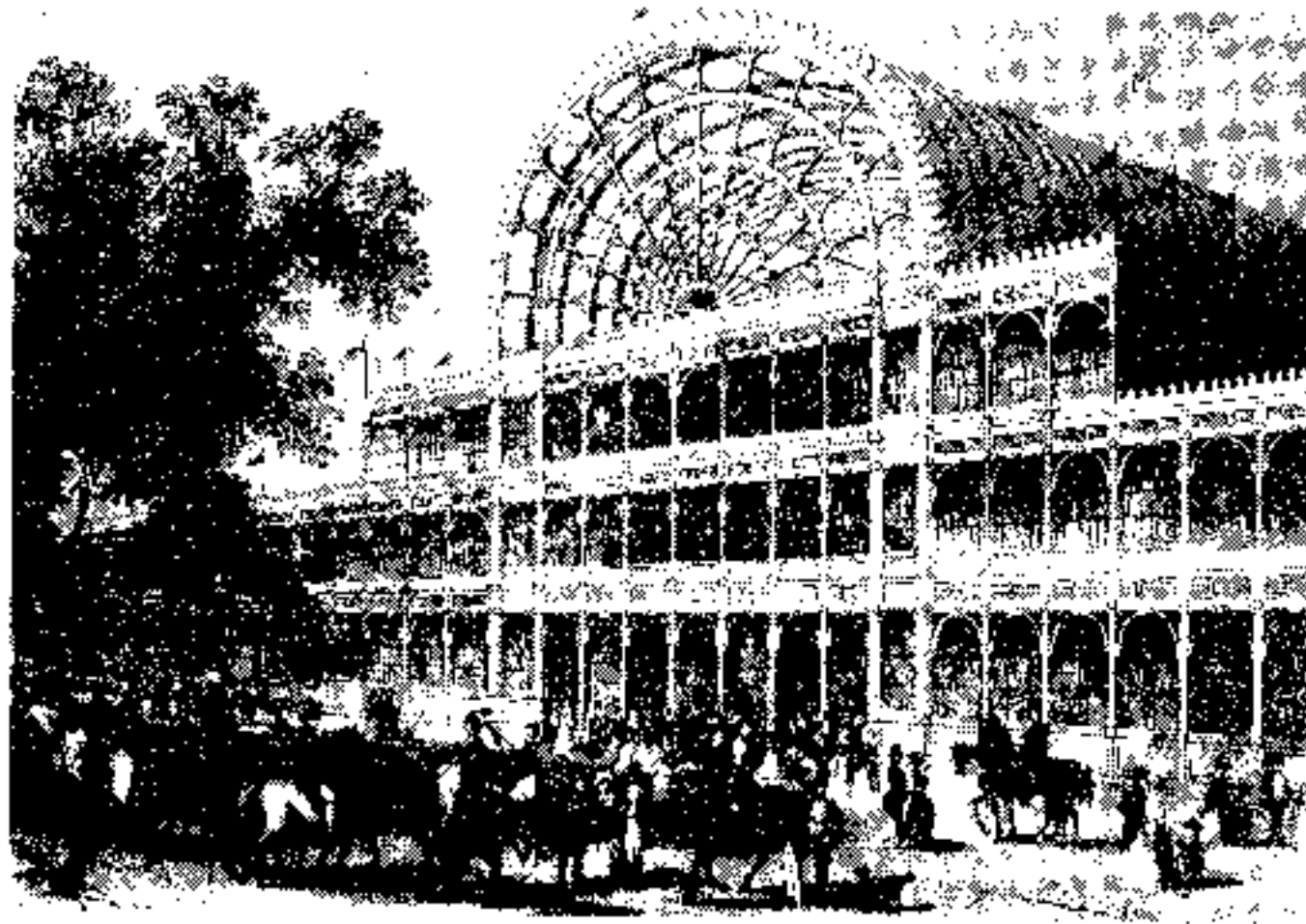


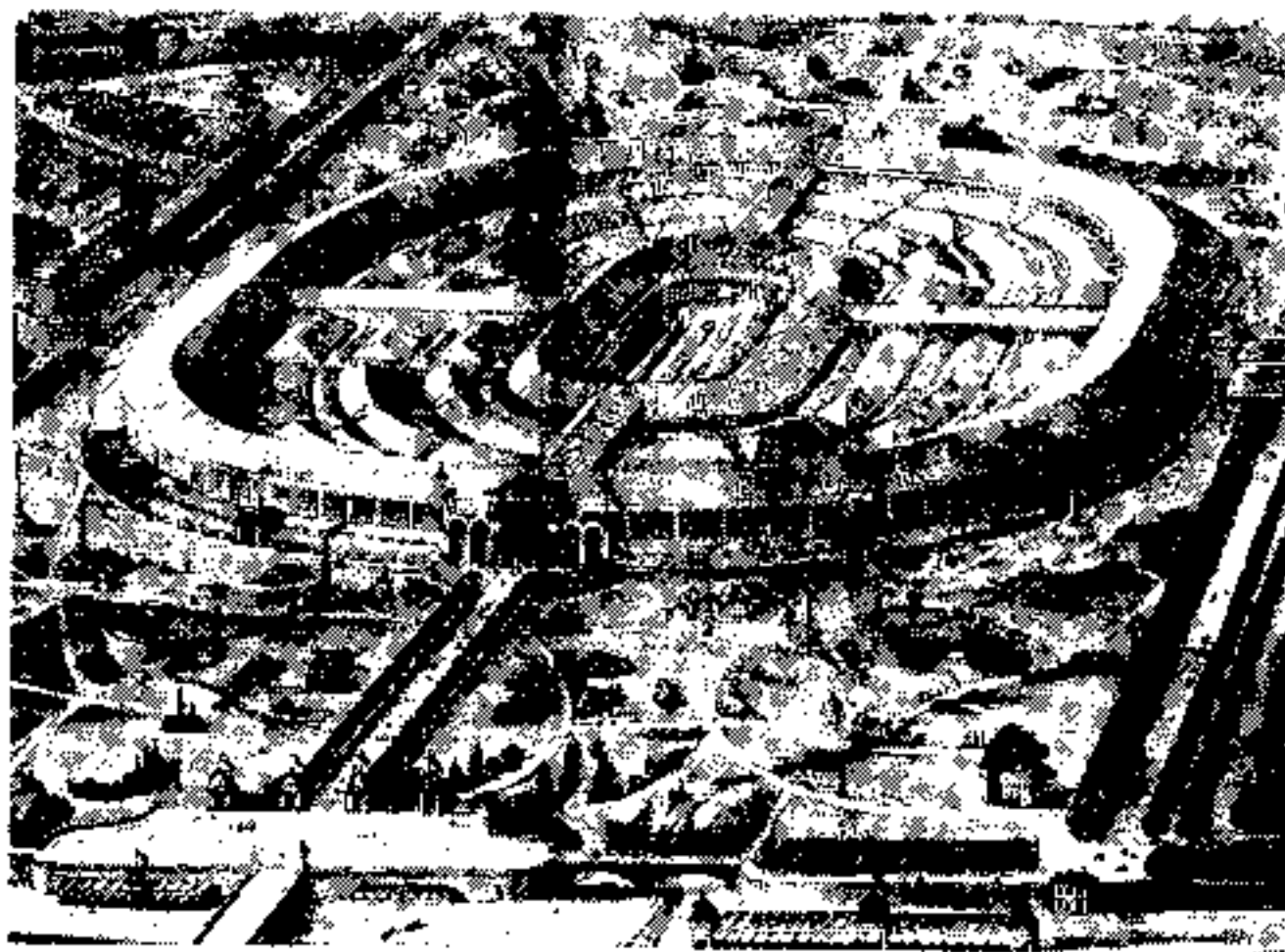
PART TWO: **Why a World's Fair?**

"Preparations for World's Fairs are far more desirable, socially, than preparations for World Wars."

—**Edward J. Orth**
World's Fair Historian



1851, London. *The Crystal Palace celebrated the Age of Steam. A new concept in glass and cast iron, the Palace was the world's first prefabricated building.*



1867, Paris. *This world's fair was the first to have separate national pavilions. The main unit shown here was a mile in circumference.*

Section 2.1

From Crystal Palace to Knoxville- The Story of Fairs

For longer than man's memory or his records run, he has been "going to the fair." The origin of fairs is lost in the mists of time but few of mankind's customs have been more durable or have left a deeper impression upon his life. In poetry, language, literature, song and Scripture they can be found.

Some of the fairs of antiquity were small; others were great national markets. From the small-town rural fairs to the modern-day urban fairs that celebrate the streets and ethnic cultures of our neighborhoods, they have played an often overlooked but significant role in all our lives.

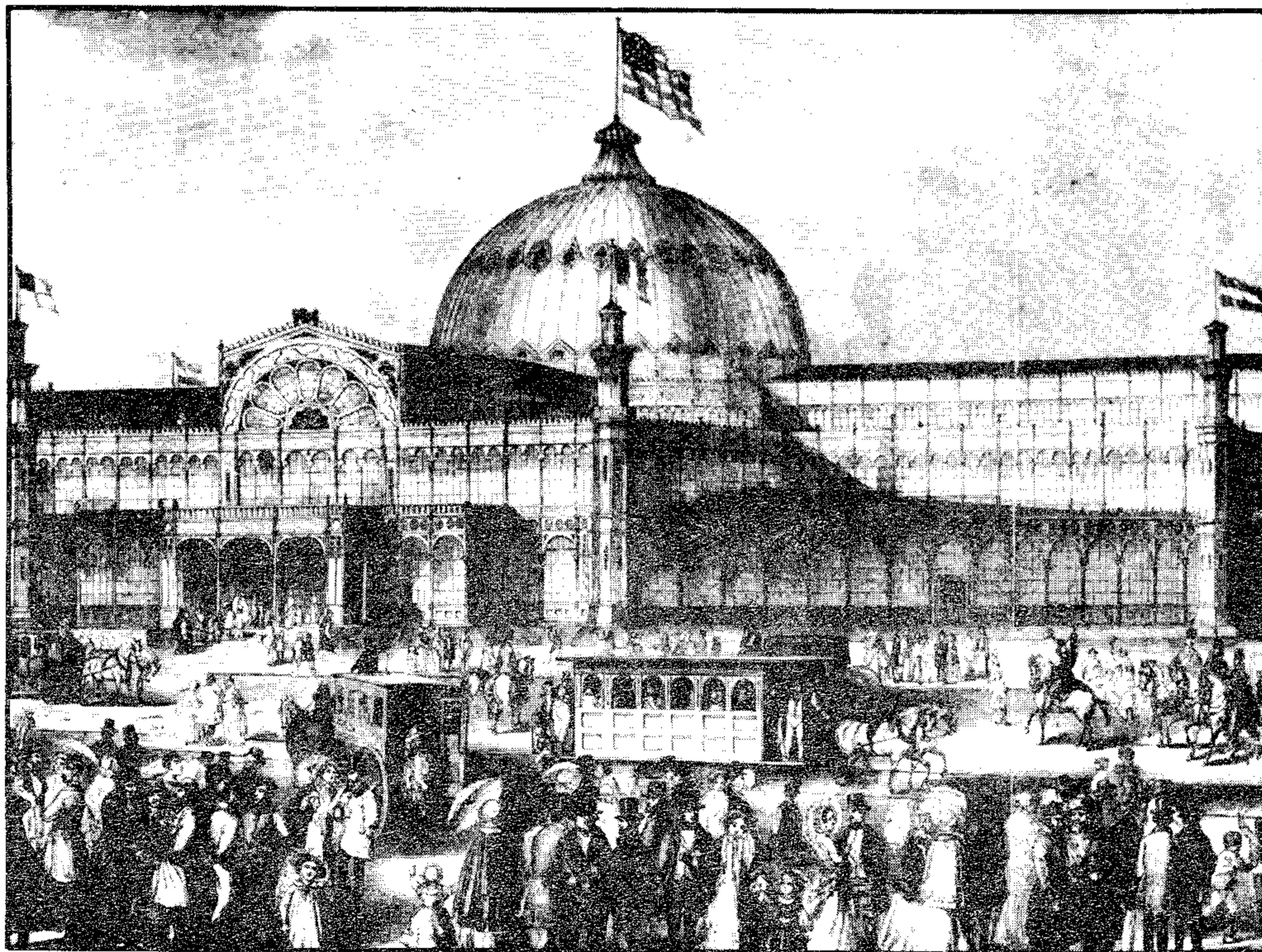
A world's fair is an art form, a combination of beauty and bombast, and is the expression of a complex idea involving trade, the arts, national, local, and individual prestige, uplift, and the universal hankering for a holiday.

That may be why we have fairs today, but they seem to have started for a different reason. Many early fairs were held near prehistoric earthworks, on hilltops or at such other strategic sites as boundaries, suggesting they began as neutral meeting-grounds where warring tribes might exchange goods.

The only authentic world's fair recorded in ancient times was held by King Xerxes of Persia some 2,500 years ago. Xerxes was described in the Old Testament Book of Esther as "a king of kings who reigned from India to Ethiopia." His domain embraced almost the whole known world and his great feast showed the riches of his "glorious kingdom."

Many of the earliest fairs of Greece and Rome were linked to athletic displays honoring newly dead heroes. The Greek Olympics began in this fashion.

There were numerous English local fairs in the Middle Ages and in time London became encircled by thriving country fairs.



The New York Crystal Palace of 1853 was the first World's Fair in America. It stood on the site of what now is Bryant Park.

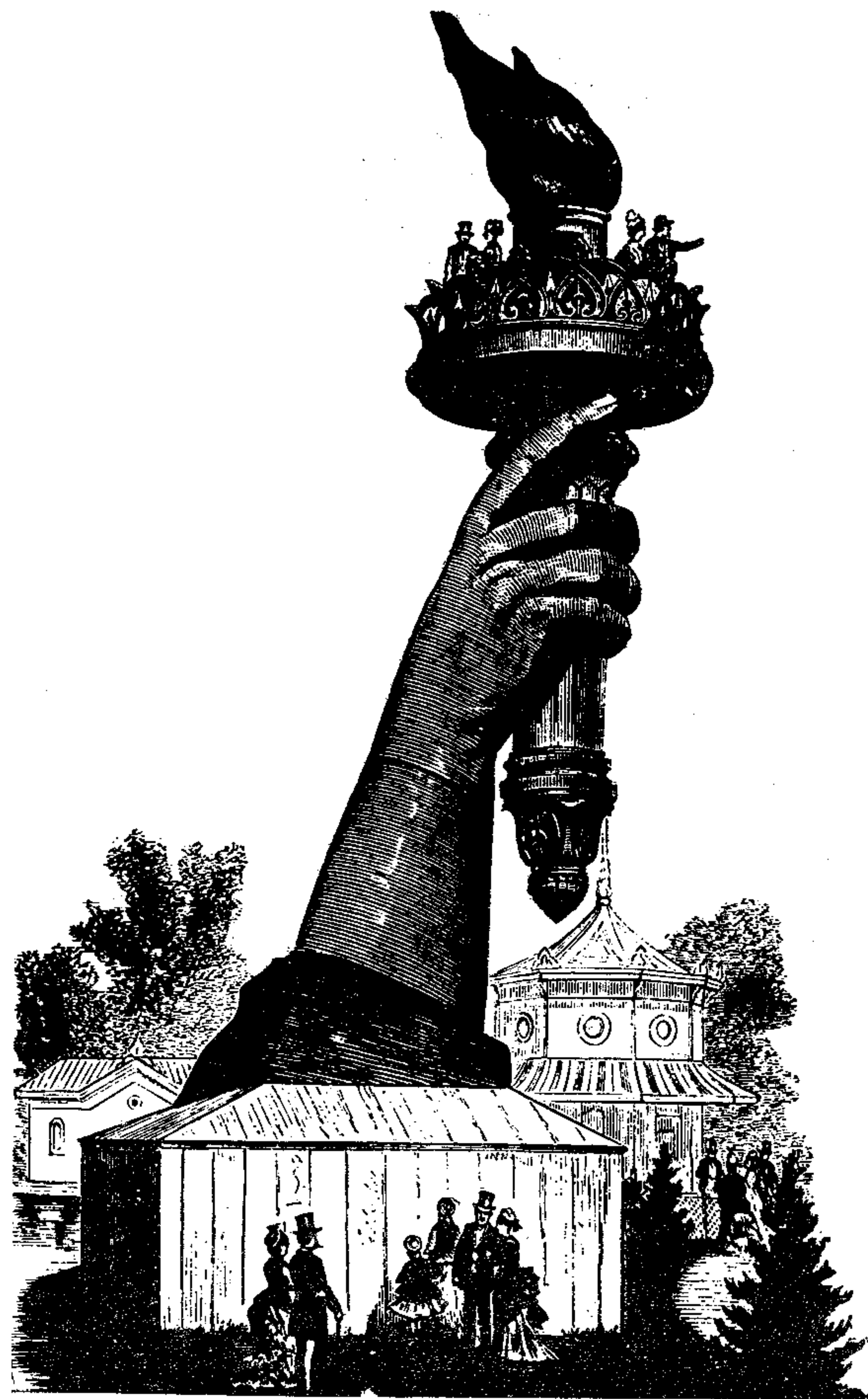
The first true world's fair of modern times was the Great Exhibition of London in 1851. Prince Albert, husband of Queen Victoria, with an interest in ways to improve life, combined his involvement with the Society of Arts and horticultural pursuits which led him to the concept of inviting the nations of the world to London to show the latest achievements of the arts and industry. It was all housed in a great hall, designed like a giant greenhouse that was called the Crystal Palace, and it was built on the site of what is today Hyde Park.

Cyrus McCormack's reaper, Charles Goodyear's vulcanized rubber boots and the marvels of the steam age showed off an impressive muscle of the adolescent industrial age. It wasn't long after the 1851 fair closed that New York planned an exhibition of its own.

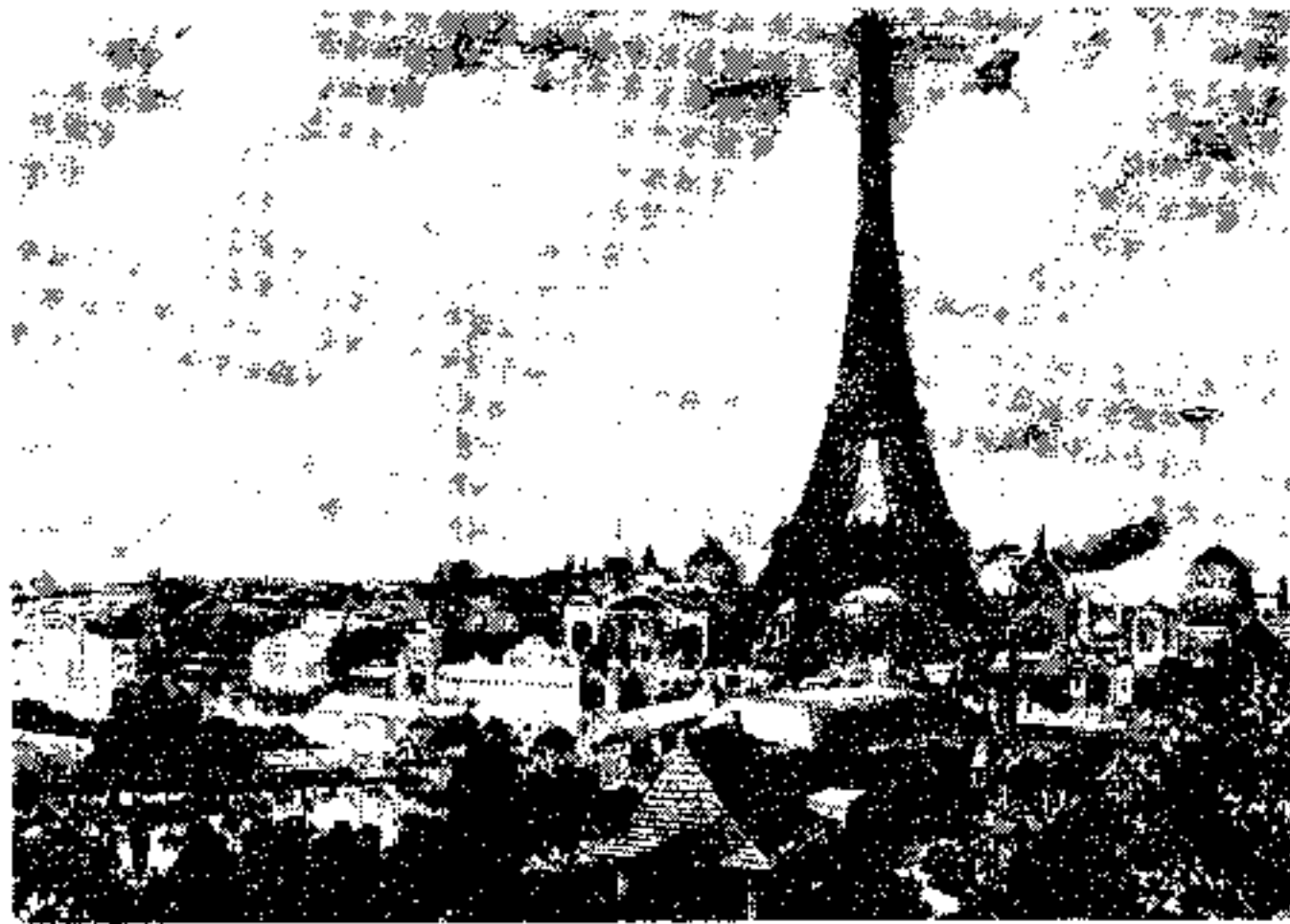
In 1853, an American Crystal Palace was opened to the world on the site in Manhattan now called Bryant Park, next to the N. Y. Public Library. The fair was the last great occasion when North and South met as brothers under a flag which had never known disunion. And the sewing machine was shown there for the first time, heralding an age of labor-saving devices.

Before long, fairs began to proliferate and expand. A great doughnut-shaped structure housed various exhibits at an 1867 Paris fair. These events began to have a way of writing a finish to an era and casting a prophetic image of the era ahead.

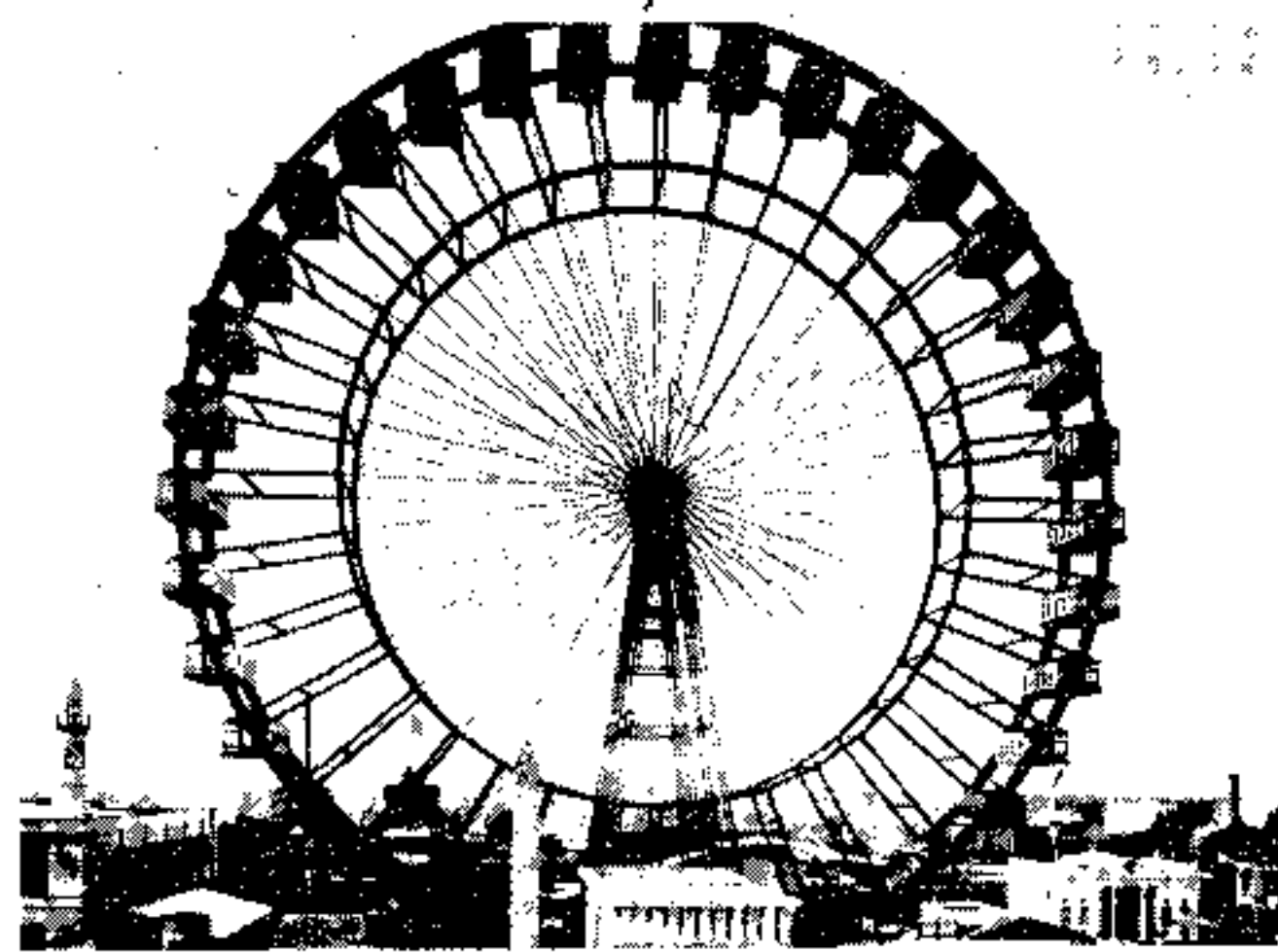
The Centennial of American independence in 1876 saw a country determined to show the world that a new giant had arrived among nations-that America had healed the scars of the Civil War and had come of age. The fair was held in Philadelphia and rather than being enclosed in one single structure, it contained numerous exhibition structures sprawled over park-like surroundings. President Ulysses Grant opened the exposition and it was there that a portion of the Statue of Liberty was first put on display to help raise funds for the structure's pedestal. It was also there that Emperor Dom Pedro of Brazil made history by stopping at a booth where an unknown inventor, Alexander Graham Bell, was hoping to demonstrate his new device-the telephone. Young Thomas Edison was also there with his first phonograph and Christopher Scholes with the first typewriter.



The hand and torch of the unfinished Statue of Liberty was on display at the Philadelphia Exposition of 1876 which celebrated America's Centennial of Independence. The exhibit helped raise the funds which helped to construct the Statue in New York Harbor.



1889, Paris. The 1,000-foot-high Eiffel Tower, then the world's tallest structure, was the sensation of this fair. But many Parisians thought the tower a "horror."

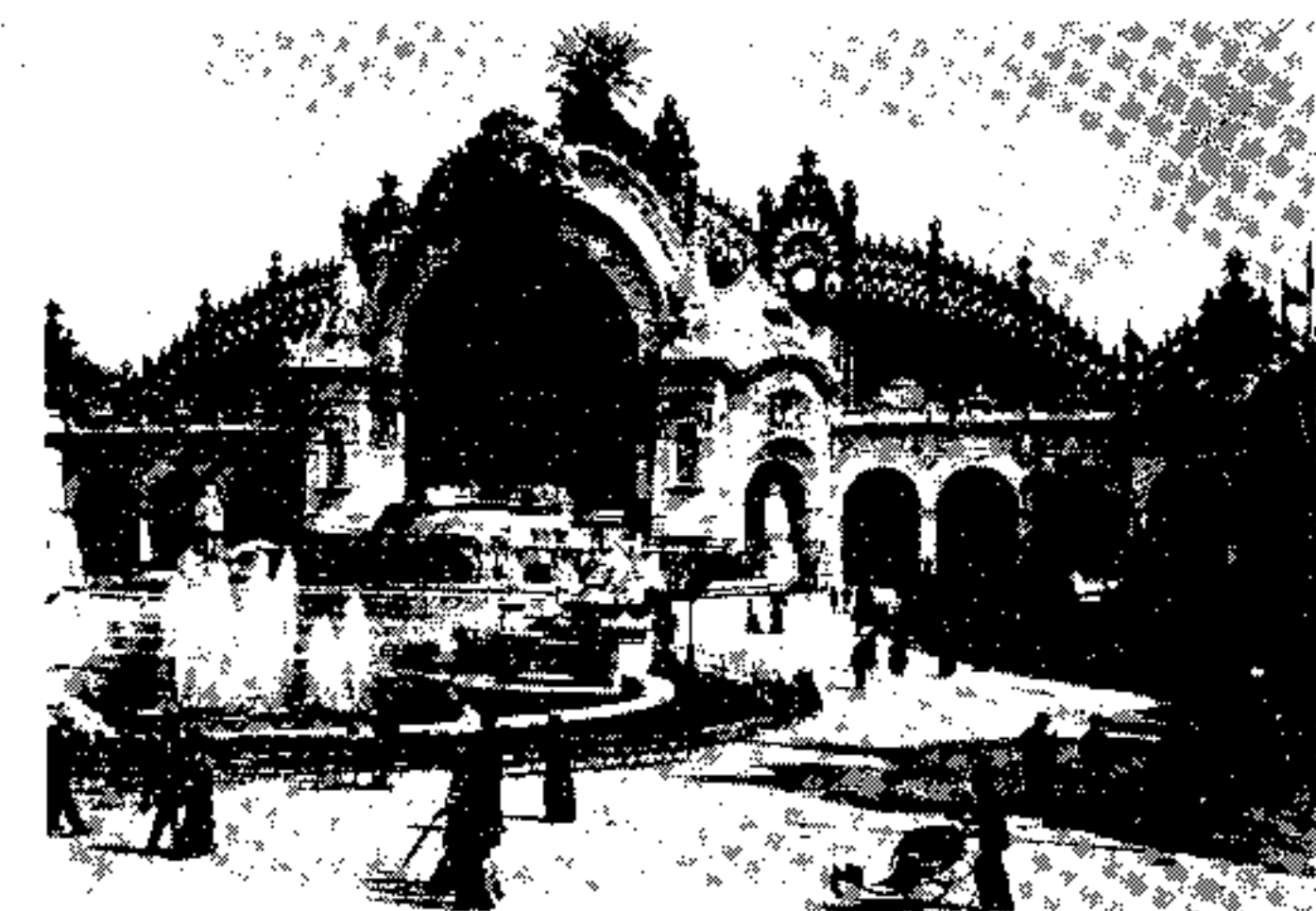


1893, Chicago. America's reply to the Eiffel Tower was the Columbian Exposition's Ferris wheel, which carried 2,160 fairgoers at a time.

In 1889 France celebrated the centennial of its revolution. The theme tower of the fair was designed by Gustave Eiffel. It would remain on that site to become the very symbol of the city and France itself.

In 1893, the World's Columbian Exposition in Chicago was held to commemorate the founding of America by Christopher Columbus. A new city was constructed, with Greek-revival architecture rising around seven miles of canals, lagoons and open lakeside in Jackson Park. The electrical age began at the fair as President Cleveland opened the fair by turning on thousands of electric lights. George Westinghouse showed the airbrake and his first alternating current generator. Elisha Otis unveiled the elevator and George Ferris built an attraction to rival Paris' Eiffel Tower—a huge wheel that carried visitors high above the fairgrounds—the very first "Ferris" Wheel.

The turn of the century was marked by Paris' grandest fair to date, which drew the staggering total of 39 million visitors (Chicago had attracted 21 million). This 1900 fair left behind two important permanent additions to the Champs Elysees—The



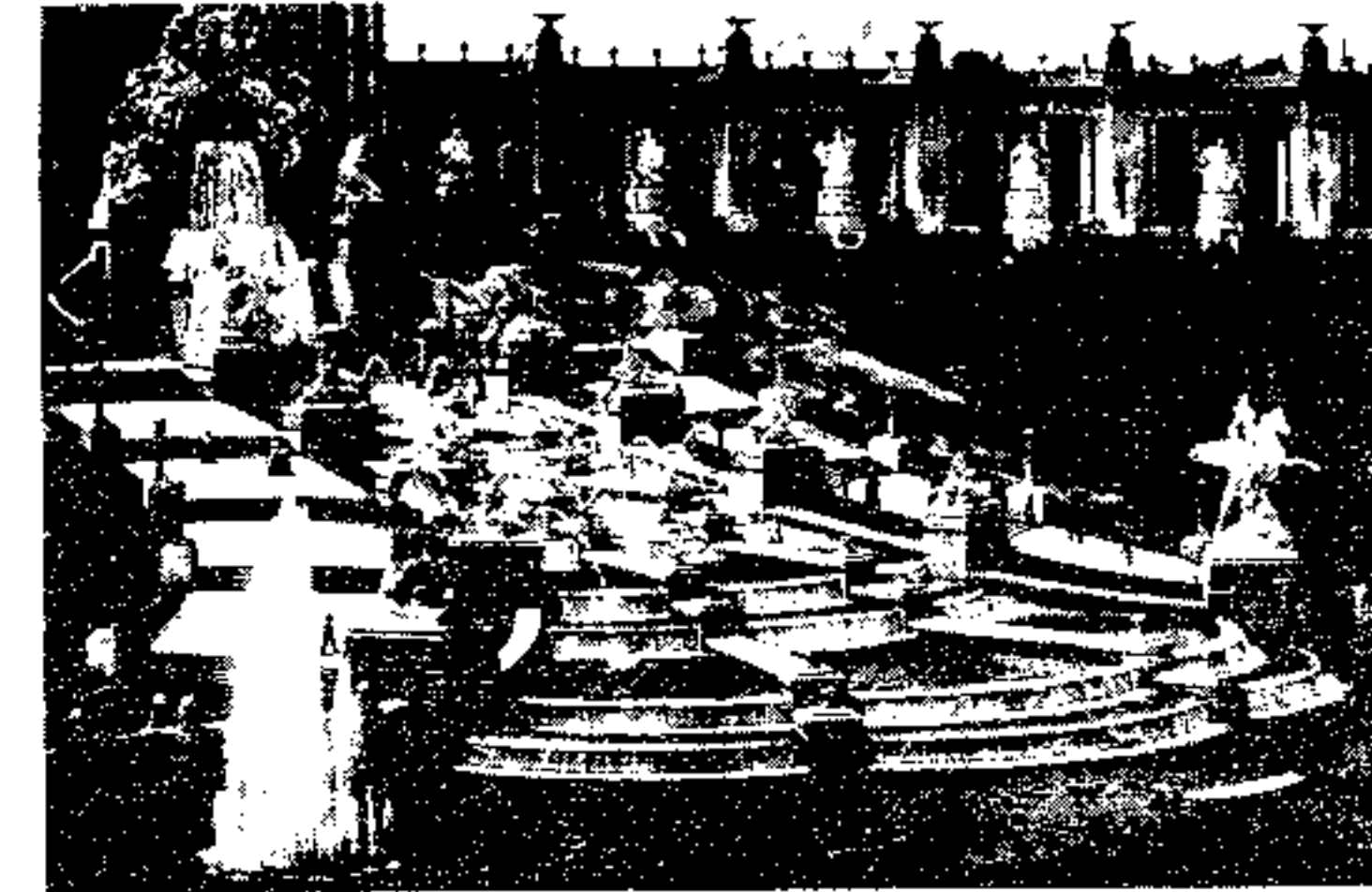
1900, Paris. The Palace of Electricity illuminated a fin-de-siècle fair that glittered on both banks of the Seine and dazzled 39 million visitors.

Grand Palais and the Petit Palais. Elevator-man Otis also seized the occasion to show the first escalator, which came home to serve at Gimbels department store in Philadelphia in 1939.

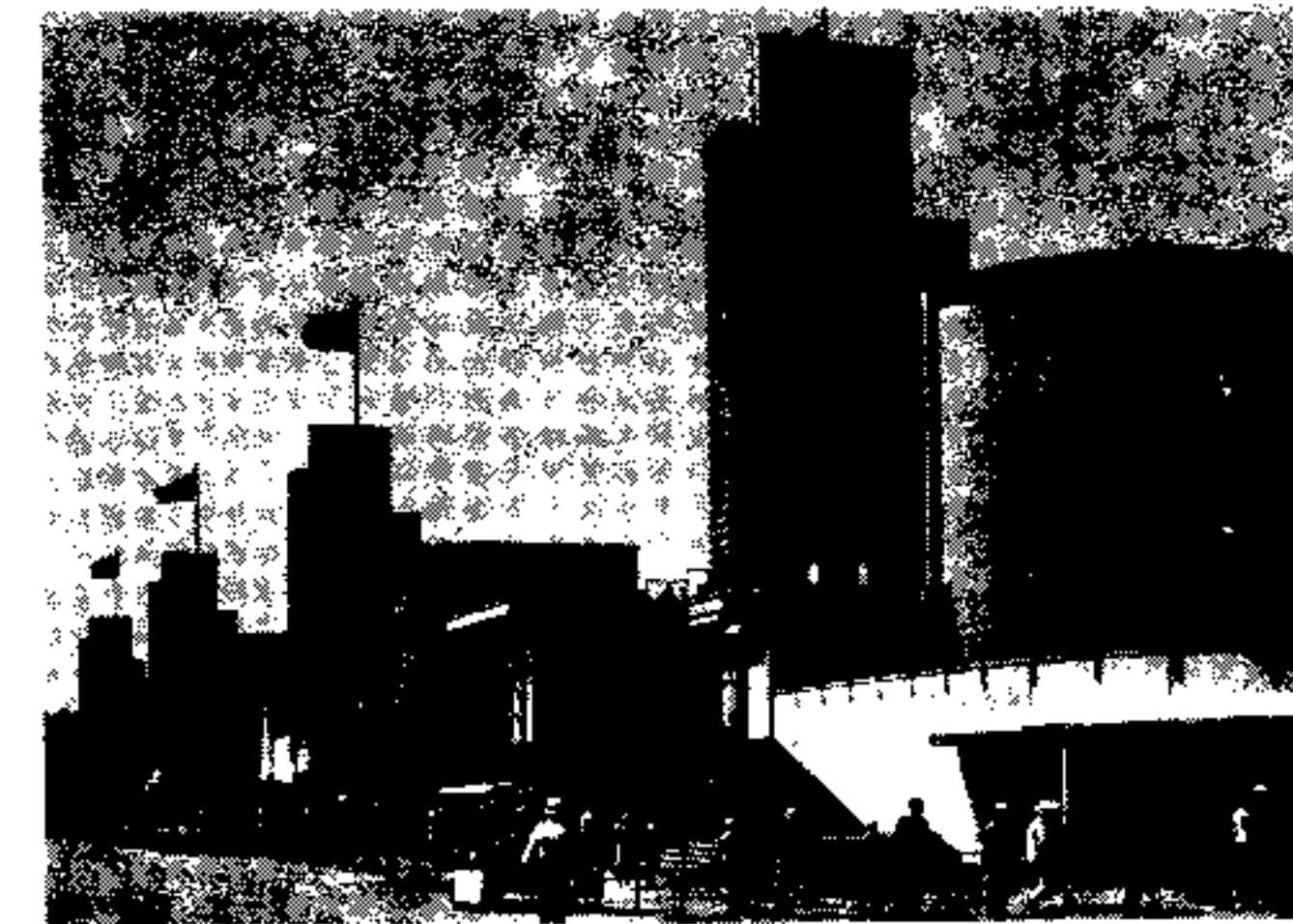
This fair served as a bench mark for the unbelievable progress that man had made in the century just ended. The brilliant Henry Adams, who had become an inveterate fairgoer, noted on the occasion of the 1900 fair that in each successive decade man and his machines had been able to double the amount of energy extracted from a ton of coal. With unlimited horizons ahead of electric energy, chemical energy and radiation, wrote Adams in a singular prophecy, the American of the year 2000 would have at his fingertips enough energy to make him a god by all previous standards of grandeur-at the same time enormously increasing his danger.

The most charming fair of this period was held in St. Louis' Forest Park in 1904. The Louisiana Purchase Exposition was opened by President Theodore Roosevelt and it displayed the telegraph, the first exhibition of automobiles anywhere and it gave us new taste treats-the ice cream cone, and iced tea. "Meet Me in St. Louis, Louis; meet me at the fair..." was its famous theme. "Don't tell me the lights are shining anywhere but there," the song went. "The world had never seen so marvelous a phantasm," wrote Henry Adams.

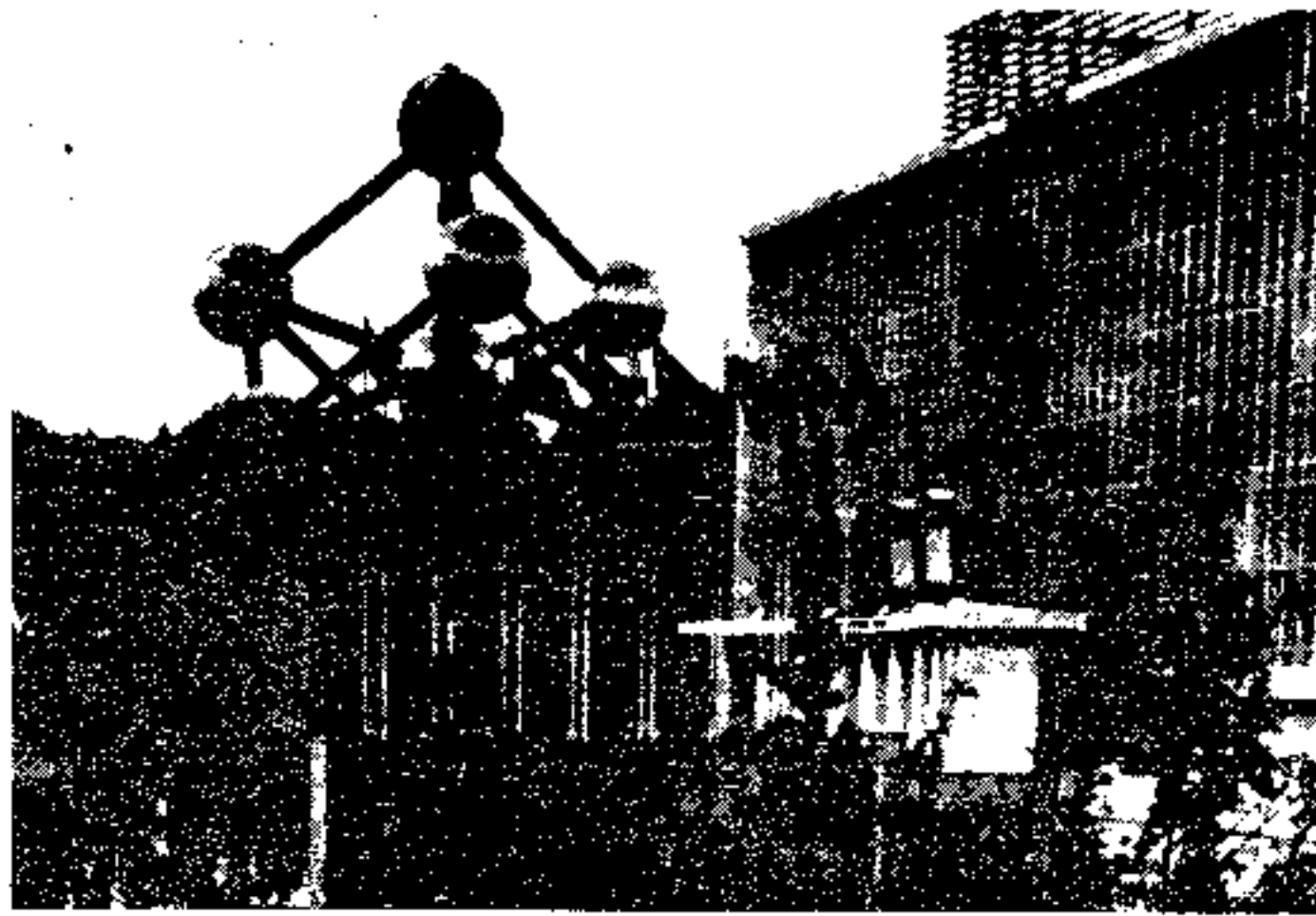
Fairs were held in many cities through the early decades of the twentieth century. In 1933, the city of Chicago held its "Century of Progress" which celebrated the great advances in technology with industrial pavilions, while at the same time offering charms of Sally Rand and her famous fan dance.



1904, St. Louis. Opened by Teddy Roosevelt, this fair had cascades, the first large exhibit of automobiles and a demonstration of wireless telegraphy.



1933, Chicago. The Century of Progress celebrated new technology with industrial pavilions, Sally Rand's fan dance and a huge hall of pure science.



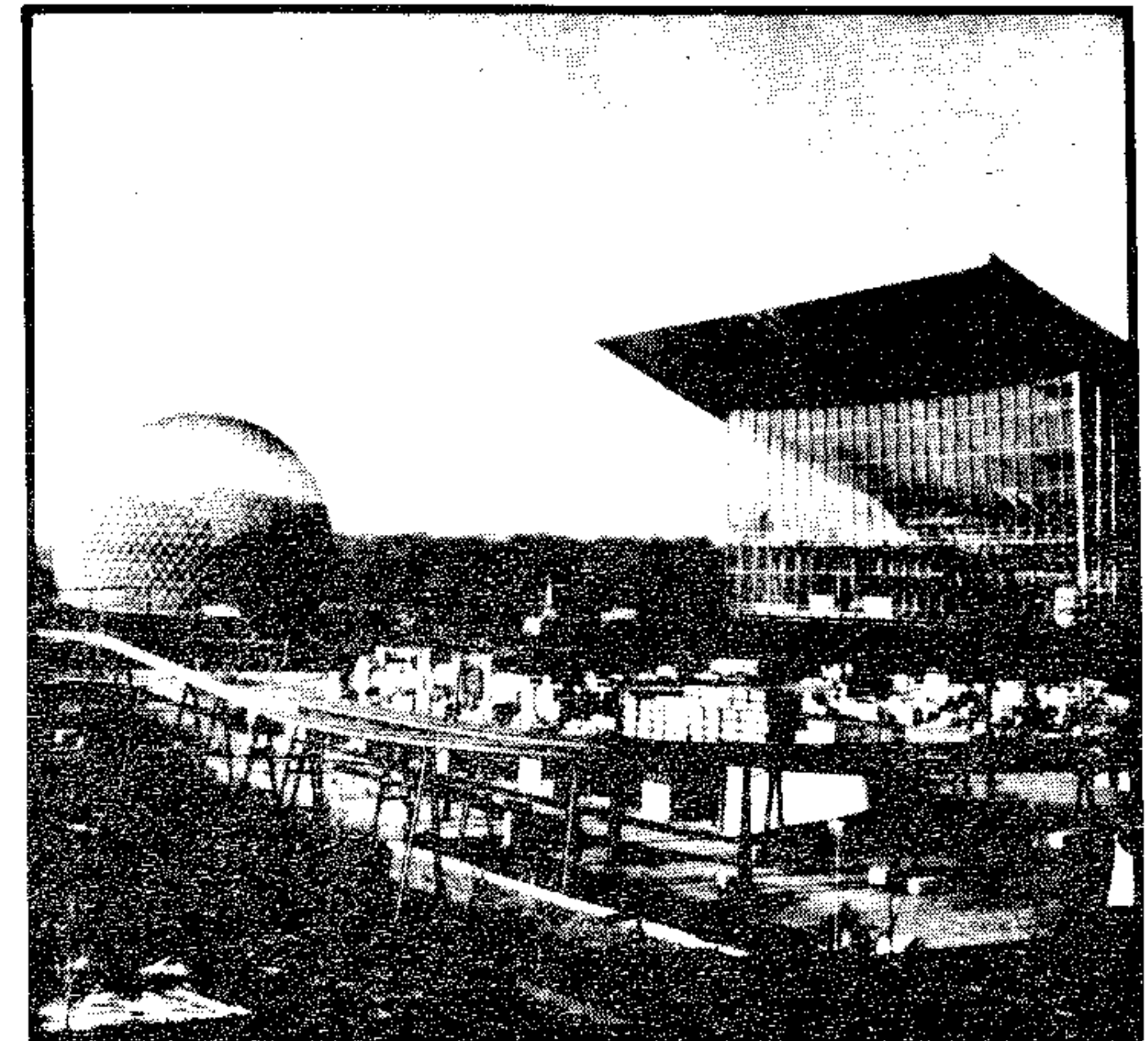
1958, Brussels. *Competing powers, the U.S. and Russia, raised rival pavilions near the atomium, a model of a crystal of iron atoms enlarged 150 billion times.*



1962, Seattle. *The Space Needle (right) towering over the façade of the U.S. Science Exhibit (left) set the fair's theme, "Man in the Space Age."*

It was over a decade after the end of World War II before the world staged another fair. In 1959, Brussels held an exposition dedicated to the peaceful uses of nuclear energy in the frightful new world of atomic power. Its theme symbol was a giant model of an atom—the Atomium. The Space Age was celebrated at a World's Fair held in Seattle, Washington, in 1962. That fair proved a big success and other small but effective modern fairs have been held in San Antonio, Texas (Hemisfair '68) and an environmental fair in Spokane, Washington in 1974.

Canada celebrated its centennial in 1967 with an exposition located on a series of man-made islands in the St. Lawrence River. Its theme was "Man and His World" and it proved to be a tremendous cultural and popular success. Expo '67 has been immortalized through the name of the city's professional baseball team—the "Montreal Expos."



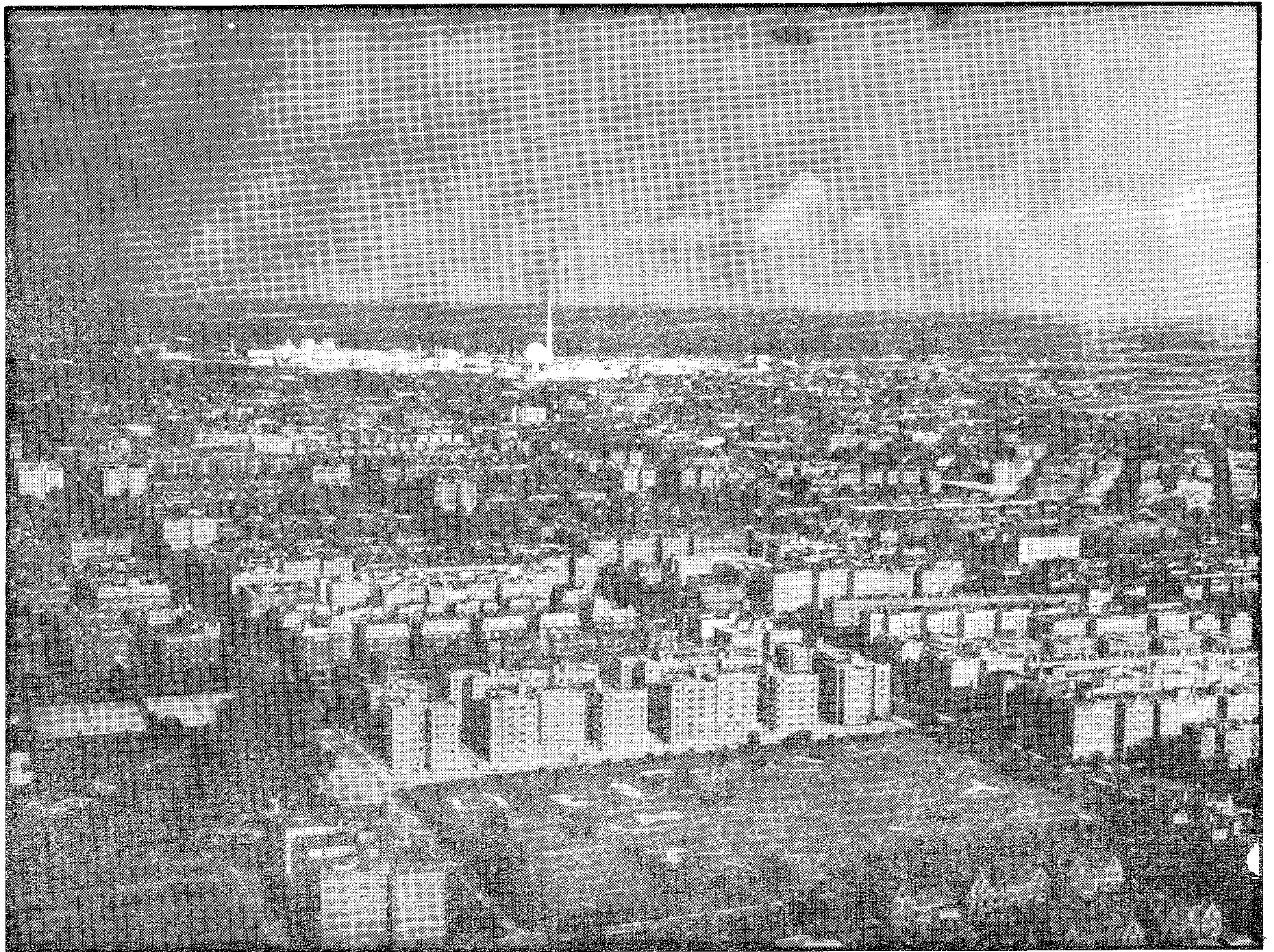
The Pavilion of the U.S.S.R. and the U.S. geodesic dome designed by Buckminster Fuller at Canada's Expo '67 in Montreal.



Model of the World's Fair in Knoxville, opened May 1st, 1982. The Fair's theme is "Energy Turns the World."

Japan held the first fair in the Orient in 1970 in the city of Osaka. After nearly a decade hiatus, fairs are again being planned including an energy exposition in 1982 in Knoxville, Tennessee and a 1984 Fair in New Orleans, Louisiana with the theme "The World of Rivers-Fresh Water as The Source of Life." The B. I. E. in Paris has also approved an exposition for Vancouver, Canada in 1986 with a theme specializing in transportation.

Throughout history, international expositions have played a unique role in bringing about expanded horizons in cultural, technological and philosophical areas of human endeavor. They have been fascinating mirrors to the times in which they are held and they bring about lasting improvements to communities in which they take place.



Like a modern day Oz, the World of Tomorrow of the 1939 World's Fair rose out of the grayness of the depression-era.