A view of the Stockholm Exposition, 1930, designed by Gunnar Asplund.

Exposition Architecture
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ERNESTINE M. FANTL, Curator

Modern Exposition Architecture

This exhibition of Modern Exposition Architecture is intended briefly to show the success with which the modern idiom has been expressed in Fair architecture and the flexibility with which it lends itself to various uses. Emphasis has been placed on unity of design and coherence of planning rather than on social implication. The Stockholm Exposition makes explicit what becomes apparent in a study of these expositions: that a Fair planned with a strong central theme, one related to man’s needs in modern civilization, will probably result in a Fair logically planned, homogeneous in style and of contemporary value. It is necessary to add that the theme should be carried out. Most expositions have been dignified with impressive theses but have actually produced a confusion of heterogeneous architecture and haphazard planning.

1. Stockholm Exposition, Sweden, 1930. E. Gunnar Asplund, chief architect
   Musical Instrument Pavilion
   Panoramic view
   Decorative Arts Pavilion
   Main entrance and exhibition offices
   Glass and Linoleum Pavilions. Swen Markelius, architect
   Night view
   Plan of Exposition

2. Werkbund Exhibition, Cologne, Germany, 1914
   Factory and Office of Deutzer Gasoline Engine Works. Walter Gropius and Adolf Meyer, architects

3. Exposition of Decorative Arts, Paris, France, 1925
   Pavillon de L’Esprit Nouveau. Le Corbusier, architect

4. Pressa (World Press Exposition), Cologne, Germany, 1928
   Municipalities Pavilion
   ADGB Pavilion. Hans Schumacher, architect

5. Brno Exposition, Czechoslovakia, 1928
   Pavilion of the City of Brno. Bohuslav Fuchs, architect

(continued on other side)
6. Barcelona Exposition, Spain, 1929
   German Pavilion. Mies van der Rohe, architect
   Plan of Exposition

7. Antwerp Exposition, Belgium, 1930
   Finnish Pavilion. Erik Bryggman, architect

8. Arts and Crafts Exposition, Vienna, Austria, 1930
   Tourist Pavilion. Oswald Haerdtl, architect

9. Building Exposition, Berlin, Germany, 1931
   View of Exposition. Mies van der Rohe, architect
   Installation. Mies van der Rohe and Lilly Reich, designers

10. A Century of Progress, Chicago, 1933.
    Panoramic View
    Plan
    Entrance Gateway. Staff architects
    Chrysler Building. Holabird and Root, designers
    Avenue of Flags. Joseph Urban, designer

11. Fifth Triennial Exposition of Modern Decorative and Industrial Arts and Architecture, Milan, Italy, 1933
    Plaza of Honor. Mario Sironi, designer
    Press Pavilion. Luciano Baldessari, architect
    Air view and plan

    Swedish Pavilion
    Czechoslovakian Pavilion

13. Texas Centennial Exposition, Dallas, June, 1936
    Pavilion for the Magnolia Petroleum Company. William E. Lecaze, architect
    Air view of layout

14. Paris Exposition, 1937
    Trocadéro remodelled. Carlu, Boileau, Azéma, architects
    Press Pavilion. Viret & Marmorel, architects
    General plan. Letrosne, Greber, Matzloff, architects; Crevel, director