



**EXPOSITION PREVIEW**—This model offers a preview of a proposed Century 21 Exposition planned by Washington state. The first international exposition to be held in the United States since 1939, the Century 21 display is expected to attract some 10 million people to view its space age exhibits from April 21 to Oct. 21, 1962. (UPI Telephoto)

## Washington's Century 21 Show To Offer Insight Into Future

New York—UPI—Washington State's Century 21 Exposition differs from past world's fairs in that it offers not a review of man's progress but an insight into the future. The first international exposition to be held in the United States since 1939, some 10 million people are expected to view and marvel at its Space Age exhibits from April 21 to October 21, 1962. Its aim is to portray the "Man in Space Age"—to take its visitors from the culture of today's world and preview the ways man will work and play in the year 2,000.

Visiting here in New York, which will have its own world's fair in 1965, was Hugh A. Smith, of the Century 21 Exposition, who, it might have first appeared, was beating his drums for the Seattle spectacle in his competitor's home territory. "Not so," said Smith.

"On the contrary," he said, "rather than being in competition with each other we tend to reinforce one another. And I also point out some three years and 3,000 miles will separate our endeavors." Began in 1955

The beginning of Century 21, in which more than 30 countries and 100 corporations will invest some \$72 million, was in 1955, Smith recalled.

In Seattle, three civic and business leaders, giving free rein to their imaginations, gave birth to, and just as important, publicly stated, the idea that the bustling northwest metropolis should have a world's fair.

The three men were Ross Cunningham, Associate Editor of the Seattle Times; Al Rochester, City Councilman; and Don Follett, head of the Seattle Chamber of Commerce.

Seattle, a young and vigorous region with a history appropriate to the pioneering theme of man's newest frontier, responded. The city and the state of Washington invested \$6 million for the purchase of the 74-acre exposition site just one mile from the main business area. An additional \$23 million will be spent by the Century 21 Corporation and the City, State and Federal Governments for new buildings and site development.

**Site Divided**  
The site, Smith said, will be divided into the five Worlds of Century 21, connected by a network of walkways, streets and plazas known as Boulevards of the World. He said the plans call for 400,000 square feet of exhibit space in permanent buildings, 350,000 in temporary structures, and 550,000 square feet of outdoor area for the construction of pavilions, restaurants, shops and amusement attractions.

The exposition's prime exhibitor will be the United States Government, which will display the most extensive scientific exhibit ever assembled by this nation. The five-unit pavilion—designed by Minoru Yamasaki of Detroit, and Naramore, Bain, Brady and Johanson, of Seattle—will be as large as

the one this country erected at the Brussels World Fair and will cost \$3.5 million. The housing exhibit it will house will cost \$5.5 million. The \$9 million total represents the largest single appropriation ever made by Congress for a domestic exhibition.

**Unique Concepts**  
"Two years of intensive planning by top scientists, educators and government research specialists have produced truly unique exhibition concepts for the U.S. Pavilion," Smith said. "This effort is aimed at

proving that the story of science can have tremendous box office appeal for our expected millions of visitors," he said.

The entrance to the pavilion will be five arching towers, columns of concrete which will reach to heights of 100 feet. They will form an almost ethereal vertical symbol of man's continuing quest for knowledge of the universe.

"It is the fair's intention and theme to look ahead," Smith said. "We will be taking an introspective look at the role of science in the space age ahead."

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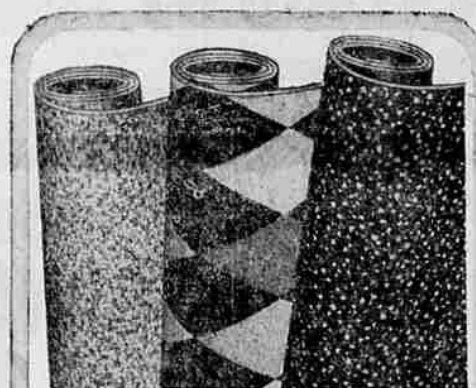
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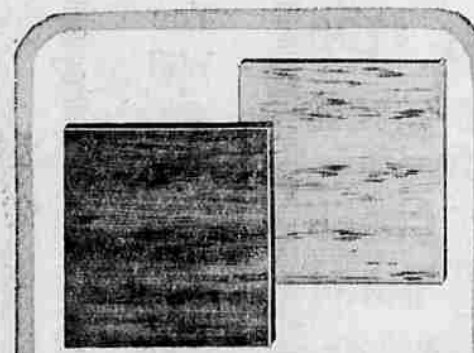
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