

New York World's Fair 1964/65

Berlin

Welcome to the Berlin Exhibition!

During the postwar period countless people have visited the city of Berlin. They came from the far corners of the earth and every walk of life. Some came for reasons of government or business, some to work or to study, others to help defend our freedom. And many came just to spend their holidays in one of the most interesting cities of Europe. But all came to learn the problems of a divided city, of families separated by a wall. While here they not only obtained firsthand information, but also felt the deep gratitude of a thankful people.

Although not everybody can visit Berlin, it is possible to transmit an image of this city to people in other places. What better means can be found than through exhibitions? While this exhibition is limited in space, we nevertheless feel that it will make a worthwhile contribution to the theme of the New York World's Fair. And although the area we occupy here precludes the possibility of covering all of Berlin's complex problems, we still believe that visitors will gain a useful impression of the more important aspects of life in this disputed city.

Here I should like to thank the Berlin Marketing Council, under whose auspices this exhibition has been presented, for having concerned itself with matters far beyond those involving economics.

May I, then, as Berlin's Governing Mayor welcome you to Berlin at the New York World's Fair.

We sincerely hope that many of our old friends will be among the visitors — people who already know that we cherish their friendship. For those who have not yet visited Berlin, we hope that this exhibition will be a step in that direction.

Here, in a city that has known no real peace for more than a generation, you will find a people who have learnt that the spirit of freedom combined with the urge for human contact is a political reality that no statesman can ignore. This is a lesson which does not distinguish between time nor place, it is both universal and enduring.

The New York World's Fair is to be congratulated on its choice of theme: Peace Through Understanding. For without real understanding there can be no real peace. It is our wish to contribute to this goal — both here and at home.



Willy Brandt

Exhibits

History tries desperately to teach us that every effort in the field of industry, economy and science should be directed to the social improvement of man, wherever he may be today, as well as establishing the basis for a better world to come. History further tells us that where this lesson is ignored, forgotten, or not even understood, there is only trouble ahead; and where such effort is viewed as the very end in itself, then, it is doomed to failure — as far as the human being is concerned.

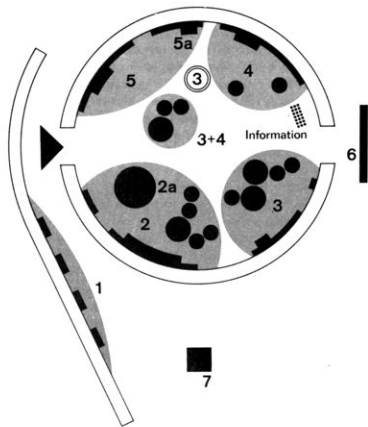
It was with this in mind — and in keeping with the Fair's theme: Peace Through Understanding — that the Berlin Marketing Council decided on its form of participation here. Therefore, it should be appreciated that the tenor of our exhibition is not one of economy in the narrow sense, nor is it intended here to present merely a picture of Berlin's industrial proficiency.

Berlin's role here is not to be found in an endeavour to compete with the mighty and revolutionary technical and scientific accomplishments of our modern world. Berlin's contribution here is shaped by its historic past, its momentous present and its hopeful future. In that city, where man has long struggled for freedom, through hardship and bitter experience, in whatever color, today as well as yesterday, a vital lesson has been learnt.

In the pursuance of the great achievements of our day and age — whether in the advancement of automation or more complex electronic computers, whether in the field of supersonic flight or the exploration of orbit or even the conquest of time and space, whether in the furtherance of doctrines, dogmas or the implementation of political theories — we must not forget man and his basic needs, his cherished hopes, his eternal search for happiness.

Within this context we have chosen the words of Wilhelm von Humboldt as the motto of our exhibition. Words spoken by that distinguished scholar and statesman during the foundation of his inspired University of Berlin in 1809:

"Can it be that man is destined to deny his very self in pursuit of some goal or another?"





1 The World — Europe — Germany — Berlin

These four plaques — the world, Europe, Germany and Berlin — depict Berlin's natural and inalienable ties with the Western World.

A fact so vividly expressed in the words spoken by John F. Kennedy during his visit to the divided city:

"All free men, wherever they may live, are citizens of Berlin."

2 Looking to the future

Here is the reconstruction of a city ravaged by war. A program of rebuilding meeting the demands of a modern city and the capital of a reunited Germany. A model in plexiglass shows all the buildings of cultural importance located in the vicinity of the Spree River.

All this but symbolizes a city that works and lives for a better tomorrow, for a future based on real peace and understanding, for a world that will have learnt that man is truly more important than dogma.

This, then, is the aim of a city now disputed. This, and Berlin's resumption of its natural and historical role as capital of Germany, and as one of Europe's leading centers of the arts and sciences, of commerce and industry.

2a The man of the moment

A spherical film portraying the people in Berlin today is in a new all-round system projected on a ball — a potpourri of satirical observations. The Berliner laughs at himself.

3 Berlin by day

Berlin is not only that place where two Worlds meet, it is also the largest industrial and consumer center between Paris and Moscow. This particular exhibition may provide a better appreciation of this fact. Here, film and slides, products, both in regular-size and

in miniature, give some idea of this city's industrial capacity.

4 Berlin by day and night

But Berlin is concerned with more than bread and machines, it offers both its inhabitants and visitors a city rich in culture.

Here is a center of learning, of research, of the fine arts, and of entertainment, as may be gathered in this section of the exhibition.

5 Today and yesterday

A mosaic, as it were, of photographs, reproductions, and a series of rotation slides, all depicting the past and present of this city. A review of yesterday's Berlin reveals a history rich in tolerance, and a place that was open to world opinion. It also tells of that awful period of madness and destruction, of horror unleashed by a totalitarian regime. And it also tells of Berlin's struggle for freedom in the postwar years.

5a Topics of the day

A fortnightly newsreel of current events in Berlin.

6 Ceramic in abstract

Rudolf Mauke, the Berlin sculptor, presents here his version of the relationship between the fine arts and technical science in our time.

7 A metal plastic

Brigitte Meier-Denninghoff, the sculptress awarded the Biennale Grand Prix at the Venetian Art Exhibition in 1953, here depicts her interpretation of the combined forces of man and nature.

Created in Berlin, the plastic is the property of the Free University and is shown here by courtesy of that institution founded in West Berlin during the Blockade, 1948/1949.

The Berlin Marketing Council wishes to express its gratitude to the following persons for having contributed to the exhibition.

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