



expo '74 World's Fair Spokane, USA

FULL COLOR PICTORIAL BOOK

8-
BL



expo'74[®]
World's Fair
Spokane, USA

"CELEBRATING TOMORROW'S FRESH NEW ENVIRONMENT"

Glistening islands and riverbanks of the Spokane River, open spaces with colorful plazas, dancing fountains, gardens and greenery, worldwide pavilions and exhibits. All created to illustrate that Man can live, work and play in harmony with his environment.

On this theme, Expo '74 is intended to stimulate greater understanding of our environmental problems and their solutions.

Located on Havermale and Cannon Islands on the Spokane River, Expo '74 is the first international exposition to be held in this country since the United States became a member in 1968 of the Bureau of International Expositions, the Paris-based world organization for the coordination of international fairs.

In November, 1971, the Bureau of International Expositions approved the plans for Expo '74 in Spokane. The United States Government then agreed to build a federal pavilion as a keystone to draw other nations to Expo '74. The site was dedicated on May 8, 1972. Expo '74 was officially opened, May 4, 1974 and was designated as the official celebration event by the American Revolution Bicentennial Commission.

With its blue skies, green grass, trees, foliage and the sound of clear, clean rushing waters of the Spokane River, Expo '74 is "The greatest concentration of environmentally-oriented displays in one place."

Mr. Renee Chalon, Secretary General of the Bureau of International Expositions stated, "The Spokane International Exposition is exceptionally relevant to the time in which we live. The Exposition treats the problem of safeguarding the blessings which Providence has generously given to all men and which man, in his improvidence, seems determined to destroy, damage or pollute."

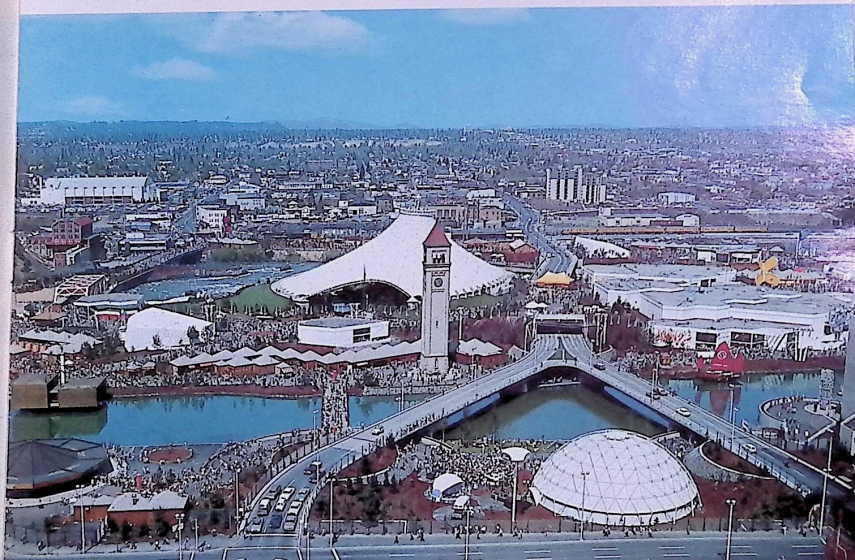


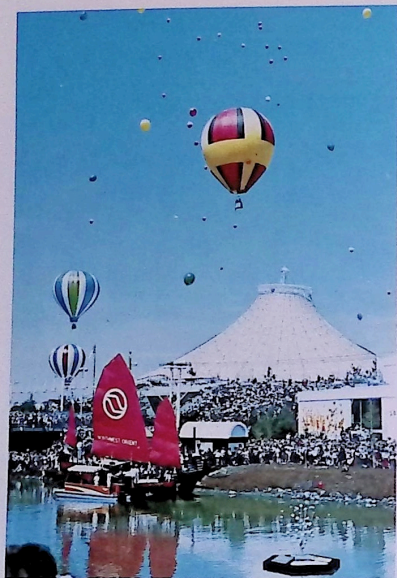
Opening Day at the Fair

A perfect opening day — beautiful weather, cheering crowds, flowers, banners and color everywhere. Delegations of ten participating nations arrived in their colorful floats at the floating center stage in front of the Washington State Pavilion. Bands played, a thousand voice chorus filled the air, one thousand pigeons were released and the huge hot air balloons rose skyward. President and Mrs. Richard M. Nixon were in attendance. After his opening message from the floating platform, the President stated, "At 12:00 noon of this day (May 4, 1974), acting in my capacity as President of the United States, it is my highest privilege to declare Expo '74 officially open to all the citizens of the world."

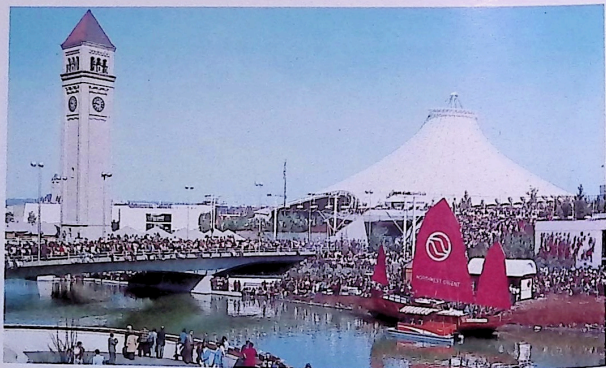


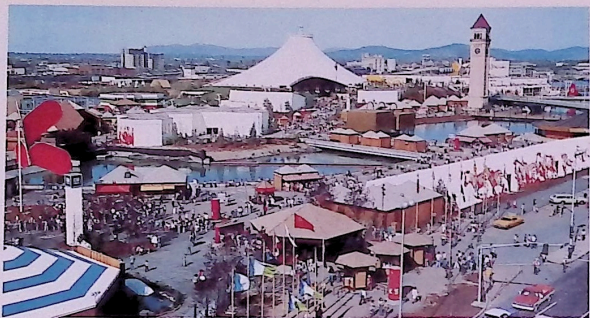
Ford, Northwest Orient, Russia, United States, Mexico, China, Mormon and Iranian Pavilions.





Opening day color from balloons and floral displays to thousands of people lining the bridges and shorelines of the river.





Above, the red gate main entrance shows one of the five giant canvas "location" butterflies. In the center is the overall Expo '74 site as seen from a helicopter, while below are the colorful balloons released above a group of floats on opening day.



United States Pavilion

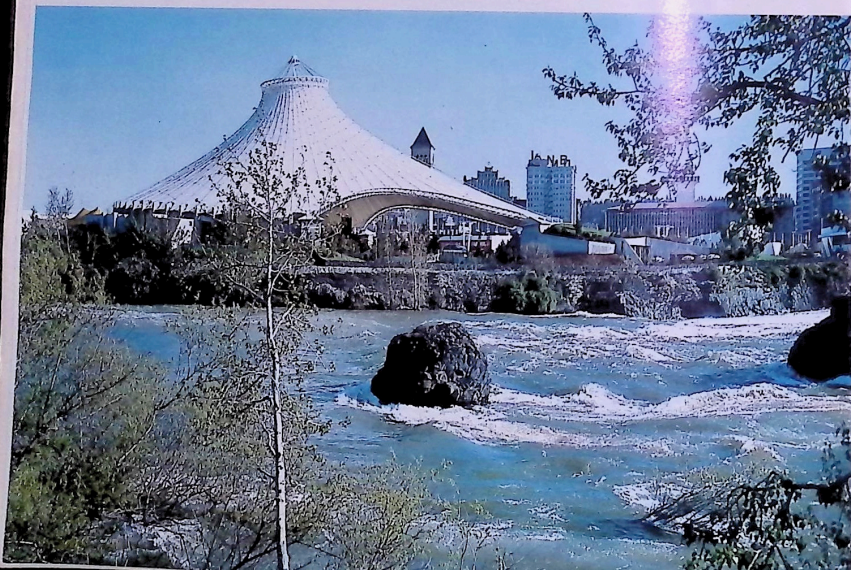
"The Earth does not belong to man; man belongs to the Earth."

Attributed to an Indian Chief dead more than a century, these words express the main theme of the United States Pavilion. The words at the Pavilion's entrance were the reaction of Chief Sealth of the Suquamish Indian tribe as he rebuked emissaries of the Federal Government who offered to buy his tribe's land in 1854. The land has since become Seattle, 300 miles to the west of Spokane.



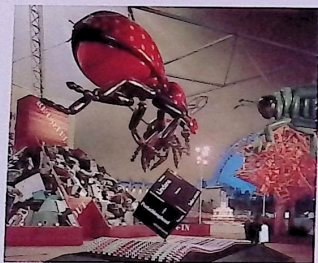
The Sky Ride passes the United States Pavilion on its scenic trip covering the length of Expo '74.

Spread under a sweeping, translucent canopy that seems to grow out of the natural contours of the ground, the United States Pavilion dominates the 100-acre land and water site of the World's Fair. The canopy would cover nearly two football fields and is supported by a network of more than four and a half miles of steel cables which, together with a steel mast, weigh about 200 tons.

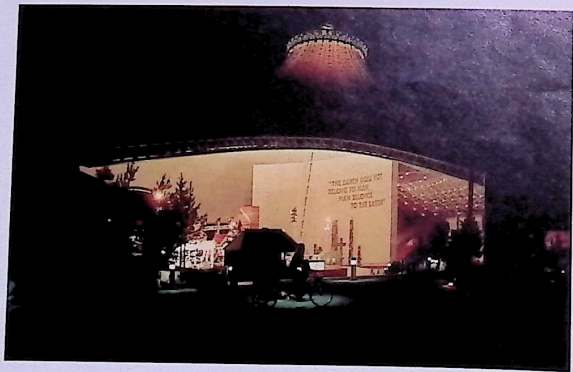


Sky Ride
and State Pavilion
trip covering
of Expo '74

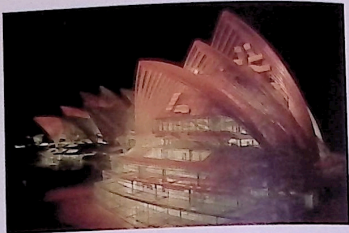
under a massive
recent canopy
to grow out of the
contours of the
the United States
dominates the
and water of the
's Fair. The ca-
uld cover more
ell fields and is
by a network of
four and a half
el cables which
th a steel mast
200 tons



The canopy is open at the top and does not quite touch the ground — giving an open air aspect to the series of exhibits interspaced among newly planted shrubs, trees and flowers. The exhibits are divided into three areas — Environmental Problems, The Consumer and the Environment and the Environmental Action Center. The main feature of the Pavilion is an 800 seat theater where the film is shown on a curved screen 65 feet high and 95 feet wide — about three times the size of a Cinerama screen. In the Consumer and the Environment section, a one-acre garden contains exhibits focused on six key areas — air pollution, water pollution, energy use, pesticides, wood products and solid waste.



Foreign Pavilions



AUSTRALIA

Located at the edge of the Spokane River, the Australian Pavilion has three exhibit areas — The Natural Order, Man's Impact on Nature and Life Cycle of a Nation. The circular walk-in color transparency show gives the impression of being underwater on the Great Barrier Reef. Also on exhibit is a scale model of the famous Sydney Opera House (above).



CANADA

On Canada Island, in the Spokane River Rapids, British Columbia and Alberta are represented. Planted with shrubs and trees imported from Canada, this island was known as Cannon Island prior to Expo '74. It features a children's park and offers spectacular views of the river rapids from the two foot bridges.

Alberta's exhibit consists of an open air amphitheatre along with an indoor theatre that is landscaped into the ground to avoid breaking the natural contours of the island.

The British Columbia Pavilion presents a series of visual presentations as well as displays and demonstrations by artists, carvers, weavers and dancers.



REPUBLIC OF CHINA

The verdant hills of Taiwan, the amethyst blue of Sun-Moon Lake, the traffic of Taipei, the people — all these are the sights and sounds in the Republic of China Pavilion. The multiple-screen, multi-sensory techniques, envelopmental sound and a 73-foot screen vividly portray 5,000 years of the rich historic, philosophic and cultural heritage of the Chinese people. Bubble machines, a rear screen, chaser lights, fireworks, mirror ball reflections, strobe effects, lightning and thunder are used to stimulate the senses. This new adventure in entertainment is heightened by the display of priceless art objects from the different dynasties of China.



FEDERAL REPUBLIC OF GERMANY

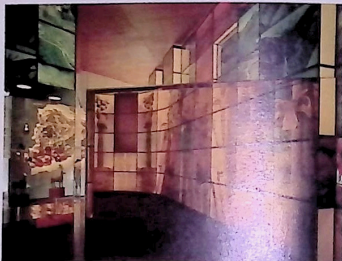
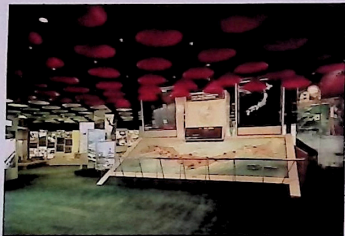
The length and breadth of rural and industrialized Germany are examined minutely for its pollution potentials, problems and solutions in the Federal Republic of Germany Pavilion. The various areas of the German exhibit are devoted to water, soil, growing population and transportation. Film and models are used extensively throughout the exhibit.





IRAN

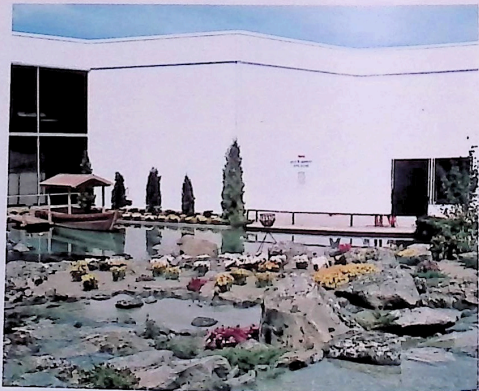
A multi-media pageant reflecting the country's concern with modern ecological values to guide its progress into the ranks of the world's most developed nations is presented in the Iranian Pavilion. Divided into four divisions, Iran's first exhibit is The Great Harmony, followed by Art and Natural Beauty and Protection of the Natural Environment. The Pavilion's exhibits conclude with a walk-through puppet show entitled, "Man, the Creator of Beauty."



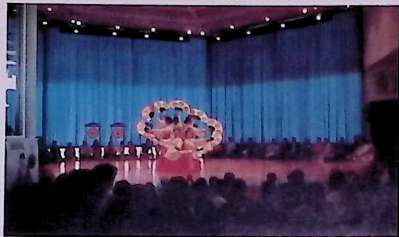
JAPAN

The Japanese sense of nature and society as it has been shaped over the centuries by life in a densely crowded, small island nation, and to show how these circumstances have affected Japanese life and recreation are shown in the Japan Pavilion. The exhibit consists of four sections — background and history, contemporary Japanese life, environmental problems and leisure activities.

A major feature is the Japanese Garden constructed in traditional design. Native trees arranged in the style which has been a Japanese art for centuries and a small brook highlight the garden.



cting the
ern eco-
progress
's most
nted in
d into
hibit is
red by
rotec-
ment.
clude
ow en-
uty."



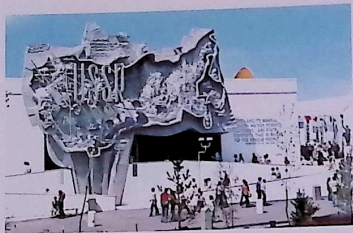
REPUBLIC OF KOREA

Visiting this Pavilion is like stepping into the "Land of Morning Calm," as Korea is known. Hundreds of wind chimes announce the oriental theme of the Pavilion. One section of the exhibit is Sounds of Nature; another is Sights of Nature. Traditional Korean dances are performed on the central stage.



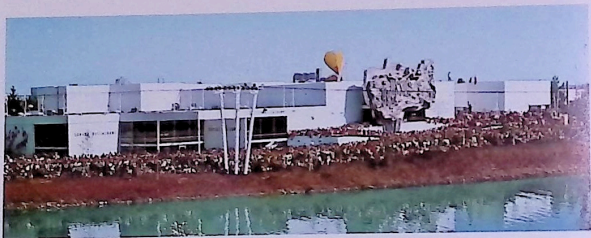
REPUBLIC OF THE PHILIPPINES

Man and his relationship to his work is the underlying theme of the entrance area of the Pavilion. Mounted on the wood mosaic walls in the International Building are large black and white photographic montages depicting all aspects of the Philippine culture. Man's relationship to nature is explored in the center portion of the exhibit space. In the third section, film is used to show the pollution problems faced by this island nation and what is being done to remedy them.



UNION OF SOVIET SOCIALIST REPUBLICS

This is the Soviet Union's first appearance at a U.S. sponsored world exhibition since 1939 and is the second world's fair the Soviets have attended in the U.S. This Pavilion is the largest foreign exhibit at Expo. Above the entrance, is a giant intricate relief map of the Soviet Union measuring 60 feet wide and 30 feet high.



Just inside the entrance is a colorful exhibit featuring landscaping and water, fountains, green plants and a bust of Lenin. Three theaters present films on environmental subjects pertaining to Russia. In the exhibit halls, the Russians emphasize both the ancient and the modern accomplishments and cultural creations of their nation. Lighted dioramas and models are used throughout the exhibit. On the ground floor of this Pavilion is the river-front restaurant featuring authentic Russian food.





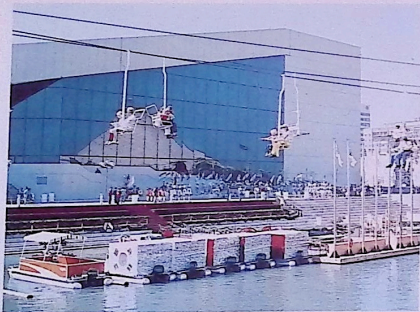
IDAHO

This state exhibit is as beautifully rugged as the state itself. Created with massive rough hewn timbers, wrought iron and cedar shake, the designs suggest back country ranches and frontier outposts. Three dimensional display units portray Idaho as it is today covering industry, agriculture, resources, recreation and scenery.

State Pavilions

MONTANA

A continuous photographic display of Montana's spectacular gifts from nature are shown in the Montana State Exhibit. The Big Sky Country features Glacier National Park, the five travel regions and the four seasons story of Montana.



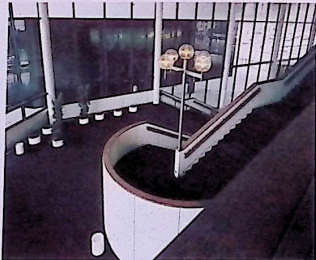
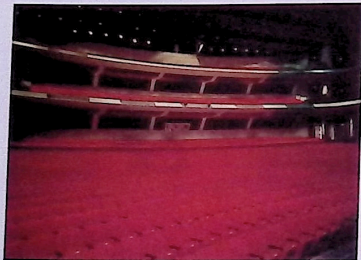
WASHINGTON

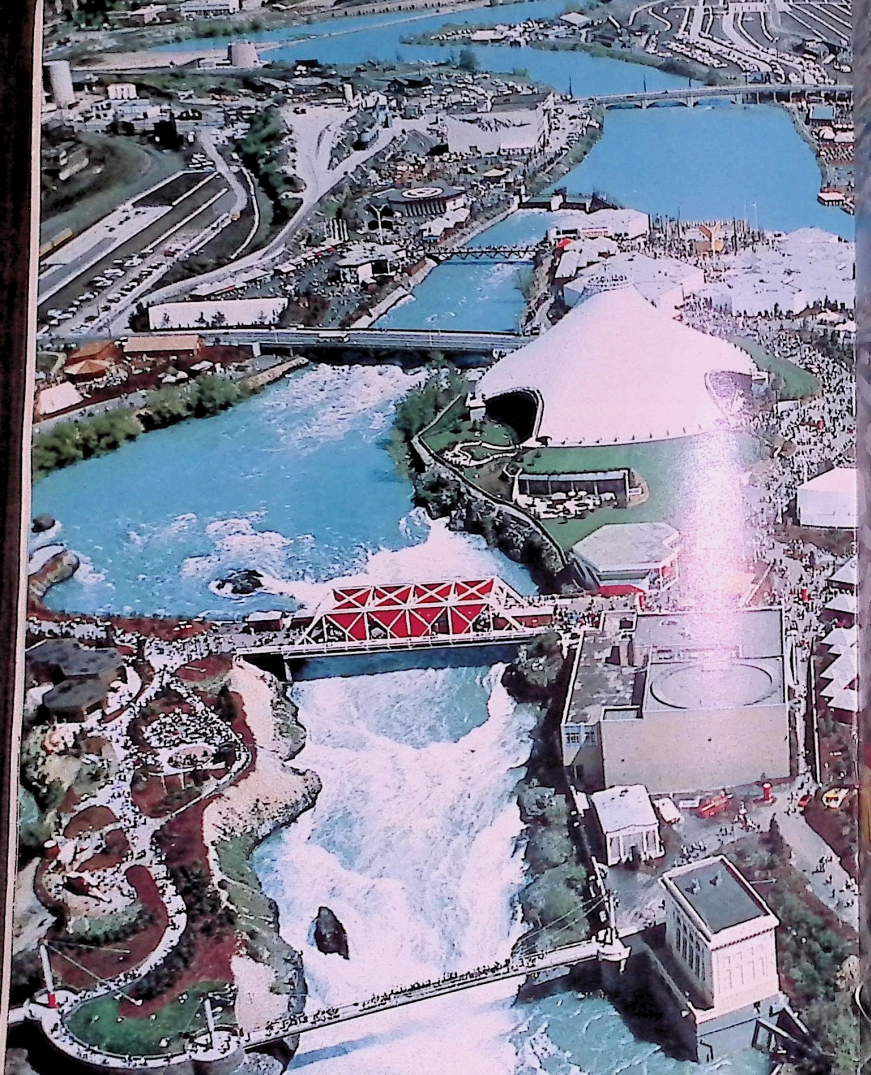
Soaring, distinctive and versatile describe the Washington State Pavilion. From the opera house and exhibition hall to the open mall, its flexibility speaks quietly from every side. The steps lead directly to the river's edge.

Seating 2,700, the opera house can be adapted to concerts, ballet, opera, stage productions, travelogues and lectures.

The exhibit hall, which will transform to a convention center at Expo's closing, features a \$5,000,000 art exhibit.

The Washington State exhibit entitled, "About Time," is an 18-minute film concerned with man and earth structured in three sequential time cycles.









Domestic Pavilions

AMERICAN FOREST

The exhibit is an open pavilion constructed of unfinished beams supported by massive timber columns with a cedar shake roof. The walls of the building consist of over 200 Douglas Fir trees while ground cover is seedlings; it's like being in a forest.



BICENTENNIAL PLAZA

The first Old Glory flies over the Bicentennial Plaza located on the north bank of the Spokane River. Flanking the Plaza are the existing state flags of the original 13 colonies.

The Plaza faces a reflective aluminum screen that displays the emblems of the Federal Government, Washington State and the American Revolution Bicentennial. Excerpts from the Declaration of Independence are also etched on the screen.

Expo '74 marks the first observance of the American Revolution Bicentennial Celebration.





BOEING INTERNATIONAL AMPHITHEATRE

This setting is as natural as nature itself with its backdrop of the smooth flowing channel of the Spokane River, sky and trees.

Located on the eastern tip of Havermale Island, the Theatre seating is on grassy, stepped terraces. Scalloped tiers of low retaining walls double as seats.

The Amphitheatre is in continuous use during the fair with entertainment groups appearing throughout every day. It is also the site of each participating nation's state day as well as that of the states of the United States.



BELL SYSTEM

The exhibit hall features a modular display depicting the many exciting facets of the Bell System. Incorporated within the shining chrome and aluminum interlocking structure are large display photographs and graphics — ideas and images suspended in the air and visually exploding in exuberant vitality.

The other half of the Pavilion houses the Bell System's unique, Main Show Theater.

The Bell Pavilion's theme is Movement, a fundamental to life — a situation found in nature, in man — a constant state of change.





ENERGY

Energy in its many forms and limitless activities is the informative and entertaining message offered in this pavilion. The story ranges from the roaring might of nature's wind and water to the hidden and mysterious event of two light atoms meeting and fusing as they release energy in the minutest amount.

A highlight is the musical show by the singing and dancing youngsters of "Up with People."



FORD MOTOR COMPANY

This exhibit tells the story of portability and mobility beginning with the American Indian and continuing into the world of tomorrow. Displays range from an original Indian dugout canoe, and an actual Covered Wagon used by early American settlers, to a motorized pogo stick that has the look of tomorrow.

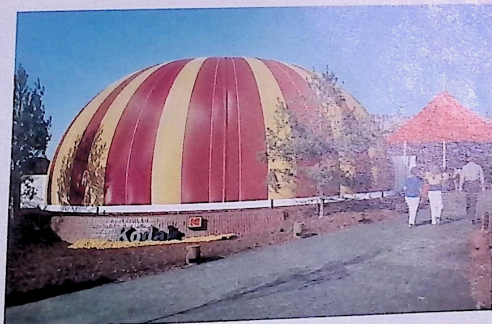
Along with realistic models, color movies and Mini Theaters, there is also displayed elements from campouts by Henry Ford such as his unique Lazy Susan portable camping table.

On the outside of the exhibit whose theme is "Sharing the Environment," the Mercury Cougars, Chauncey and Christopher perform in front of the geodesic dome structure.



GENERAL MOTORS

Highlighted are those scientific and engineering advances that have created "Mobility in harmony with our environment." Throughout this colorful pavilion, are individual and exciting displays that tell how GM is keeping its products and plants compatible with the environment. In this domed blue and white, three leaf clover cluster building, GM shows the latest experimental and production vehicles, a live science stage show and a unique mass transit "People Mover." A host of animated exhibits, many of them visitor operated, include emission controls, ecology, pollution control and vehicle safety.



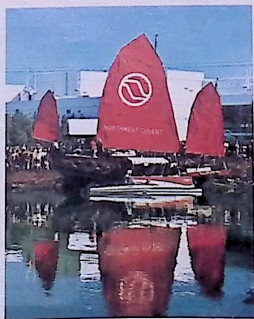
EASTMAN KODAK COMPANY

The Kodak Pavilion will help to delineate photography's role in the study and preservation of the natural environment. The domed structure, made of heavy duty vinyl, houses a theater with a 12 x 36 foot semi-circular screen on which "Eastman Kodak Company invites you to know the land — and the people through photography." This multi-image slide spectacular is a potpourri of natural beauty.

WESTWEST ORIENT AIRLINES

The Junk, once a bright red sail of the West Coast of China, is now the symbol of energy known to man in the wind, and the sailing vessel is a reminder of how man still propels himself in other areas of the world.

The Junk, once plied the fishing waters around Hong Kong, is made of teak and yakal woods, weighs 21 tons and is 48 feet long.



UNION PACIFIC RAILROAD

Locomotive 8444 is the largest operating steam locomotive on any U.S. railroad today. Measuring 114 feet from the tip of her pilot to the rear of her tender, she weighs 450 tons and runs on giant 80-inch drive-wheels. Built in 1944, she was designed for high-speed passenger operation at sustained speeds of 90 miles per hour.

NORTHWEST INDIAN ENTERPRISES

The "Native Americans Earth," as the Indian exhibit is known, is situated in the Folk Life Festival area.

Indian longhouses, tepees, meat drying racks, and cooling pits once again dot the Spokane River as the Affiliated Tribes of Northwest Indians return for the first time since 1880.

The three living groups of Northwest Indians are all on site during the day to make their presentations. The Coastal Indians occupy traditional modern longhouses while the Plain and Plateau Indians have the more familiar tepee camp. A covered ceremonial building houses the Indian Dance Arena.





AFRO-AMERICAN PAVILION

The concept of the exhibit is to show the Afro-American's contribution to this society and is sponsored by the Pan-African Foundation. In the pavilion black artists, sculptors and musicians display their talents. A heritage tunnel traces the history of Afro-American men and women. Early African dwellings and live performances along with photographs, slides and film are also presented.

PLAZA MEXICANA

Artisans, sculpture, food and music are Mexico's heritage featured in this pavilion. On display are the archeological wonders through the time when Aztecs reigned and explorers marveled at their advanced civilization and artwork.

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS

The Mormon pavilion is unique in that the building itself is an exhibit. Shaped like a large book with gold rings, it represents the golden plates that the ancient prophet Moroni gave to the prophet Joseph Smith in 1827. The theme, "Ancient America Speaks," centers around the belief that "Men are that they might have joy." Two main parts of the exhibit feature a motion picture and a display of artifacts.



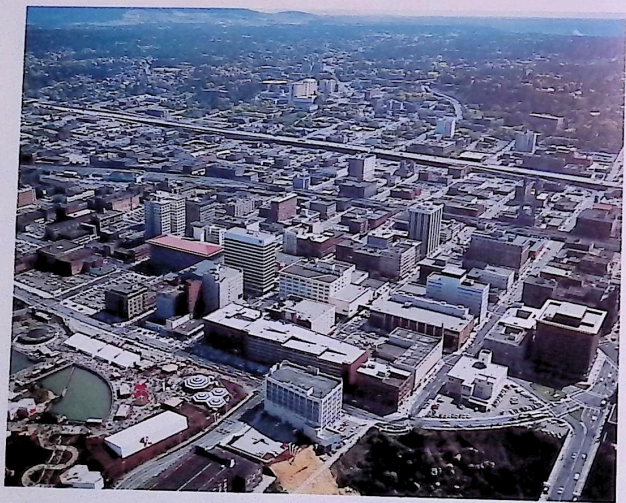
WHITWORTH COLLEGE

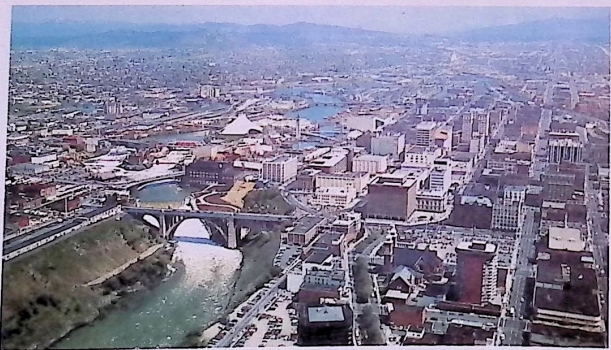
This pavilion and Children's Theater is a 50-foot geodesic dome. A constantly changing program of improvisational "live-cartoons" is presented using sketches built around timely themes.



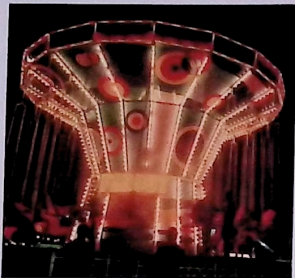
Spokane—Host City Expo '74

Spokane is the second largest city in Washington and the hub of the Inland Empire which comprises Eastern Washington, Northwest Idaho and Western Montana. With its urban area lying on both sides of the Spokane River, the city is recognized as the cultural, financial and economic center of the Inland Empire.



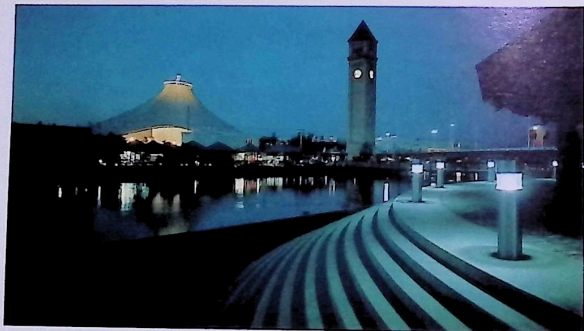
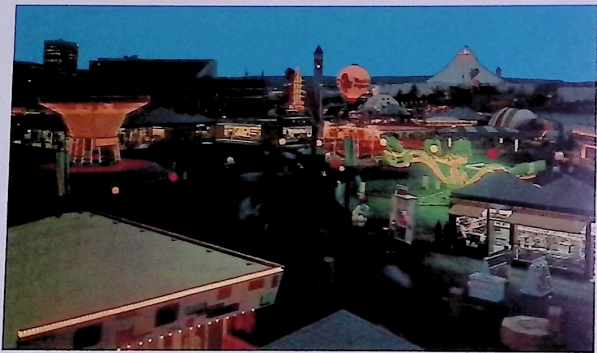


Planning for Expo '74 began in the Spring of 1970 and was the catalyst for the rebirth of the city. Spokane renovated its blighted downtown area, cleared 50 acres in the heart of the city for a spectacular park and put itself on the map as a World's Fair city. Twenty-five years of urban development has been condensed into fewer than 3 years. When the Fair is over, Spokane will have one of the finest riverfront parks and convention centers in the United States.



Expo '74 at Night

The lights of the World's Fair create a "new" look of glamour and excitement. Night time at the Great Northwest Midway gives added thrills to the rides. Kids of all ages — 6 to 60 — enjoy amusements, games, refreshments and fun.



The curve of the steps at the water's edge add a new dimension to the reflections of the U.S. Pavilion and Great Northern Clock Tower.

Sparkling night view highlights the U.S. Pavilion and Great Northern Clock Tower.



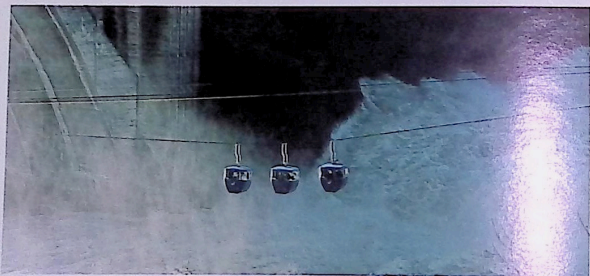
The lights from the Northwest Orient Chinese Junk and the Russian Restaurant reflect in the Spokane River.



Ride Over the Falls

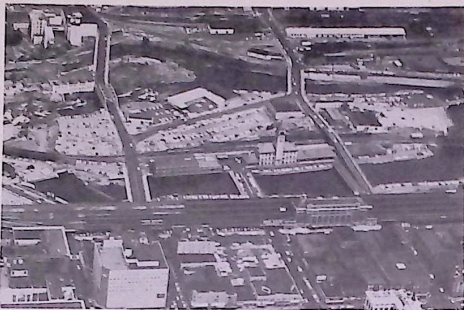


The thrill of Expo '74 for young and old alike — the gondolas in their exciting adventure over the churning Spokane Falls.

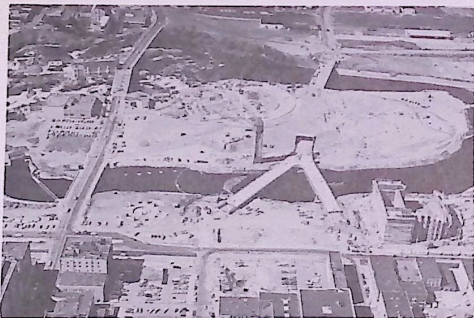


Adding to the excitement of Spokane Falls is the spray-filled specially constructed high suspension foot bridges anchored at the western tip of Canada Island.

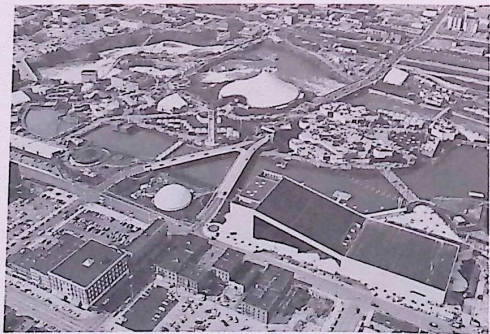
There was no thought of a World's Fair here in 1966, when what has become the site of Expo '74 was still a congested industrial area that blocked the city's access to the scenic Spokane River falls and rapids. Railroad yards and related warehouses and parking lots dominated Havermale Island, center, and smaller Cannon Island, which was renamed Canada Island for Expo '74.



Cleared of railroad yards and related industrial structures by 1973, the Expo '74 site still had a long way to go before the opening of the World's Fair. Construction had just started on the Washington State Pavilion at lower right. The old Burlington Northern Tower, center, is one of the few structures to survive the transformation of the site for the World's Fair.



Aerial view of Expo '74. In the center of the photo is Havermale Island. The circular structure is the U.S. Pavilion. To the right is the International Pavilion housing West Germany and the Republic of the Philippines. Below that is the Russian Pavilion, the largest foreign exhibitor. The lower right hand portion of the picture shows the Washington State Pavilion.





expo'74.
World's Fair
Spokane, USA

FULL COLOR PICTORIAL BOOK

