



A PROUD HISTORY



The Eiffel Tower

From 1851 to 1904, the world saw a series of World Expositions held in the great cities. Remembered by symbols such as London's Crystal Palace, the White City at Chicago's

Columbian Exposition, and the Eiffel Tower in Paris, these fairs set the tempo of their times. World fairs ushered in the industrial age, guiding and focusing several generations of engineers and industrial leaders while drawing in millions of curious consumers to learn what this new age of railroads and telephones and lights and cars could do for them.

The World's Fairs were early models of how to run our cities. Large lighting systems, electrical plants, telephones, mass transit, and most of our transportation and communication systems were nurtured



The 1900 Paris Exhibition

in these environments that focused large groups of people on one event. A typical World's Fair built a model city, with pavilions for different countries, large exhibitions of agriculture and industry, and a host of cultural events. These miniature cities became the model for the world around them, dramatically influencing the development of London, Paris, New York, Chicago, San Francisco, and the other cities where the World's Fairs were held.

PAST, PRESENT & FUTURE

World fairs have ushered in the industrial age, forged the destiny of their host cities, and advanced the global economy. Will they continue to have such an impact in the information age?

A LEGACY

World fairs were entertainment, but they were also serious construction sites. At the **Philadelphia Centennial Exposition** in 1876, the two-story was the largest ever made and powered over 13 acres of machinery. The 1,000-foot-high **Eiffel Tower** was almost twice as high as the **Washington Monument**, which was completed only 36 years earlier.

World's fairs altered our landscape and taught us what is possible. They left us a legacy. Even today, the Eiffel Tower, with twice as many visitors as the Louvre, remains the symbol of Paris. What will be the symbols of the global village and the information age?



The Corliss Steam Engine

EXPO 2000



Although telecommunications technology has helped to make the world a smaller place, World Expositions have lost none of their

appeal. The challenge of hosting a World Exposition still remains highly attractive. In the year 2000, international attention will be focused on Germany as they host their first-ever world's fair, **EXPO 2000**.

One of the most interesting aspects of EXPO 2000 is the project "**Virtual Expo**," which will transport the World

"Vitrine da aldeia global: A Internet sedia a Exposição. Universal de Era De Informação."

— ISTOÉ, 27/9/1995 (Brazil)—

Exposition into the "virtual world" of the computer networks, thus opening up a whole new dimension. Virtual EXPO is both an electronic information system and an innovative preliminary EXPO project. The presence of EXPO 2000 in the global Internet will open up an entirely new dimension in the 150-year history of World Expositions.