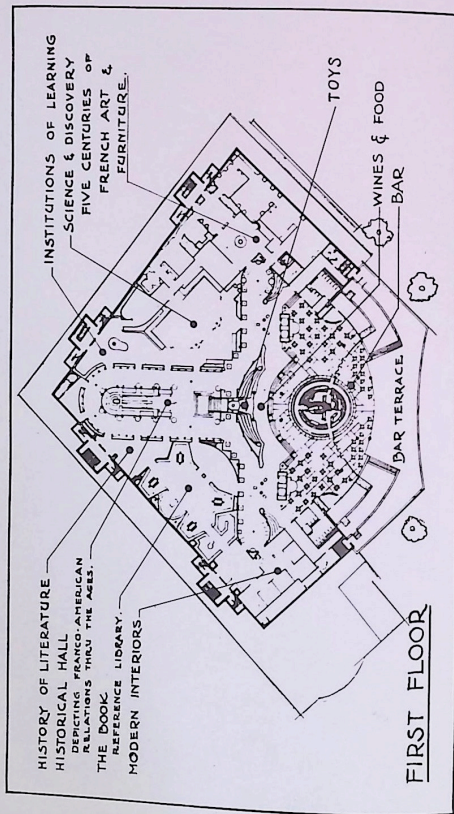
The harmonious elegance of French decorative arts is found at its best in the *Salle des Fastes*, to the right of the main entrance. In this Golden Room, hung with superb Gobelins tapestries, tables are laid with magnificent silver, crystal, golden plate and Sèvres. At one end of this palatial hall, stands a great sculptured panel of Sèvres.

A sterner side of France is shown in the new exhibit entitled "*France at War.*" Photomontages, models and drawings illustrate how the men and women of France are meeting their wartime problems.

*On a gallery* connecting the mezzanine with the ground floor, a radio-telephotographic apparatus is in actual operation. Here radiophotos are transmitted direct from France.

Collectors of postage stamps will delight in a display of all current issues of French and colonial stamps.

French achievements in Public Health are shown nearby.



**THE FIRST FLOOR** (R. CAMELOT, *Interior Architect*) is devoted to Franco-American relations; literature, culture and the graphic arts; science; decorative arts of the past and present, an impressive record of French contributions to human thought. From this floor you enter the terraced bar and restaurant.

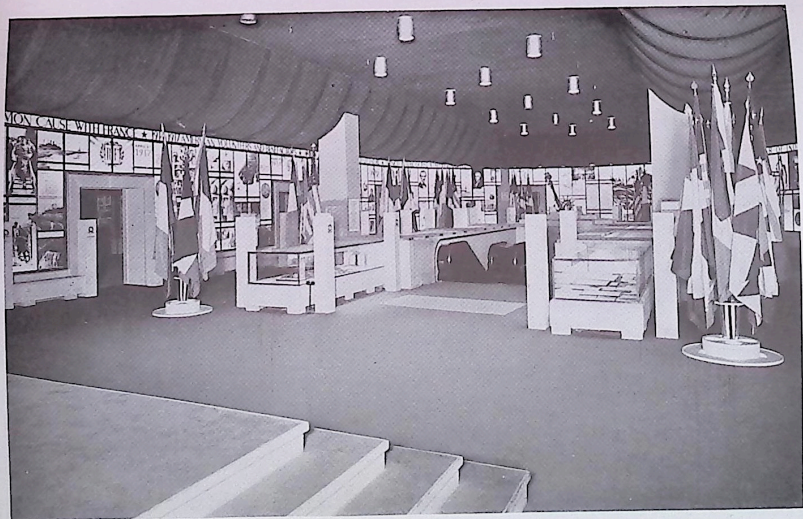
### *France and America*

A long central gallery is devoted to the chronicle of Franco-American relations since the discovery of America. Walls are lined with glass photographs reviewing the historical background of the intellectual and sentimental ties linking France and America.

The explorers, Marquette and de La Salle . . . Washington's officers, La Fayette and Rochambeau . . . America's own Benjamin Franklin . . . American World War aviators, Chapman and Price . . . and the eloquent Statue of Liberty, France's gift to the young American democracy. They are all here, and many, many more testimonials to an old and lasting friendship.



THE GOLDEN ROOM OR SALLE DES FASTES



LANDMARKS OF FRANCO-AMERICAN FRIENDSHIP

(JEAN CARLU, Decorator)



SECTION OF HALL OF SCIENCE

### *Literature*

In rooms leading from this gallery is a panorama of French achievements in literature and science, which have had so profound an influence on American thought and letters. Here one may browse around and examine a magnificent collection of fine and rare books, including many exquisite examples of the bookbinder's art. On display, too, are outstanding specimens of French graphic arts.

Another exhibit describes the activities of the time-honored French cultural institutions: Bibliothèque Nationale, Collège de France, Sorbonne, Institut de France — each of which has played so important a part in nurturing and preserving the genius of France through many centuries of history.

### *Science*

In the Hall of the Sciences, is told the story of French pioneers in the realms of science. Much of the actual equipment used in the most significant research is here on display. Most interesting, perhaps, is the simple original equipment used by the discoverers of radium—Pierre and Marie Curie.

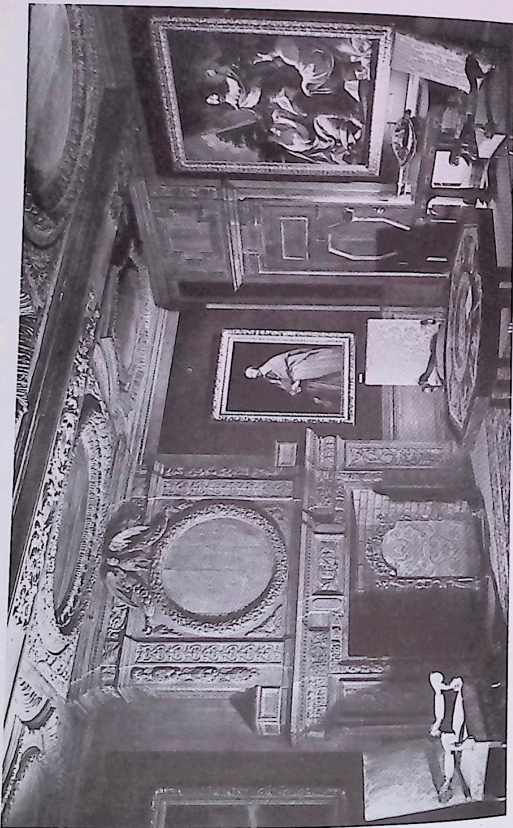
## *Five centuries of French Art*

The history of France is presented through still another medium—five centuries of French art. In ten rooms are reproduced ten interiors of as many periods in French art, and calling forth vividly as many distinct eras in French history, from 1400 to 1900. Original wood paneling and tapestries, authentic furnishings and art objects serve as a splendid background for the famous paintings and pieces of sculpture of the great men and stirring events of each period.

This glorious pageant culminates in a room containing a remarkable collection of the most celebrated 19th century paintings, none of which has ever before been exhibited in America. Included are works of Corot, Degas, Manet, Toulouse-Lautrec and many others.

*The most recent trends in modern furnishings* are also illustrated on this floor and there is an exhibit of sports and toys.

HENRI IV PERIOD ROOM. Note Magnificent Paneling and Paintings. (WILLY REMOS, Decorator)

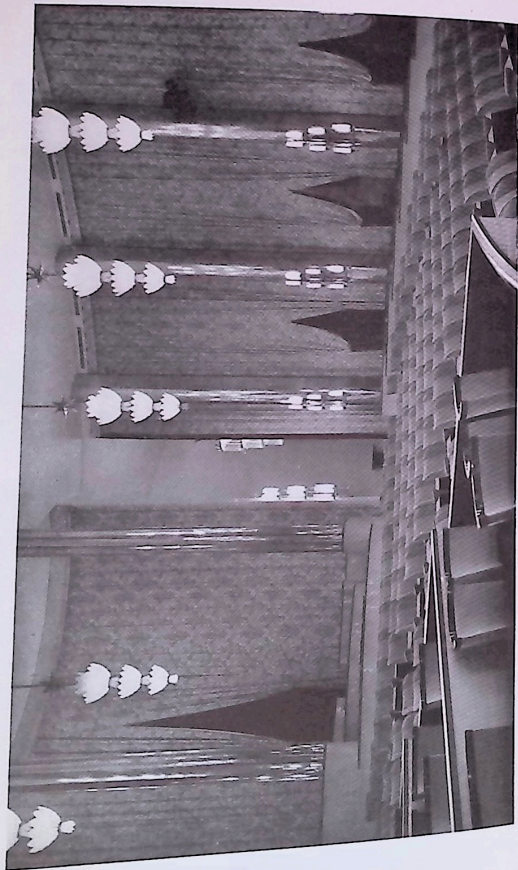




A VIEW OF THE FRENCH AUDITORIUM, SHOWING THE SCREEN

## THE AUDITORIUM

A charming retreat from the intense hubbub of the Fair is enjoyed by the visitor who passes an hour or so in the French Auditorium. On entering this spacious theatre from the mezzanine he is immediately struck by the unusual decorative scheme. The walls are completely cloaked by sumptuous hangings, beautifully patterned in red and white. At intervals, rise sleek columns in silver and gold colored metals. In the rear, behind the boxes, the draperies are drawn back to reveal a second hanging of rich green velvet. The entire setting is breathtakingly beautiful.



FRENCH AUDITORIUM AS SEEN FROM THE STAGE

In breaking with the traditional in theatre decoration, the architects were inspired by practical as well as aesthetic motives. The walls of the Auditorium were hung with fabric, not only as an impressive decorative effect but also as an actual experiment in acoustics. The results of this experiment will undoubtedly be put to future use in theatres.

It is noteworthy, too, that these hangings continue behind the stage and replace the customary backdrops.

The Auditorium's luxuriously comfortable seats are an invitation to relax, and the enchanting atmosphere of this model theatre will add to the pleasure of being transported to France through the screen.

*Interesting film programs* are shown continuously every day from two o'clock until eight. The programs are selected from a group of more than a hundred films on France and the French overseas possessions. Forty of these films were produced this year, many of them especially for showing at the Fair. Each week, timely news reels, including scenes from the war front, will be shown just as they are received from France.

For the most part, the films chosen portray the varied phases of life in the French Empire. Here will unfold the picturesque lives of the fisher-folk of Brittany, the rugged mountaineers of the Alps and Pyrenees, the farmers of every country-side industriously "tending their gardens." The scenic beauties of France . . . her forests and mountains and waterways . . . her historic chateaux, celebrated cathedrals and architectural glories of many ages, the strange and exotic ways of life in France's far-flung colonies will be shown.

## THE FRENCH RESTAURANT

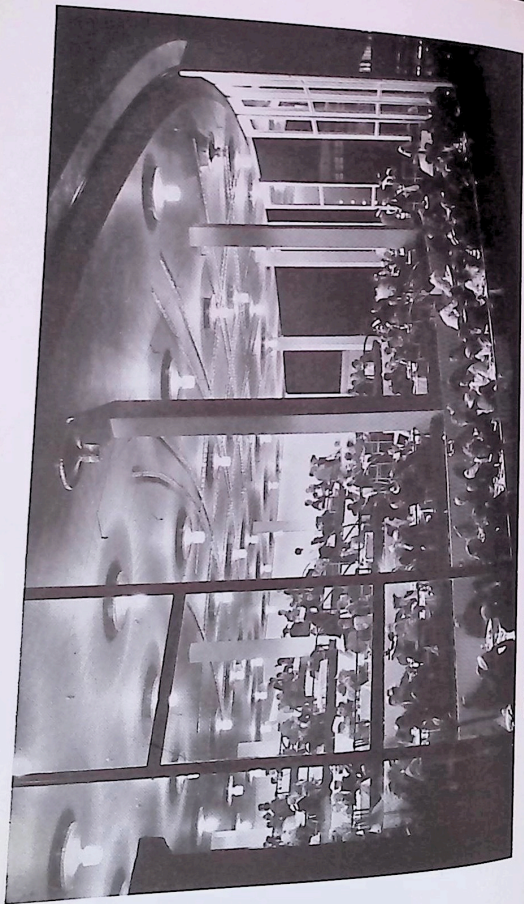
In a spectacular setting at the very top of the Pavilion, the French Restaurant superbly demonstrates the great art of the *cuisine*.

Guests at the French Restaurant are seated on a spacious sunlit terrace overlooking the Lagoon of Nations and the fountains. The magnificent display of fireworks over the Lagoon illuminates the terrace in the evening.

*A meal at the French Pavilion* is a rare and exciting gastronomic adventure. A distinguished selection of fine French foods is prepared and served with the meticulous care of the great Parisian and provincial restaurants. Several scores of chefs and stewards have been "imported" for this very purpose. The collection of fine wines is equally choice.

At its inception, the French Restaurant set for itself the lofty aim of presenting French food at its best. It has achieved a rare success.





FRENCH RESTAURANT. GAY GATHERING PLACE AT THE DINNER HOUR

### *Wine - Tasters' Haven*

In addition to the French Restaurant, there is a giant *Bar de Dégustation* to attract the "wine-tasters" and the connoisseurs. On this tasting terrace are served not only the regular products of France's extensive vineyards, but also some of the rarities. Equally rare in this country are the regional wines, some of which are so delicate that they are not usually found in commerce but are prized by travelers to the wine country. This bright and gay room, its walls lined with all the great brands of French champagne, is a pleasant spot where visitors gather at all hours to pay homage to the good wines of France.



TERRACE AND FRENCH RESTAURANT ATOP THE PAVILION

Refreshed by the choice wines of France, you are ready for the "journey" of thousands of miles to the French overseas possessions in the France-Overseas Pavilion a few steps away. Here the ancient civilizations of Asia and North Africa, the primitive cultures of tropical Africa and the South Seas and modern French civilization in the colonies are housed in rich, modern and exotic setting.

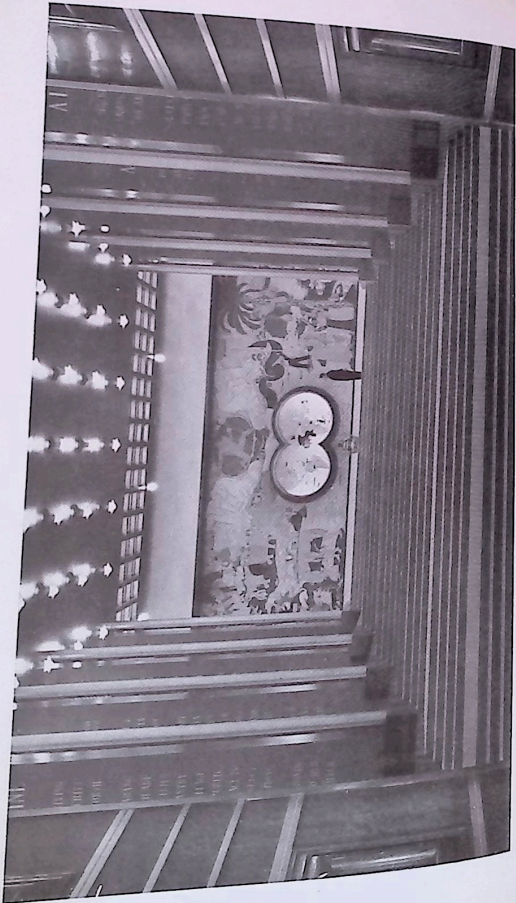
## FRANCE-OVERSEAS PAVILION

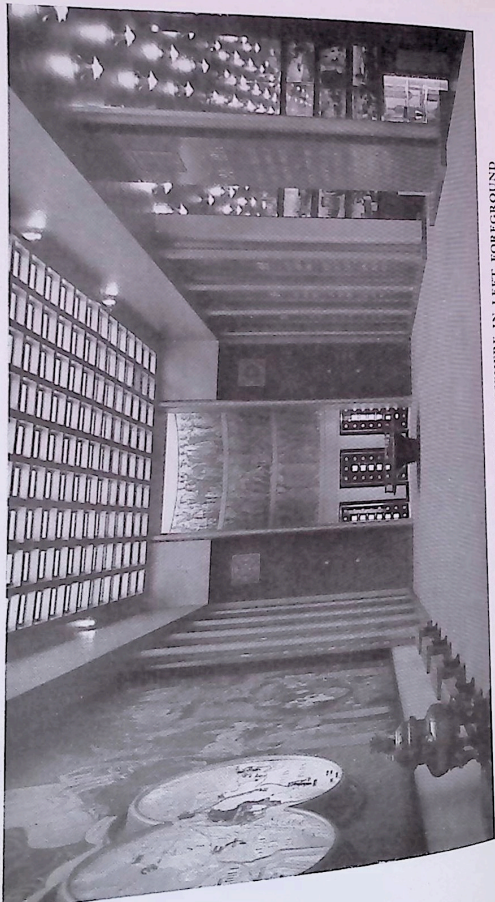
*Opposite the French Pavilion, and also facing the Lagoon of Nations, stands the France-Overseas Pavilion.*

Over the entrance appears a great gilded circular bas-relief representing France allegorically: one hand rests on a sword; the other holds forth an olive branch—an eloquent expression of France's defensive strength and her will for world peace. Encircling the figure are the names of each of the overseas possessions.

*From the entrance of the building* mounts a majestic graded staircase, with several broad landings, each flanked by towering red lacquer panels on which are engraved brief summaries of French colonization and descriptions of the colonies. Notable among the displays which line the staircase are the collections of bronze masks from Cameroon and of carved wood and ivory from Madagascar.

*Ascending into the Salon D'Honneur, the visitor faces a large mural which frames a luminous planisphere. Here are traced the positions of French territories in every part of the globe. Paintings and lacquered panels relate the steps in French colonial history, while an elaborate fresco is dedicated to the various racial divisions under French administration. Beneath it is an enormous carved incense burner from French Indo-China.*





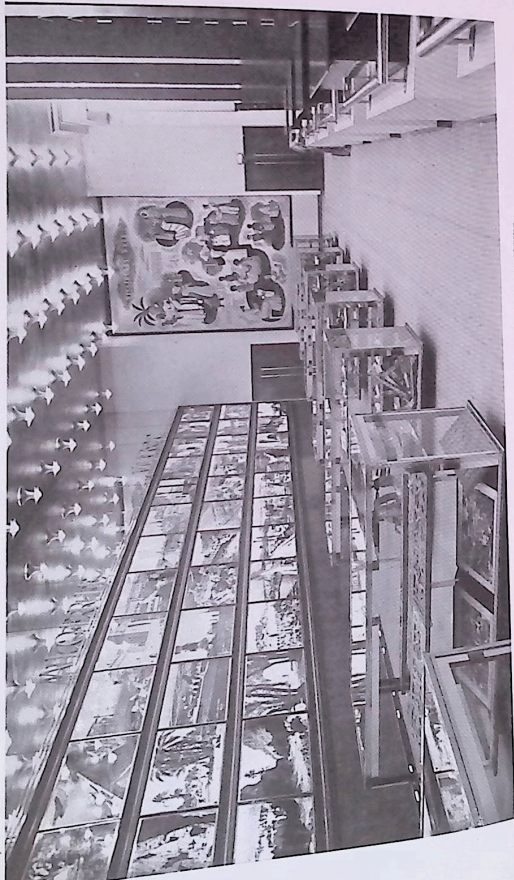
HALL OF HONOR. ILLUMINATED PLANISPHERE IN LEFT FOREGROUND

This room contains interesting collections of colonial medals. In keeping with the spirit of the entire Pavilion, furnishings and decorations show liberal use of fine Morocco leather, rare woods and other exotic materials from the French colonies.

Galleries on either side of the *Salon d'Honneur* display native-made goods. Transparent photographs lining the outer walls dramatize the great achievements in France's program for the advancement of her overseas peoples. Here are shown the modern cities, ports, dams and public buildings which the French are creating at the far-flung corners of the earth.

A loggia connecting the two galleries is given over to a series of decorative panels illustrating the work done by public health and social services and by missionary organizations.

*Two galleries* similarly located on the ground floor are dedicated to the individual colonies. On the right: Morocco, Algeria, Tunisia, the West Indies and French Somaliland. On the left: French Indo-China, French Equatorial and West Africa, Madagascar and the South Sea Islands. These rooms are hung with the works of noted colonial artists and are richly adorned with native rugs, hangings, bronzes and pottery.



ONE OF MANY EXHIBITS OF COLONIAL PRODUCTS

*The Hall of Colonial Products* completes the French Colonial Exhibit. A show-case, constructed of all the various species of rare native woods, runs the entire length of the room.

This display case is filled with all the Colonial export products, divided into such classes as agricultural products, metals and minerals, domestic and wild fauna, and marine products. Modern sculptural representations of the various products on display are placed above the show-case, with inscriptions indicating the countries from which each product is derived.

Concentrated into this one building is the whole thrilling and instructive account of the vast French Empire.