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Washington, D.C. Presentation

SCRIPT NARRATION

CENTURY 21 THEME BUILDING PROJECT
Twenty One. The city of Seattle, having completed its World's Fair, is about to turn its attention to an international exposition of the century. This exposition, the United States' exposition, will take place in Seattle. The site selected is a tract of land located near the Olympic Mountains and the Pacific Ocean. The site is over 1,000 acres in size and is surrounded by beautiful scenery.

The exposition will be open from April 1st to October 31st, 1962. During this time, millions of people will visit the exposition to see the displays of industry, agriculture, and technology. The exposition will feature a variety of exhibits, including a large greenhouse with tropical plants, a model of the earth, and a replica of the ancient city of Rome.

The exposition will also feature a variety of cultural events, including concerts, plays, and art exhibitions. The city of Seattle has already started to plan for the exposition, and many local businesses have already begun to prepare for the influx of visitors.

In conclusion, the exposition of the century is an exciting event that will bring people from all over the world to Seattle. The city is preparing for this event with enthusiasm, and it is sure to be a memorable experience for all who attend.
Techniques answer the prime question man is likely to ask about the future:
The elevated, integrated theme story which in varied exposition
depicts the problems and premises of man.

The use of myriad regular forms or crystal cluster elements extends
understandable physical symbolism.

Designer's intention is to successfully translate this concept into reality.

The system developed to collectively progress toward a finer, richer existence. The
system's future is hopefully a controlled, organic growth of an organized
structure, space, atmosphere and exhibit techniques.

and showmanship, subjects selected to new and unique experiences in
static philosophy and technology of man, and from the standpoint of desgin
man's culture must be housed in a nebula which visually receives the never
projection of the organic interdependence of thoughts, hopes and dreams of

Man's questions, ideas and technology concerning the future are inter-
hundred and fifty foot space Needle Restaurant.

the tallest structure on the exposition site with the exception of the live

The building is eleven stories high at the center of its peaked interior,

permit a freedom of circulation and traffic flow from and to adjacent exhibits.

Entrances and exits located at all four sides of the Theme Building

housing the participation of nations ranging from Canada to Yugoslavia.

The plaza area surrounding the theme structure is served by a primarily
Thus, while the elevated theme exhibit will, for example, in its area tomorrow,

In far greater detail, their individual contributions to the technology of the
attention circulation patterns, affords participants the opportunity to display
the ground floor level. This area, larger in size and optional in attendance
Exhibit, attendance will, by means of a broad descending ramp, filter down to
after spending approximately a half hour in the time-cycle controlled Theme
location of the theme story line structure, creates a prime focal point; but
patterns are, therefore, a vital consideration. The dominant design and
Visit Century Twenty-One's Theme Building at peak hours. Circulation
Estimates indicate that some three thousand spectators an hour will
-environments experienced in the theme exhibit.
and developing products and services essential to the fulfillment of the
Exhibit, or other industries and organizations manufacturing, researching
nates from either industries and associations participating in the local theme
The sponsorship of these more definitive ground floor exhibits or
- the exhibit.

Thus the exhibit, to advancing the solution of man's needs, in support of the thematic story
takes displays of developments and research, products and services, dedicated
Thus the ground floor of Century Twenty-One's Theme Building can-

responsible for the environment of the future.
industry and design developed to the expanding needs of man and collectively
live exhibits depicting advanced technology of American and international
recreation and leisure time? - must be researched and supported by design.

"How do I live, move, work, communicate, eat?! What about education?"
The integrated story, the theme structure is developed to dramatic technology of transportation, collectively contribute to the inescapable more rapid, efficient and economical actual advanced prototype products and developments which individually and material, the ground floor exhibits will frequently in full scale, display intra and inter-community, national and international movement of men and
This thesis must be dramatized, not only through exhibit content and
but are complexes, mutually dependent, one upon the other, for fulfillment.
that the applications and accomplishments of man consist of no single area,
the monumental proportions of the Theme Building, as constant reminders.

The open areas afford spectacular views of ground floor displays and
exhibits.

completely separate from the supporting, more definitive ground floor
local point in the world of Century Twenty-One, it is never an experience
while the controlled circulation, time-cycle thematic exhibit is the

The poetry of the never static progress of man.

Conditioning essential to the theme, the ever-present epic of tomorrow
are designed to accommodate and extend the physical elements and emotional
appearance and technical facilities of the local story line structure.
man, citizen of a mature, peaceful and plentiful universe, Century Twenty-One.
fullest distributors, creating his own greatest potential, himself, a universal
endeavors toward total world industrialization, whose mass production and
assemblies line of man's
guest of physical frontiers. He will witness an "assembly line" of man's
this fulfillment of the future, the mastery of machine and matter and the con-
In the geometric acceleration of the theme structure, man will preview

techniques, production and structural engineering.
in cooperation with nationally recognized consultant experts in communication
contract responsibilities of the industrial designers, Donald DeSkey Associates.
patton, construction and operation for this integrated local exhibit, are the
production techniques, concept, design, coordination of industrial participants.
of peeking through keyholes to the future. The creative components and
most valid techniques to afford spectators a varied and stimulating experience
Theme Exhibit, is recognized as one of America’s outstanding film documents.

Robert Snyder, producer in charge of media and technology for the present Director of the Pennsylvania’s School of Communications, American cultural philosophy, author of "The Seven Deadly Arts," and Donald Dekeyser Associates has retained Gilberd Selden, elder statesman of philosopher and script writer for Century Twenty One’s Theme Exhibit.

These at best, must be determined by outstanding creative intellects. As the thought process of man’s future environment, a hazardous

American industry.

Factory products and packaging design constitute a veritable blue book of commerce. Office of International Trade Fairs, Dekeyser makes sure in the fields of commerce, International Trade Fair, under contract to the U.S. Department of Greece, International Trade Fair, government’s participation at the Salonika, Nineteen Thirty Nine and Forty. For two consecutive years, Donald Dekeyser and Thirty Four Century of Progress and the New York World’s Fair of major exposition pavilions and exhibits for Chicago’s Nineteen Thirty Three.

Dean of American industrial designers, Donald Dekeyser has created

Asociates.

Theme Building as developed by the project designers, Donald Dekeyser, approved the concept’s design and formula for industrial participation in the State of Washington Commission and Century Twenty One have another.

Geather with effortless patterns leading spectators from one related area to techniques, but through design concepts which create cohesive impact to
include the logotype or trademark of industrial or organizational participants.

exhibit of new materials and that the external facets of such modules may

features consisting individual components will in themselves constitute an

it is conceived that the variation of facades, modules, plastics and other

transparent, effects an infinite variety of exhibit and display techniques and

Furthermore, each module, the skin of which may be opaque, transparent or

a structural system which is practical in meeting construction schedules.

or construction determined by space and circulation demands, thus providing

silicon. From a practical standpoint, this affords opportunity for expansion
design of repetition of modular forms arranged in dynamic geometric compro-

Basically the cluster-like structural system, has as its foundation the

geodesic principles and many other prototype space frame systems.

the world, advanced structural systems based on Buckminster Fuller’s

modular arctheoretical structures, synergistic has engineered, the project

ideals of synergistics incorporated. Practical producers of revolutionary

feasibility ergonomics and construction studies are the responsible.

unorthodox but proven ergonomics concepts.

Donald Deskey Associates for Century Twenty One’s Theme Exhibit, involving

The unique modular structural system conceived and designed by

Forty Five.

meetings and founding of the United Nations in San Francisco, in Nineteen

was in charge of programing, special events and ceremonies for the initial

for Time Magazine. Mr. Snyder, under contract to the U.S. State Department,

de Rooning, Buckminster Fuller and Igor Stravinsky, as a special project

awarded and a series of films on American creative thinkers including William

Hidden World,” recent recipient of the highest international monetary Ffilm
poaring exhibitions on the ground floor will pay one dollar per square foot per
exhibit, will be underwritten by sponsors of specific areas at cost. Sup-

tion or personal supplemental contract and production in the thematic
area they sponsor. In addition, any special interpretations, equipment, produc-
area of the exposition, plus an equal amount for utilities and maintenance for the
doctor per month per square foot, totaling six dollars for the operation period.
and operation of the integrated theme story line exhibit on the basis of one
and operation of the integrated theme story line exhibit on the basis of one
Theme Building participants will however contribute to the production
room experiences not inherent in the theme itself.

compartments of products and consumer goods and consumer products show
environmental theme of the Twenty-First Century. Thus, excluding exhibits of
logically and design developments of selected participants consistent with the
- initial basing, the criteria for which is determined by the advanced tech-
level of U.S. and international sponsor, ship, all exhibits will be on an invited-
Building will not be on a space rental basis. In order to achieve the highest
an approved policy determined that exhibit participation in the Theme
is underwritten in total by the State of Washington. Century Twenty-One has,
The $4 million dollar World of Century Twenty-One's Theme Building

design or structural alteration.

ion of any one or group of modules can be accomplished with a minimum of
Through this practical construction concept, the addition of surface-
structural metal may constitute effective exhibit participation for
metal, light control and content will vary. The light weight space frame
module is composed of identical structural elements, through textures, color-
As a multiplication of a feasibility engineered formula, each cluster

- 8 -
The World of Century Twenty One's Industrial Contract Programs will mean and production of major domestic and foreign industrial corporations as man's future environment is created by the cumulative research, development and technological advancements of industrial technology. Thus the environment of Century Twenty Man's future will be, for the most part, determined by the collective

(c) Installation, reassembly and run-through prior to operation.

(d) Final cutting and scoring.

(c) Supervision and coordination of story line material.

(c) Collaboration.

(b) Final production script and treatment through sponsor.

(a) First outline and technical treatment.

To line and production schedules based on the following phases: to line and production schedules based on the following phases:

- It is equally essential that an executive producer be designated the reason for varying interests and attitudes into a dramatic entity of maximum impact.

- Production schedules be maintained in order to successfully integrate these production schedules with individual viewpoints. It is therefore essential that realistic

- Century One's theme exhibit is more complex as it is dependent on a number of factors to competition and is dependent on a single sponsor.

- A major motion picture requires approximately two years from concept.

- Of individually sponsored exhibits, own costs of design, construction, operation, personnel and ultimate removal of individually sponsored exhibits.

- A month or six dollars for six months for utilities and maintenance plus their
more plentiful and rewarding environment for the dignity of man.

on the dedication of all enterprises, united by total motivation in creating a
dimension, what single eternal beacon holds brighter promise than the future, based

conflict and destruction and his present is transformed by anxieties and frustra-
tion, otherwise would be negative and since man’s past has been subject to

promotion and commercial interests of individual and collective sponsors. To

eighteenth and celestial alike and thus directly advance the image, institution

ability, then indeed the total impact can not fail as a bright beacon for par-

by the collective vision of this entrepreneur and his potential is his own reason-

One, even in small measure suggest that man’s collective future is determined

If the integrated and support negative exhibits of the World of Century Twenty

Kind lives by hope.

- temple of the aspirations of man, optimistic certainty, but surely all men-

This then is our concept of Century Twenty One, Theme Exhibit, a

on results obtained by the project’s industrial contact program.

completed by not later than mid-April, Nineteen Sixty Six, and are consistent

short and final detailed construction drawings and specifications must be

structural elements for the theme story, time exhibit are practical. Time is

studies establish that work schedules for completion of the

partition as well.

of the overal thematic concept but for every phase of individually sponsored

immediately thereafter. This lead time is essential not only for the success

One, and details covering these exhibits must be finalized

floor support exhibits be assured by not later than June. Nineteen Sixty

scheduled to continue that content and financing of all elements other than 8

intensive time schedule, as construction and theme story production