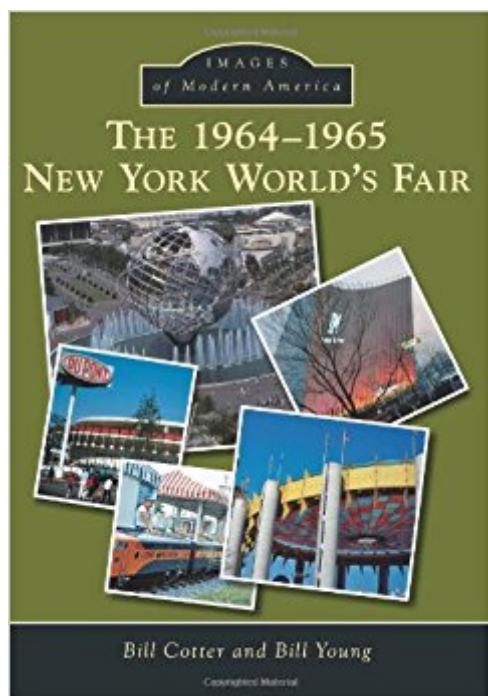


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# 1964-1965 New York World's Fair, The (Images Of Modern America)



## Synopsis

Advertised as the Billion-Dollar Fair, the 19641965 New York Worlds Fair transformed a sleepy park in the borough of Queens into a fantasy world enjoyed by more than 51 million visitors from around the world. While many countries and states exhibited at the fair, the most memorable pavilions were built by the giants of American industry. Their exhibits took guests backward and forward in time, all the while extolling how marvelous everyday life would be through the use of their products. Many of the techniques used in these shows set the standard for future fairs and theme parks, and the pavilions that housed them remain the most elaborate structures ever built for an American fair. The 19641965 New York Worlds Fair showcases the beauty of this international spectacular through rare color photographs, published here for the first time.

## Book Information

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## Customer Reviews

Bill Cotter and Bill Young are well-known experts on the 19641965 New York Worlds Fair and are the authors of two previous books on the subject for Arcadia. Both have also contributed to numerous books, magazine articles, and documentaries on this and other worlds fairs. Parts of their extensive collections of worlds fair photographs and other memorabilia have been displayed at prestigious museums throughout the United States.

Though I have been a fan of Arcadia's "Images of America Series" for quite some time, the series

has always been limited to some extent by its black & white policy only, even in cases where some color material existed. So it was very exciting to see them test the waters here with a color publication, to see if they could generate enough sales to make the move worthwhile. We certainly hope so, because this third Arcadia book on the 1964-65 World's Fair by Bill Cotter and Bill Young certainly shows the value to be gained. It is a gorgeous book, and the move to color has made many of the familiar scenes "new" even to those of us who are long-term aficionados of the Fair. The book starts with an overview of the Fair and then proceeds through each individual section of the Fair showing the details. The color reproductions are superb - and they are not just duplicates of the same angles as in the black and white preceding editions - there is a freshness to the book that is invigorating. The photo selections and accompanying text are very well done - and I suspect a lot of photo cleaning and repairs had to be done to make these 50 year old photos look so good. And for those new to the New York World's Fair, the book is an easy but still complete introduction. Any newbie who tries this out, I believe will soon be searching for their preceding books on not only this Fair but the 1939-40 New York and 1962 Seattle World's Fairs as well. The Fair was a joyful and wondrous place - and this is shown to great impact with the addition of color. For me personally, the best part of a superb book was the final section, "Night Scenes" - which showcases the Fair at its best and most magical time. This small section alone was well worth the price of the book - and I'd love to see a sequel called something like "The Fair at Night", if there is sufficient material out there to support such.

Love this book! Our family came from Asia to the United States on April 22nd, 1964, on the opening day of the World's Fair. We were fortunate enough to live in Forest Hills, Queens, just minutes from the World's Fair, what is now the Flushing Meadows Park. One of the first things we did was to visit the Fair. I have such fond and sentimental memories of the Fair, and subsequently the Park, because I spent so many of my summers there as a teenager. For some reason, I have only a few photos taken during those years. These rare color photos bring back wonderful memories of the years gone by.

Having enjoyed the earlier Arcadia books about a fair that I (vaguely) remember attending when I was 11 and 12 years old, I really appreciated the color photos in this new book, which jogged my memory bank more than the photos in the earlier books. Color photos are particularly useful for events like world's fairs, and I'm glad that Arcadia has managed to do this at a reasonable price. Hopefully other similar expositions will get this treatment, which would also be great for amusement

and theme parks.

I'm old enough that I actually worked at the Fair in '64 and '65. This book and its photos brought back many wonderful memories of the Fair (and a few headaches as well). I even think I could see the windows of my office in several pictures. As I was at the Fair five days a week for almost nineteen months (I worked thru the closed winter months in between the two operating seasons) I got to experience just about everything it had to offer. Wonderful book.

This book is a stunning follow up to an earlier story of this Fair, which featured only black and white photos. The color pictures are striking and will surely kindle memories of those people who attended the Fair

I was lucky enough to visit this World's Fair at 11 years old. I still have an inexpensive picture bracelet that my grandmother bought for me. We saw the debut of "It's A Small World" which was shared with my grandmother that otherwise would have been impossible for us later at Disneyland. If you were there this book will bring back memories.

I went to the fair and the color pictures brought back many memories.

I am obsessed with the 1964-65 New York Worlds Fair, and this all color book of photos is a wonderful edition to my memorabilia collection of the fair. Lots of captioned color photos on every page, just the way I like it. I was at the fair as a 3 year old, unfortunately have no personal memories of it. If I had a time machine, I'd go back and visit the NYWF for a couple days. Books like this are the next best thing.

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