
THE 1982 WORLD'S FAIR™

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YOU'VE GOT TO BE THERE

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by Wade M. Hampton

The 1982 World's Fair will open May 1 in Knoxville, only two hours drive from campus. This is the first World's Fair held anywhere in the world since 1975 and the first major fair to be held in the U.S. since Spokane's Expo in 1974.

The Fair will be located on a 72-acre site along the banks of Knoxville's Tennessee River. Eleven million people are expected to visit the Fair during its 184 days of operation.

Throughout history the World's Fair has been host for some of the world's most innovative creations. At the Paris World's Fair in 1867, aluminum was introduced. At Philadelphia's World's Fair in 1876, Alexander Graham Bell was on hand with the telephone. Also, the first typewriter and Otis elevator were seen. St. Louis, Missouri, 1904: the ice cream cone was introduced. The New York World's Fair saw television in 1939.

And now, Knoxville's World's Fair will have a chance to contribute to the historic archives of great expositions.

"Energy Turns the World" is the central theme of this fair as more than 20 nations from around the world demonstrate advances made in energy technology. Windmills and eucalyptus trees will be seen in Australia's exhibit. Canada's presentation will be based on their theme of "Resource Management Excellence through Technology, Innovation and Conservation." Japan will have walking, talking robots. The United Kingdom will have as its theme, the "post oil" age. The Republic of Korea will highlight "ondol" a unique hot floor heating system that has adaptive uses for cooking. They will also have a master plan and model of a marine city that may be constructed near Cheju Island in the early 21st century.

The exhibit from France will employ a dynamic hexagonal shape symbolizing an actual solar collector in use in France. Mexico will emphasize its emergence as a major oil exporter.

The U.S. will have a six story, \$20.8 million pavilion in which solar power will operate the

building's air conditioning and hot water system. The structure will be crowned by a 5,000 square foot solar collector.

Almost every pavilion will have something in their exhibit about solar power. There will also be numerous corporate displays illustrating science, technology and culture.

Perhaps the most spectacular building at the fair will be the Sunsphere. This structure is 266 feet high and topped with a giant globe that glitters with glass that was manufactured with genuine 24-karat gold dust. It will house two restaurants and two observation decks.

The World's Fair is sanctioned and fully licensed by the Bureau of International Expositions in Paris. The cost of the buildings on the grounds is \$100 million. The interstate highway system in and around Knoxville is being renovated at a total cost of \$225 million. However, the Fair is expected to yield \$400 million to Knoxville's economy.

One-day admission to the Fair is \$9.95 for adults, \$9.25 for those over 55, and \$8.25 for children 4-11. Children under four are admitted free. Two-day admission is \$15.95.

The World's Fair is a great opportunity to see the marvels of our world. "You've got to be there."

If you'd rather leave the car at home, Young Bus Lines of Asheville will be operating a shuttle service the entire 184 days of the Fair. Buses will depart from the Westgate Mall in Asheville beginning 7 a.m. and will leave every 30 minutes as filled. Buses will begin returning in the afternoon until 10 p.m. A security patrolled parking lot will be provided.

The cost of the tickets will include round trip transportation and admission to the Fair. The prices are: adults \$27; senior citizens \$26; children 4-11 \$25. It is not necessary to make reservations; however, reservations can be made by calling 258-0098.