



# **1964 New York World's Fair, General Motors "Futurama" exhibit flyer 2009.205**

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Audiovisual Collections

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## Summary Information

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<b>Repository:</b>	Audiovisual Collections
<b>Creator:</b>	General Motors Corporation
<b>Title:</b>	1964 New York World's Fair, General Motors "Futurama" exhibit flyer
<b>ID:</b>	2009.205
<b>Date:</b>	1965
<b>Physical Description:</b>	1 item(s)
<b>General Physical Description:</b>	1 item (brochure) : color ; 4 x 9 in. folded.
<b>Physical Location:</b>	GL Box 1.
<b>Language of the Material:</b>	English .
<b>Abstract:</b>	The General Motors Corporation is an American automobile manufacturing company headquartered in Detroit, Michigan, and known for the Buick, Cadillac, GMC and Chevrolet models. 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 General Motors exhibit titled, "Futurama II" showed superhighways and ultramodern architecture. This item is a mailable one-fold brochure about the General Motors display at the New York World's Fair.

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## Historical Note

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The General Motors Corporation is an American automobile manufacturing company headquartered in Detroit, Michigan, and known for the Buick, Cadillac, GMC and Chevrolet models. The company was founded in 1908 by William Durant (1861-1947), who previously had been a carriage salesman and became a leader in the automobile industry through his interest in making safer vehicles.

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

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This item is a mailable one-fold brochure about the General Motors display at the New York World's Fair, illustrated with color views of the "Futurama." One panel has places for addresses and a stamp. Cover image has slogan "If you've only seen it once, you haven't seen it all."

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## Administrative Information

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### Publication Statement

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### Access Restrictions

This item is open for research.

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## **Controlled Access Headings**

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- Ephemera
- Exhibitions
- New York World's Fair (1964-1965 : New York, N.Y.)