


# NEW YORK WORLD'S FAIR '64-'65

*Pavilion of American Interiors*





*It's Here...* the Wonderful World of Homefurnishings, the PAVILION OF AMERICAN INTERIORS, dedicated to the Home of Tomorrow whether it be a modest five-room bungalow, a studio apartment, or a multi-room mansion by an avant garde architect.

Heiress of the homefurnishings industry, the American woman inspired this imposing Pavilion extending two city blocks. Here is a magnificent showcase devoted exclusively to the exhibition of furniture, fabrics, floor coverings, china, lighting, silver, fibers, paint, kitchens, decorative accessories, and push-button equipment... the epitome of modern living.

*The first major presentation for the home in its entirety*

...from living room to laundry with more than 120 exhibitors... famous authorities on trends for the home.

Four years of planning and \$2,300,000 have gone into the creation of this uniquely designed building with 40,000 square feet of display space housing the work of America's finest manufacturers, designers and craftsmen... artists representative of "Who's Who" in homefurnishings.

The Pavilion was designed by Thomas H. Yardley, architect, in association with John Vassos, a well known industrial designer. The Pavilion's tri-circular architecture represents a new approach to psychological planning. The central building, circular as are its two wings, provides the ultimate in display appeal for both the exhibitor and the visitor. Spacious corridors permit leisurely viewing of pictorial displays that recount the many faceted and absorbing story of the well planned home.

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# Enter the Pavilion

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through the first of its two circular wings... pause before the first exhibit of two of the country's leading manufacturers... both showcases of new materials for the home... continue on to the main Pavilion where the conceptions of America's leading artisans are on display.

## Next, to the Second Floor

to find a fascinating group of 14 rooms representing interiors indigenous to as many areas of the United States created by members of the American Institute of Interior Designers, men and women whose names are synonymous with decoration achievements. Here you'll find almost limitless suggestions for the well-dressed room no matter what your home section of the United States. Here, too, are deftly executed vignettes introducing the important picturama of accessories... china, lace, pottery, fabrics, lamps, blinds, and a major exhibit by one of the country's leading silver manufacturers.

## Arriving at the Third Floor

enjoy the "pause that refreshes" in one of the observation lounges planned for rest and relaxation. Here in the arms of a comfortable chair you will have a bird's eye view of the Fair through the Pavilion's shining walls of glass.

## Resume your Adventure

into the *Home of Tomorrow* with a visit to interiors sponsored by two of the country's great department stores. Experience the excitement of encounters with unusual uses of wood and a new push-button wonderland of equipment for home care and operation.

## The Fabulous Fourth

On this floor are the editorial exhibits and the Pavilion's superbly cuisined restaurant and friendly bar, with a panoramic view of the the entire Fair. Acquaint yourself with the scope and vitality of American craft expressions in the Museum of Contemporary Crafts exhibit... study the winning furniture models in the "Design for Better Living" contest presented by the Fine Hardwoods Association... see the International Design Awards chosen by the American Institute of Interior Designers.

...And so with this thumbnail picture of the *Wonderful World of Homefurnishings* we invite you to THE PAVILION OF AMERICAN INTERIORS... one of the great adventures of the New York World's Fair 1964-65.

Admission, 50¢  
(children under 12, free)

