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GUILLERMAN

LARRY'S CHAIRS, HELEN'S SPOONS AND LISA'S VISA

Sphex Presentation

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This year the World's Exposition (commonly known as the World's Fair) is being held in Nagoya city, the capital of Aichi Prefecture, Japan.

Located just next to Toyota City, made famous by the car manufacturer, Toyota Moto is well-known as the locale of a great military engagement in Japanese history known as the Bat 1584. It is in Aichi that the visitor can feel the spirit of the successive periods of Japan's past and present - from the mystery shrouded ancient and medieval Japan to the modern and contemporary Japan that we know today.

"World's Fairs have captured the imagination of the hundreds of millions of people who have attended them, and they remain objects of fascination for millions more. A show case of design, architecture, technology, industry, and politics, world's fairs have served as overviews of society's accomplishments and barometers of our optimism about the future. At the same time, they have provided host countries and visiting nations with platforms to represent themselves to a curious world.

Originally intended to facilitate international trade and goodwill, world's fairs have evolved into events

aimed at entertaining the general public. For example the Eiffel Tower, the Ferris wheel, and the Seattle Space Needle, all built for exhibitions, provided visitors with spectacular views of fair sites and cities beyond.

Fairs have also hosted some of the most important structures in architectural history, (from John Paxton's Crystal Palace of 1851, to Miles van der Rohe's "Barcelona" Pavilion of 1929, to R. Buckminster Fuller's United States Pavilion of 1967. In addition to great buildings, Fairs have also & introduced the world to many of the products we now take for granted (from the elevator to the computer to the Ford Mustang.)

Over the last 150 years, world's Fairs have made an important contribution to the history of architecture and design. The prestige associated with such exhibitions combined with their temporary nature have often resulted in spectacular and innovative buildings. Tangible evidence of these structures has, in most cases disappeared, sometimes accidentally as in the case of London's Crystal Palace (1851), but more often intentionally, as in the case of Paris's Galerie des Machines (1889). Certain constructions have been preserved and have achieved lasting fame, such as the Eiffel Tower (Paris 1889). Others have been reconstructed such as in the case of Rohe's German Pavilion (Barcelona 1929).

History:

In reality World's Fairs began a long time ago, even before they were called World's Fairs.

The very first World's Fairs were in Asia and Africa. Many were held at the same time as religious celebrations.

In the time of the Phoenicians beginning about 1000 B.C. the Arabic city of Mecca was the scene of great festivals. The Fairs of ancient Egypt were held at tombs and burying grounds as were those of ancient Ireland. The Olympic games were held at one world's fair.

Before Roman times, people held fairs as a peaceful way to trade between different tribes.

Like today, they used the fair as a way to show new ideas and products to other people from other places.

The goods sold at these World's Fairs were not cheap trinkets but the finest glassware, cloth, spices, carpets and armor.

Later, merchants from Asia, Africa, and Europe sailed from shore to shore for fairs. By the middle ages, people traveled for miles to go to a fair. Since they lived in remote locations, it was exciting for them to see so many people in one place.

The famous explorer Marco Polo told of the fairs of Kinsai, the great capital city ruled by Kubla Khan. . Kinsai was the center of trade of all China. Its fairs took place in ten great squares, four miles apart down the main street of the city. Each of the huge squares had a great palace where officials passed judgement on all disagreements arising from trade.

The most famous fair in Russia was the of Nozhini Novgorod. The fair had its beginning in the early 1300's and continued until 1930.

The first international exhibition, known as the GREAT EXHIBITION ,was held in Victorian London in 1851

This first international world exhibition in which 28 nations participated and six million visitors attended was born out of the hope that all the peoples of the world might live in harmony,(and more prosaically,) out of a desire to tap new potential markets for British products. The fact that only a small and privileged group would initially benefit from the fair was of minor importance. The belief in technology and human ability was immense, and it was envisaged that the selection of goods and affordable products on display from all corners of the world would stimulate trade and industry.

Previous industrial and decorative arts fairs, notably those in England and France, were of a national character. But with the development of industry and the search for new markets the time was ripe for an event on a much larger scale.

Since 1851 the idealized view of world trade and world peace marching hand-in-hand has largely remained intact, despite two world wars and countless armed conflicts.

World's Fairs radiated immense attractiveness. Even with the early exhibitions, when public transportation was still in its infancy, the number of visitors ran into the millions from both those in the host countries and those coming from abroad. For most of these people it was the first opportunity to become acquainted with such new inventions as the elevator, telephone, and television.

Despite sky-high investment costs and often considerable financial losses, the organizations of a world's fair usually meant a step forward for the exhibition host. Export industries thrived, and host cities invested heavily in infrastructure, designing public spaces and accommodations that would, after the event, become permanent. For three cities a world exhibition was a decisive factor in the decision to build a metro system: Chicago in 1893, Paris in 1900 and Montreal in 1967.

The nature of the world's fairs has changed over time. Since the turn of the century, industry has no longer depended on large international exhibitions. In their place, specialized trade fairs have assumed far greater importance. While the world's fair remains a venue for new products it is their entertainment value that is now preeminent. Fairgrounds and picturesque historical villages, popular since the last quarter of the nineteenth century, have evolved into the greatest visitor attractions.

Participating countries prefer displays that reflect their national identities rather than exhibits of their industrial products. If the original intention was that these events would encourage all countries to live in peace through increased trade, today world peace and free trade have become separate ideals.

Nevertheless, world fairs still constitute a challenge for participating countries to surprise the world with the newest of the new.

Types and organization of fairs:

There are many different kinds of fairs: international, national, thematic, multilateral and, colonial.

The codes regulating world's fairs were prepared in 1928 and officially set down at a 1931 Paris conference attended by thirty-one nations (not including the United States).

In the same year, the (BIE) the supranational organization Bureau International des Expositions was founded to establish the dates and locations of future fairs and to broadly oversee their planning and organization insuring that they meet the organization's rules and requirements.

Participating nations are responsible for setting up their own national committees and for their actual organization, financing and administration for the exhibitions they hold. Before 1931, fairs were organized through the initiative of ambitious heads of state, governments and influential individuals

The architecture of world's fairs.

During the nineteenth century, world's fairs presented a powerful stimulus for engineering and construction. Huge halls which had to accommodate the numerous participants and their displays, demanded new methods of building construction which were not taught at architecture schools.

New materials like glass, iron, and steel made not only wider spanning possible, but were suitable for building quickly and relatively cheaply. Fair administrators, however were not always enamored with the idea of revealing the structural components of these miracles of technology, and often disguised glass and steel structures with architecturally designed wood and plasterwork.

The prototype of the exhibition pavilion is the multinave basilica. This gave rise to a typically elongated form, sometimes with one or more transepts, divided into long galleries punctuated by freestanding columns. The outer walls were either plastered (as at the Paris national exhibition of 1849) or left transparent (as the Crystal Palace). The basilica prototype became obsolete in the twentieth century, though it did not disappear entirely.

Beyond the communal model of the basilica, world's fairs became spawning grounds for hyper individual architecture. The Eiffel Tower, the Tylon and Perisphere (New York 1939) and the Atomium (Brussels 1958) remain totally unique.

It is hard to underestimate the importance of London's Great Exhibition in Hyde Park and the influence the Crystal Palace on the course of architectural history. While the 1851 Exhibition is regarded as the mother of all world's fairs, Sir Joseph Paxton can be seen as the grandfather of modern architecture. The construction of this huge pavilion deviated from any previous exhibition building and was so magnificent that it won universal admiration.

Even World's Fairs have silly inventions that may not last beyond the laughs they create. An example is the silent alarm bed that was demonstrated in London at the 1851 fair. To wake the sleeper up, it dumped him out of bed and into a cold tub of water. It was also the 1851 Fair that displayed False Teeth and the Saxophone by its inventor, Antoine Sax.

The United States, impressed by the 1851 London exhibition, held its first world's fair two years later in New York. Named THE EXHIBITION OF THE INDUSTRY OF ALL NATIONS it was held in a Crystal Palace made of glass and iron. It featured the Colt revolver, the McCormick reaper, the telegraph, the Otis elevator, and "Interior decorating."

It also exhibited the largest art exhibition the world has ever seen. It was so large that the statues were as crowded as the visitors and it was at the 1853 fair that artificial flowers were first shown.

However, internal discord and aloof government, resulted in an unsuccessful event. The burden of rectifying this blot on the American record fell to Philadelphia, which would host a fair to surpass all previous ones.

The CENTENNIAL CITY was created for the world's fair in 1876 to celebrate America's 100th birthday. It had 249 buildings, 84 miles of asphalt paths and the main exhibition Hall was one third of a mile long. One of the biggest attractions at the exhibition was the giant hand and torch of the Statue of Liberty, then still under construction. The Declaration of Independence, on loan from Washington, also drew many of visitors. Barely a decade after the final shots of the Civil War, the centennial Exposition celebrated the union that had nearly dissolved and the freedoms that the union guaranteed. This fair had 27 million people in attendance.

It was also at the 1876 Fair that a new envelope-making machine was exhibited which took flat papers, cut them, swished glue, printed a stamp, folded, dried and delivered an envelope in seconds. Everyone thought it was amazing that you licked the glue to seal the envelope closed. Thomas Edison also wowed 1876 Fair goers with his telegraph system that sent two messages at the same time over a single wire and a fair goer could pay 50 cents to dictate a letter to be typed on a typewriter.

On Columbus Day in 1892 when the Chicago World's Fair was dedicated, twelve million school children recited the Pledge of Allegiance for the first time.

Henry Ford tested his first car at the 1893 World's Fair in Chicago. A caveat to this event is (at the 1904 fair cars were still a novelty. They ranged from a \$650 runabout to an \$18,000 auto with a chair, desk, icebox, closet and curtain. At the 1915 Panama Exposition in San Francisco, California, you could see a Ford being built from start to finish and buy it as the end of the assembly line. By 1964, World's Fair cars traveled on cushions of air instead of wheels). Now going back to 1893.....

The 1893 World's Fair predicted airplanes might someday travel 60 miles per hour. And for the first time the Fair brought together all the known religions of the world in one place.

It was also at the 1893 Chicago World's Fair still popular the Cracker Jack first made its appearance. Another first was a new Kodak Camera which could be purchased for \$10 and one could make photographs without big heavy cameras and tripods. It even used "film" instead of glass plates and was small enough to carry around.

Incubators were shown at the 1893 fair. Until then, there had been little hope of keeping' premature babies alive.

To light the 1893 fair George Westinghouse invented a new" electric " light bulb.

G.W. Gale Ferris designed a giant wheel for the 1893 fair. The 36 cars-

big as school buses- held 60 passengers. Each revolution took 20 minute and you went around twice for 50 cents. The first day, no one would ride. They were afraid they would get sick.

Picture Post Cards a new idea to Americans became the favorite souvenirs .

One of the most successful fairs in the United States was the St. Louis World's Fair of 1904

It had 1500 buildings and you had to walk nine miles to see everything. The transportation building was nine football fields long. Max factor tried to share the art of make up with ladies but " nice girls" did not use lipstick until later, when the "movies" came along.

The most popular fair food of all time was created when a food vendor (as the story is told) stuck his sausages in a bun in what became known as the hot dog.

And the story is also told that the ice cream man ran out of plates so he borrowed some waffles from another vendor, rolled the ice cream in the hood made by the waffle - a real hit and one of the most popular foods (the ice cream cone) was invented.

In 1904 you could see a model drugstore at the St. Louis World's Fair and People got their first glimpse of movies when they watched "the Great Train Robbery". Sound for the movies was someone playing the piano.

The song "Meet me in St. Louis," was written for the 1904 Fair and played on the new "phonograph" And the city of St. Louis invited the Olympic Games to be held there during the fair. This was the first time the Olympics had been held in America.

If a woman wore a pantsuit to this fair she was not even allowed in the ladies restroom and it was at the 1904 Fair that men wore the new " bachelor undershirt". Instead of buttons, it had a stretchy neckband and would later be known as the "tee-shirt."

Something we also take for granted now was a new idea at the 1904 World's Fair -- the electric plug.

Families at the 1915 San Francisco World's Fair could not believe they might someday own a home with refrigerator, vacuum cleaner, washing machine and dishwasher.

The lights of the San Francisco World's Fair in 1915 were so bright that some scientists believed Martians had seen them and were trying to contact earth. The tower known as the Tower of Jewels was 45 stories tall and covered with 100,000 colored, cut glass "jewels" that moved and sparkled. During this World's Fair, the first transcontinental wireless telephone conversation took place between New York and California. Today we call it "radio". And the 1915 fair had 73 movie theaters.

Cafeterias were a new idea at the 1915 San Francisco Fair. Some people were so confused by getting their own trays of food that they thought they were supposed wash their own dishes when they finished eating.

At the 1933 World's Fair Boy Scouts served as guides, messengers, and returned missing children to their parents and new items during the 1933 fair included: clothes dryers; washable wallpaper, plastic dishes; and colored sinks, bathtubs and prefabricated houses and Neon Lights were used to light up the midway in reds yellows and blues that people had never seen.

Many people think computers are a recent invention yet computers were the big interest at the 1939 World's Fair. They were a new idea to most people who could not believe what they heard computers would be able to do.

Women were excited at the display of something new—nylon stockings.

One million tulips and 10,000 trees were planted for the 1939 World's Fair.

Businessmen were fascinated with the electric typewriter at the 1939 World's Fair.

Mark Twain said this new invention "piles an awful stack of words on one page."

New ways to cure pneumonia, insulin for people with diabetes and improvements in plastic surgery were marveled at by visitors.

The Golden Gate International Exposition in 1939 celebrated its two new bridges -- The Golden Gate and the Oakland Bay.

People had their first glimpse of television. (In the 1962, the world's fair showed wall-size televisions.

In 1964, visitors could go to the RCA pavilion and see themselves on color T.V).

Perhaps the most significant innovation displayed for visitors of the 1958 Brussels World's Fair were the voting machines which had been suggested by President Eisenhower.

Women were so fond of the new nylon material for parachutes shown at the 1940 World's fair that they made their wedding dresses out of it. ("the no iron" or permanent press clothes were first shown at the 1964 World's Fair.)

As early as the 1964 fair exhibits showed people using laser beams instead of saws to cut through jungles.

The Czechoslovakian exhibit in 1967 showed 150 different films on 150 different screens— all at the same time.

At the 1970 Osaka World's Fair, the U.S. displayed real moon rocks, space suits and a model of the Apollo II Lunar module.

Where as the 1939 World's Fair had robots that could walk and talk the 1970 World's Fair robots greeted visitors, took their pictures and sang.

A variety of foods have been enjoyed by the visitors at World Fairs over the years:

buffalo steak; shish kebob; egg foo yumburgers; banana fritters; waffles with whipped cream;

mexican tortillas; southern cornbread; Russian rose cakes; American pancakes; sukiyaki; goulash;

Russian caviar. Smoked reindeer, Algerian cous cous and Siberian snow graus.

The 1933 World's fair had all types of food, but believe it or not- no hamburgers.

Iced tea was invented at the St. Louis fair when the salesman couldn't talk anyone into hot tea on a hot day.

The 1940 World's Fair buried a capsule not be opened until 5000 years later in 6939 A.D. At the 1964 fair, a time capsule was buried containing a bikini, credit cards, a Beatle's record and contact lenses.

To World's Fair goers travel has been as much an "experience" as the visit to the fair itself. The 1893 Chicago World's Fair was the first to have "round-trip prices for travel.

Since the first International Fair held in London England there have been 31 World's Fairs.

According to known records over 700,000,000 visitors have attended world's fairs.

The largest fairs have been held in New York with 51 million visitors in 1964;

followed by Montreal with 50 million visitors and Osaka, Japan with 64 million in attendance.

In the 2000 Hanover World's Fair over 180 nations participated.

As you can see World's Fairs are unique and an once in a lifetime experience.

In keeping with its long history of participating World's Fair's the United States will again participate in the 2005 World Exposition.

This year the US exhibition will revisit America's history by celebrating the 300th birthday of Philadelphia's most famous citizen - Benjamin Franklin.

It is appropriate that the pavilion honors Dr. Franklin during the anniversary of this 300th birthday. Not only was Dr. Franklin, America's first diplomat, but he was also a great philosopher, scientist, philanthropist, and statesman. He was also a businessman and created the first public private partnership.—the US postal service. His commitment to progress and innovation are key themes presented in our pavilion and will give visitors a better sense of Dr. Franklin's optimism and faith in the future.

Not only does United States participation re-affirm the excellent ties that exist between the United States and our strong ally, Japan, but it also gives us the opportunity to share American culture promote business and provide an incredible Epcot like experience to showcase American ingenuity and ideals.

And now to the title of tonight's discussion:

Larry, my father, purchased a set of hand carved furniture which was shown at the 1904 World's Fair in St. Louis. This set is now in our living room.

Helen, my wife's mother attended the Chicago World's Fair in 1933 and purchased a set of souvenir spoons which are also in our home. Lisa, our daughter, has been named by President

Bush as the United States Ambassador and Commissioner General of the U.S. Pavilion to the current World's Fair which will open in March of this year in Nagoya, Japan. And now a word from

Ambassador Guillermin Gable.....

Resources and reference material:

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