

DESIGN COMPETITION FOR UNITED STATES PAVILION - EXPO '92

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Seville, Spain

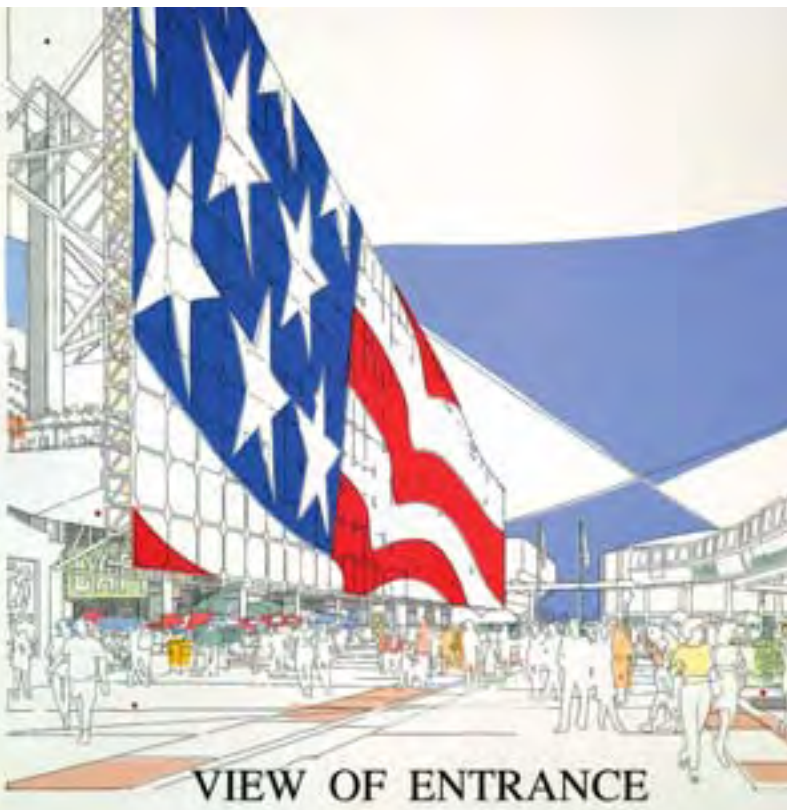
Client: U.S. Information Agency

Completion: 1989 (design)

For the US pavilion at Expo '92 we proposed a simple architectural solution that emphasized symbolism, communications, interaction and civic amenity over complex architectural imagery. The most effective way to express the pluralism and diversity that is the cornerstone of American democracy is to make the US pavilion a simple, almost loft-like structure in which the diverse character of the individual states and corporate exhibitors are given their full expression and juxtaposed with the symbol of national unity - the US flag.

We designed a simple loft-like structure that would fill virtually the total site area. The more functionally specific areas of the theater, restaurant, museum and administration are concentrated in a multi-storied structure on axis with the fair's major north/south boulevard.

The rest of the site is taken up with a hypostyle exhibit hall on grade. The exhibit hall is laid out in a simple gridiron pattern of "blocks" and "streets". This simple gridiron allows the individual exhibitor to create a free-standing exhibit or an infill solution with false facades on "main street". Because the basic exhibit modules are similar to convention hall spaces in the US, individual exhibits could be dismantled and reerected at trade shows after the fair.





ELEVATION
UNITED STATES PAVILION-EXPO '92



