

Was Expo 67 Now, It's "Man And His World"

One year ago (April 28), Canada's Universal and International World Exhibition of 1967 opened its doors and made history.

It was called Expo 67 for short, and although today that name carries instant recognition almost anywhere in the world, a year ago it was an unknown quantity.

At the time, many predicted that Expo 67 would be "just another world's fair" assembled by a relatively small nation of only 20-million people and that it would attract little attention. In addition, the spectre of the disappointing 1964-65 New York World's Fair hung over Canada's effort.

But from the opening day, it was apparent that Canada had produced something that not only would set a new standard for world expositions but would gain new dimension and national identity for the country.

Some 325,000 persons jammed into the site the first day, a Friday, causing the counting computers to break down. Before the first weekend was over 1.5 million admissions had been recorded. By the time Expo 67 closed six months later, it had achieved a record-smashing 50,306,648 admissions, which, appropriately, was exactly 67 per cent more than its original official forecasts.

After a "hit" like this, what can one do for an encore?

Montreal's dynamic Mayor Jean Drapeau, who spearheaded creation of Expo 67 against long odds, believes he has the answer in "Man and His World". This will be a new permanent exposition opening May 17 on the same site as Expo 67.

The 1968 enterprise is the result of Mayor Drapeau's conviction that Expo was too big to run just six months. Rather than destroy it, the fate of all previous world's fairs, Expo should be saved as a permanent exposition. It will be the first time in the history of world expositions this has been attempted.

Mayor Drapeau's ambition is to create "the greatest permanent cultural manifestation in the world," a Tivoli Gardens, Disneyland and United Nations all wrapped into one package.

"Man and His World will not be, could never be, Expo 67," he says. "But it will offer the same scope, and we wish to remain as close as possible to the original concept. We will not do anything that would damage or change the image of Expo that the world now has."

The secret of Expo's smashing success was its non-commercial character, and the plan for Man

and his World calls for a world center of culture and entertainment with the same purpose, spirit and quality.

Man and His World, which takes its name from Expo 67's theme, is inheriting virtually all of the \$1 billion in pavilions, buildings, exhibits, and other facilities of Expo, and is adding new features.

All but three of the 63 nations that participated in Expo 67 have donated their pavilions to serve as the foundation for a continuing showcase of the arts and sciences. They include the pavilions of West Germany, Nationalist China, France, Israel, India, Italy, Japan, Mexico, the Netherlands, United Arab Republic, Cuba and the African nations. Poland and Ireland, which were not represented in Expo, have announced participation in the new enterprise. The dramatic 20-story transparent globe that was the U. S. pavilion has been renamed "The Biosphere" and will become an arboretum and aviary.

The 1968 exposition will be oriented to the same visitor-services that distinguished Expo 67.

Direct modern subway and ground transportation from the heart of Montreal to the twin-island exposition site in the St. Lawrence River will be available.

On-site transit includes the same Expo Express, Minirail, canal boats and other foot-savers.

Other facilities and services for the relaxation and comfort of visitors have been retained — moderate-priced restaurants, including many serving the national cuisine of countries continuing their exhibits; colorful boutiques, parks, noise control, flower gardens, sculpture, special assistance to the handicapped, lakes, security services computerized information booths and price controls.

Admission prices to the site itself will remain the same as for Expo 67, a moderate \$2.50 (Canadian) for a one-day adult ticket, with half price for children. The tickets, called "visas," may be purchased in the United States at substantially reduced prices and are available at banks, travel agencies, airlines, car rental offices and through the offices of American Express Company, exclusive U. S. general agents. Most of the

major attractions will have free admission.

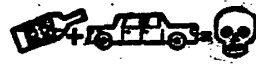
"Man and His World" will have a five-month season, closing October 14, and will be held during approximately the same period in succeeding years. A first-year attendance of 20 million is forecast.

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