

## THE GOVERNMENT AT EXPO '67

The Canadian Government pavilion at Expo '67 in Montreal is designed to achieve a scale and quality suitable to Canada's role as host country, according to Trade and Commerce Minister Mitchell Sharp. At a press preview held in Ottawa to announce the preliminary plans for Canada's pavilion, the Minister said that it would be the largest and most ambitious contribution the country had ever made to a world exhibition.

The pavilion will cover eight acres, and its main building - which will look like an inverted pyramid - will rise 100 feet above Ile Notre-Dame, dominating the upstream end of Expo '67. The scale of the project is indicated by its cost - \$21 million.

### NEW DISPLAY TECHNIQUES

The Canadian pavilion will incorporate and further exploit new techniques that have radically changed the art of exhibition design. To walk through it will be to experience a series of dramatic exhibits. Where Canada's pavilion at Brussels in 1958 relied, like most others, on static exhibitions (pictures and three-dimensional displays), the 1967 pavilion will use a combination of multi-screen cinema, computers, working models of Canadian inventions, "wraparound" theatre, film-showing machines that operate like jukeboxes, and other devices still in the early planning stage.

A visitor to the Canadian pavilion will participate in the exhibits by playing games with machines, choosing which short films he wants to see, and directing the actions of models. He will be comfortably seated and carried through a series of film theatres showing the origins and history of Canada. All of these devices will be so arranged as to involve the visitor's mind and emotions in the material he sees.

The material itself will focus on the challenge, achievements, problems and possibilities of modern

### FEDERAL SCIENTIFIC EXPENDITURES

Total expenditures on scientific activities by the Federal Government are expected to reach \$334 million in the fiscal year 1964-65, an increase of 13 per cent over the \$297 million estimated for 1963-64; the latter is an increase of 16 per cent over the previous year, according to an advance release of data that will be contained in the 1962-63 Dominion Bureau of Statistics report "Federal Government Expenditures on Scientific Activities".

The largest Canadian scientific activity remains the conduct of research and development, which is expected to absorb about 63 per cent of all science funds in 1964-65. Capital expenditures made in connection with scientific activities are the next largest scientific cost. Expenditures on grants in aid of research and on scholarship and fellowship programmes have increased about fourfold since 1958. Grants in aid of research, which formerly consisted largely of grants for research in universities, now include sizeable grants for industrial research.

Canadian life and on Canada's place in the world. It will be conveyed entertainingly rather than solemnly. Each exhibit will be as attractive as it is informative.

### A REVOLUTIONARY THEATRE DESIGN

The pavilion's 550-seat theatre is designed in the shape of a pair of calipers. The audience will sit in the middle and the show will take place in front of it and on both sides. It has been planned with the advice of Jean Gascon of Le Théâtre du Nouveau Monde and James Donville of the National Theatre School. When Expo '67 closes, this one building will remain, as the permanent home of the National Theatre School of Canada.

The inside of the Expo main building will be open to the sun and the stars and its four slanting walls will hold massive exhibits centred on the Exposition's overall theme, "Man in World". Visitors will enter at the bottom and walk to the top through the exhibits and among gentle waterfalls. From the six-foot promenade at the top, they will have a magnificent view of the river, the port, the city, the mountain and the rest of Expo.

The section called "Our Way of Life" will bring together a stimulating collection of facts and ideas about Canada and convey them with a light touch. At the base of this section will be the instruments of "adult play" - computers that talk back, machines that tell jokes and sing songs, jukeboxes that show one-minute movies. Towering 78 feet above them will be a collection of hundreds of photographs of Canadians working and playing, strung along a plastic-and-steel construction resembling, in outline and colour, a gigantic maple tree in autumn colors. Visitors will walk up the tree on gangways, suspended by steel cables, to view the photographs.

\*\*\* \*\*

### CANADA TO ATTEND MANY FAIRS

The Department of Trade and Commerce has announced plans to participate in 72 international trade fairs during the next 18 months. The programme for the period January 1965 to June 1966 includes fairs in the United States, Britain, West Germany, Italy, France, Spain, the Netherlands, Japan and Lebanon.

Trade fairs have proved their value as means of introducing products to new markets at relatively low cost, of stimulating greater interest in established lines, and of providing contacts with potential agents and other buyers abroad. Last year more than 300 Canadian firms participated in the Department's programme, many reporting outstanding sales results.

### SUCCESSSES REPORTED

One firm, exhibiting at the Western Metal and Tool Exposition in Los Angeles, reported sales on the spot totalling \$250,000. Another exhibitor, who

(Over)