

PROJECT 64

*Planned to be the outstanding attraction
at the New York World's Fair*

375 PARK AVENUE

• NEW YORK 22, N. Y.

• MURRAY HILL 8-6465

PROJECT '64

will be the premier attraction
at the New York World's Fair:

Our concept is dynamic: Gather together seven non-competitive leading American companies as exhibitors in a giant pavilion.

Provide each company with its own spacious separate exhibit building in the pavilion, and centrally locate the public and service facilities.

Require that each company provide an exciting crowd-attracting exhibit.

Coordinate the seven exhibits into a powerful theme, which would give the pavilion its name, and add an entrance attraction both to further assure record attendance and to tie together the seven exhibits.

Have PROJECT '64 Company be responsible for all details of construction, operation and maintenance, so that, beyond its own exhibit and staff, each exhibitor moves in on a "turn key" basis.

Keep the cost down -- \$3,000,000 rental per exhibitor for the two years of the Fair, plus cost of their own exhibit -- within the budget possibilities of most large well-established companies.

The execution is powerful: Each company in its own exhibit building is assured of prestige and individuality, yet all integrated into a pavilion that will be the second biggest at the Fair.

The pavilion will represent at least a \$30,000,000 attraction, topped in dollars spent at the Fair only by the General Motors pavilion.

The seven companies promoting their exhibits in the giant pavilion, plus over-all promotion by PROJECT '64 Company, will make it the most publicized pavilion at the Fair.

The seven diverse exhibits, covering such a wide range of visitor interests, plus the entrance attraction, will offer more allure and excitement to more people than any other pavilion at the Fair.

And because PROJECT '64 is really "a Fair within the Fair," it has the extraordinary opportunity to become the symbol of the entire Fair, and its outstanding attraction.

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NOTE: The above information is provided to
supplement the PROJECT '64 oral
presentation.

OPPORTUNITY

Seventy to one hundred million Americans, and three million foreign visitors will come to the New York World's Fair 1964/65.

Everybody will be there. Your customers, your stockholders, your employees (and their families), the leaders of the financial community and the opinion makers in the business community, officials of Federal, state and local governments, your dealers and distributors, your competitors, and the dignitaries and important businessmen from a hundred countries overseas.

The Fair is the once-in-a-generation opportunity for your company to meet in person the people who affect your company's growth and profits.

You meet them in a setting unequalled for its excitement and drama, its publicity and promotional values, in which you control the message you want to communicate, and for which you can expect the visitors' undivided attention.

A Fair is people -- and the success of any corporate exhibitor is measured in direct proportion to the popularity of his exhibit among the many visitors.

PROJECT '64 is the first major innovation in a century of world's fairs.

It is the new way that your company can "dramatically, excitingly, practically and economically" be a unique part of what will be the outstanding attraction at the New York World's Fair.

THE PROJECT '64 CONCEPT

"How can leading corporations participate in the New York World's Fair and gain the important objectives of prestige, individuality and attendance?"

PROJECT '64 -- a unique solution for the problem -- has been developed over the past 22 months by leaders in marketing, showmanship, architecture and management (backed by a distinguished group in finance, advertising and publishing).

It provides seven -- and only seven -- non-competitive leading corporations with the opportunity to gather together in a giant pavilion that can be the outstanding attraction at the New York World's Fair.

In this pavilion whose design is already being hailed as a gem of the Fair, each of the seven corporations will occupy its own exhibit building, assuring maximum individuality, identity and prestige.

The name of the pavilion will be selected when the seven exhibitors have been assembled; it will be presented to the public as their pavilion.

PROJECT '64 Company will construct, maintain and operate the pavilion, and coordinate the exhibits. Each exhibitor will create, construct and staff its own "show".

Essentially, a cooperative that will: guarantee major audiences because of the cumulative drawing power of the seven diverse exhibits plus an entrance attraction; effect major economies from the shared cost of construction and operation; alleviate corporate headaches because PROJECT '64 Company will be responsible for management and operations.

THEME and THE TIME MACHINE

People come to a world's fair for many reasons: to have a good time, to learn a little, to glimpse what the future holds in store.

No one company's activities encompasses the entire future; but seven diverse exhibitors showing their individual visions of the future in the giant pavilion broadens the attraction to cover a wide range of public interests, and provides seven different attractions for the visitor to enjoy -- all in the same pavilion.

The possibilities of the kinds of futures are virtually unlimited. There are the futures of the home, children, electronics, aluminum, farming, glass, retirement, health, communications, leisure and investment, to name a few.

A corporate exhibitor can show his company's future, the future of his industry, or sponsor a future to which his activities are related or in which he has a special interest.

To further assure record attendance at these seven wonders of the Fair, the pavilion will have an entrance attraction -- The Time Machine. It will gain notable publicity, it will thrill the visitors and it will tie in directly with each of the seven exhibits to assure that visitors will want to see all.

The giant pavilion, itself an architectural excitement and attraction, with its seven outstanding exhibits, plus The Time Machine, will naturally be attractive to a far greater total audience than would seven separate pavilions, each of which would, of necessity, only appeal to a limited segment of all the people coming to the Fair.

A drug company in its own pavilion would probably attract those people who are interested in medicine and health. A farm machinery company would likewise appeal to the visitors interested in farming. Seven shows staged in the giant pavilion, with The Time Machine, will create an attraction that will draw its audience from the entire spectrum of visitors to the Fair. Each exhibit will reinforce and provide additional audience for all the others.

A VISION OF THE PAVILION

As the seven companies gather together in the pavilion, undoubtedly, changes will be made in our present theme to reflect their individual efforts. What follows is one of the many possible "visions of the pavilion".

* * * * *

Seven towering individual exhibit buildings, intersected by the rim of a great elevated promenade, form the pavilion. Visitors move along the paths under the pavilion, past the seven fountains, to queue up around the central core that houses the entrance attraction -- The Time Machine.

The show begins from the moment they step on line. Instead of aimless waiting and fidgeting, the visitors immediately begin to participate in the drama and excitement of "the seven wonders of the Fair" that rise above them.

Then into The Time Machine -- a thrill, an education, a provocative preview of the seven exhibits. They emerge high above on the central promenade, to see before them, the upward surge of eye-catching colors and arresting devices that are the facades, the trademarks and the entrances to the seven great attractions.

There is a children's show that beckons attendance on entrancements and fancies for the young-in-heart of all ages. (A breakfast food company can seize this chance to create a Mecca at the Fair for the small fry (and their adult friends) that transcends box tops, premiums, and competition on the air and in the magazines. At this writing, there is no children's show at the Fair.)

There is a health show that correlates the advances in research and science, to demonstrate how the new drugs, medical techniques and preventative care add in each decade more years to our lives. (What better platform for a drug company to present the facts to all the people, and to provide a place of pride for doctors, dentists, druggists and the others of that profession? At this time, no drug company has planned a major exhibit at the Fair.)

There is a show of the electronic marvels, not alone of science and space, but with emphasis too on the time-and effort-saving devices that will alter for the better the world that is just around the corner. (There is rich opportunity for this at the Fair that has not yet been exploited.)

There is a home show that creates with the magics of pre-fab and new fabrics, furniture, household equipment, and even financing, an obtainable answer to the aspirations and deep desires for a home of one's own. (No major company has yet decided to cater to the demand for housing that looms with the population explosion a few years away.)

There is a farm show that brings the new of agriculture to the professionals that make their livelihood, and the amateurs that derive their weekend pleasure, from the soil. (So far, no American company has thought to provide a haven to the farm-minded visitors to the Fair.)

There is a retirement show that spins out how to live, new places to go, what to do for the ever-increasing multitude that move out from jobs to the still many golden years ahead. (Some company can talk those members of one-seventh of the population, and their number increases daily, in a language they are eager to comprehend. There is no place at the Fair for grandfathers and grandmothers to gather, and to which they can bring their children and their children's children.)

There is a food show that can speak boldly of food and feeding the well-fed and the hungry, that can bring new insights not only to the day-to-day family feeding problem, but can reach with imagination far beyond the limits of color pages and the push for premium space on the supermarket shelves. (There is still time for a food company to make the major statement at the Fair.)

There can be a show to meet the needs and objectives of any leading American company that wants to tell its story in an unforgettable manner to the greatest number of people-in-person ever gathered in a single location.

PROMOTION and SERVICES

The Fair will be a national and international event with extraordinary public relations and promotional opportunities from the moment a company announces its participation until the end of the Fair, and even afterwards.

PROJECT '64 Company will have its own public relations staff which will maintain a continuing publicity and press relations campaign in all suitable media to promote attendance at the pavilion. This specialized "Fair" staff will be available to work with each exhibitors' own public relations staff and counsel.

The total effect of the seven leading corporations, each using its normal advertising and communication media to promote its participation in the giant pavilion, plus that provided by PROJECT '64 Company, will give the pavilion promotional coverage far greater than any other at the Fair.

There will be a General Motors, and I. B. M., a DuPont, etc., Day at the Fair, both in 1964 and in 1965. Arrangements have been made by PROJECT '64 Company for each of the seven exhibitors to have its own Day at the Fair, with attendant promotional and publicity opportunities. PROJECT '64's staff will keep all exhibitors informed as to similar promotional opportunities.

* * * * *

The giant pavilion will provide each exhibitor with its own exhibit building which will comprise prime exhibit space. In addition, in the center core of the pavilion there will be a theater where exhibitors may hold sales, stockholder and other meetings (with television facilities both in theater and in each exhibit building), an employees lounge readily available to the exhibitors' staffs, a private club for exhibitors and their guests, and public rest rooms.

If the seven exhibitors desire, PROJECT '64 Company will train their exhibit staffs, will maintain an escort service, will provide daily or weekly interviews among visitors to the pavilion, will operate a 24-hour per day service suite in a New York hotel to assist exhibitors' guests with reservations, etc., and will operate a hydrofoil boat service to transport guests of the exhibitors to the Fair.

PROJECT '64 Company will also work with exhibitors on other services that may be desired.

CREATING AN EXHIBIT IDEA

PROJECT '64 Company has assembled a group with notable talents in the arts of creating crowd-attracting types of exhibits that are a must for success at the Fair.

Any of the individuals, or the group as a whole, can be made available to work with exhibitors in PROJECT '64 to help create ideas.

CONSTRUCTING AN EXHIBIT

PROJECT '64 Company has arranged with a leading unionized New York design and exhibit construction company to guarantee timely construction of the exhibits of any of the seven corporations that do not have or cannot find other suitable exhibit construction facilities.

YOUR BUILDING IN PROJECT '64

The PROJECT '64 pavilion is an elliptical steel-frame structure 375 by 305 feet, located on a site of more than four acres; the largest in the Industrial Section of the Fair. A lease has already been signed for 75,000 square feet of this site with the remainder to be added at an early date.

The pavilion consists of seven individual exhibit buildings circled around a central core all joined by a great promenade 32 feet above the ground.

Each of the seven exhibit buildings rise about eight stories (80 feet) above the ground, and are equal in size and cubic footage. Each contains three major exhibit areas:

1. RING area -- floor 16 feet above ground level, with 12 foot interior height, and 5,300 square feet of floor space.
2. LOBBY area -- floor 32 feet above ground level, with 9 foot 6 inch interior height, and 2,290 square feet of floor space.
3. UPPER area -- floor 52 feet above ground level, with 29 foot clear height interior, and 112 foot inside diameter at ceiling height and 94 foot diameter at base.

NOTE: The interiors in upper area will be built to exhibitors' specifications and can provide (on two floors within the upper area) approximately 15,430 square feet of floor space.

Maximum utilization offers:

RING area	5,300 square feet
LOBBY area	2,290 square feet
UPPER area	<u>15,430 square feet</u>
TOTAL display space	23,020 square feet
or	347,585 cubic feet

PROJECT '64 COMPANY

PROJECT '64 Company
375 Park Avenue
New York 22, New York
MUrray Hill 8-6465

(A Limited Partnership formed under
the laws of the State of New York)

Director (and General Partner) Richard E. Forrest has worked over twenty years in radio, television, public relations, sales promotion and advertising. He formed PROJECT '64 Company to carry forward the development of PROJECT '64, which was originated by Richard E. Forrest, Inc.

Managing Director George W. Dick brings 23 years of marketing and management experience to the PROJECT. This includes many years with IBM in field and corporate management positions, including Advertising Manager; Vice President of American Mutual Insurance Companies; Division Vice President and General Manager with RCA; and his own management consulting firm.

Administrator: Martin L. Bettan

Executive Secretary: Florence Connolly

The names of the Limited Partners will be furnished on request.

ADVISORS

Sylvester ("Pat") Weaver, communication specialist, the creator of TV's magazine concept at N. B. C., and now a top corporate executive at McCann-Erickson.

Leslie Levi, head of Ivel Construction Corporation, foremost exhibit design and construction company (see below), has participated with distinction in every world's fair since the Philadelphia Sesqui-centennial of 1926.

Sol Cornberg, designer in the communication arts for thirty years, who serves industry, education, entertainment and government as an authority on audio-visual communication methods.

Rudolph Lang, managing director of Prestige Expositions, Inc., (see below) has been engaged for more than three decades in world's fairs, expositions and business shows; author of the definitive exhibit text "Win, Place & Show."

George Leighton, editor, journalist, world's fair historical authority, author of the forthcoming book on the history of world's fairs, "That Brief Paradise."

ARCHITECTS

Hoberman & Wasserman
40 East 50th Street
New York 22, New York

The architects for PROJECT '64 bring young creative experience to a different field, having already proved their high degree of imagination and ability by their award-winning entry in the Franklin Delano Roosevelt Memorial competition.

Norman Hoberman and Joseph Wasserman are graduates of the Harvard Graduate School of Design and are members of the American Institute of Architects. Before forming their own firm in 1961, both worked for major architectural firms in New York and Boston.

ENGINEERS

Ammann & Whitney
111 Eighth Avenue
New York 11, New York

Joseph R. Loring & Associates
25 West 45th Street
New York 36, New York

Ammann & Whitney have served as consultant engineers for many of the most complex structures in this country, including the George Washington and Throggs Neck Bridges, the TWA Terminal at Idlewild, Dulles Airport in Washington and the Opera at Lincoln Center.

GENERAL CONTRACTOR

William L. Crow Construction Co.
101 Park Avenue
New York 17, New York

Founded in 1840, Crow Construction is a pioneer, here and overseas, in building complex structures which demand the very latest in technical knowledge and construction competence. They are among the important builders in the New York area and command respect among the leading local sub-contractors.

EXHIBIT DESIGN AND CONSTRUCTION

Ivel Construction Corporation
53rd Street & First Avenue
Brooklyn 32, New York

(See prior on Leslie Levi) Ivel is one of the largest and most experienced designers and builders of exhibits in the U. S. Its facilities include over 100,000 square feet of ground floor, high-ceilinged plant with a large permanent staff of skilled union craftsmen.

They are prepared to assist exhibitors in PROJECT '64 in the conception, planning and construction of exhibits, on a guaranteed delivery basis. This becomes increasingly important as Fair time draws near and exhibit construction facilities of the quality necessary for a world's fair exhibit become scarce.

EXHIBIT DESIGN

Sol Cornberg Associates, Inc.
1841 Broadway
New York 23, New York

As N. B. C.'s director of studio and plant planning for seven years, Mr. Cornberg designed one hundred and one N. B. C. studios throughout the country. A. B. C.'s new studio-theater in New York is one of his recent projects. He and his associates designed the Grand Valley State College of Michigan, which features the advanced concept audio-visual classroom. They are now redesigning Washington's Old Post Office Building for the U. S. Information Agency.

PAVILION MANAGEMENT

Prestige Expositions, Inc.
18 East 41st Street
New York 17, New York

(See prior on Rudolph Lang). Mr. Lang, Managing Director, and his associates, will advise each exhibitor on installation, staffing and exhibit operation problems, and will manage the PROJECT '64 pavilion. Their depth of experience through many years in exhibit and exposition operation and management assures all exhibitors of an efficient and smooth-functioning pavilion.

RESEARCH, PLANS AND OPERATIONS

Arthur D. Little, Inc.
630 Fifth Avenue
New York 20, New York

Messrs. H. Donald Wilson, E. Theodore Lorenz, and Roger Sheldon of ADL have been active in organizational planning, operational counsel and market research. Starting in 1961, ADL conducted the research upon which the present concept of PROJECT '64 was developed by Mr. Forrest. It continues as management counsel.

LEGAL COUNSEL

Paul, Weiss, Rifkind, Wharton & Garrison
575 Madison Avenue
New York 22, New York

Partners, Mr. Alexander Hehmeyer and Mr. John C. Taylor III, and Mr. Anthony Kuklin have been working closely with PROJECT '64 for the past year.

BANK

Irving Trust Company
One Wall Street
New York 5, New York

Mr. Robert Kerr, Vice President; Mr. Grant Van Saun, Vice President; and Mr. William Gaudet, Assistant Secretary, supervise the PROJECT '64 account and will handle building and construction loans.

ACCOUNTANTS

Arthur Andersen & Co.
80 Pine Street
New York 5, New York

Arthur Andersen & Co., is responsible for accounting controls over all PROJECT '64 Company activities.

FINANCIAL

Saint-Phalle, Spalding & Co.
230 Park Avenue
New York 17, New York

Saint-Phalle, Spalding & Co., arranged the financing for the Limited Partnership of PROJECT '64 Company.



PROJECT '64
NEW YORK WORLD'S FAIR







