Changing the World’s Perception of the Place of Seattle

Places often have icons. Seattle’s most famous icon is the Space Needle which was created specifically for the 1962 Seattle World’s Fair. This fair changed the way the world described the place of Seattle forever.

Directions: Read the excerpts from *The Future Remembered: The 1962 Seattle World’s Fair and Its Legacy* by Paula Becker and Alan Stein. Examine one of the brochures and maps used to market the fair, and respond to the questions. (Note: teacher may want to project the two images)

Extension: Read the script *Century 21 Theme Show: The Threshold and the Threat.* How does this script portray the place of Seattle?

Century 21 Exposition—the 1962 Seattle World’s Fair—was called into being by civic leaders with a vision who would not hear “No.” Their dual purpose: to celebrate their city while stimulating its growth, and to create the enduring legacy of a permanent civic center, which became the Seattle Center. (page 8)

The Century 21 Exposition laid hopeful, confident, impetuous claim to that future—a future ginned up from science-fiction mystique mixed with cutting edge science, peopled with newly emerging heroes like John Glenn and other pioneers of the New Frontier. The fair’s present was replete with food and fun, with entertainment that spanned the gamut from Gracie Hanson’s beloved if brassy burlesque to the highest-level performing arts culture Seattle had yet enjoyed.

Seattle boosters, business leaders, elected officials, and finally, everyday citizens branded their bold undertaking America’s Space Age World’s Fair—at once staking claim to the country, the magnitude of space, and the whole wide world. Never again would Seattle be discounted. (Becker and Stein page 9)

What were the “dual purposes” of the civic leaders?

What do you think the authors meant by writing the following sentence?

*Never again would Seattle be discounted.*
UNIT SEVEN Worksheet
Lesson 3
THEME Place: Changing the World’s Perception of the Place of Seattle

What image were the civic leaders trying to change about Seattle?