

# THE BRUSSELS WORLD'S FAIR



1958

“I want to be known as a citizen of the world,  
a friend of all the nations in the universe.”

—ERASMUS

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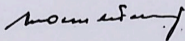
coun

**N**OW, as never before in history, there is need throughout our universe for a renaissance of human values. The gains of centuries must be preserved. Man must be freed of the fear of annihilation—free to enjoy his world and to use it wisely.

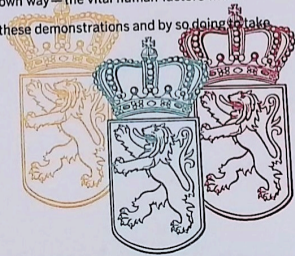
Today, in countless areas of thought and action, human genius and creative vigor are responding to human needs. Everywhere, one finds evidence of man's bounteous labor.

How to examine this evidence anew—and to restore confidence in man's capacity to create and prosper? The Belgian Government, under the high patronage of His Majesty King Baudouin, has organized the most comprehensive moral and material stocktaking of man's achievements ever undertaken.

The Brussels World's Fair is the first universal exhibition in nineteen years, and the first of the Atomic Era. From April 17 through October 19, 1958, fifty nations, seven international organizations, and the private industry and public agencies of six continents unite at Brussels to demonstrate—each in its own way—the vital human factors which motivate all progress. Belgium as host nation invites the world to witness these demonstrations and by so doing to take courage and fresh hope.



BARON MOENS DE FERNIG  
COMMISSIONER GENERAL



# THEME



All men are born with a common heritage. Given half a chance this heritage can unite men and lead to an era of global common sense. Confident of this, the Brussels World's Fair 1958 proclaims its theme—a declaration of faith in mankind's ability to mold the atomic age to the ultimate advantage of all nations and peoples.

Modern technology has made communications and exchange between nations swift and easy. But it has failed to diminish world tensions. The unfamiliar still arouses distrust, and distrust divides the world far more sharply than oceans or national boundaries.

Nations, like persons, must willingly seek each other's company and each other's trust.

A necessary first step is to bring together the world's citizens in an atmosphere of tolerance and peaceful exchange

This the Brussels World's Fair 1958 seeks to do.

# THE A

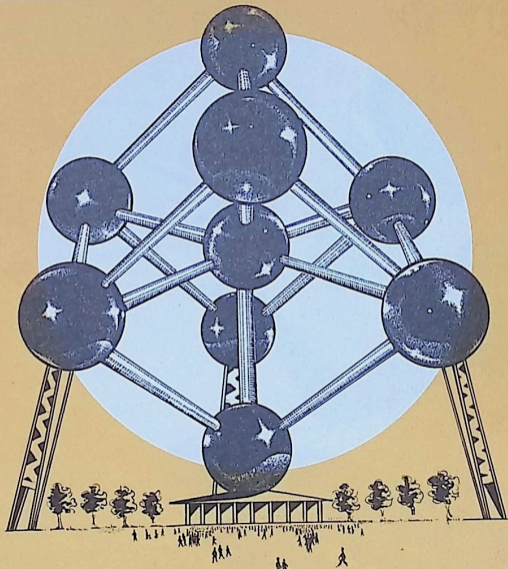
Towering over the Fair  
environs is the 320  
Atomium, theme sim  
Brussels '58. It sym  
atomic composition  
metal enlarged 150  
The nine "atoms" of  
are steel spheres of  
diameter, each shea  
brilliant light metal,  
light rotating about  
sphere simulate the  
of electrons. Visitor  
displays of peaceful  
atomic energy in the  
spheres, which are  
lobes containing h  
speed escalators.



# THE ATOMIUM

Towering over the Fair and its environs is the 320 foot high Atomium, the structure of Brussels '58. It symbolizes the atomic composition of a crystal of metal enlarged 150 billion times. The nine "atoms" of this crystal are steel spheres of 55 foot diameter, each sheathed in brilliant light metal. Points of light rotating about each sphere simulate the orbits of electrons. Visitors will find displays of peaceful uses of atomic energy in the lower spheres, which are joined by tubes containing high speed escalators.

Europe's fastest elevator speeds visitors to the Atomium's top sphere which houses a restaurant offering the finest Belgian cuisine. Giant portholes afford a spectacular panorama of the Fair and the city of Brussels, from the equivalent of 30 stories up.



# ORGANIZATION AND FEATURES



More than two hundred halls and pavilions, comprising a breathtaking look into our architectural future, sweep across five hundred acres of verdant and ancient woodlands in Heysel Park, four miles from the heart of Brussels. The four main exhibit areas:

1. **Foreign** — pavilions of 48 nations demonstrating how peoples throughout the world live, work and play — how they think, act and create.
2. **International** — pavilions of seven great international organizations which serve mankind everywhere.
3. **Belgian** — exhibits dramatizing the newest techniques in industry, business, public welfare and research.
4. **The Belgian Congo and Ruanda-Urundi** — a panorama of life in Belgian Africa: arts, crafts and economic and social progress.

The Brussels World's Fair 1958 ranks as a "first category universal exhibition." It is organized in accordance with the Paris Convention of 1928, which governs the scope and frequency of international exhibitions. The last exposition of this kind was the New York World's Fair of 1939-1940.

Brussels '58 presents the world's finest creative endeavors in a galaxy of unique displays, international festivals and cultural events.

Among the chief attractions —

**The World Art Center** — masterpieces from all ages and nations under one roof

**International Hall of Science** — a survey of modern discoveries

**Garden of the Four Seasons** — great traditions of gardening, 16th-20th Centuries

**"Belgium 1900"** — the nostalgia of a lively yesteryear

**"Belgium in the Year 2000"** — a projection into tomorrow's living

**The Palace of Fashion** — showings of haute couture, evening fashion events

**Sports** — festivals and competitions, all categories

**Music** — renowned opera companies, orchestras, choral groups and soloists

**Theater** — world-famous stars in prize-winning plays of all nations

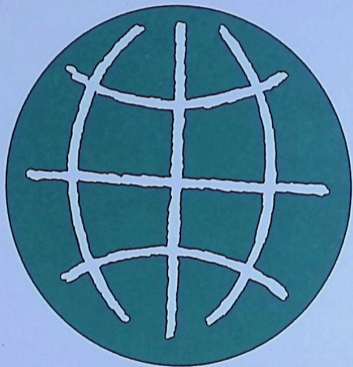
**The Dance** — ballet and folk dancing

**The Motion Picture** — the finest films of all time — the great stars of our time

And, the Brussels World's Fair includes scores of restaurants and cafes providing specialties of all nations, extensive recreational facilities, a vast amusement park and a "Children's Kingdom," striking facades and soaring gateways, crystalline fountains and flowered esplanades — an unending panorama of man's skills in making the world about him beautiful.

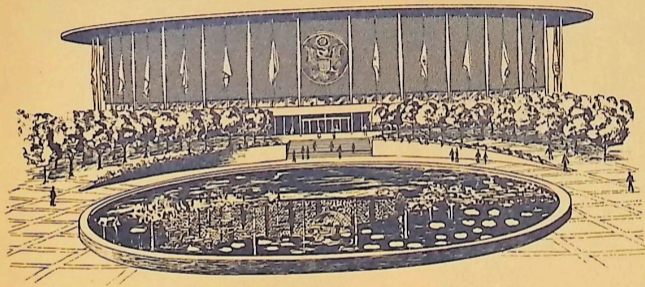


# PAVILIONS OF THE NATIONS



ANDORRA  
ARGENTINA  
AUSTRIA  
BRAZIL  
CAMBODIA  
CANADA  
CHILE  
CZECHOSLOVAKIA  
DOMINICAN REPUBLIC  
EDYPT  
FEDERAL REPUBLIC OF GERMANY  
FINLAND  
FRANCE  
THE HOLY SEE  
HUNGARY  
IRAN  
IRAQ  
ISRAEL  
ITALY  
JAPAN  
JORDAN  
LEBANON  
LIECHTENSTEIN  
LUXEMBOURG  
MEXICO  
MONACO  
MOROCCO  
NETHERLANDS  
NICARAGUA  
NORWAY  
PERU  
PHILIPPINES  
PORTUGAL  
SAN MARINO  
SAUDI ARABIA  
SOVIET UNION  
SPAIN  
SUDAN  
SWITZERLAND  
SYRIA  
THAILAND  
TUNISIA  
TURKEY  
UNITED KINGDOM  
UNITED STATES  
URUGUAY  
VENEZUELA  
YUGOSLAVIA

# UNITED STATES PAVILION



Set on a landscaped site of six and one-half acres, the United States Pavilion is the world's largest free-span circular structure, with a diameter of 340 feet and height of 95 feet. A glittering complex of amber-tinted steel columns and honeycomb plastic walls, the Pavilion contains two floors of exhibits keyed to the theme of "America—The Land and the People." Adjoining it is an 1100-seat theater.

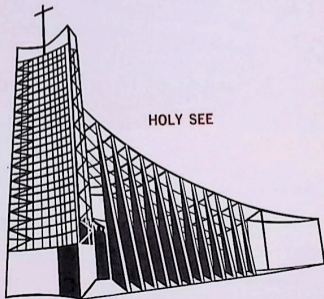




Permanent exhibits are supplemented by plays, concerts, motion pictures and other festivals with leading artists. More than 15 nations have included theaters in their national pavilions.



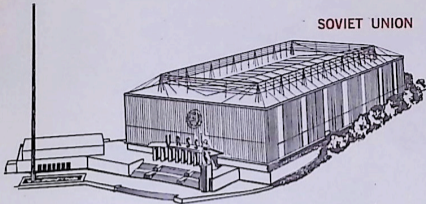
UNITED KINGDOM



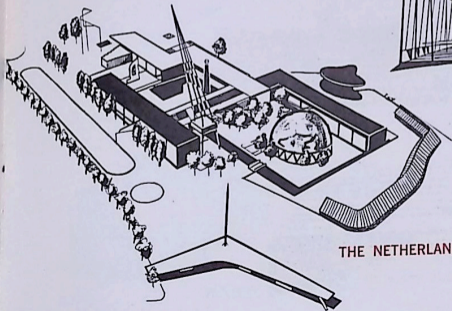
HOLY SEE



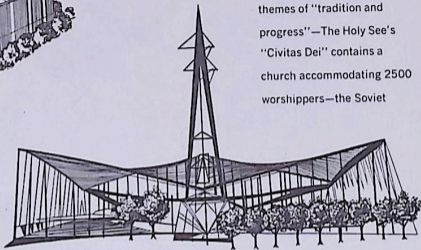
## SOVIET UNION



Among the large-scale national exhibitors, Great Britain stresses the twin themes of "tradition and progress"—The Holy See's "Civitas Dei" contains a church accommodating 2500 worshippers—the Soviet



## THE NETHERLANDS

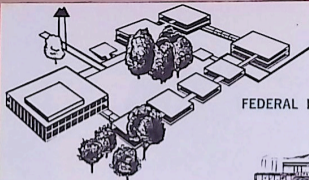


## FRANCE

Union features heavy industry and power production—France offers her contributions to world culture—and maritime Holland keys its displays to the theme of "Water: Friend and Foe."



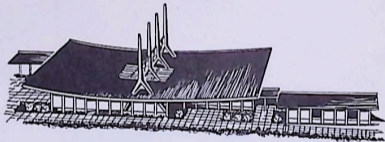
Celebrations of National Days, reserved for each participating government, are scheduled in the auditoriums, theaters and arenas of the Belgian and Foreign Sections throughout the life of the Fair.



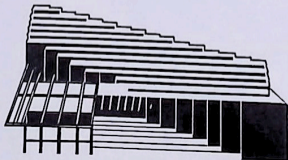
FEDERAL REPUBLIC OF GERMANY



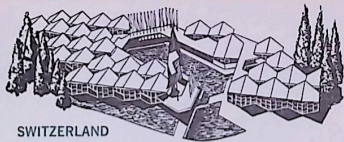
SPAIN



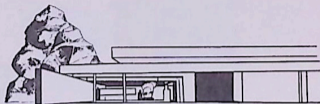
JAPAN



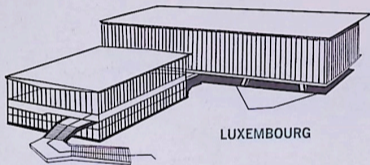
FINLAND



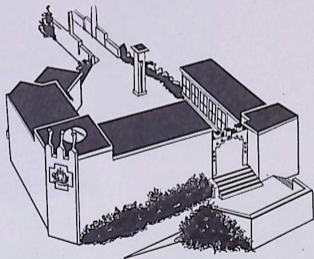
SWITZERLAND



NORWAY



LUXEMBOURG



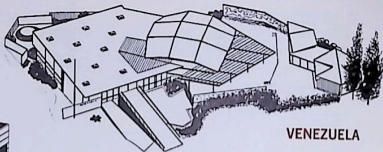
SAN MARINO



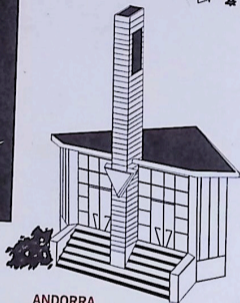
CANADA



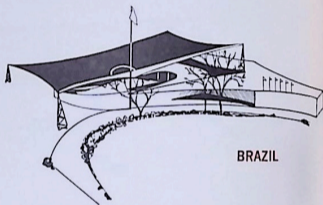
Fireworks and illuminations are staged on a dramatically conceived "Aerial Bridge" which soars above the pavilions and gardens of the Foreign Area.



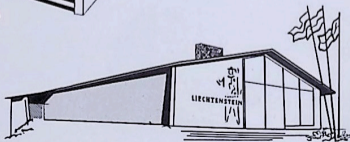
VENEZUELA



ANDORRA



BRAZIL



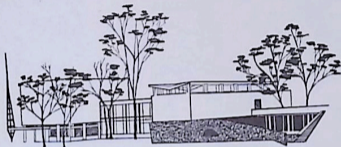
LIECHTENSTEIN



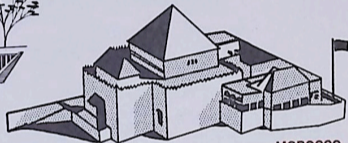
AUSTRIA



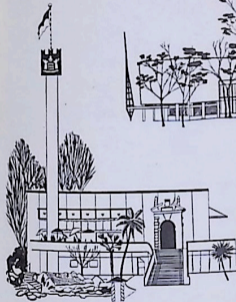
ISRAEL



HUNGARY



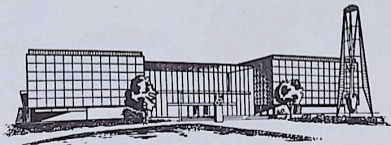
MOROCCO



MONACO



PORTUGAL



CZECHOSLOVAKIA



# INTERNATIONAL ORGANIZATIONS



UNITED NATIONS

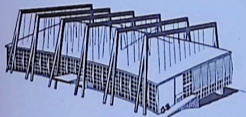
Seven great organizations, among them the United Nations, demonstrate how they serve mankind on a global scale. Vast displays show what is being done to meet the needs of a burgeoning world population, to develop the resources of our universe and to promote the settlement of international problems by peaceful means.



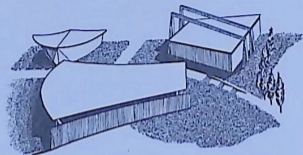




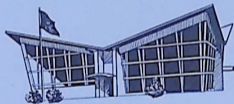
INTERNATIONAL RED CROSS



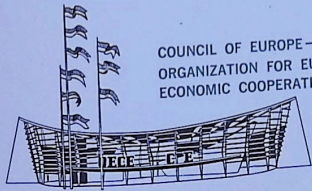
EUROPEAN COAL & STEEL COMMUNITY



HALL OF WORLD COOPERATION—  
COUNCIL OF CUSTOMS COOPERATION

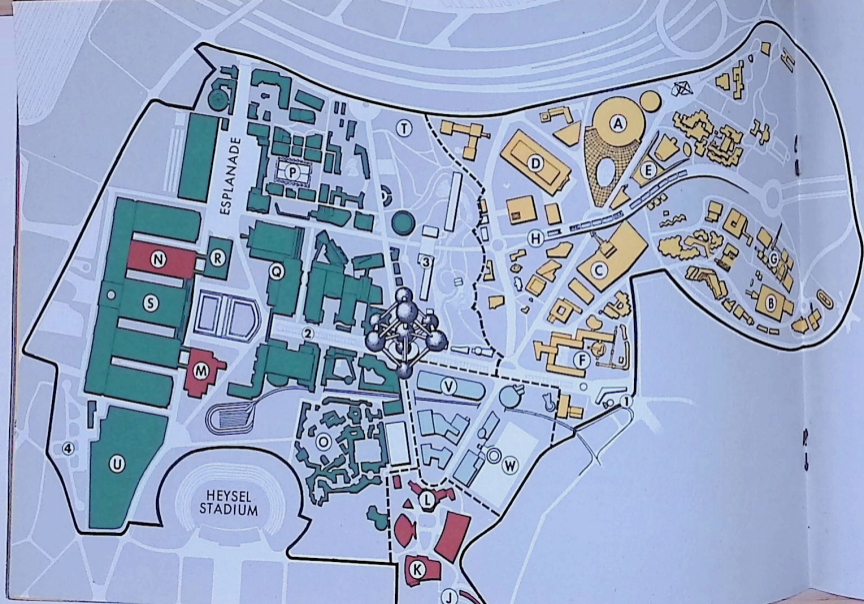


BENELUX



COUNCIL OF EUROPE—  
ORGANIZATION FOR EUROPEAN  
ECONOMIC COOPERATION

The Hall of World Cooperation, sponsored by the Belgian Government, features a giant planisphere on which moving lights illustrate problems of population and regional development. Solutions to these problems are shown to depend on international cooperation and respect for individual freedom.



ESPLANADE

HEYSEL STADIUM

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# THE FAIRGROUNDS



Foreign

International

Belgian

Belgian Congo

Other Features

A—United States   B—United Kingdom   C—France   D—Soviet Union   E—The Holy See  
F—Netherlands   G—Federal Republic of Germany   H—Aerial Bridge

J—World Gateway   K—Hall of World Cooperation   L—United Nations  
M—World Art Center   N—International Hall of Science

O—"Belgium 1900" and "Belgium in the Year 2000"   P—Garden of the Four Seasons  
Q—Palace of Fashion   R—Auditorium   S—Main Entrance and Reception Hall  
T—"Children's Kingdom"   U—Amusement Park

V—Government Pavilion   W—Tropical Gardens

1—Benelux Gateway   2—Water Staircase   3—Shopping Center   4—Heliport

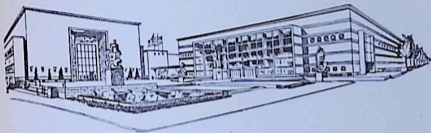
# THE BELGIAN SECTION

SCIENCE • ARTS AND THEIR MEANS OF EXPRESSION • GRAPHIC ARTS • THE PRESS • EDUCATION AND TEACHING  
VOCATIONAL TRAINING • PETROLEUM • GAS • ELECTRIC POWER • WATER POWER • NUCLEAR ENERGY • MINES AND QUARRIES  
AGRICULTURE-HORTICULTURE-STOCK REARING • FORESTRY-HUNTING-FISHING • WATER AND AIR • METALLURGY-METAL MANUFACTURES  
CHEMICALS • GLASS-CERAMICS-POTTERY • DIAMONDS • CHALK AND LIMESTONE • TIMBER • PAPER • LEATHER AND HIDES  
REFRIGERATION • TEXTILES • CLOTHING • FOOD • TOBACCO • LUXURY ARTICLES • FANCY GOODS AND NOVELTIES  
TOWN AND COUNTRY PLANNING • CIVIL ENGINEERING • BUILDINGS AND HOUSING • POSTAL SERVICES-TELECOMMUNICATIONS  
LAND TRANSPORT • SEA AND RIVER TRANSPORT • AERONAUTICS • STUDY AND CONTROL ORGANIZATIONS  
COMMERCE • MONEY-CREDIT-SAVINGS • INSURANCE • ACCIDENT PREVENTION • SOCIAL ECONOMY  
PUBLIC HEALTH • TOURING AND TRAVEL • SPORTS AND GAMES

CIVIL ENGINEERING PAVILION



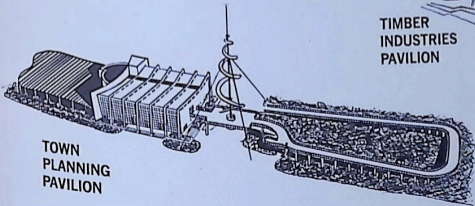
AUDITORIUM & PALACE VII



TIMBER  
INDUSTRIES  
PAVILION



TOWN  
PLANNING  
PAVILION



New Techniques in The Service  
Of Marketing are revealed in  
forty six primary areas of industry  
and research which comprise the  
group exhibits of the Belgian  
Section. Each group under scores

of organizations which provide  
similar goods or services. In  
addition, thirty-five private firms  
occupy pavilions of their own.



# BELGIUM PAST...

The high spirited, humorous world of yesteryear lives again in a twelve-acre restoration of "Belgium in 1900."

In a village of swirling lines and arabesques, winding streets and turn-of-the century homes, visitors can see and literally wander amid life as it was lived in the Gaslight Era on the Continent. Singers, dancers, musicians, acrobats, fortune tellers, troupes of players and "villagers" in period costume re-create the mood. Two thousand square yards of gardens in radiant bloom, fifty cabarets of "Gay Nineties" vintage, five vaudeville theaters and dozens of shops and restaurants provide the setting.





# AND FUTURE



In contrast to the "gingerbread" rooftops and painted stucco facades of "Belgium Past" are the free-forms and cantilevers of "Belgium 2000." This is Belgium's vision of the Rocket Age. Houses, vehicles, streets and parks are now streamlined, interplanetary travel has become a reality, and thanks to technological miracles, there is less work and more leisure for all. Together, the two sections form a vast arena for festivals, plays, concerts, sporting events and evening entertainment. The theme is fun and merrymaking, and the goal is to delight visitors with a return to the "good old days" and a taste of future adventure.

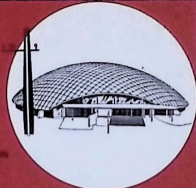
# THE BELGIAN CONGO TODAY



- Administration
- Agriculture
- Power, Construction, Transport
- Missions
- Insurance, Banking, Commerce
- Mining
- Wildlife and Hunting

Ancient cultures and 20th Century progress in central Africa are joined in a cluster of seven ultra-modern buildings which enclose the exhibits of the Belgian Congo and Ruanda-Urundi Section. New techniques of structure and design capture the exotic colors of tropical life. They reflect in equal measure the energy and talent of a forward looking society whose achievements are only partially known to the outside world. Congolese sculpture, which has profoundly influenced present-day trends in the plastic arts, occupies a place of honor. Other attractions include a gigantic tropical garden featuring the lavish vegetation of Africa's heartland and—for the first time abroad—festivals of tribal music and ceremonial dancing by outstanding Congolese performers.

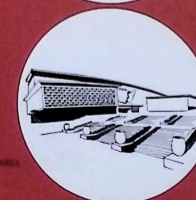
AFRICAN FAUNA PAVILION



CONGO GOVERNMENT PAVILION



CATHOLIC MISSIONS HALL



# THE FINE ARTS



Art as the measure of mankind's common humanity is the theme of the World Art Center. Here—on a scale never before attempted—the masterpieces of all ages and nations are displayed under one roof. The works are grouped according to humanistic themes—man's place in nature, his relationship with other men and his conceptions of divinity—rather than by schools or national origins. There are two exhibitions, each lasting three months: (1) *Fifty Years of Modern Art*, April 17-July 21—a compendium of artistic expression of the age we live in. (2) *Man and Art*, August 8-October 19—the entire sweep of artistic achievement from prehistoric times to the present.

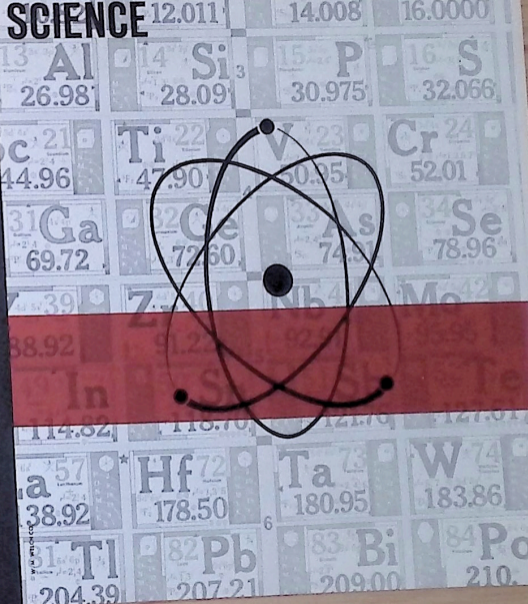


Contributions to scientific knowledge—whether by ancient Greek astronomers, Medieval alchemists or present day atomic researchers—are represented as the common property of mankind in the International Hall of Science.

Committees of eminent scientists have organized comprehensive displays in four fundamental areas—the atom, the molecule, the crystal and the living cell. These treat, respectively, the evolution of physics, chemistry, solid state physics and biology. Multilingual films and a "Science in Action" section complement the basic displays.

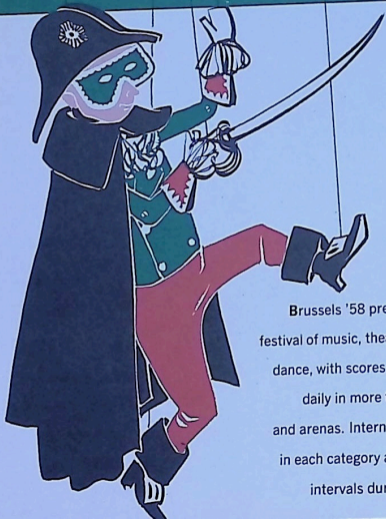


# SCIENCE





# THE PERFORMING ARTS



Brussels '58 presents a mid-century festival of music, theater, cinema and the dance, with scores of events scheduled daily in more than twenty theaters and arenas. International competitions in each category are staged at regular intervals during the World's Fair.

## MUSIC

Concerts by the world's leading symphony orchestras and instrumentalists — Special performances by renowned musicians of each participating country during celebration of its National Days.



A full season of opera, with guest performances by foremost opera companies and vocalists.



Chamber music, string ensembles, organists and choral groups of all nations.



Concerts of martial music, with performances by celebrated military bands of the participating nations.



A series of weekend concerts by amateur musical societies of Belgium.





International Meeting of Youth Orchestras, July 13-20, bringing together groups of young musicians of all nationalities, and climaxed on the last day with concerts by an international orchestra composed of delegates from each national group.



Festival of Experimental Music, October 5-10, presenting experiments in a new musical medium.



Festival of American Jazz



## THEATER

Prize-winning plays of the legitimate stage, starring leading actors and actresses of all nations—Special performances of representative plays of each participating country during its National Days.



Performances by amateur dramatic groups.



International Festival of Marionette Theaters, May 17, July 26, September 27, with children's matinees each Thursday.



International Festival of University Theaters, August 2-9, highlighting contemporary trends in the dramatic arts.



## CINEMA

World Film Festival, presenting the best films of all nations produced in 1957:  
Short subjects, May 20-27  
Feature films, May 30-June 13



International Experimental Film Competition, April 21-27, with awards to cinematic devices best suited to films of the future.



Presentation of the world's finest motion pictures, October 12-18—a survey of the motion picture from its beginnings to the present, with gold medal award to "the best film of all time."



## THE DANCE

The Art of the Dance—demonstrations of dance forms evolved by the various nationalities and cultures represented in the World's Fair.



Performances of classical ballet by internationally known companies.



Exhibitions of folk dancing by renowned dance groups of all nations.



# SPECIAL EVENTS

1. **International Vintage Auto Rally**, May 15-17—Commemorating the "dawn of speed" and tracing the evolution of the automobile from its earliest forms.
2. **World Film Star Rally**—An assembly of the world's most famous film personalities on the eve of the World Film Festival, May 29 and again preceding announcement of film awards, June 14.
3. **International Fireworks Competitions**—World's Fair trophy awarded to the country which stages the most spectacular display of fireworks during celebration of its National Days.
4. **Procession of Belgian Folklore Societies**, July 21.
5. **Seasonal Flower Shows and Floral Competitions**—Roses, dahlias, begonias, hydrangeas, cyclamens.
6. **International Athletic Events and Competitions**—World famous athletes and championship teams compete in daily events: Basketball—Rugby—Wrestling—Swimming—Gymnastics—Volleyball—Pelota—Football—Tennis—Fencing—Judo—Archery.
7. **"Giants' Day"**—Huge representations of heroes from Belgian folklore in a festive rally, September 7.





# ATTRACTIONS

**Children's Kingdom** - Nursery, theater, amusement park, playground - a world's fair in reduced scale for the very young.



**Garden of the Four Seasons** - A vast forest pagoda combining Renaissance and Twentieth Century styles of gardening demonstrates the harmony of classic traditions and modern tastes.



**Aerial "Fairlift"** - A bird's-eye tour of the World's Fair via suspended cable car.



**Luna Park** - Rides and amusements galore and a "space ship" offering passengers the exact impressions of a trip to the moon.

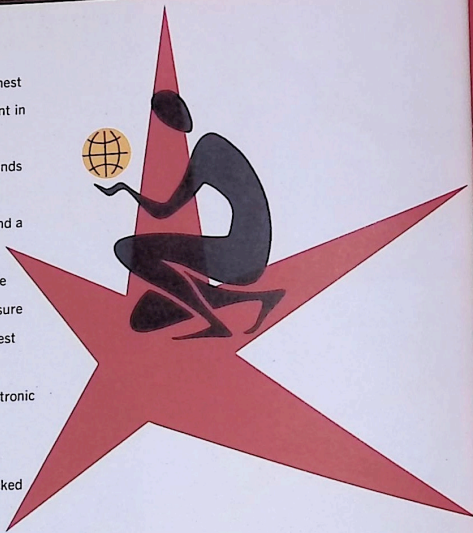


**Palace of Fashion** - A survey of present trends and a preview of future styles. Evening fashion events include "Night of Jewels," "Diamond Ball" and "Gala of Flowers."

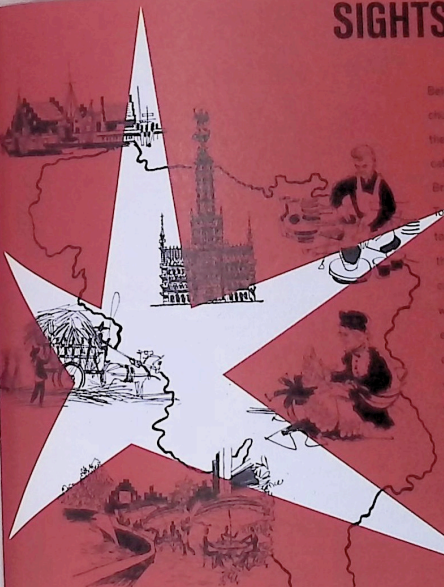


# THE WELCOME

Five years of intense preparation guarantee the warmest welcome to the people of all nations. Hostesses, fluent in many languages, are stationed at frontier towns, seaports, rail, bus and air depots and on the Fairgrounds to greet and assist visitors. Each guest receives informative brochures, maps, a schedule of events and a lapel button indicating his native language. Clearly marked signposts to the Fair guide motorists over the recently-completed network of superhighways. To insure accommodations for all, "Logexpo" maintains the latest information on hotels, motels, pensions and private homes throughout Belgium. The most advanced electronic equipment, assimilating this information, provides instantaneous bookings to suit individual needs. In welcome, each city and hamlet in Belgium has decked itself with flowers. And to every visitor the people of this shining land extend a hand in friendship.



# SIGHTSEEING IN BELGIUM



Belgium's capital city of Brussels, with its famed Grand Place, its churches, cathedrals, theaters and museums, is a vast repository of the world's cultural offerings. With hundreds of splendid shops, cabarets and night clubs, with the peaceful atmosphere of its daily life, Brussels is an international center of fashion and sophistication.

The ancient city provides an ideal departure point for excursions to the varied regions of Belgium, now more than minutes away from the World's Fair. By electric train, by streamlined bus or by motor car, visitors can reach such storied places as Waterloo. They can visit within the day, a North Sea resort, or the Ardennes Forest. They can enjoy such historic towns as Antwerp, combining the bustle of a colorful seaport and the quieter charm of old Flanders. In Bruges, visitors can find the Renaissance spirit preserved in treasure troves of art and architecture, and in Ghent a story book castle and the great guild halls of yesteryear. Everywhere the visitor will find a cuisine considered by gourmets as supreme. And, as souvenirs of a holiday in Belgium, handmade lace and linen and Belgian crystal, unexcelled in design and craftsmanship.



# A CENTURY OF WORLD'S FAIRS

Hundreds of fairs and exhibitions take place each year in all parts of the globe. These range from purely local events to international trade fairs which display the products and techniques of many exhibitors. But world expositions such as the Brussels World's Fair 1958 are described officially as "first category universal exhibitions"—and they occur far less frequently.

Formal arrangements governing world's fairs were concluded in the Paris Convention of 1928. Thirty-five signatory nations agreed on a minimum interval of six years between successive world's fairs and fifteen years between those organized by the same sponsoring nation. Moreover, unlike lesser international exhibitions, which are usually limited to a single area of activity, a world's fair must survey the entire spectrum of human enterprise and achievement. Its purpose must be to reveal in the broadest possible terms the personality of the age it represents.

Under the definitions laid down by the Paris Convention, only thirty international exhibitions to date rank as world's fairs. The first was the famed Crystal Palace Exposition held in London in 1851. Since that spectacular premiere, many others—the Paris Exposition of 1889 which gave France the Eiffel Tower, and the Chicago Fair of 1893 which accurately chronicled a century of progress—have become landmarks in the history of their times. Twelve great world's fairs have taken place in Belgium. The most recent world's fair was held in New York City in 1939 and 1940. Continuing the tradition begun more than a century ago, the Brussels World's Fair 1958 is the first in nearly two decades and the first of our Atomic Age.



CRYSTAL PALACE 1851



PARIS 1889



CHICAGO 1893



ST. LOUIS 1904



NEW YORK 1939