

## THE QUEENS MUSEUM NEW YORK WORLD'S FAIR ASSOCIATION

### WELCOME..

.. to the inaugural edition of The Queens Museum New York World's Fair Association Newsletter, your guide to the history of two of the greatest international expositions ever held — the New York World's Fairs of 1939 and 1964. This newsletter will help keep you informed of upcoming fair-related events in the metropolitan area. We'll include a "letter to the editor" column in future editions, so send us your "fair" comments, insights and suggestions.

The Queens Museum is located in Flushing Meadow-Corona Park, in the New York City Building. Built for the 1939 Fair, the structure served as the city's pavilion in both the '39 and '64 Fairs. Between Fairs, it served as the first home of the United Nations General Assembly. A leading center for the study and preservation of world's fair documentation, the Museum maintains considerable resources on the New York Fairs. As a Charter Member of its World Fair Association, you'll share in the excitement as the Museum prepares for a major 50th and 25th anniversary exhibition on the '39 and '64 Fairs, to be held in 1989.

### World's Fair Weekend - June 18 and 19

Mark your calendars...the Museum's first World's Fair Weekend is coming up on June 18 and 19.

On Saturday at 9 A.M., members of The Queens Museum New York World's Fair Association will be invited to a special preview of the weekend's dealers' bourse. The bourse, featuring some 25 booths, will be open to the public from 10 A.M. to 5 P.M. It is sponsored by the World's Fair Collectors Society. At 2 P.M., visitors can enjoy a guided tour of Fair sites in Flushing Meadow-Corona Park, led by David Oats and Pierre Montiel.

Sunday's activities will kick-off at 11:30 A.M. with an open meeting of The Queens Museum New York World's Fair Association. At 2 P.M. Helen Harrison, critic and historian, will give a slide talk on the Trylon and Perisphere, the architectural symbols of the '39 Fair. Marc Miller, Curator, The Queens Museum, will speak on the Unisphere, the largest globe in the world and the symbol of the '64 Fair.

Throughout the day on Saturday and Sunday there will be screenings of films on the fairs. They include newsreel clips from the '39 Fair and the film *To the Fair* (1964), directed by Francis Thompson, the foremost international exposition filmmaker. A selection of clips from radio shows broadcast during the '39 and '64 Fairs include spots hosted by such stars as Joan Crawford, Pat Boone and Arlene Francis. The show will also feature "sounds from the Fairs," with excerpts from musical performances from the different pavilions and parts of the soundtracks used on rides. [Film and audio selections from the Permanent Collection, The Queens Museum.] For the hungry, and the nostalgic, Maurice Vermersch's "original" Belgium waffles will be on sale all weekend.

### Miniature Model: Giant-Size Fun

On view through September 1988, the exhibition THE MAKING OF THE PANORAMA tells the fascinating story of THE PANORAMA OF THE CITY OF NEW YORK, the detail-perfect scale model of all five boroughs that served as the City's main display at the 1964 World's Fair. Highlights include several never-before-exhibited items from the personal collection of Robert Moses, president of the 1964 World's Fair Corporation. These include a model of the 1964 Fair, created by Raymond Lester and Associates, modelmaker of the Panorama, and duplicate models of the bridges on the Panorama. These miniature bridges, representing many of Moses' most ambitious projects, were displayed in his office throughout his lifetime. [Both the World's Fair model and the replicas of city bridges are on long-term loan to The Queens Museum from the Triborough Bridge and Tunnel Authority.] Also featured in the exhibition are the original landbooks and aerial photographs used to fabricate the Panorama; photographs of its construction which demonstrate the complex technology of its making; a variety of World's Fair memorabilia; and examples of the model's use as an urban planning tool. Both world's fair fans and New York City history buffs will find plenty of interest in this unusual exhibition.



Raymond Lester, modelmaker and creator of the Panorama holds up the George Washington Bridge.

## A PARKGOER'S GUIDE TO FLOURISHING FLUSHING MEADOW



New York State Pavilion, c. 1964

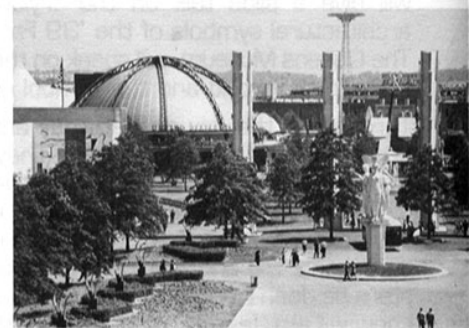
You have passed it a hundred times, driving along the Long Island or Van Wyck Expressways or Grand Central Parkway...Flushing Meadow-Corona Park, over 1,200 acres of recreational parkland and one of the city's almost undiscovered treasures.

Many of us who pass by still see in our mind's eye what *was there*. The great park is, of course, "the old fairgrounds", site of the 1939 and 1964 World's Fairs. You can still see the Unisphere, the symbol of the 1964 Fair which stands on the same site as did the Trylon and Perisphere of the 1939 exposition; huge towers and cylinders of the New York State Pavilion with its huge mosaic map; the T-shaped heliport building that now houses Terrace on the Park; and the old Billy Rose Aquacade structure. All bring back vivid images of the great fairs. And of course, there are the buildings that today house The Queens Museum and the Hall of Science.

As you stroll leisurely around the park's vast acreage, you will find fascinating reminders of the fact that the site was twice host to the world. A short walk from the Museum brings you the "Whispering Column of Jerash," an ancient pillar donated by the King of Jordan for the 1964 Fair. Down the road you will take a leap into the space age by viewing the monumental sculpture of the "Rocket Thrower," one of a number of fair-commissioned art works that still adorn the park. Down the road you will take a leap into the space age by viewing the quiet resting place of the two Westinghouse Time Capsules which lie 50 feet below Flushing Meadows awaiting their date of exhumation - 5,000 years away.

Next year, the Museum will publish a special walking tour guide to the park by which visitors can guide themselves throughout the grounds, and compare photographs of various park vistas as they appeared in 1939 and 1964. In the meantime, this super-park, which Robert Moses transformed from a giant ash and garbage dump to the site of two great fairs, has become the very essence of an urban, people's park.

■ David Oats.



1939 World's Fair

## GETTING TO KNOW



Peter M. Warner

**Peter M. Warner** is considered one of the world's foremost experts on the history of world's fairs and international expositions. He began collecting and researching material on international expositions in 1958 at the time of the Brussel's World's Fair. He has visited eleven fairs since then, including Expo '67 in Montreal, the Osaka Expo in 1970, recent American fairs in Spokane, Knoxville and New Orleans, as well as the 1986 Vancouver exposition. Peter visited the 1964 New York Fair over 60 times and his collection of fair documents and memorabilia contains extensive materials, beginning with the first world's fair in London in 1851 [the Crystal Palace] right up to fairs yet-to-be, such as this year's expo in Australia. Peter is a founder and current president of the World's Fair Collectors Society and has been a contributor to The Queens Museum "Dawn of a New Day" exhibition on the '39 fair and the current "Making of the Panorama" display.

Not only has Peter donated world's fair objects to exhibitions, but as archivist and researcher at WBTL Architects in New York, was instrumental in arranging the donation of a scale model of Kingsborough Community College for inclusion on the Panorama.

## DID YOU KNOW?

- The first regular television broadcast in the United States took place at the opening ceremonies of the 1939 World's Fair, President Franklin D. Roosevelt's address was telecast by the new NBC television network on April 30, 1939 from the Court of Peace in front of the Federal Building at the Fair...
- The first Pope to visit the United States, Paul VI, came to the Fair in October 1965, and viewed Michelangelo's masterpiece, the *Pieta*, which was brought from Rome for display in the Vatican Pavilion. Today, a marble bench marks the site where the Pope visited.



View of the '39 (left) and '64 (above) fairgrounds. Photos by Bob Golby. Part of the Permanent Collection.

## Collector's Corner

### Recent additions to the Permanent Collection

- A large collection of photographs and negatives of the 1939 World's Fair and original color slides of the 1964 Fair; purchased from photographer Bob Golby. Golby, best known for his stage photography, was a pioneer in the use of candid action shots taken without the use of flash. His 1964 Fair shots are notable for the many indoor views of such exhibits as the "Dupont Pavilion," "Spanish Dancer," "Tower of Light" and the "Ford Pavilion".
- Complete collection of radio programs from the 1964 radio show, "World's Fair Holiday". Twenty six-minute spots were hosted by such stars as Joan Crawford, Pat Boone, and Arlene Francis (produced and directed by Albert Fisher). The show featured "sounds from the Fair" by including musical performances from pavilions and snatches of film and ride soundtracks.
- A dinette set from the 1939 World's Fair, purchased with funds from The George and Mollie Wolfe Fair Fund. The enamel and wood table sports the Trylon and Perisphere symbols. The George and Mollie Wolfe Fair Fund was initiated by Enid Langbert and Paul Wolfe in

memory of their parents, who visited the 1939 Fair on their first date. The fund will be used solely for the purchase of world's fair art and memorabilia for the Museum's Permanent Collection.

**The Queens Museum New York World's Fair Association** sponsors film screenings, seminars, lectures, walking tours and dealers' bourses; produces a special world's fair newsletter, and offers premiums of books and fair memorabilia to society members.

Charter membership in the New York World's Fair Association is available through January 1989 for \$20. For Museum members in the Individual category and above, the annual fee is only \$5. Those who join this year will enjoy the distinction of being charter members as well as all the benefits mentioned above. Membership will also ensure advance notice of important world's fair activities.

To become a charter member, fill out the attached application.

SUMMER HOURS: Tuesday, Thursday & Friday 10-5; Wednesday 10-8; Saturday and Sunday 12-5:30; Closed Monday

FREE PARKING • PUBLIC INFORMATION (718) 592-5555

# MEMBERSHIP APPLICATION for The Queens Museum New York World's Fair Association

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

- YES, I want to become a Charter Member; my check for \$20 is enclosed.
- I'm already a Museum member at the Individual category (\$25) or above; my check for \$5 is enclosed.
- I want to become a Charter Member of The Queens Museum New York World's Fair Association and join the Museum at the \_\_\_\_\_ category. My check for \$ \_\_\_\_\_ (appropriate membership fee & \$5 charter member fee) is enclosed.

Gift memberships are available. For information, please contact Lora Shafford at (718) 592-2445.

Your tax-deductible contribution should be made payable to:

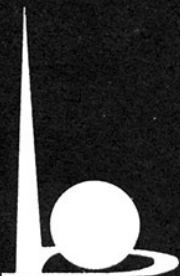
The Queens Museum, New York City Building, Flushing Meadow-Corona Park, Flushing, NY 11368.

*All contributions eligible for anticipated Challenge Grant matching funds from the National Endowment for the Humanities. Your contribution is tax deductible to the extent permitted by law.*

The Queens Museum is housed in the New York City Building, which is owned by the City of New York. Its operation is supported in part with public funds from the New York City Department of Cultural Affairs. Additional support is provided with public funds from the New York State Council on the Arts.

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