



'Tower of Light' Architects Known Around the Globe for 'Out-of-This-World' Creations

UNUSUAL creations and spectacular buildings — with an "out-of-this-world" look — are not uncommon to Synergetics, Inc., the Raleigh, N. C., architectural and engineering firm for the "Tower of Light."

This world-famous company, headed by J. W. Fitzgibbon, President, has produced some of the most exciting concepts of architecture in this decade. And counted among the most memorable is the pavilion at the New York World's Fair for the investor-owned electric power and light industry.

Synergetics was founded in 1955 by R. Buckminster Fuller, world renowned architect, inventor and philosopher, who discovered in Raleigh a handful of architects and designers who not only understood him, but who possessed special talents for projecting some of his revolutionary architectural concepts.

Most of the major Fuller geodesic dome constructions which have been built were designed by Synergetics.

Its present officers, Mr. Fitzgibbon, T. C. Howard, and J. F. Barnwell, bought out Mr. Fuller's interests in 1959 and immediately began a series of design accomplishments which were to gain national recognition and prominence.

The firm designed the world's largest geodesic greenhouse — the St. Louis Climatron — which won the R. S. Reynolds Memorial Award for outstanding architectural achievements in aluminum. Designing buildings and unusual structures for use in fairs and exhibitions is second nature to Synergetics.

Since 1956, when it designed the building for the St. Louis Mid-America Jubilee, Synergetics has created exhibition buildings around the world — in Africa, Asia, Europe, and South America, as well as those on this continent.

In addition to the theme exhibit enclosure at Seattle, the firm designed two other structures at that fair: the building which housed the Ford Motor Co. exhibit, and the "world's most sophisticated" spherical projection screen, located in the Boeing Spacearium.

At the New York World's Fair, the company also designed the World's Fair Assembly Pavilion, presently the world's largest geodesic dome employing a suspended tent, and another spherical projection screen for the Travel and Transportation Pavilion.

The architect-owners of Synergetics visualize vast new city complexes being housed under mammoth geodesic domes.