



1964 New York World's Fair paper place mat 2004.232

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Audiovisual Collections

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Table of Contents

Summary Information	3
Historical Note	3
Scope and Content	4
Administrative Information	4
Controlled Access Headings	4

Summary Information

Repository:	Audiovisual Collections
Creator:	New York World's Fair (1964-1965 : New York, N.Y.)
Title:	1964 New York World's Fair paper place mat
ID:	2004.232
Date:	1963
Physical Description:	1 item(s)
General Physical Description:	1 item : place mat ; 9.75 x 14.5 in.
Physical Location:	DF Box 15.
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." This item is an advertising place mat printed in two colors with drawings of scenes from the upcoming world's fair.

[^ Return to Table of Contents](#)

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.

[^ Return to Table of Contents](#)

Scope and Content

This item is an advertising place mat printed in two colors with drawings of scenes from the upcoming world's fair. Shown are the Unisphere, the Astral Fountain, the Port of New York Authority building, the DuPont Company building, and the General Motors building. The place mat is copyrighted by the New York World's Fair 1964-1965 Corporation and manufactured by Haffkine.

[^ Return to Table of Contents](#)

Administrative Information

Publication Statement

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Access Restrictions

This item is open for research.

[^ Return to Table of Contents](#)

Controlled Access Headings

- Ephemera
- Exhibitions
- Advertisements

- **Exhibition buildings**