

RAMBUSCH • DESIGNERS, CRAFTSMEN AND LIGHTING ENGINEERS

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August 7, 1963

Preliminary Specification for:

Re: Your No. FIR-134099
FORD MOTOR COMPANY EXHIBIT
NEW YORK WORLD'S FAIR - 1964/65
Flushing, New York

ENTRANCE:

At the entrance is a stainless steel handrail running up to the first exhibit. Over this rail shall be some metal relief lettering, approximately 6" high, with another stainless steel rail continuing down to the exhibit with a model of a small car attached to the end.

EXHIBIT NO. I:

The feature would be a large hand-wrought and textured, natural bronze, sculptured piece which would have a few pieces of colored, faceted glass set into it. This element would be carefully made by a master craftsman, interpreting the model. This piece will revolve. There is, also, a second smaller element, similar to the first. Also, the stainless steel hand-rail has continued into the exhibit. We will mount the two cars provided. We will paint and stipple all the walls, floor, and ceiling with selected blue and red-violet pigments so that there will be a depth of color in the wall and there will be a series of mounted lights, keyed to a timing device which will play the colors from blue to red-violet and certain color spots will pick out the models.

EXHIBIT NO. II:

Here again, we will paint and stipple the walls the selected colors and we will develop the lighting system which will bring out the features specified and be ever changing. We will mount the two models, given us, and arrange for the forward one to revolve. The jet of air can whistle from below this forward model, if desired. The main feature is the giant, geodesic screens which would be constructed in iron with textured and wrought surfaces which we would finish with aluminum leaf which could be glazed, as desired.

(continued)

EXHIBIT NO. III:

The main feature here is a waterfall. The model calls for a thin sheet of water to fall over a 10 foot high by 24 foot long worked-plastic, simulated waterfall. The waterfall has lights behind it. This we could do. However, our expert on these matters, who recently developed and made the fountains at New York's International Airport at Idlewild, and who, last week, sent three fountains to the Royal Hawaiian Hotel, in Honolulu, for the Ford Motor Company Convention, tells us that a much finer way would be to build a slightly sloping wall, of the same dimensions, out of a solid material and then have a sheet of water run over this, placing certain obstructions in the way of the water. This flow of water should be lighted from below and in front. Our consultant feels that such a natural waterfall would be an infinitely finer interpretation of the model than to run the water over a plastic sheet. Our price would also include this type of waterfall. We have, also, included the mirror, suspended over the waterfall, which would be made in the largest possible pieces so that we would have the minimum number of joints. We have also included a series of fine water jets in the foreground. The models would be mounted, as shown, on metal rods passing across the opening. However, in accordance with the instructions of Mr. Miller, we have not provided for these models to move. Naturally, we have provided for the recirculating of the water in a proper way and for the lights, which would vary from blue-violet to green, and for whatever finish would be needed on the two adjoining walls.

EXHIBIT NO. IV:

Here, again, we have provided for a painted and stippled wall finish, which will have depth, and, for the lighting, which will have a very cold blue feeling. The main feature will be a series of crystal-like stalactites which will hang down from the ceiling and which will be lighted in unique ways. Perhaps these stalactites could be made in Lucite and our woodcarver could carve them with his chisels and, afterwards, buff certain areas so that it would have an appearance much like an icicle. There is black glass on the floor. Again, this glass floor will be obtained in the largest possible pieces to have the minimum of joints. We will also develop a very thin, diaphanous vapor-like material which will lie on the black floor area and which will have a subtle movement.

EXHIBIT NO. V:

Again, we would paint and texture the walls a selected color which would vary from front to back to create the feeling of depth. We would then place in the giant cone-like coil, which would be made of aluminum and which would have its own natural finish. The aluminum would have a brushed or polished finish so that the revolving light would be picked up on the surface of the metal. We would mount the models provided and have our lighting engineers study the problem in order to achieve the most successful lighting results.