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FOR: SWISS PAVILION WATCH EXHIBITORS, INC.  
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FACT SHEET

THE SWISS WATCH PAVILION

The three striking structures that constitute the Swiss Watch Pavilion at the 1964-65 New York World's Fair have been created by New York architect John O'Brien.

O'Brien has imaginatively translated the spirit of an architectural tradition indigenous to Swiss towns and villages into a concept that is redolent of the tiny Alpine nation, and at the same time refreshingly original.

The high-peaked white buildings house a multi-million-dollar collection of Swiss watches, some 2,000 timepieces exhibited by 17 of Switzerland's finest watch manufacturers. They are: Benrus, Favre-Leuba, Girard Perregaux, Helbros, Huguenin, Incabloc, International, Le Coultre, Longines, Mido, Movado, Omega, Patek Philippe, Rolex, Tissot, Vacheron & Constantin, and Zodiac.

The collection is arranged in attractively designed showcases placed throughout the units. Each case comprises the display of one manufacturer.

The visitor, passing into the pavilion, is drawn by the interior layout through a comprehensive tour of the exhibition, emerging from the pavilion without the necessity of retracing his steps.

The white-walled exterior of the pavilion is adorned with the frescoes of Swiss artist Victor Ruzo. His 15-foot brush strokes depict the history of Switzerland from 1291 A.D., the year the country instituted its democratic form of government.

Ruzo's fresco work revives the ancient Swiss custom of decorating the exteriors of private homes with scenes from Swiss legend and history.

The artist has earned a reputation in Switzerland as a painter of children. Among his notable subjects have been the children of Charlie Chaplin.

Adjacent to the pavilion proper is a small glass-fronted structure housing a marvel of Swiss horological technology -- the Swiss Time Center. The Center, with its complex of high-precision time measurement devices, serves as the official monitor of time for the Fair. Impulses from the Center control the ten Swiss Clock Towers on the exposition site.

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