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New Pavilion for Industry's Exhibit
at N. Y. World's Fair. Story on Page 131

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New Pavilion Designed for Industry's Fair Exhibit

A NEWLY designed pavilion for the investor-owned electric utility industry's exhibit at the New York World's Fair, 1964-1965, has been announced by E. R. Acker, President of Electric Power and Light Exhibit, Inc., the corporation set up to administer the electric companies' participation in the Fair.

Mr. Acker is also Chairman of the Board of Central Hudson Gas and Electric Corp., and past president of Edison Electric Institute.

The pavilion will utilize the previously announced concept of powerful searchlights to create what has been called the "Tower of Light"—demonstrating the most visible and appealing of the services rendered by the utility industry.

The building is irregular in shape and its appearance is different, yet harmonious, from every angle. The vertically staggered prisms, which form the walls of the building, will rise to a height of 80 feet, the limit of the Fair regulations, and the three pylons will rise to an additional 60 feet to emphasize the tower of light, which rises from the central core. This additional height was authorized by the Fair authorities to permit proper development of the concept.

The asymmetrical exterior will tend to increase the visual impact and enhance the illusion of size and height.

The vertical, triangular prisms will be metallic shells, probably anodized aluminum. Each exterior surface—and there are hundreds of them—will be fluted with thin vertical fins or louvers of multicolored reflective metal designed to create the effect of ever-changing color and iridescence during the daylight hours as visitors pass the pavilion. In addition to the brilliant tower of light after dark, the structure will be bathed in shimmering colored lights.

Up to 40,000 visitors per day can be accommodated within the exhibit. The preliminary design calls for the visitor to be carried on a moving ramp across a reflecting pool of water to the pavilion entrance, and, once inside, to embark on a 20-minute trip through the exhibit chambers on an elevated revolving ring (Fig. 1). They will descend a spiral ramp to the lower, or ground, level past the dramatic source of the tower of light and exit on a bridge suspended over the proposed pool.

A schematic cross section showing the tower of light, revolving ring, and the exhibit chambers is shown in Fig. 2. An exciting show containing the important elements of the industry's story will be presented in



Figure 1

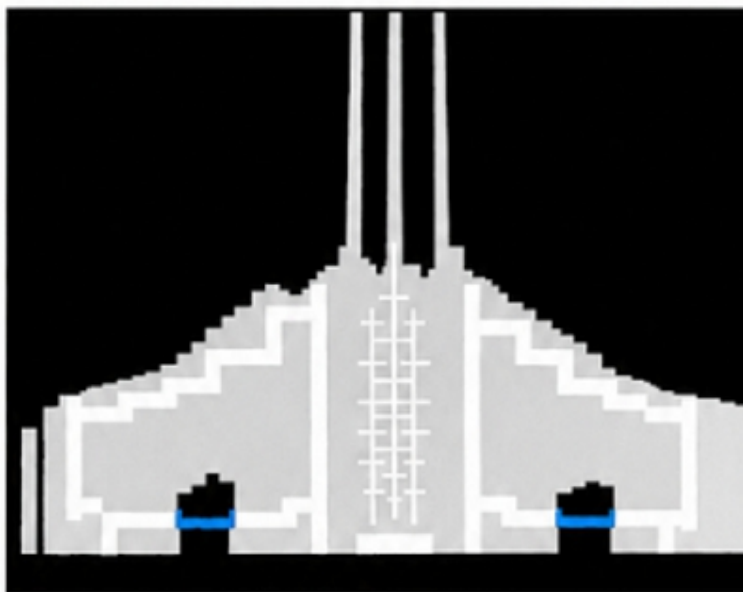


Figure 2

an informative and highly entertaining manner within the exhibit chambers, and will be integrated with the spectacular appearance of the building. The structure lends itself to many possible descriptions—pavilion of light prisms, a crystal palace of ever-changing light and color, a Gothic cathedral of light.

The location of the pavilion at the World's Fair has been changed to a plot adjacent to the original site. This is more advantageous in that it is slightly larger than the original site and, most importantly, it is a corner site on the main mall leading from the Pool of Industry to the Unisphere.

The design of the new building and exhibit concept was created by Robinson-Stern Associates, Inc., which also produced the theme show for the Seattle Century 21 World's Fair, now in progress. The principals of this firm—Alfred Stern and Jack Robinson—have produced many successful exposition shows.

The structure will be based on the principles of the geodesic system invented by Buckminster Fuller, and will be developed by Synergetics, Inc., the firm which was the structural design consultant for the Seattle theme exhibit.