



# News Release

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## IMMEDIATE RELEASE

Carving a 146-foot-long bas relief map of the world on a circular Styrofoam screen isn't the world's easiest task -- especially when the configuration of the screen doesn't fit the world.

However, workmen at Detroit's Display and Exhibit Company solved the problem by changing the shape of the world. They simply moved the Southern Hemisphere northward and eliminated several billion gallons of the earth's water. Then they had enough room to show all the world's land masses.

Display and Exhibit built the huge map for installation in the Ford Motor Company Pavilion at San Antonio's HemisFair'68. It serves as a screen for an unusual motion-picture-in-the-round.

Nine projectors flash the 10-minute movie on the 16-foot-high screen which lines the walls of the pavilion and completely surrounds the audience.

"The theme of the movie is 'The Wide World of Ford,'" Edward J. Hillen, Ford HemisFair'68 program manager, said. "It portrays the world-wide activities of Ford people and outlines the company's far-ranging involvement in such fields as transportation, agriculture, pure science, education and culture, space, communications and electronics.

"It shows how Ford's better ideas are changing and improving man's ability to cope with the forces of nature and to build a better way of life. It presents past, present and future in a kaleidoscope of action that at times may be confined to a single still picture on a small part of the screen, and at other times expands explosively to surround the audience."

The Ford Pavilion consists of a circular steel building set off-center within a huge circular floating canopy. The building was designed by Gunnar Birkerts and Associates, Birmingham, Mich., architects, to serve as a showcase for the 360-degree movie. It is 60 feet in diameter and accommodates 200 persons per showing.

Outside the building, the company displays its products beneath a translucent vinyl canopy which is suspended on steel cables. Among the displays are current-model cars and trucks produced by the company, a huge Ford farm tractor, a replica of Henry Ford's original quadricycle, household appliances made by Philco-Ford Corporation, and a highly entertaining "parts orchestra."

The 13-piece "Autolite-Ford Parts Harmonic Orchestra" features "instruments" made of automobile and truck parts. Specially arranged fiesta music appears to come from a xylophone made of spring leaves, a drum-head stretched over a brake drum, brake cable harp strings, a choke wire banjo and trumpets fashioned from axles. The animated instruments swing and sway with the music. Even the music stands are made of windshield glass, and they have electric windshield wipers that swish in time to the music.

The orchestra was built by Display and Exhibit Company, developer and producer of the Ford show.

The Ford Pavilion covers 10,500 square feet. It is located on a landscaped 16,200-square-foot plot of land near the fair's fountain and lake area. General contractor for the project is Bartlett Cocke, Jr., of San Antonio.

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