

**E U R O P E A N
C O M M U N I T Y
I N F O R M A T I O N S E R V I C E**

236 Southern Building, Washington 5, D.C.
telephone NAtional 8-5070

IMMEDIATE RELEASE

C O M M O N M A R K E T • E U R A T O M • C O A L & S T E E L C O M M U N I T Y

EUROPEAN COMMUNITY EXHIBIT IS FEATURE
OF SEATTLE WORLD'S FAIR

The European Community, with a pavilion covering more than 161,000 square feet, is one of the largest exhibitors at the Seattle World's Fair, expected to be seen by some 10 to 12 million visitors before it closes October 21.

Professor Walter Hallstein, president of the Commission of the European Economic Community (Common Market), dedicated the exhibit on opening day (April 21) while accompanied by Secretary of Commerce Luther Hodges, Washington Governor Albert Rosellini, World's Fair President Joseph Gandy, and Ambassadors and Consuls of nations represented at the Fair.

Designed by Italpublic of Rome, the exhibit is situated between the national pavilions of Japan and Brazil. (France, a Community member, also has its own national pavilion at the Fair.)

During the opening weeks of the Fair, the Community exhibit was one of the most crowded on the grounds.

European Integration is Theme

The theme of the exhibit is European integration. This is expressed through pictures, films, recordings, documents, displays and models of European technical achievements.

On entering the pavilion, the visitor encounters a long row of telephones. On these telephones he may listen to the voices of Europeans---ordinary European citizens describing the regions in which they live, European leaders discussing the European Community. Simultaneously, color slides are projected in front of the listener showing European landmarks and personalities.

The visitor is then directed by one of the Community's six hostesses to other parts of the pavilion, where he views films and historic documents dealing with European integration, and a large number of scale and working models demonstrating European technology. Among these are models of the French Super Caravelle, the Dutch Zuiderzee works, a Zeiss ultraphoto microscope, a Montecatini polymer

(over)

synthesizer, and the nuclear reactor at Chooz, on the Belgian-French border.

The exhibit is aimed at the average tourist, whose knowledge of the Community may be limited. However, information and brochures are on hand for businessmen and students who seek more detailed information.

Fair Opening Colorful

The official opening of the Fair itself drew more than 50,000 people to the grounds on a cloudy day. At noon on April 21, President Kennedy pushed a telegraph key in Palm Beach, Florida, which officially began the six-month exhibition. Simultaneously, thousands of balloons were released in the fairgrounds stadium, cannons were fired, and jets flew overhead.

After the ceremony, Professor Hallstein and other dignitaries, including Bernd von Staden, chef de cabinet of the EEC Commission, gathered atop the Fair's Space Needle for a special luncheon. That evening, Professor Hallstein's party occupied the seat of honor, next to Commerce Secretary Hodges, at a concert at the Opera House by the Seattle Symphony, with Igor Stravinsky as guest conductor and Van Cliburn as guest soloist. Consuls general and representatives of the Community's six nations also were present for the opening.

European Week Scheduled

Highlight of the Fair for the Community will be European Week, tentatively scheduled for September 4-9. During that period, European artists and films will be featured at the Opera House and Playhouse, and leading Community personalities will visit Seattle. In addition, a panel on Community-U.S. trade and cooperation is planned during the week, with U.S. governmental and business officials joining Europeans in the discussions.

European Week will come at the height of Fair attendance. Fair officials plan special inducements to Europeans to visit Seattle at that time.

#