

(1996)

FINAL REPORT

UNITED STATES PAVILION

SEVILLE EXPO '92

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Project Summary

Pavilion: Two 10,000 square feet geodesic domes, 20,000 square feet exhibit hall/office building, 3,000 square foot demonstration home, 12,000 square foot outdoor sports and performance stage courtyard complex, 35,000 square feet of outdoor exhibits and landscaping.

Components: Bill of Rights Exhibit, World Song Theater, Sports and Cultural Performance Court, American Spirit Home, GM Auto Exhibit, Kansas City Exhibit, Peter Max Murals, Sprint Exhibit, Ameritech Exhibit, U.S. Mint Exhibit, DHL Exhibit, All American Sport Shop, Yankee Stadium Restaurant, and Baskin Robins Ice Cream Stand.

Pavilion Attendance: 2,400,000

Cultural Programs: Number of participants:

Sports: 1,000

Performing Arts: 3,500

Funding: Cash: Federal \$20,626,000 Private \$4,972,248
Inkind: Private \$11,314,758

Background and Pre-Opening Chronology

Background

Seville Expo '92 commemorated the 500th anniversary of Columbus' voyage to the New World and picked the theme "Age of Discovery." It opening April 20, 1992 and closed Columbus Day, October 12, 1992. Attendance was over 40 million.

Spain invested over \$4 billion in the expo and related infrastructure, the largest such investment in world's fair history. 110 countries participated on the 530 acre site located on an island in the Guadalquivir river across from central Seville.

At the time Seville Expo '92 was proposed, the Bureau of International Expositions, the organization that sanctions such events, had two categories for world's fairs: universal and specialized. Seville was a universal fair where each country had to build its own pavilion structure.

Chronology

1982 Spanish officials begin planning the expo.

1986

December Spain's official invitation to the Government of the United States received and referred to the United States Information Agency. USIA is authorized under the Fulbright-Hayes Mutual Education and Cultural Exchange Act (Public Law 87-256) to develop and manage U.S. exhibitions at Bureau of International Expositions (BIE) sanctioned fairs abroad.

1988

October President Reagan accepts the Spanish invitation to participate in the form of a public/private partnership. He instructs USIA, the Department of Commerce and the Department of State to share the funding. See appendix. USIA prepares a \$30 million project budget, \$15 million to be raised from the private sector and each of the three agencies involved to provide \$5 million to complete the funding.

1989

- February The Agency given permission by Congress to reprogram \$426,000 to prepare pavilion concept designs as requested by the President to be used as a fundraising tool. Nine architectural firms each given \$5,000 stipends to submit competing design concepts. FY90 budget requests \$15 million for U.S. participation in Seville and Genoa (another 1992 fair in which the U.S. had agreed to participate); \$5 million each in budgets of USIA, and the Departments of State and Commerce.
- May Design proposals submitted by the nine finalists reviewed and evaluated by a multi-agency expert panel. Newly appointed USIA Director Bruce Gelb overrules the panel and selects Barton Myers Associates, the panel's second choice, as architect for the U.S. Pavilion.
- June The State Department's request to reprogram \$350,000 for Seville startup turned down by the House Appropriations Subcommittee.
- July Marvin L. Stone named United States Commissioner General by Director Gelb.
- September The Commerce Department reprograms \$83,000 for Seville
- October Both the Senate and House Appropriations Committees delete all funds from FY 1990 budgets for U.S. participation at Seville.

1990

- May The State Department's Foreign Building Office (FBO) initiates a study of the project at the request of Congressman Neal Smith. FBO says the project can be realized only if a construction management organization is hired.
- June USIA's reprogramming request approved by the House Appropriations Subcommittee. \$13 million slated for Seville principally from the Agency's Exhibits Service and TV Marti construction funds.
- Coca Cola agrees to provide \$1 million in cash to sponsor the pavilion's VIP lounge and U.S. Sprint agrees to provide \$750,000 in cash and to build and operate an international teleconference center and an exhibition in the pavilion. The American Plywood Association agrees to provide \$400,000 in cash and to build and operate a 3,000 square foot demonstration "American Spirit Home." Kansas City agrees to provide \$400,000 in cash and agrees to design, build and operate a 2,000 square foot exhibit on Kansas City.

Firm commitments amount to \$2.5 million. Commissioner General Stone resigns.

September Based on Congressional requirement that agency hire a construction management organization for the project, USIA signs Memorandum of Agreement with the Navy Department to have its Atlantic Facilities and Engineering Command serve as design and construction managers for the U.S. Pavilion. The Navy fee is 6.5% of the pavilion construction cost.

Contract signed with Barton Myers and Associates for architectural design, with Navy serving as Authorized Representative of the Contracting Officer (ARCO). The Navy awards a \$900,000 foundation contract to Seville Services S.A. in Seville, Spain.

Frederick M. Bush appointed Commissioner General.

December The Navy, in conjunction with Barton Myers and Associates, prepares cost estimates and bid packages and solicits bids for the construction of the U.S. Pavilion. The bids exceed budget projections.

1991

January The Navy attempts unsuccessfully to negotiate the low bid to a figure within budget projections, forcing USIA to abandon the Barton Myers package.

February-March USIA asks the Navy to develop a less costly pavilion utilizing two Agency owned geodesic domes. The Navy hires Charles Langdon and Associates to develop a bid package for a less costly pavilion.

General Motors agrees to produce a 12-minute feature film to be shown in one of the geodesic domes. The estimated value of this donation is in excess of \$2 million.

May The Navy awards a \$7.5 million contract to Entrecanales, a Spanish firm, to build the U.S. Pavilion. The pavilion is to include two geodesic domes; a 20,000 square foot, two-story building; a 460 feet long, 40 feet high water wall fronting the pavilion site; a stage for the performing arts and outdoor pools and courtyards.

July Entrecanales begins construction of the U.S. Pavilion. The Navy and its architect, Charles Langdon and Associates, request that USIA approve the

addition of courtyard walls to the original building package. USIA approves the Navy request.

- October USIA's Exhibits Service takes on responsibility for developing and producing a 10,000 square foot exhibit on the U.S. Bill of Rights.
- November The Exhibits Service secures the loan of Connecticut's 200-years old ratification copy of the U.S. Bill of Rights for historic first-time display outside the United States. American International Group pledges \$500,000 to co-sponsor Bill of Rights exhibit.
- December USIA contracts with Staples and Charles to design Bill of Rights exhibit. Contract signed with artist Peter Max to provide murals to cover courtyard walls. Contract signed with Nakis Group to build and operate a restaurant/gift shop. Contract signed with the U.S. Mint to operate a gift shop.

1992

- January USIA contracts with Maltbie and Associates to fabricate the Bill of Rights exhibit. The U.S. Commission of the Bicentennial of the Constitution agrees to provide \$250,000 as co-sponsor of the Bill of Rights Exhibit. Xerox agrees to sponsor, and Jack Morton Productions to produce, a 10-minute introductory video for the Bill of Rights Exhibit. Goodyear pledges \$200,000 to sponsor the pavilion sports court program. The U.S. Pavilion receives \$5,023,000 in funds reprogrammed from the Board for International Broadcasting. Continental Airlines becomes the official air carrier of the U.S.pavilion providing 150 complimentary round trip tickets to Seville plus 10,000 pounds of air freight.
- February The U.S. Pavilion performing arts program receives \$100,000 from Sara Lee Corporation, and \$200,000 is pledged by Ameritech and \$50,000 by Seagrams.
- March Ameritech joins Sprint to provide a high-tech telecommunications exhibit.
- April USIA completes an agreement with the Department of Defense to provide billeting, transportation and medical support for U.S. Pavilion staff and performers.
- April 20 The U.S. Pavilion opens to the public.

The Pavilion and Exhibition

The theme of the U.S. Pavilion was "Life, Liberty and the Pursuit of Happiness." It had 44,000 square feet of covered space on a 90,000 square foot site. It was campus style with multiple buildings and large outdoor courtyards. Buildings included two geodesic domes, each measuring 10,000 square feet. One of the geodesic domes housed the 600-seat World Song Theater and the other housed an exhibit on the U.S. Bill of Rights. There was also a two-story rectangular building measuring 20,000 square feet. This structure had offices and Commissioner General's lounge on the upper floor and corporate exhibits, a restaurant and a gift shops on the lower level.

Also on the pavilion grounds were a walkthrough "American Spirit" home measuring 3,000 square feet, a performance stage/dressing room structure measuring 1,000 square feet, an exhibit of experimental automobiles provided by General Motors, and a 70 foot by 30 foot outdoor sports court. There were two 153 foot long by 30 feet high murals by artist Peter Max. Three giant sails representing the red, white and blue pavilion logo were mounted on towers 90 feet above the pavilion.

A wall of cascading water 460 feet long and 40 feet high fronted the pavilion. Visitors passed through a 60 by 30 high opening to enter the central courtyard with its sports court and stage. Continuous outdoor sports and cultural entertainment involving 5,000 American performers and athletes took place over the fair's six-month run.

The Peter Max murals depicting America's past 500 years and next 500 years flanked the courtyard and behind the murals were the geodesic domes. The dome to the right of the courtyard was a 600 seat theater showing "World Song," a 12 minute, 70 millimeter film sponsored by General Motors and shown on a 20 foot by 40 foot screen. Produced by Bob Rogers, a two-time Academy Award nominee, "World Song" conveyed the simple idea that the human life cycle is universal regardless of nationality, culture, religion or race. It was given a five star rating at the expo. Three shows were presented each hour.

The dome to the left of the courtyard housed "Where Liberty Dwells, There is my Country.". This exhibit was sponsored by American International Group, Xerox and the Commission on the Bicentennial of the United States Constitution. It opened with an award-winning video featured an international group of "witnesses to freedom" who related how the Bill of Rights had affected their lives. The witnesses included retired Chief Justice of the U.S. Supreme Court Warren E. Burger, Coretta Scott King, Spanish Prime Minister Felipe Gonzalez, Nicaraguan President Violeta Barrios de Chamorro, Chief Wilma Mankiller of the Cherokee Nation, French intellectual Jean-Francois Revel, Czechoslovakian Ambassador to the United States Rita Klimova and Bulgarian Parliament Secretary Emilia Drumova.

Past the video, visitors were able to view Connecticut's original ratification copy of Bill of Rights, displayed with support exhibits that put the first 10 amendments into historical context and illustrated their realization in events that have changed the world in recent years.

Adjacent to the Bill of Rights dome, the 3000 square foot, "Spirit of America" home, sponsored by the American Plywood Association, showcased the use of factory crafted, structural wood components and electronic climate control. Visitors were given conducted tours though the home by the APA staff.

Rounding out the exhibitions were an outdoor exhibit of futuristic cars by General Motors and a 2,000 square foot exhibit featuring Kansas City (sister city of Seville) and exhibits by the U.S. Mint, DHL, Sprint International , and Ameritech. Contractor- operated concessions including the All American Sport Shop, Yankee Stadium restaurant, and Baskin-Robbins ice cream stand sold souvenirs and refreshments.

Corporate Participation

On October 5, 1988, President Reagan wrote King Juan Carlos of Spain that the United States was immediately taking steps toward participation in Expo 92. "Our participation will involve a unique partnership between our public and private sectors," he stated. "To accomplish this a group of high level U.S. officials will be soliciting private sector support for the fair, to be matched by United States Government funds."

A multi-year fundraising effort resulted in \$4,972,248 million in cash contributions and \$11,314,758 million in in-kind support raised from 55 private-sector sponsors. A contributions list is provided as an Appendix.

Defense Department Participation

The U.S. Department of Defense played a role in the development, construction and running of the pavilion buildings and mechanical equipment. It also provided logistical and personnel support from the American bases in Spain.

The U.S. Navy was enlisted through a Memorandum of Agreement as pavilion construction manager, coordinating from the OICC Mediterranean office in Madrid. It took responsibility for design development, cost control and construction oversight.

The Department of Defense's Office of Special Events provided logistics support from the U.S. naval base in Rota and the U.S. Air Force Base in Moron. A team of Sea Bees were detailed to assemble the Bill of Rights and provided logistical and material support the U.S. National Day. The Moron Air Force Base gave logistics assistance and made housing

available for security personnel and cultural and athletic groups performing at the pavilion.

Pavilion Operations

The pavilion was open from 10:00 am to 10:00 pm daily from April 20 through October 12, 1992. Daily attendance averaged 20,000. Staffing was organized to provide for twelve hour a day, 7 day a week operation of pavilion programs. A staff list is attached as an appendix.

From existing staff positions, duty officers were appointed to oversee security, maintenance, guides and cleaning and to function as the emergency response person. Duty officers worked in rotating shifts with someone always present at the pavilion to address any problems that might arise and to act as the USIA representative in coordinating the operations of the corporate participants and concessions with that of the overall operations of the pavilion.

A typical day began at 8:00 AM when members of pavilion operations would turn off the night lighting, inspect the mechanical equipment and perform daily maintenance. The morning cleaning crew cleaned the areas remaining from the night shift and prepared for the arrival of thousands of visitors. At 9:30 AM the morning guide shift attended a daily briefing and fifteen minutes later the guides assumed their posts on the pavilion grounds and went through the start up procedures for the sport court, outdoor stage and exhibits. At 10:00 AM the first visitors entered the site.

Shift change occurred at 4:00 PM for the guide, cleaning and maintenance teams. The security shift rotation took place three times a day. At the end of the day the main entrance of the pavilion closed at 9:30 PM and the various sectors would begin to shut down at 9:45 PM in order to allow enough time for the last visitors to see the film and major exhibits and leave 10:00 PM.

Security was one of the most important operational considerations in the running of the pavilion. The Seville Exposition was unique in that it allowed visitors to remain on Expo grounds for entertainment until 4:00 AM, well past the closing of the national pavilions at 10:00 PM. A security group was necessary to guard the several buildings and outdoor exhibits, in particular the ratification copy of the Bill of Rights.. 24 hour security was arranged through an agreement with the Department of Defense and the donation of the services of police officers from throughout the United States by the International Association of Chiefs of Police. Much to the delight of visitors with cameras, the officers wore the distinctive uniforms of their home precincts.

From crowd control and bilingual explanations of exhibits to assisting visitors overcome with heat exhaustion and comforting lost children, the many facets of the job of being a

U.S. Pavilion guide were crucial. There were two daily six-hour shifts. A guide worked a morning or evening shift, six days on - three days off. Each shift was made up of 22 guides in three rotating groups. While on duty they would move every half hour to the next position or assignment based on an indoor - outdoor principle because of the extreme heat in Seville and the open plan of the pavilion.

Cultural Programs

The Performing Arts Stage, located at the center of the pavilion grounds, drew large crowds of visitors from the avenue along the main entrance. Programs included classical music, country and western music, bluegrass fiddling, clog dancing, square dancing and break dancing. There was a varied mix of performing arts from all geographic regions of the United States by both professional and community groups. A partial list of performing groups is attached as an appendix..

The U.S. Pavilion also played host to other countries and pavilions in order to present joint programs to visiting guests from around the world. These joint programs also included entertainment groups from Ireland, and the recently formed Republics of Estonia and Lithuania, demonstrating exchange and understanding.

The United States Pavilion closed the six-month cultural program with the October 8-11 performances by the Boys Choir of Harlem bringing to a conclusion a cultural and sports program that saw more than 3,500 artists and performers from across the United States come to Seville and present their talent at the world's fair.

Sports Programs

From international rope skippers, professional footbag players and blind archers to master classes in step aerobics, demonstrations by skateboard artists, clinics held by professional baseball and football players, the Sports Program provided visitors with opportunity to observe and participate the wide range of sports, recreational and fitness activities which characterize the United States. More than 30 sports were presented and over 1000 athletes were involved.

The U.S. Pavilion Sport Court hosted performances and clinics by the University of California basketball team, the New York Knicks, Los Angeles Lakers, the Miami Heat, major league baseball players and a contingent from the National Football League. A list of sports activities is included as an appendix.

Special Events

Journey of the Bill of Rights

The Bill of Rights journey to the U.S. Pavilion began on March 30, 1992, at 6:00 A.M. from Andover, Massachusetts. The document was prepared for shipment at the North East Document Conservation Center and loaded into a climate-controlled 40' shipping container donated by Sea Land Services. From Andover, the container traveled to Hartford, Connecticut, for a ceremony held by Governor Lowell Weicker.

It arrived in Algeciras the morning of April 14, 1992. At 9:00 A.M., a convoy which included members of the U.S. Pavilion Staff, the Spanish Civil Guard, the Bill of Rights, and Sea Land technicians to monitor the document's environment, departed on the three hour trip to Seville. Throughout the trip, the convoy was covered by a Civil Guard helicopter.

The document arrived at the expo on schedule with great fanfare. After being unloaded from the container, the document was moved to the pavilion where it was examined by a member of the North East Document Conservation Center and installed in its display case.

For the return trip, the morning of October 13, 1992, the Bill of Rights was removed from its display case and prepared for transport courtesy of Continental Airlines to the United States.

At 11:00 AM on October 14, the Bill of Rights, its USIA courier, and agents from the U.S. Embassy and Spanish National Police, departed Seville on the Spanish bullet train, the "AVE," bound for Madrid. Upon arrival in Madrid, a heavily guarded convoy traveled to the U.S. Embassy where the Bill of Rights was stored overnight.

On the morning of October 15, the document was carried from the U.S. Embassy to the Madrid International Airport where it was loaded on to Continental Airlines flight #63 for its flight back to the United States. Flight #63 arrived at Newark International Airport in Newark, New Jersey, at 2:00 PM where it was greeted by dignitaries from New Jersey and Continental Airlines. After a brief ceremony, the Bill of Rights was transferred to a special transport company for the trip back to the North East Document Conservation Center.

Press Previews

Even before the opening, the U.S. Pavilion was introduced to the press and invited guests at Seville Expo '92 during the Pavilion's Press Day on April 10. The highlights of the program were the signing by Peter Max from a construction "Cherry Picker" of one of the two 153-by-30 foot allegorical panels he created for the United States Pavilion and the premier showing of "World Song" to a distinguished audience of Commissioners general from other participating nations and Expo Commissioner General Emilio Cassinello.

Opening Day

On April 20 the U.S. Pavilion officially opened. After remarks by U.S. Commissioner General Frederick M. Bush, Ambassador Joseph Zappala, and US Information Agency Director Henry E. Catto, special guests and visitors were invited to view a dedication of the water wall by Chief Austin Two Moons, spiritual leader of the Northern Cheyenne tribe. After the ribbon cutting ceremony the pavilion was opened to the public with a display of basketball trampoline-launched slam-dunk routines by the Goodyear Daredevils on the Sports Court and continued into the evening with two choral performances on the outdoor stage.

National Day

United States National Day was celebrated May 17. Marilyn Quayle, wife of the Vice President, served as the President's official representative for a day that celebrated American music and song, from ragtime to rock. Mrs. Quayle was accompanied by U.S. Commissioner Frederick M. Bush, U.S. Ambassador to Spain Joseph Zappala and Eugene P. Kopp, Deputy Director of the U.S. Information Agency.

Following the formal National Day Ceremony at the Palenque Theater, which featured speeches by expo commissioner general Emilio Cassinello and Mrs. Quayle, a special show produced by the U.S. pavilion was presented. The show was emceed by actress Barbara Eden and actor Tony Randall. Performers included the University of Southern California Trojan Marching Band and Cheerleaders, the University of North Texas Symphony Orchestra, the American Indian Hoop Dance Academy, the Paragon Ragtime Orchestra, Nobody's Fool (a country and western band) and V. Michael McKay and the Redeemed Family Gospel Choir. This was followed by a traditional American parade with floats, marching bands and a group of vintage Harley Davidson motor cycles. An evening outdoor barbaeque was given at the pavilion for 400 invited guest

Independence Day

The pavilion staff also coordinated a Fourth of July celebration at the Expo. U.S. flags were distributed to every visitor and Uncle Sam greeted the public at the entrance to the Pavilion. There was a parade through the expo grounds featuring guides in Bugs Bunny, Daffy Duck and Sylvester costumes on-loan from Warner Bros. and the North Allegheny High School (Pennsylvania) Tiger Band. The highlight of the day was the evening performance on the U.S. Pavilion outdoor stage of Ballet Hispanico, a New York based dance company. After the one and a half hour performance of the pieces "El Nuevo Mundo" and "Inez de Castro", guests were treated to a champagne reception in the pavilion courtyard.

Blue Angels

On September 22 the U.S. Pavilion presented an aerial show by the Navy's precision jet demonstration team, the Blue Angels. The show was staged from the nearby Tablada runway and could be seen from throughout Seville and the expo grounds. The pilots of the flying squadron signed free posters which were given out to visitors.

Academic Events

Academic seminars drew the interest and acclaim of both visitors and the press.

On May 21 the U.S. Pavilion sponsored a seminar on the Bill of Rights, featuring the U.S. Ambassador to the U.N. Commission on Human Rights, J. Kenneth Blackwell; Judge Anthony J. Sirica, a U.S. Federal Appeals Judge; and Juan Antonio Carrillo, a law professor at the University of Seville.

The Association of Collegiate Schools of Architecture held an architectural exhibit May 24 and 25. It featured the work of the ten finalists in an international student competition to design a pavilion for Expo '92.

On May 13 an international roundtable on the future of world's fairs was chaired by Tom Korologos, Chairman of the U.S. Advisory Commission on Public Diplomacy. Representatives included E.R.I. Allen, President of the Bureau of International Expositions, the Advisory Commission, and officials from USIA, Australia, Denmark, France, Japan, Spain and the United Kingdom.

On August 21 the United States and Russian pavilions brought together a panel of Russian, Spanish and American journalists for a roundtable seminar on the role of an independent press in a transition to democracy. The seminar took place in the Bill of

Rights Exhibit. The journalists participating in the seminar included eight Russians representing seven of the country's independent publications, three of Spain's best-known journalists, and the American Richard C. Hottelet who was at CBS for 41 years.

Special Visitors

May 3 marked the first visit to the pavilion by a head of state when Polish President Lech Walesa was met and escorted through the pavilion by Commissioner General and Mrs. Frederick M. Bush. During his visit, Walesa saw the Bill of Rights exhibit. In an interview published the day of his visit, Walesa acknowledged his admiration for the ideas contained in the Bill of Rights.

The pavilion held a luncheon at the consular residence on August 17 in honor of Mstislav Rostropovich, the renowned cellist and musical director of the National Symphony Orchestra of Washington.

On Estonian National Day, August 29, the Prime Minister of the Republic of Estonia, Tiit Vahi and Mrs. Vahi were entertained to a series of cultural events by the U.S. Commissioner General.

The President of the Supreme Council of Lithuania, Vytautas Landsbergis, visited the U.S. Pavilion in September. The U.S. Pavilion provided the backdrop for evening performances of this country's dancers and musicians as part of Lithuania's national day ceremony at Expo '92. President Landsbergis was the first head of state to be honored at a dinner at the U.S. consular residence.

On October 7, King Juan Carlos and Queen Sofia of Spain visited the pavilion. The king and queen viewed "World Song" and the Bill of Rights exhibition.

Other foreign dignitaries visiting the pavilion were the Prime Ministers of Pakistan, Kuwait, New Zealand, Carribean Islands, Luxembourg, Spain, the General Secretary of the Gulf States, the Kuwaiti Ministers of Health and Communication, the Governor General of the Bahamas, the U.K. Minister of Finance, the Pakistani Minister of Education, the Spanish Secretary of State for Commerce, the Hungarian Minister of Economic Relations, the Estonian Minister of Economics, the Danish Trade Commissioner, the Hungarian Minister of Culture, the President of Romania, and the Mayor of Seville.

Many corporate representatives were present for their company's corporate day celebrations. Some of the companies represented were General Motors Corporation, SeaLand Service, Sara Lee Corporation, Lunt Silversmiths, Century Furniture, Baskin Robbins Ice Cream, DHL Worldwide Express, Merrill Lynch, Domecq, Warnaco, and American International Group. Other guests included the artist and pavilion sponsor Peter Max, actor Michael Douglas, newscaster Walter Cronkite, and opera tenor Placido

Domingo.

Conclusion

The United States was invited to participate in Seville Expo '92 in 1986, but a decision to do so was not made until 1988. Congressional approval to reprogram funds for the project occurred two years later in 1990, leaving little time to raise the \$15 million required in private sector matching funds and to design and build the pavilion. Although fundraising goals were met, project costs were driven up as a consequence of a late start.

Though President Reagan had instructed the Departments of Commerce and State to share with USIA in the \$15 million Federal portion of the budget, State was only able to contribute \$22,000 toward the rehabilitation of the consular residence in Seville (this was used as the Commissioner General's residence), and Commerce was able to provide only \$83,000. This placed virtually the entire financial burden on USIA.

The federal outlay for Seville was ultimately \$20.6 million. Although this was more than anticipated, it was considerably less than the U.S. had spent at previous universal expos. (The U.S. had spent \$40 million in 1992 dollars at the previous universal fair, Osaka Expo '70.) The U.S. expenditure at Seville was less than half that of France and one fourth that of Japan.

Facing budget pressures and Congressional concern about investing heavily in architecture on a building that would only be used for 6 months, a decision was made to shift limited resources away from the structure and into the display content of the pavilion. Unfortunately, this was not well received by the media, which routinely criticized the U.S. for its lackluster architecture, and especially for using two government-owned geodesic domes left over from a traveling exhibition from the 1960's.

But in spite of the architecture, with overall attendance of 2.4 million, the U.S. Pavilion compared favorably with other major participants in terms of audience draw. The feature film for the Bill of Rights exhibit, "Where Liberty Dwells, There is My Country," won a gold medal at the 1993 International Film and Television Festival in New York. Borrowing on USIA world experience at cultural exchange programs, the U.S. Pavilion mounted an impressive program that brought 4,500 young American athletes and performers to perform at the pavilion. These cultural exchange participants were self-funded.

Finally, there was an unprecedented level of non-federal support. Born of necessity, the fundraising effort raised over \$16 million in direct cash and in-kind contributions to the U.S. Pavilion from 55 corporations and civic organizations.

Appendices

Memorandum from the President

Budget

Sponsors

Staff

Sports Activities

Cultural Groups

THE WHITE HOUSE
WASHINGTON

October 5, 1988

MEMORANDUM FOR THE HONORABLE GEORGE P. SHULTZ
Secretary of State

THE HONORABLE C. WILLIAM VERITY, JR.
Secretary of Commerce

THE HONORABLE JAMES C. MILLER III
Director, Office of Management and Budget

THE HONORABLE CHARLES Z. WICK
Director, United States Information Agency

SUBJECT: 1992 Seville World's Fair

The United States has been invited to participate in the 1992 Seville World's Fair, and King Carlos of Spain has written personally to me, urging that we attend. I have decided that the United States should take a series of specific steps towards participation.

The United States Information Agency, with the assistance of the Departments of State and Commerce, should immediately prepare initial designs for the U.S. pavilion. The costs of this effort by the Federal Government should be divided equitably among the three agencies.

Subsequently, the three agencies will work together to solicit major funding from the non-Federal sector, as a way to defray up to half of the total costs of U.S. participation in the Fair.

With respect to the Federal portion of U.S. participation in the Seville World's Fair, you are directed to ensure that an adequate and equitable level of resources is reserved in each of the budgets of USIA, State, and Commerce for FY 1990.

Ronald Reagan

U.S. Pavilion Budget

Expenditures

<i>Pavilion Design</i>	\$1,771,000.00
<i>Pavilion Construction</i>	\$13,892,500.00
<i>Bill of Rights Exhibit</i>	\$1,617,000.00
<i>Personnel</i>	\$2,805,500.00
<i>Operations</i>	\$1,762,000.00
<i>Logistics</i>	\$183,500.00
<i>Administration</i>	\$473,500.00
<i>Cultural Programming</i>	\$300,000.00
<i>National Day/Special Events</i>	\$300,000.00

Total	\$23,105,000.00
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Funding

<i>FY-89-92 Reprogramming</i>	\$12,876,000.00
<i>Supplimental Reprogramming</i>	\$7,023,000.00
<i>Other Government Agencies</i>	\$727,000.00
<i>Corporate Contributions</i>	\$4,972,248.00
<i>Interest</i>	\$39,000.00
<i>Budget Surplus</i>	(\$2,532,248.00)

Total	\$23,105,000.00
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