



MOBILE COLOR lighting on the 10-story entrance canopy of General Motor's Futurama exhibit at the World's Fair helps to accent the building's architectural image of mobility. The striking color patterns also contrast with the white lighting which floods the rest of the building.

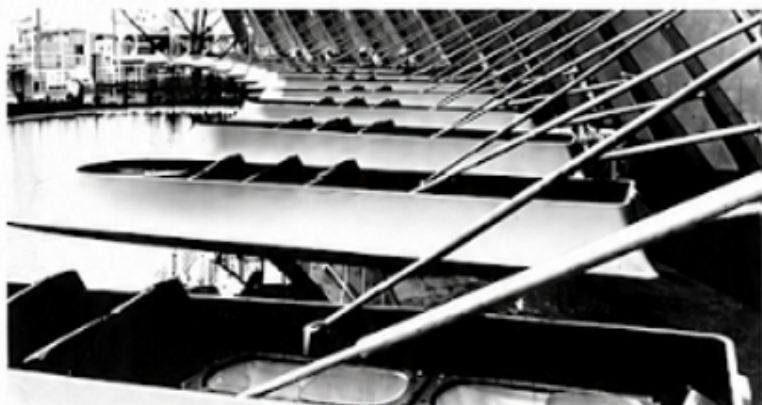
GENERAL MOTORS PAVILION

Lighting is used most effectively as an element of design on the General Motors Futurama pavilion. The major display is the mobile color lighting of a huge 110-ft high curving screen, inclined at an angle of 50 degrees from horizontal, which forms an entrance canopy. Quartz-iodine floodlights, locomotive headlamp units, and dichroic color filters in red, green and blue are combined to create color mixtures and blended color sequence effects. Total lighting load on the screen only is 216,000 watts, all of which is controlled by silicon-controlled-rectifier units. Lighting design was by GM's Styling Staff, and Fleishback & Moore, Inc., electrical contractors, did the electrical construction work.

FLUORESCENT luminaires of the pole-mounted streamlined outdoor type light the heavy GM vehicle exhibits displayed outside the pavilion, such as trucks, buses, and railroad locomotives.



LIGHTING PODS each contain three 1500-watt quartz-iodine units, and six 200-watt railroad locomotive headlamp units. Colors are red, green and blue.



COLOR LIGHTING floodlights used for lighting the Pavilion's entrance canopy are contained in 38 lighting pods, mounted 10 ft above the ground level. The color lighting intensity pattern is programmed through a silicon-controlled-rectifier control panel.