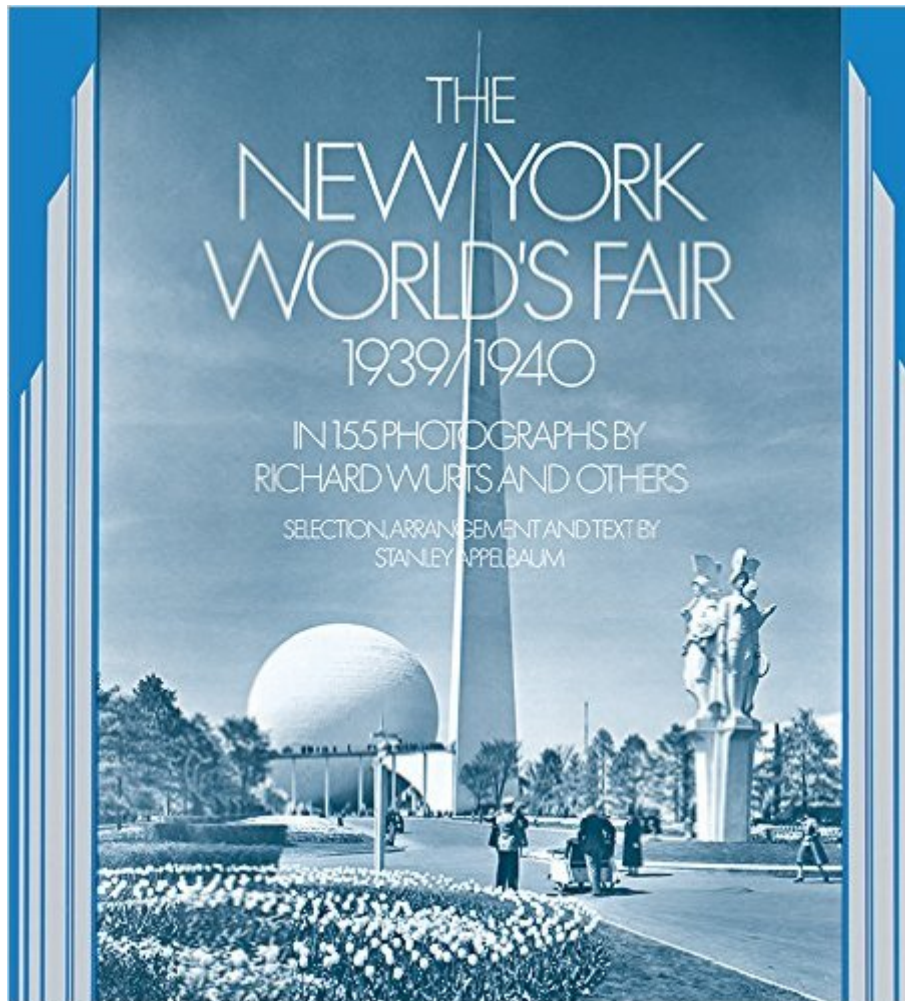


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# The New York World's Fair, 1939/1940: In 155 Photographs By Richard Wurts And Others



## Synopsis

The New York World's Fair 1939/1940 may not have been the greatest of all world's fairs, but it is probably the most fondly remembered of all of them, a spectacle that no one who was there has forgotten. The 700-foot-tall Tylon and the 200-foot-wide Perisphere are still vivid symbols and memories of a wonderful and lost time for millions of people. Do you remember seeing or being told about the vast diorama of Democracy representing the theme of the Fair in 1939, "Building the World of Tomorrow"; GM's Futurama ride; the world's largest mirrored ceiling; 3-D movie; Elektro, a robot seven feet tall; the Town of Tomorrow; Toyland; the Parachute Jump; Bill Rose's Aquacade? The Fair is here in this book which recaptures its abiding images in 155 photographs, 93 of them by Richard Wurts, and catalogs some of its best-remembered artistic and scientific achievements. There is the typical 1930s décor of the Bauhaus and Art Deco persuasion designed by such top-flight industrial designers and architects as Norman Bel Geddes, Raymond Loewy, Albert Kahn, Morris Lapidus, Edward D. Stone, Skidmore and Owings; its scientific contributions (fluorescent lights, nylon, television); its paintings, fountains, sculptures, and murals by artists like Salvador Dali, Rockwell Kent, Isamu Noguchi, Alexander Calder, Jo Davidson, Carl Milles, Paul Manship; its cultural and popular attractions; personalities like Eleanor Holm, Johnny Weissmuller, H. V. Kaltenborn, and many others. The detailed introduction relates the history of the Fair and the people and principles involved. The accurate and informative captions give the architects and important statistics of the buildings illustrated, and tell about many more exhibits and features not pictured. You will revisit the New York World's Fair and recapture some of its magic within this book.

## Book Information

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## Customer Reviews

I received this book not long after it came out in the 1970's. It is a book of photographs from the Wurts Brothers who were famous architectural photographers of the period. It has many photos that are not in other world's fair books, including a number that were taken during the construction of the fair. Most of the photographs are very beautiful (but no color photos) and many pictures of architectural details are included. Very nice book. It was the first item in what became my world's fair collection.

The New York World's fair, in 1939 and 1940, was New York's crack at selling itself and the nation's industry to the world. 3-D movies, robots, buildings designed to be the homes and business centers of the future fill the photos of this book. The idea of the fair, to give New York a new image was overwhelmed by the imagination and energy put into the fair by the artists, architects, industrial designers, and millions of others. The fair was about science and business and a better tomorrow. The book is almost like a guide to the fair, starting with a very detailed map and then exploring every area of the fair, building by building, exhibit by exhibit. New cars, radios, televisions, phones and the promise of a wonderful future was the theme. The fact that war was just around the corner just makes these dreams seem all the more fragile and lovely, like flowers we know are about to be crushed.

My father was one of many Boy Scout guides at this 1939/'40 World's Fair in NYC. I bought him a Kindle for his birthday along with this book. While he thoroughly enjoyed going down memory lane and sharing the many stories in great detail of his personal experiences as a guide, I think he would've enjoyed this more as a 'coffee-table' book, (as it may have originally been intended), rather than see the great images on a small format...too much detail is lost in translation. That said, the book was a welcome gift because it took him back to a simpler and happier time in his life.

If one picture is worth a 1,000 words then this book makes bracingly clear the visual and visceral impact of the New York World's Fair of 1939. Indeed, it is a fine companion to "Dream of Venus (Or Living Pictures)," a clever novel set in the New York World's Fair of 1939 also available from .

THIS IS A VERY VISUALLY DETAILED BOOK. IF YOU ARE A FAN OF THE NEW YORK

WORLD'S FAIR AND ITS ECLECTIC ARRAY OF BUILDINGS (ESPECIALLY THE ICONIC PERISPHERE AND TRYLON) THIS BOOK IS FOR YOU. THE UNIQUE PHOTOGRAPHS IN THIS BOOK ARE WELL WORTH EVERY PENNY.

Really nice, good pictures, comprehensive text, well structured, on the good side. On the bad ones, the picture lack of a good pinch zoom on the iPad, and are too pixelated when using it.

Father loved book and you know how hard it is to shop for a senior citizen. This book was a nostalgic trip for him and he enjoyed it thoroughly.

My father attended the World Fair in 1939. He was a small town kid almost out of college then. Many years later he still remembers it.

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