

Swiss national exhibition : Lausanne 1964

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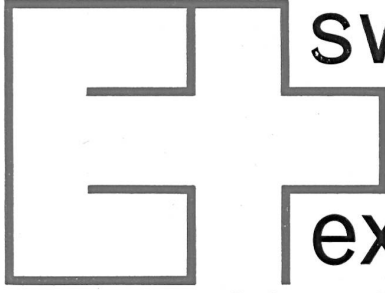
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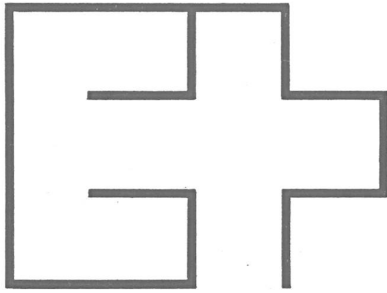
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swiss
national
exhibition
lausanne 1964

TO PRESENT ON LAND AND LAKE
A TRUE PICTURE OF OUR NATION
TO UNITE TWENTY-FIVE SOVEREIGN
REGIONS IN JOINT ENTERPRISE
TO REMIND EACH MAN
OF HIS TRUE AIM IN LIFE
TO SEEK IN THE PRESENT
THE PATTERN OF THE FUTURE
TO FORGE NEW LINKS
WITH THE NEW EUROPE
TO STRIVE TOWARD
WORLD SOLIDARITY
TO SPUR SWITZERLAND ON
TO NEW FAITH
AND ENDEAVOUR



From April 30th to October 25th, 1964 — by a process of condensation almost unique in the world — the whole of Switzerland will be on display, in a beautiful setting of greenery, water and sun, on the outskirts of Lausanne.

In an area of 6,050,000 sq. ft. — the site that has been prepared for the last four years by amazing feats of architecture and civil engineering — the visitor will be able to see more of Switzerland in a day than he could hope to discover for himself in many weeks of travel:

the activities of a whole nation, its town-planning, its industry, its craftwork, its home and foreign trade;

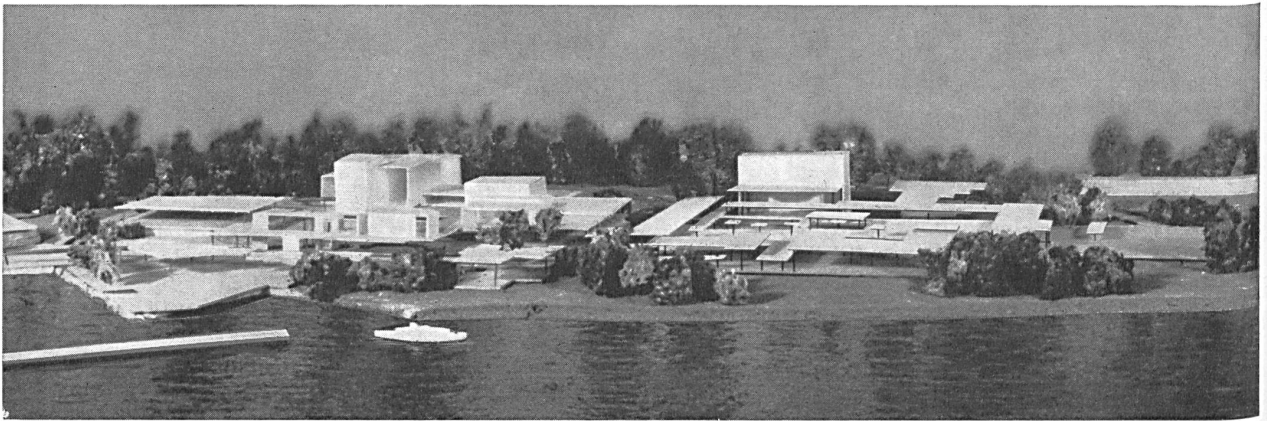
its political, economic and social structure;

its history;

its integration in Europe and the world;

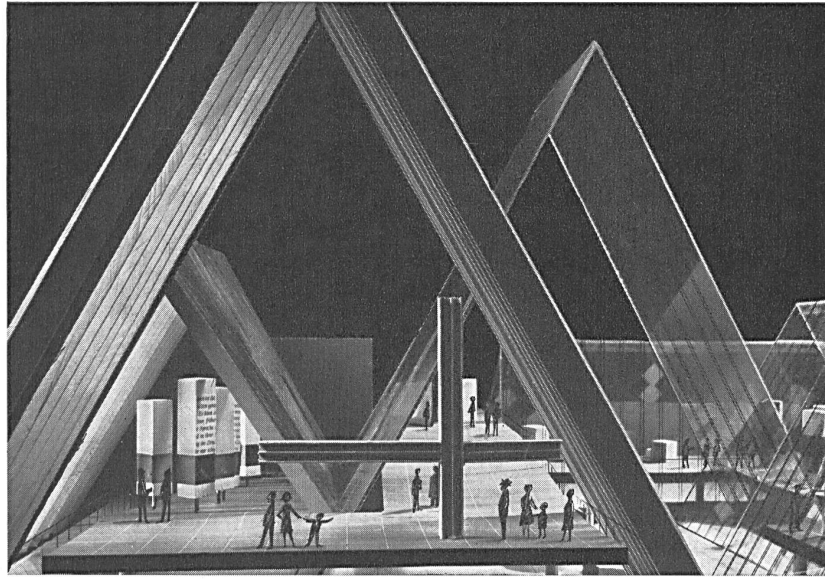
its customs and beliefs;

in a word: a synthesis of Switzerland.



However, what distinguishes the Swiss National Exhibition from any other is its dynamism. Far from being content with giving only an analysis of reality, it is attempting, by dint of bold and fruitful research to discover — in all fields — what is required to build the Switzerland and the world of tomorrow. By this concerted effort on the part of a whole nation, founded on the past, based on the present and directed toward the future, it scans and points out the path to be followed — in short, it helps to prepare the future.

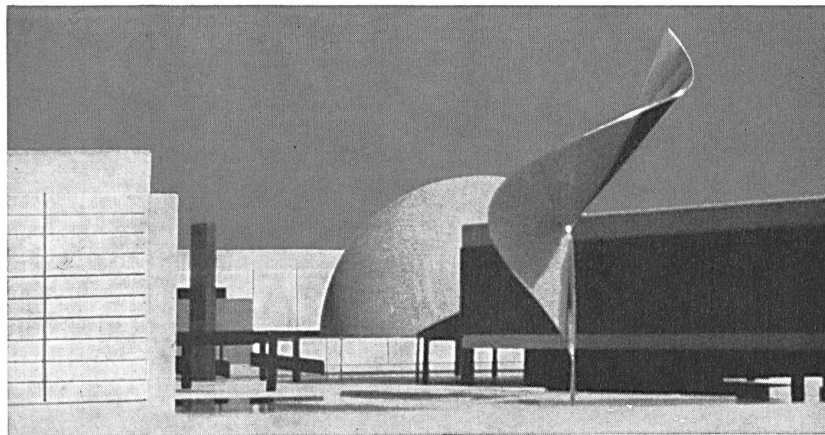
The 13 to 16 million visitors expected in Lausanne will not be content only with looking: they will feel themselves caught up in the movement and carried away in the general enthusiasm. They will study the ideas and the projects suggested by the Exhibition. Numerous political, cultural and religious events of national or cantonal importance will arouse the greatest interest among all sections of the population, from all parts of the country. National and international congresses will also find in Lausanne (the centre of a vast road, rail and — via Geneva or Zurich — air network connecting it with the whole of Europe) huge, well-equipped premises and facilities, a pleasant climate and, above all, the invigorating presence of a nation joining its forces for one thrilling moment of its existence. A Switzerland in miniature, the 1964 National Exhibition has been built on a series of perfectly proportioned terraces rising from lakeshore to the highest level.



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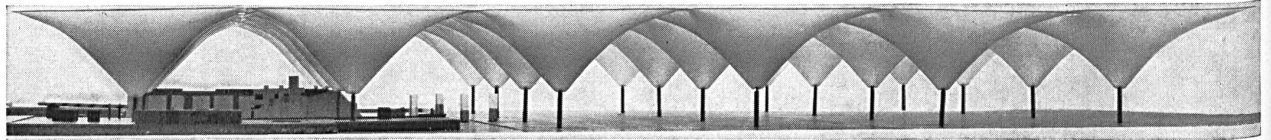
The architect was largely inspired by the relief of the land. He has reshaped the valley of the river Flon, which flows gently down to the lake — to the west of Lausanne, the capital of Vaud: here is the general part of the Exhibition, showing the history of Switzerland (from her early beginnings down to modern times), her present (a day in Switzerland), her future (education and teaching, dissemination of news, the organization of the city for the spiritual, cultural and economic vitality of the country, links with the rest of the world, the exercise of democratic liberties in the cause of a happier future). But the architect has done much more; in the full flight of his inspiration, he has poured over 26,000,000 cubic feet of soil into the lake, extending and re-fashioning the sweeping curve of the shore to suit his overall plan, and preparing it for the reception of the sectors:

L'art de vivre
 Communications and Transports
 Industry and Craftwork
 Trade — Soil and Forests.



3

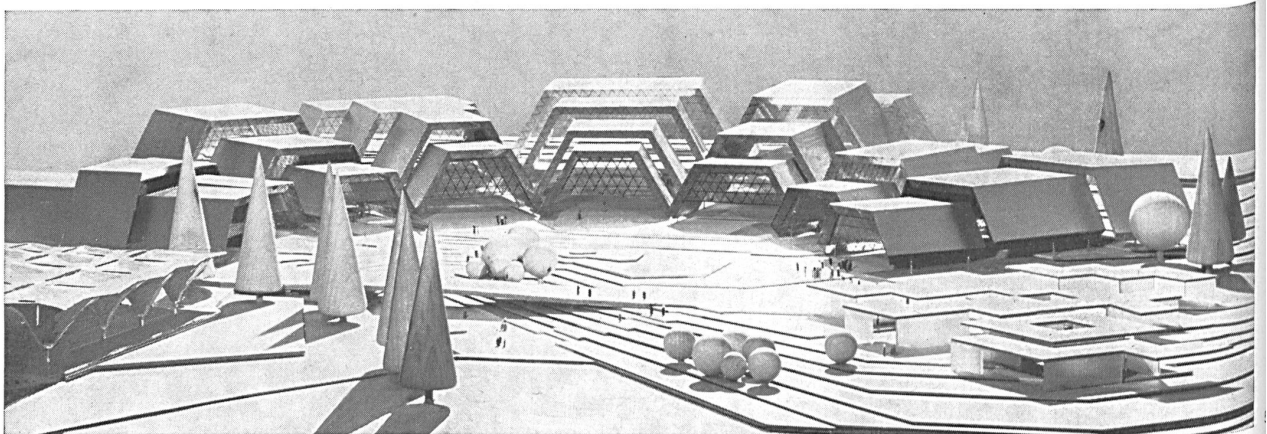
Figures 1 to 5:
 lay-outs of various sectors



In its own way, each of these sectors illustrates the general theme of the Exhibition: "Have Faith in and Work for the Switzerland of Tomorrow". But each sector is focussed on its own theme and consequently forms an architectural whole.

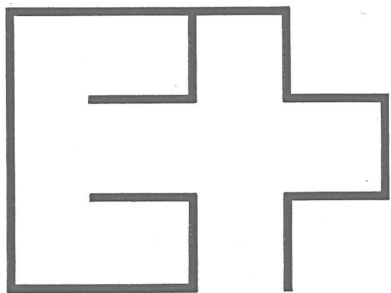
Whether approached by road, rail or water, the Exhibition has the appearance of a vast terraced park. One by one — each as unexpected as the last — different views of the Exhibition will be revealed to the visitor. Both rapid and detailed visits have been planned. New means of transport will enable visitors to tour the different sectors in comfort and without getting tired. Spacious areas of calm and quiet have been created round shady pools and fountains where visitors may relax and rest. Elsewhere a permanent whirl of music, lights and gaiety is provided for their amusement and entertainment. And finally, the Palace of Beau-lieu will offer them its special exhibitions and theatrical performances.

Far-sighted and relaxing ; harmonious and serene, the National Exhibition will be the image of what Switzerland herself is striving to become.



Swiss National Exhibition

Lausanne, from April 30th to October 25th, 1964



For further information outside of Switzerland

Information about the Swiss National Exhibition — Lausanne 1964 — may be obtained abroad from Swiss diplomatic missions (embassies and legations) and consular posts (general consulates and consulates), from Swiss Chambers of Commerce (SCC), branches of the Swiss National Tourist Office (SNTO), the Swiss Office for the Development of Trade (SODT), the Swiss Air Transport Company Ltd. (Swissair) as well as from travelling offices.