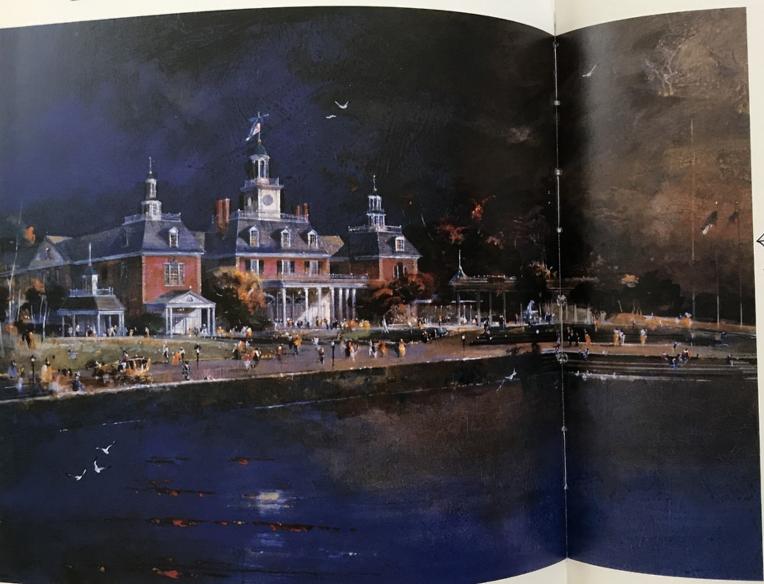




The American Adventure

Presented by American Express and Coca-Cola





The centerpiece of World Showcase Adventure, which is housed in this building. From the artist's renderin unfinished three-dimensional model step in which design problems are so ments made. Colors must be match swatches on the artist's table, and talso be sent to the site of the actual

Joseph Muchation Joseph American Advantur

Considering Epcot Center's everything fitting so neatly at it could be no other way—it that in its original conception. Adventure pavilion was to be so for Future World, where Sh stands. Moreover, it was plan temporary edifice, a mammoth ture on stilts, somewhat akit Museum in Washington, D.G.

As the host to all the gother countries, the America ion was intended as a huge with a ride-through attraction bridge between Future World case. In theory, visitors we pavilion toward the lagoon, point the foreign pavilion Canada, Japan, Italy, Chin—would beckon invitingly.

Halsat Tyman 198





The centerpiece of World Showcase is The American Adventure, which is housed in this handsome Georgian building. From the artist's rendering, left, to the unfinished three-dimensional model, above, is a giant step in which design problems are solved and adjustments made. Colors must be matched to the approved swatches on the artist's table, and these swatches will also be sent to the site of the actual construction.

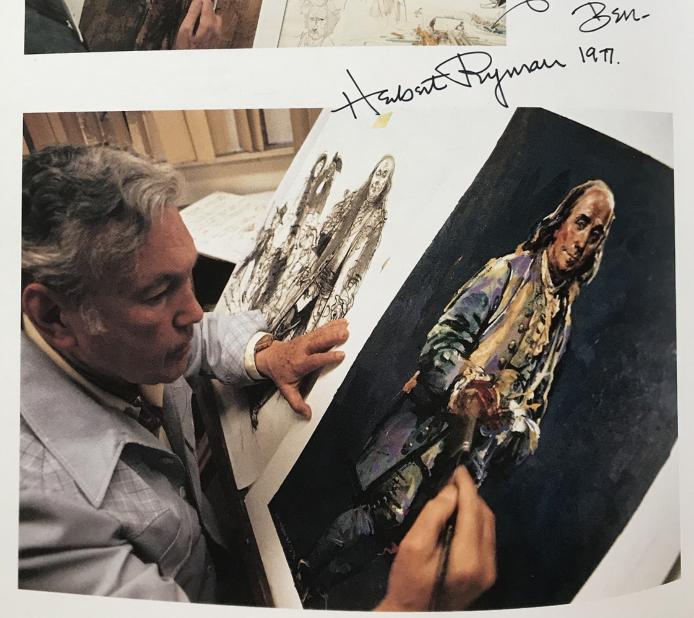
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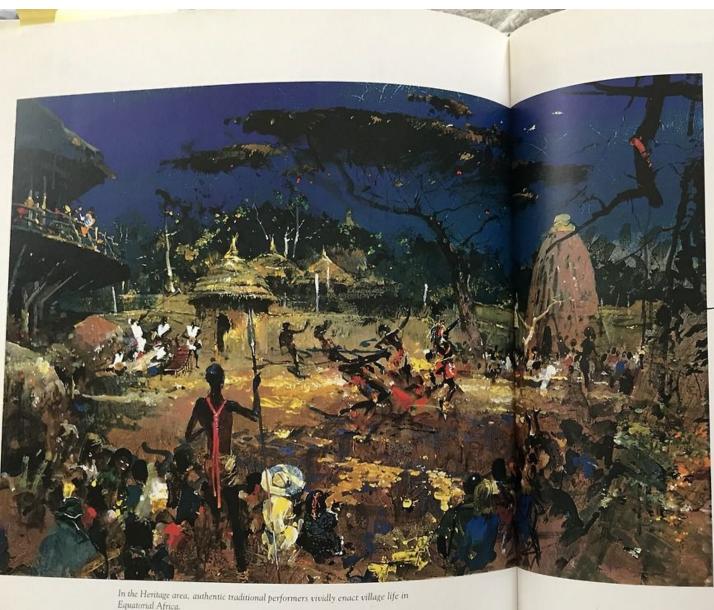
Considering Epcot Center's present layout—everything fitting so neatly and smoothly, as if it could be no other way—it is hard to imagine that in its original conception, the American Adventure pavilion was to be smack in the middle of Future World, where Showcase Plaza now stands. Moreover, it was planned as a sleek contemporary edifice, a mammoth ultramodern structure on stilts, somewhat akin to the Hirshhorn ture on stilts, somewhat akin to the Hirshhorn

Our he Adventhroug tory an and M markatifigures characters.

Our hosts in The American Adventure's dramatic trip through this country's history are Benjamin Franklin and Mark Twain, two remarkable Audio-Animatronics figures. The spirit of the characters was first suggested in these detailed and expressive paintings.

Frist Strations
of mankand
Sin-





to the pavilion. The film tells the story of the various kingdoms and civilizations of Equatorial Africa, a thrilling account of which the Western world is largely ignorant.

After the show, on the way out of the pavilion, the visitors will view a montage, in the style of the popular and provocative "Family of Man" exhibit, of thousands of extraordinary photographs of African people.

In a kiosk outside the exhibit, books and pamphlets will be available for purchase by those who wish to pursue the study of the history, traditions, and people of this vast and fascinating continent.

Subset Ryman 1981

my painting showing the

Nature Dance and Music Area

of the African Pavilion.

The audience is seated on

logs and stumps and earth mounds.

Show and music interval

be about 20 minutes.

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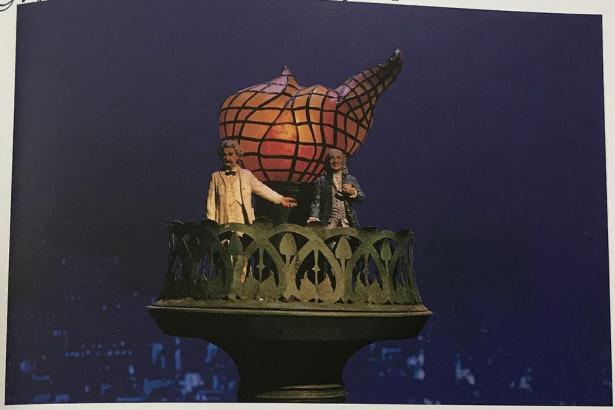
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Suggested idea for the finals of the American Duenture -



Twain and Franklin, on the platform beneath the torch flame of the Statue of Liberty, wind up their tour through American history with Thomas Wolfe's hopeful words about the American promise.

To the strains of "Golden Dream" the shapes take form, become pictures of memorable moments: Jackie Robinson sliding into second base; Marilyn Monroe entertaining the troops in Korea; Albert Einstein; John Kennedy addressing a crowd ("Ask not what your country can do for you..."); the Peace Corps; Martin Luther King ("I have a dream..."); Joan Baez at Woodstock. An astronaut plants the American flag on the moon. The camera moves in, pulls back, picks out a detail, sweeps across a panorama. The country's collective memory is rekindled.

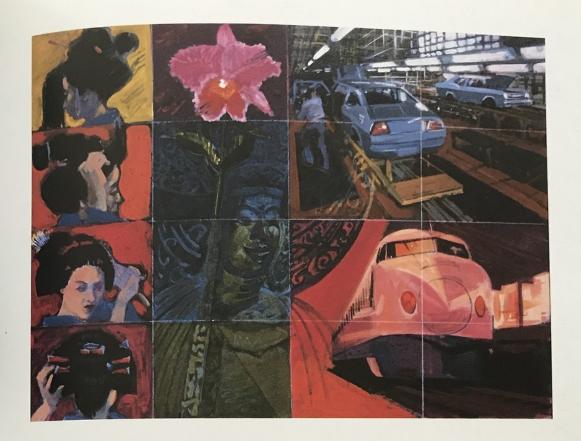
Predawn New York, its fabulous skyline in

silhouette, fills the screen. Then the glowing

On a platform ringing the torch stand Ben Franklin and Mark Twain, pondering America's past and addressing themselves to America's

future, with concern and with some criticism, but also with confidence and, above all, with hope. After the show ends, the words of Thomas Wolfe, spoken by Ben Franklin, linger in the memory:

"To all people, regardless of their birth, the right to live, to work, to be themselves, and to become whatever their visions can combine to make them. This is the promise of America."



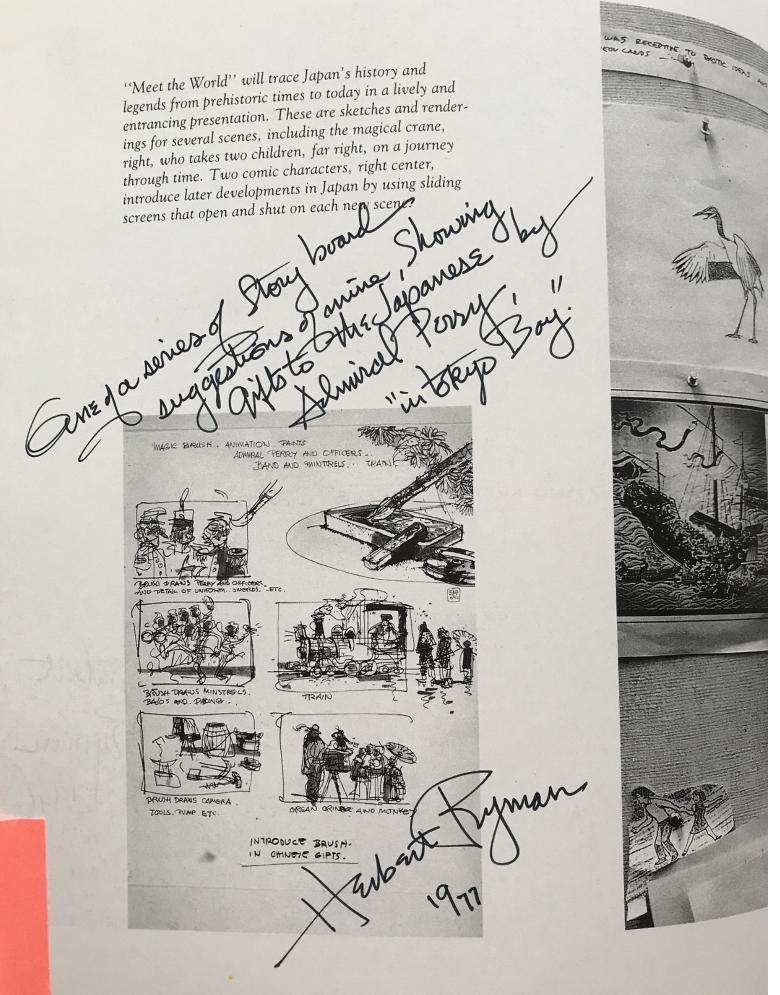
Among the artwork for Japan's show, "Meet the World," the panels above represent contemporary Japan, with its exotic mixture of centuries-old traditions and advanced technology, and the storyboard below shows a Chinese illustration.

NOT A STORY BOARD AND NOT A CHINESE ILLUSTRATION -



Herbert Tyman 1977,

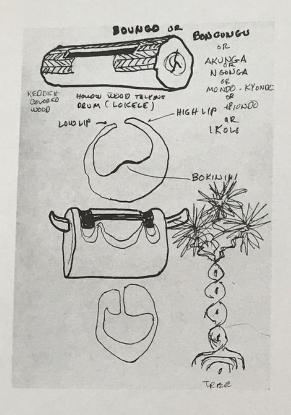
that they did need an ethnic and cultural presentation. They make accepted this suggestion the Show is mow called -



my conception y the sutrance gate to the China Pavilion, Reople Republic of China This early rendering gives an idea of what China will look like to visitors arriving by boat.

NEw John Has Layson. 205

Africa



Incredible fidelity is achieved as a result of careful homework done on every detail of a presentation. These rough sketches for a display on the history of the drum, the pre-show to "The Heartbeat of Africa," document several instruments.

There is an ever-expanding number of pavilions to be incorporated into the World Showcase complex, some already in the planning stages.

Farthest along in concept is the African Nations pavilion, unique among World Showcase projects in that it is not devoted to any single country but to all of those in Africa that lie, roughly, across the equatorial belt.

The pavilion will offer a comprehensive view of the "dark continent." Its architectural motif is a tree house, in which visitors will overlook a jungle water hole in a simulated nighttime environment. The illusion of the jungle will be heightened by a remarkably authentic diorama of trees, vines, boulders, and rushing water; even the scents of the forest will be re-created. These actual objects, sounds, and smells are blended skillfully with a rear-projected film of animals visiting the water hole to convince visitors that they are actually in the heart of Africa.

One of the pavilion's shows is called "The Heartbeat of Africa." In the pre-show area, dedicated to the history of the drum, an African narrator and actual instruments vividly demonstrate its significance to the African culture.

Bush Baby in uper right for a ground is an audio animatronisty

When the Africa pavilion opens, visitors will be enthralled by the film sequence of animals coming to drink at a jungle water hole. Its effectiveness is due in large part to the painstaking thoroughness that went into the planning of the shot. Above right is the layout, and below it is the rendering; in the pavilion the experience itself awaits you.

