

# Expo 1964

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# EXPO 1964

Progress is being made on the site of the Swiss National Exhibition which will open its doors on 30th April next year. The Swiss National Tourist Office have given us the following picture.

**THE GENERAL PART** will be presented in three parts, past, present and future.

**HISTORY** of the country and the birth and growth of its social, political, cultural and economic institutions.

**A DAY IN SWITZERLAND** — will be devoted to the Swiss people in everyday life.

**SWITZERLAND LOOKS TO THE FUTURE** — the vital problems of a small land in the heart of a united Europe, ingeniously illustrated by three-dimensional and cinematographic displays.

**SPECIALISED SECTIONS** will be presented in six parts.

**SECTION 1. THE ART OF LIVING** will contain exhibits relating to religion, the churches, leisure activities, tourism, hotels and catering, dress and decoration, physical and mental health, sport, community life, schooling, the arts, etc.

**SECTION 2. TRANSPORT AND COMMUNICATION** will include railways, postal and telecommunications, road traffic, aviation and navigation.

**SECTION 3. INDUSTRY AND CRAFTS:** The multiple aspects of industry will be shown — for example, power with the world's greatest transformer, chemical industries, mechanical engineering, precision instruments, watchmaking, timber and paper, building and civil engineering, manufacturing industries and textile machinery.

**SECTION 4. TRADE AND FINANCE** will feature international, commercial and financial services, including Switzerland's particular contributions to world trade, banking and currency transactions, insurance and underwriting, administrative organisation and trusteeship.

**SECTION 5. AGRICULTURE AND FORESTRY** will present all aspects of soil cultivation, improvements in land productivity, forestry, hunting and fishing, the land at the service of the consumer. This section will also house a permanent show of various species and breeds of domestic livestock.

**SECTION 6. TOURISM:** A view of the tourist's Switzerland — snow and rocks, limpid water, colour, light and animation.

## AMENITIES.

**RESTAURANTS.** Approximately fifty restaurants from snack-bars to high-class establishments — some decorated in the typical regional styles of Switzerland — will be situated in all sections of the Exhibition and especially in the port area. Specialities such as fondue, raclette, local meat dishes, etc., as well as the best Swiss wines will be available.

**PICNIC LAWN.** A lawn will be available for visitors who wish to picnic. Kiosks for purchases and fires for cooking will be situated on the grounds.

**CASINO.** Built on the lake. Boule.

**NIGHT CLUB.** Floating on the lake.

**CIRCLORAMA.** A circular cinema where spectators can watch trains of the future flashing by on no fewer than nine screens positioned all around them.

**CRUISING.** Steamers, dinghies and rowing boats available for cruising on the lake.

**FASHION SHOW.** A fashion show presents Autumn trends enabling spectators to examine them in detail by means of a new instantaneous television enlargement technique.

**CHILDREN'S PLAYGROUND.** Children up to the age of twelve years may be left in the playground to enjoy the miniature train, the "jungle", the Indian encampments, the cowboys, the dolls, the wonderful playground, the Punch-and-Judy show, the "History Corner" and all the other exciting features devised specially for them.

**CIRCUS.** A circus will perform throughout the period of the Exhibition.

**FOLKLORE.** A varied programme of colourful events including folk-dancing, folk-music, regional costumes, livestock shows, etc.

**CANTONAL DAYS.** A special day will be dedicated to each Swiss canton, with festivities, pageantry, tournaments, music, etc. (*See last issue of "Swiss Observer"*.)

**SUBMARINE.** The world's first passenger submarine, the mesoscoppe, designed by Professor Jacques Piccard, the Swiss scientist, has observation portholes for forty passengers and will descend to the depths of Lake Geneva.

Amenities include automatic left-luggage and cloak-room facilities at the various entrances, shops, hairdressing salons, kennels, travel agencies, foreign exchange offices and car-hire services.

## PALAIS DE BEAULIEU

An offshoot of the Swiss National Exhibition, with which it will be directly connected by public transport, the Palais de Beaulieu will be the centre of important cultural and artistic events and the scene of the many congresses coinciding with the Exhibition. Daily conferences, concerts and theatrical and ballet performances will be held there. The south wing will house an exhibition of paintings from Swiss collections, entitled "Swiss Collections and European Art". At the Palais de Rumine there will also be an exhibition of "Swiss painting through the Ages".

**PLEASE NOTE** that an illustrated folder of the Swiss National Exhibition may be obtained free of charge from the Swiss National Tourist Office, London.

## CORRECTION

We have been asked by the Swiss National Tourist Office to correct a statement which appeared in the last issue of the "Swiss Observer" under "EXPO 1964". The railway fare reductions are available to anybody — Swiss or other nationals. The only formality attached is that tickets have to be stamped at the EXPO in order to be valid for a return at reduced rate.

The free-of-charge telephone call from the EXPO is, however, limited to Swiss nationals (including dual nationals).