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Two International Expositions

SEVILLA—BARCELONA

1929

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TWO INTERNATIONAL EXPOSITIONS IN SPAIN

SEVILLA EXPOSITION

(Ibero-American Exposition)

March 15th to December 31st, 1929

BARCELONA EXPOSITION

May 1st to December 31st, 1929



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PLAZA DE AMÉRICA, SEVILLA
The palace of Ancient Art in the background



TWO INTERNATIONAL EXPOSITIONS

By Carolina Marcial

THE two great International Expositions to be held in Spain during the year 1929, one at Barcelona and one at Sevilla, are an indication of the economic position that has been attained by the Spanish nation. During the last twenty-five years, the country has made an uninterrupted move for improvement; and today Spain, with its population of 22,000,000, is enjoying a period of undoubted prosperity. Internal peace has been established, export trade has been extensively developed, communications are being continually improved, and agriculture and manufacture are assuming increased importance.

Spain's greatest wealth is in her agricultural output. The well-kept vineyards produce wines far-famed for their excellence of quality and flavor. The extensive olive groves and plantations make Spain the leading country of the world in the production of olives and olive oil. Cereals and sugar are also grown in large quantities and the raising of livestock is also of importance. Extensive mining concessions have been granted. The vast hydrographic system of Spain, with such rivers as the Ebro, the Guadalquivir, the Guadiana, and the Duero, has made possible



THE TOWER OF THE COLEGIO MAYOR
One of the outstanding buildings of the Sevilla Exposition

the progressive development of irrigation and the production of electric energy. Fourteen railway companies are now in operation, and the Mercantile Marine has increased its fleet to 1,750 vessels. The textile industry has assumed considerable proportions in the Catalonian district. Mining has flourished hand in hand with fishing, until at the present time ten thousand tons of tinplate are used every year in the canning of twenty-five thousand tons of fish. Other industries, too numerous to itemize, are also increasing in importance; and in consideration of this fact the present economic position of Spain makes the country a well chosen location for an International Exposition.

The Barcelona Exposition

The Barcelona International Exposition, under the patronage of the King of Spain, is a gigantic undertaking. Plans for it were started in 1914, but they were interrupted by the World War, and were not resumed until 1919. The opening of the Exposition has definitely been set for the beginning of April. It will probably close by the end of the year 1929. The Barcelona Exposition will no doubt be the most important industrial exhibition that Europe has ever seen, bringing thousands of visitors to Spain as participants or spectators. Three main sections—Industrial, Spanish Art, and Sports—will make the scope of the Exhibition almost boundless, and will provide a diversity of interest.

Barcelona, with its population of 1,000,000 inhabitants, is the most important city on the Mediterranean coast, and is a thoroughly modern metropolis, with beautiful parks and gardens, museums, libraries, a university, and colleges. It has a well-developed transportation system, with street-cars, autobus lines, subways, funiculars, and electric railways; and the harbor traffic is the best indication of the industrial importance of the Catalonian region of which Barcelona is the center. The city is situated in a valley between Mt. Tibidabo, 1,700 feet high, on the north, and Mt. Montjuich, 600 feet high, on the south. It is on the slopes of Mt. Montjuich, now converted into beautiful promenades and gardens, that the great Exhibition will be held, covering an area of over 300,000 acres.

The Industrial Section, comprising eleven vast halls, will be the most important of the three sections of the Exposition. Here will be seen the various aspects of industry and agriculture, the different forms of commercial activity, and the application of science to the development of production. Each of the halls will house a particular industrial group

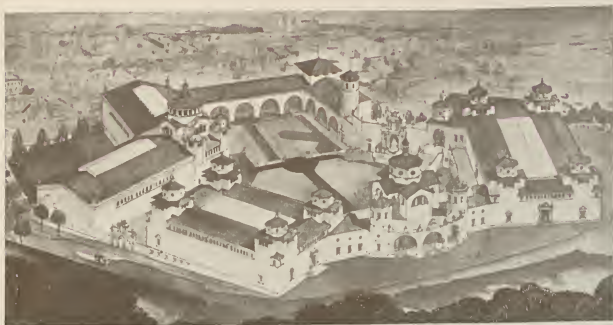


THE PALACE OF ELECTRICITY AND POWER AT THE BARCELONA EXPOSITION

displaying to the public in an effective manner its own special features.

There will be two groups of agricultural buildings: one containing the exhibitions of viticulture, enology, and olive culture, and the other the displays of agricultural machinery; while the open space between the two groups of halls will be used for exhibitions of floriculture. The Hall of Textile Industry and Clothing Trade will have exhibitions of processes and products connected with the textile industries—spinning material and processes, cordage and woven materials, bleaching, dyeing, printing, and dressing machinery; yarns, woven goods of all kinds, laces and embroideries; materials and processes for the making of clothing; cloths, furs, and leathers; hats, shirts, linen, neckties, and footwear.

In the Hall of Electricity and Motive Power will be the electrical and electro-chemical industries, electric lighting in all forms, telegraphs and telephones, sundry uses of electricity, motive power, wind and water motors and steam engines, applied mechanics, governors and accumulators, measuring apparatus, chemical industries with their materials and processes, chemical products, and coal products. The Hall of Applied and Industrial Art will contain everything connected with furniture and cabinet-making, interior decoration, ceramics, objets d'art in metal and marble, lamps, wallpapers, tapestries, curtains and carpets, leather, jewelry, religious and ecclesiastical art, art as applied to the theatre, etc. The various branches of the Building Trade will be represented



THE PALACE OF AGRICULTURE AT THE BARCELONA EXPOSITION

in the Hall of Alphonso XIII; and will have exhibits of stonework, tiles, cement, locksmith requisites, house carpentry, stairways, house decoration, and the many other materials and processes that are linked up with the building trade today.

In the Hall of Graphic Arts will be found the many things appertaining to the Art of Bookmaking—bookbindings and the special machinery employed in the making up of books, copies of codices and incunabula, maps and geographies, globes, statistical graphs, and valuable collections of books. The Cinema Hall, in addition to its exhibition rooms, boasts a magnificent theatre, and this hall will contain the apparatus and accessories connected with artistic and educational photography, stereoscopic and scientific photography, phototypography, photogravure, and cinematography. The Hall of Labor will be concerned with the methods used by modern industry to obtain the greatest effective value from work in the least possible time and with the least fatigue to the worker. The Hall destined for Sports Supplies will present rules, plans, models, and equipment necessary for boxing, fencing, swimming, football, tennis, and other forms of athletics. The Hall of Communications and Transport will include everything relating to animal pack or draught transport, transport by rail or tramway, river and maritime transport, naval construction, aërial navigation, and traveling requisities. In the foreign section, in a specially favored position overlooking the other buildings, space has been reserved to enable any

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foreign state that so desires, to erect pavilions to shelter exhibits connected with the official participation of their respective countries; and exhibitors in this section can also secure space in the magnificent Hall of Queen Victoria Eugenia, which has been reserved for that special purpose with all the necessary equipment.

Another main section of the Barcelona Exposition will be that devoted to Spanish art. By collections of authentic objects of art and reproductions of memorable events in the life of the nation, it will be endeavored to "evoke the different atmospheres belonging to the various epochs, and to reflect the essential features of Spanish art down through the centuries of history." Every article will be marked, in order to show its history and origin, and the exhibition will be greatly enriched by treasures of the State, the Church, the Army, and Public Corporations. The compendium of Spanish history will begin with the first colonization on Iberian soil, and will portray the deeds of glory that have come down through the generations. The Hall of Modern Art will contain exhibitions of painting, drawing, and sculpture; and the "Spanish Town," one of the most interesting features of the entire art exhibition, will combine the typical buildings and picturesque representations of rural life in different epochs and districts of Spain, and will illustrate typical Spanish clothing, the customs of the people, and the popular arts and trades. In the "Spanish Town" will be held shows and festivals, tournaments of knights, band competitions, historical pageants,



THE GREAT NATIONAL PALACE AT THE BARCELONA EXPOSITION

and rustic sports; and the diversity of contemplated activities will no doubt make this part of the Exhibition a particularly popular one.

All modern sports will be represented in the Sports Section, the third main division of the Exposition; and the order of their representation will depend upon the following factors: the importance conceded to them in modern pedagogical systems, the fame they have acquired in the various countries of the world, and the industrial movement that has grown up around them. The splendid Stadium will accommodate 60,000 spectators; and the football field, racing track, tennis court, pool, and halls for pelota, boxing, and fencing, will guarantee ample representation of the most popular sports and athletics.

The Press House is designed to enable newspaper men to transmit their "stories" with the greatest possible dispatch, and is efficiently equipped with telephones, telegraph facilities, and sub-postoffice. The Pavilion of the State will contain the various government departments—Post Office, Telegraph, War Office, Admiralty, Charitable Institutions, Home Office, and Education. The automatic telephone service that was recently inaugurated, and the long-distance telephone system that connects Barcelona with far-away cities in Europe and America will do much to expedite the carrying out of the necessarily complicated plans for the great undertaking. The Mission Hall will house many of the objects which figured in the Vatican Mission Exhibition. A Greek theatre has been built at the back of an ancient quarry. Ample res-



THE MOVING PICTURE PALACE AT THE BARCELONA EXPOSITION



ENTRANCE TO THE ART EXHIBITS
A most striking feature of the Barcelona Exposition



THE QUAINT SPANISH VILLAGE
An unusual exhibit at the Barcelona Exposition

restaurant facilities have been provided, shelters for plants and shrubs have been erected throughout the grounds—and, in short, everything possible has been done to insure the success of the Exposition, and the satisfaction of the spectators.

The Ibero-American Exposition in Sevilla

The other great International Exposition, the Ibero-American, will be held in Sevilla from March 15, 1929, to January, 1930. Its purpose is to “promote the study and treatment of problems of communication, commerce, and finance; and, in general, the moral and material questions of mutual interest to the Iberian Peninsula and the American countries.” Another objective is to strengthen even more the bonds that already exist between Spain, Portugal, and the Americas; and the Exposition is therefore of special interest to the Latin-American nations.

The Congress of the United States authorized an appropriation of \$700,000; and the Exposition authorities allocated a particularly desirable site to the United States Government, adjacent to the Plaza de España, the main Exposition building, and to the new Hotel Alfonso XIII. One permanent building, representative of the best of the Spanish influence in American architecture, was designed to harmonize with the general architecture at Sevilla, as well as with the Exposition palaces for it is planned to turn this structure into a consulate, with ample living quarters, library, and study room for American students. Two temporary buildings will be in the same general style. One will be used as an exhibit palace, showing the various branches of the United States Government activities; and the other will be a cinema auditorium, in which will be shown regular programs illustrating phases of government activities—such as farming, reclamation, irrigation, road construction, etc.—that cannot be adequately shown in exhibits.

Argentina, Bolivia, Brazil, Colombia, Cuba, Chile, The Dominican Republic, Mexico, Peru, and Uruguay have erected special pavilions, some of them designed to be permanent. Ecuador, Panama, El Salvador, and Venezuela will show their exhibits in the special galleries of the Exposition. Costa Rica and Paraguay will also send their exhibits.

Art, history, and commerce will be the main divisions of the Exposition. For the location, Sevilla set aside the beautiful gardens and parks that lie between the city and the Guadalquivir River, and the beauty of the setting will form an admirable background for the picturesque buildings and Exposition palaces.

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The grounds will cover approximately three million square feet and will be divided into four main sections, connected by beautiful roadways and parks. In the first section will be the regional exposition and the tourists' exhibit. These will include the most characteristic regional architecture of Spain, and fascinating presentations of the music, dances, and customs of all parts of the country. Here the beauties of the Spanish provinces will be graphically illustrated and bureaus of every kind will furnish information with regard to excursions and voyages on the Peninsula and to America. It is here that the visitor to Spain will



BUILDING OF THE CATTLE INDUSTRY AT THE SEVILLA EXPOSITION

be able to secure desired information about Madrid, Barcelona, Granada, Cádiz, and other famous Spanish cities; and he can also be informed as to the relative advantages of a journey to Asturias, the region known as "the Switzerland of Spain," far to the north of the Iberian peninsula, or a visit to the beaches of San Sebastián or Santander for rest and recreation after the sight-seeing of the Exposition, or excursions to Montserrat, the legendary mountain of the Holy Grail, or to the Balearic Islands, over the romantic waters of Mare Nostrum toward the olive-clad slopes of Mallorca.

In the second section will be found the development of ancient and modern Spanish art, also a historical and industrial exposition of artistic and practical significance. The third section has been planned to portray the ancestral art, the heritage of the great minds that have given universal glory to the name of Spain; and here will be exhibitions

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of pictures, work in precious metals, arms, tapestries, sculpture, and other exhibits of Spain's great heritage. In the fourth and last section, will be the exposition of industry and commerce, automobile manufacture, agriculture, and stock-raising. Here also will be the reservations for the American and Portuguese nations, who will erect their pavilions along the "Avenida de América" and in the "Plaza de Portugal."

One of the interesting features of the Exposition will be the exhibit of the Compañía Telefónica Nacional de España where an automatic exchange has been built in a permanent structure of pure Spanish style. In a temporary pavilion connected with the permanent building by an open gallery, the International Telephone and Telegraph Corporation will have an exhibit portraying the work of the company through the various countries where it operates. In another temporary pavilion connected also with the permanent building by an open gallery the International Standard Electric Corporation will have an exhibit of Standard Electric telephone material. This attractive group of buildings of the Compañía Telefónica Nacional de España at the Exposition is both artistic and colorful. The main patio has a fountain that is a reproduction of one of the fountains of the Alhambra, the windows are trimmed with rich wrought-iron work, and porcelain medallions decorate the columns in the charming open galleries connecting the main building with the temporary pavilions.

A part of the Exposition grounds will be set aside for sports. There will be golf links, tennis courts, and football grounds where the international matches will take place. As a final endeavor to make the Ibero-American Exposition complete, Sevilla is planning to organize tours for the benefit of the visitors to the Exposition. Special trains, automobile lines, and air lines will be run to other Spanish cities, and to Tetuán, Tangier, and Ceuta, in Africa.

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Beautiful as is the city of Barcelona, its charm will be enhanced during the coming year by the magnificent buildings, and winding parks and gardens, that have sprung up so miraculously on the broad slopes of Mt. Montjuich. Picturesque as is the city of Sevilla, with its famous Alcázar, Giralda Tower, Moorish patios, and exquisite gardens, it will be made even more attractive by the beautiful buildings that have clustered on the banks of the Guadalquivir River.

Thus Spain carries on preparations for two great International Expositions. Again the nations of the world will come together in the peaceful and friendly competition of industry and art.



BUILDING OF THE COMPAÑÍA TELEFÓNICA NACIONAL DE ESPAÑA
This attractive building will be used for a permanent automatic telephone exchange in Sevilla



LA GLORIETA DE LOS QUINTEROS
One of the most attractive corners in the beautiful grounds of the Sevilla Exposition



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