

UNISPHERE

© 1961



PEACE THROUGH
UNDERSTANDING
UNISPHERE PRESENTED BY
U.S. United States Steel

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION
INTERNATIONAL EXPOSITION AT FLUSHING MEADOW PARK
FLUSHING 52, N.Y. • TELEPHONE AREA CODE 212-WF 4-1964 • CABLE ADDRESS "WORLDSFAIR"

ROBERT MOSES
PRESIDENT

NEWS:

May 24, 1965

REFER INQUIRIES TO:

Joyce Martin -- WF 4-6543

FOR IMMEDIATE RELEASE

NEW YORK WORLD'S FAIR, May 24 -- Resplendent ceremonies, attended by dignitaries from the Mexican Government and the Fair Corporation, will officially reopen the Mexican Pavilion on Tuesday, May 25, at 6 P.M., for the second and final season of the Fair.

About three-quarters of a million dollars has been spent to re-design the pavilion and its exhibits for 1965, to show the world that "Mexico continuously pursues its quest for excellence." What has emerged is a treasure house of the arts portraying a magnitude and opulence which should make this pavilion one of the outstanding at the Fair. And all of its attractions are free of charge.

The President of Mexico has designated Octaviano Campos Salas, Secretary of Industry and Commerce, and Agustin Salvat, Minister of Tourism, to represent him. Other Mexican officials who will attend the ribbon cutting ceremonies include Hugo B. Margain, Mexican Ambassador to Washington; General Alfonso Corona del Rosal, Secretary of National Properties; Francisco Cuevas Cancino, Alternate Representative to the U. N., and the Consul General in New York, Eugenio Pesqueira.

Senora Guadalupe Borja de Diaz Ordaz, wife of Mexico's President presently visiting in Washington, will head the list of distinguished guests.

Also participating in the ceremony are Robert Moses, Fair President, Governor Charles Poletti, Fair Vice President, International Affairs and Exhibits, Jorge Canavati, Commissioner General of the

(more)

FROM: Wm. J. Donoghue Corporation
10 Columbus Circle, N.Y.C.

- 2 -

Mexican Pavilion, and Fernando Gamboa, internationally renowned curator and art historian who conceived and organized the pavilion's exhibit.

One of the pavilion's outstanding innovations is a free, hour-long show, staged four times a day at the lagoon surrounding the pavilion. Members of the Ballet Mexicano de Carlos Aguilera, present folk dances from various states of Mexico. Lavishly costumed in the dress of the region, their performances range from the slow and stately to gay, comic dances and include such numbers as Danza de la Pluma, El Zapateado and El Jarabe Tapatio. Also on the program is an unusually agile rope-twirler, a trio and mariachi, dressed in silver-trimmed charros whose corridos and other folk songs reflect the life of the people. Held over from last year, are the fantastic "Voladores", five Totonacas Indians who recreate an ancient pagan ceremony, an invocation to the God of Rain. Dressed to represent eagles, they ascent a 114-foot pole from which, suspended by ropes they spin in ever-widening circles, in imitation of swooping birds. As they descend, their chief, to prove his courage, dances and plays a primitive drum and flute on a small 20-inch platform atop the pole.

The pavilion's fine art exhibit represents 2,500,000 years of Mexican civilization and the more than 100 paintings, sculptures and artifacts, displayed under a 35-foot high glass domed roof, mark the first time Mexico has permitted the export of its art treasures on such a scale to any part of the world. The exhibit's unusual scope ranges from priceless antiquities to highly abstract, nonrepresentational contemporary works.

Statuary loaned by Museums of Anthropology in Vera Cruz and Mexico City are reminders of the prehistoric days when great Indian civilizations flourished in Mexico. Heads executed in basalt and andesite suggest the sensuous feline features of the jaguar worshipped in the Olmeca culture; the many aspects of Quetzolcoatl, main diety of Toltec mythology, are portrayed in larger-than-life size limestone figures; statues of granite and volcanic rock recall the era when Aztec culture reached great heights, and a finely detailed stele,

(more)

sheds light on customs among the Mayans whose profiles bear a startling resemblance to subjects of ancient Mediterranean art works.

The collection of Colonial treasures exemplifies the artistry of Indian natives in adapting Spanish art forms into something distinctively Mexican. Many of the religious pieces have been loaned by small villages in whose churches they were housed. The agonies of the crucified Christ are portrayed in polychrome wood figures with almost shocking realism. Reflecting the vast mineral wealth of the country are dazzling, ornate hammered silver and gold altar pieces and a magnificent example of gilded Mexican Baroque. A painting of the Count of Galvez by Brother Pablo de Jesus anticipates contemporary art techniques by some 200 years.

The bold brilliant style developed by Mexico's contemporary painters depicts the history of their nation and interprets contemporary life. Orozco is represented by five paintings based on Mexican history; there are four works by Siqueiros, both abstract and representational; two oils by Diego Rivera - Mother Earth and Dolores; and a huge mural by Tamayo, the Beginning of a New Race, which depicts the fusion of Spanish and Indian strains resulting in today's Mexicans. Additionally, contemporary sculpture surrounds the pavilion's exterior.

On a balcony above the art collection are examples of today's folk art, the work of Mexican craftsmen which has won world fame for its craftsmanship and artistry. Included is exquisite silver from Taxco, fine, vari-colored blown glass from Guadalajara, beautifully designed terra cotta from Jalisco and the satiny, burnished black earthenware typical of the region around Oaxaca. Eye-catchers are paper mache skeleton heads, "Judas" figures used in religious festivals and the terra cotta candelabra, "Trees of Life," painted in a fresco technique.

And if superb culinary accomplishments attain the status of art, Manuel Santa Maria, the restaurateur of the pavilion's modestly priced Fonda Santa Anita restaurant is striving to produce masterpieces, proud of the fact that he was selected by the Mexican Government to introduce his country's savory staples to the "world travelers" in the Fair's International Area.

#

146 DAYS TO CLOSING