



1964 New York World's Fair Pictures official flash card set 1994.235

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Audiovisual Collections

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Summary Information

Repository:	Audiovisual Collections
Creator:	New York World's Fair (1964-1965 : New York, N.Y.)
Title:	1964 New York World's Fair Pictures official flash card set
ID:	1994.235
Date [inclusive]:	circa 1961-1963
Physical Description:	28 item(s)
General Physical Description:	27 items : color ; 3.5 x 5.75 in. in mailable box 3.5 x 6 in.
Physical Location:	GL Box 2.
Language of the Material:	English .
Abstract:	World's Fairs or International Expositions are large-scale exhibitions that highlight technology, agriculture and other innovations of national or cultural significance. The 1964 New York World's Fair was held in Flushing Meadows, New York from April 22, 1964 to October 18, 1964, and then again from April 25, 1965 to October 17, 1965. The theme was "Peace Through understanding." The cards are illustrated on one side with an artist's color illustration of the exterior of a pavilion or a sight at the New York World's Fair. The reverse side has text in three languages (English, French, Spanish) and information about the particular building or sight.

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Historical Note

World's Fairs or International Expositions are large-scale exhibitions that highlight technology, agriculture and other innovations of national or cultural significance. These fairs are open to the general public and can run for three weeks to six months.

The 1964 New York World's Fair was held in Flushing Meadows, New York from April 22, 1964 to October 18, 1964, and then again from April 25, 1965 to October 17, 1965. The theme was "Peace Through understanding." The fair had more than 50 million visitors. The fair is remembered as emphasizing technology and space exploration and has often been described as "Space Age." Highlights of the fair was a twelve story, stainless-steel globe called the Unisphere, the New York State Pavillion

which still remains today, the General Motors 'Futurama II' exhibit showing superhighways and ultramodern architecture, RCA's color television and Ford's Mustang.

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Scope and Content

The cards are illustrated on one side with an artist's color illustration of the exterior of a pavilion or a sight at the New York World's Fair. The reverse side has text in three languages (English, French, Spanish) and information about the particular building or sight. Pavilions represented are: American-Israel Pavilion; Bell Telephone Pavilion; Christian Science Pavilion; Ford Pavilion; Gas, Inc. Pavilion; General Motors Futurama; Hall of Education; I.B.M. Pavilion; Johnson's Wax Pavilion; Kodak Pavilion; Morman Pavilion; N.C. R. Pavilion; New York State Pavilion; Pavilion of American Interiors; R.C. A. Pavilion; Schaeffer Pavilion; Sudan Pavilion; Thailand Pavilion; Travelers Insurance Pavilion; United States Pavilion; Vatican Pavilion. Others views: A.M.F. (built by the American Machine & Foundry Company) Monorail; Astral Fountain; Heliport; Plaza of the Astronauts; 7-Up Gardens; Tower of Light.

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Administrative Information

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Access Restrictions

This collection is open for research.

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Controlled Access Headings

- Exhibitions
- Exhibition buildings
- Souvenirs

General Note

Copyright 1961-1963 New York World's Fair 1964-1965 Corporation.

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