



TOWER OF LIGHT

This is the exciting exterior of the investor-owned electric utility industry's exhibit at the New York World's Fair in 1964-1965.

A pavilion of vertically staggered prisms, it rises 80 feet from a reflecting pool and surrounds an open light court from which three 120-foot high prismatic pylons extend. The court contains 12 searchlights, each producing one billion candle power of light.

Inside, visitors step onto a revolving ring after ascending to the upper floor via a moving ramp. The ring rotates them through

seven major exhibit chambers in each of which they spend three minutes experiencing a segment of the light-hearted, entertaining musical review. This tells the story of the growth, development, and aspirations of the electric utility industry and the concept of free enterprise which makes it possible. Fast-moving, the entire show takes less than half an hour counting the 30 seconds between each scene necessary to revolve the visitors from one chamber to the next. At capacity, it will play to 40,000 visitors a day.

"The Brightest Show on Earth" uses a wide variety of techniques, including lighting effects, music, dialogue, three-dimensional animated figures, and motion pictures. All are electrically controlled and synchronized to the script.

The editorial voice of the industry and free enterprise is represented in the leading character, Uncle Ben. He is an animated, three-dimensional, talking figure, electrically



Schematic diagram of revolving ring and exhibit chambers.

lighted and electronically controlled. He resembles an earlier Ben named Franklin who once had a significant electrical experience with a kite. His friend and constant companion is an animated eagle named Sam, who narrates much of the factual material.



Uncle Ben makes his entrance via a light-bulb balloon.

A romantic touch is achieved with two other characters, a boy and a girl who meet at the exhibit. They are projected through film technique and become the bridge between the audience and the fantasy of the show.

In the first chamber the audience experiences a spectacular "overture of light" and meets the main characters of the show. Worked into the story line is the tremendous growth in production and use of electric power over 25 years—since the last New York World's Fair.

Words, music, and dramatic special effects in succeeding episodes tell the stories of transmission and distribution, interconnection of power systems, and research.

Entertaining and educational sequences follow on industrial and commercial uses of

electricity, farm applications, home use, the over-all enjoyment of total electric living—and the low cost of electric service.

The story of free enterprise is emphasized in a Fourth of July sequence. The closing episode is a charming treatment of Christmas in music and lighting effects—showcasing a profusion of electrical gifts.

After the finale, the visitors walk down a spiral ramp to the ground floor where all sponsoring companies are identified, and where the spectators can view the dramatic source of the Tower of Light, visit a research exhibit, and experience an all-electric climate conditioning show.



Sam the Eagle in profile and full-face pose.

Show Designers and Producers:
ROBINSON-CAPSS/ STERN ASSOCIATES, New York City

Architects and Engineers:
SYNERGETICS, INC., Raleigh, North Carolina

Electric **POWER & LIGHT EXHIBIT**
INCORPORATED

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