**Fairs and Expositions Collection, 1893-1967**

**Collection Number: 1999-2**

Environmental Design Archives

University of California, Berkeley
Berkeley, California

**Contact Information:**

Environmental Design Archives
College of Environmental Design
230 Wurster Hall #1820
University of California, Berkeley
Berkeley, California, 94720-1820
Phone: (510) 642-5124
Fax: (510) 642-2824
Email: archives@socrates.berkeley.edu
URL: http://www.ced.berkeley.edu/cedarchives/

Processed by:
Archives Staff
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Archives Staff
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**Descriptive Summary**

**Collection Title:** Fairs and Expositions Collection,

**Date (inclusive):** 1893-1967

**Collection Number:** 1999-2

**Extent:** 3 boxes, 4 card file boxes

**Repository:** Environmental Design Archives.
College of Environmental Design.
University of California, Berkeley.
Berkeley, California

**Language:** English.

**Access**
Collection is open for research.

**Publication Rights**
All requests for permission to publish, reproduce, or quote from materials in the collection should be discussed with the Curator.

**Preferred Citation**
[Identification of item], Philip Fein Collection, (1964-1), Environmental Design Archives. College of Environmental Design.
University of California, Berkeley. Berkeley, California

**Acquisition Information**
This is an artificial collection assembled from smaller donations.
Access Points
Exhibitions.
Golden Gate International Exposition (1939-1940 : San Francisco, Calif.)
Panama-Pacific International Exposition (1915 : San Francisco, Calif.)
Panama-California Exposition (1915-1916 : San Diego, Calif.)

Historical Note
Fairs and Expositions
The first world's fair was held in Hyde Park in London in 1851. The fair displayed foods, fine art and new technology from
nations around the world. It was housed in the Crystal Palace, itself a technological wonder, which was constructed
specifically for the event. Subsequent fairs and the nations and cities which held them sought to compete for
acknowledgement and prestige. As a result, subsequent fairs were almost always increasingly larger with more elaborate
architecture and exhibits. The 1889 World's Fair in Paris boasted of its Eiffel Tower, the 1893 Columbian Exposition touted
its White City and giant Ferris wheel, the Louisiana Exposition could claim it occupied a greater area than any other world's
fair, and the Panama-Pacific International Exposition was famous for its Tower of Jewels.
Although fairs provided visitors with recreation, their principle purpose was the dispersal of ideas, technology and culture.
Through their grounds, buildings and exhibits, fairs disseminated ideas about city planning, the relations of nations, the
advancement of science, and beliefs about ethnic groups, races, and the sexes. One of the major themes was undoubtedly
consumerism. The exhibits and elaborate displays of goods catered to and influenced middle-class tastes and consumption
on an international scale.
The plan, architecture and grounds of the fairs were created as examples of ideal cities with extravagant and sometimes
exotic architecture. They usually included three types of buildings: large pavilions, national and state buildings, and
company exhibits. The groups who constructed the buildings competed with each other to create the most impressive
displays. Nations attempted to create buildings which dwarfed their neighbors, states created monumental displays of their
natural resources and industries, and merchants built elaborate exhibit booths to display goods such as mechanical
equipment, furniture and other products.
The 1915 Panama-Pacific International Exposition was the first world's fair to be held in California (San Francisco had been
the site of the smaller Midwinter Fair in 1894 and the Mechanics Fair in 1913). The Panama-Pacific International Exposition
(P.P.I.E.) celebrated the opening of the Panama Canal, and showed off the rebirth of its host city, San Francisco, after the
devastating 1906 earthquake and fires. The P.P.I.E. was the last great American Neo-Classical exposition in the nineteenth
century tradition. The plan and buildings were conceived of and designed by numerous architects such as Willis Polk,
Bernard Maybeck, Henry Bacon and Louis Mullgardt. The focal point was the 450 foot high Tower of Jewels designed by
Carrere and Hastings which featured 100,000 polished faceted glass jewels backed by tiny mirrors. San Francisco had
competed with several other cities, including San Diego, for the honor of hosting the fair. Although San Diego eventually
acquiesced to San Francisco, it had its own smaller Panama-California Exposition 1915. In 1916, many of the exhibits from
the P.P.I.E. were moved to the Panama-California Exposition. Small fairs such as this were often patterned on the larger
world's fairs.
San Francisco continued the world's fair tradition in 1939 with the Golden Gate International Exposition (G.G.I.E.), built on
the man-made Treasure Island in the middle of the San Francisco Bay. Unlike the earlier world's fairs which usually
employed classical motifs, the G.G.I.E. buildings were an interesting mix of modernism and Aztec and Mayan motifs. The
G.G.I.E. was the last world's fair in California and one of the last in the United States, as other recreation options and new
communication mediums such as radio and eventually television eclipsed the fairs.
Sources:

Scope and Contents Note
The Fairs and Expositions collection consists of drawings, photographs, postcards and publications that document a variety
of fairs and expositions nationwide. The collection is organized into five series: I. Panama-Pacific International Exposition, II.
Panama-California Exposition, III. Golden Gate International Exposition, IV. California Fairs and V. Non-California Fairs. The
bulk of the material is from the two California World's fairs: the Panama-Pacific International Exposition in 1915 and the Golden Gate International Exposition in 1939. The Fairs and Expositions Collection is an artificial collection assembled from smaller donations.

Alaska Yukon Pacific Exposition, Seattle, (1909)
**Title:** John Galen Howard Collection
**Identifier/Call Number:** (1955-4),
**Contributing Institution:** Environmental Design Archives

Golden Gate International Exposition, San Francisco, (1939)
**Title:** Bernard Maybeck Collection
**Identifier/Call Number:** (1956-1),
**Contributing Institution:** Environmental Design Archives

Panama-California International Exposition, Balboa Park, San Diego, (1915)
**Title:** William G. Merchant Collection
**Identifier/Call Number:** (1962-2),
**Contributing Institution:** Environmental Design Archives

Panama-Pacific International Exposition, San Francisco, (1914-1915)
**Title:** Irving and Gertrude Morrow Collection
**Identifier/Call Number:** (1992-1),
**Contributing Institution:** Environmental Design Archives

Panama-California International Exposition, Balboa Park, San Diego, (1915)
**Title:** Paul Thiene Collection
**Identifier/Call Number:** (1962-1),
**Contributing Institution:** Environmental Design Archives

Panama-Pacific International Exposition, San Francisco, (1914-1915)
**Title:** Bakewell and Brown Collection,
**Identifier/Call Number:** BANC MSS 91/99 c,
**Contributing Institution:** The Bancroft Library
UC Berkeley
Berkeley, CA
**Title:** Bakewell and Brown Collection
**Identifier/Call Number:** (19XX-11),
**Contributing Institution:** Environmental Design Archives

Panama-Pacific International Exposition, San Francisco, (1914-1915)
**Title:** Bernard Maybeck Collection
**Identifier/Call Number:** (1956-1),
**Contributing Institution:** Environmental Design Archives

Panama-Pacific International Exposition, San Francisco, (1914-1915)
**Title:** Louis Christian Mullgardt Collection
**Identifier/Call Number:** (1952-2),
**Contributing Institution:** Environmental Design Archives

Photographs of the Panama-Pacific International Exposition,
**Identifier/Call Number:** BANC PIC 1905.11405-.11543--PIC,
**Contributing Institution:** The Bancroft Library
UC Berkeley
Berkeley, CA
**Title:** Photographs of the Panama-Pacific International Exposition Pictorial Miscellany,
**Identifier/Call Number:** BANC PIC 19xx.485--G,
**Contributing Institution:** The Bancroft Library
UC Berkeley
Berkeley, CA
**Title:** Willis Polk Collection
**Identifier/Call Number:** (1934-1),

A. Exhibit Booths and Buildings
   Scope and Content Note
   Arrangement
   Arranged alphabetically by architect.
   Consists primarily of photographs of large fair buildings such as Henry Bacon's Court of Four Seasons, and drawings of smaller company buildings such as Gillette Razor Company's exhibit booth.

B. General
   Scope and Content Note
   Contains maps, bird's-eye views, a Commonwealth Club Booklet on the architecture of the fair, postcards, photographs of the fair, paintings of the proposed Palace of Fine Arts, and ground plans by the artist Hilliker.

C. 1967 Palace of Fine Arts Reconstruction
   Scope and Content Note
   Contains two drawings from the reconstruction of the Palace of Fine Arts.

II. Panama-California Exposition, Balboa Park, San Diego, 1915, (collection date 1915)
   Scope and Content Note
   Includes photographs and postcards of the fair. A large number of photographs of this fair are also located in the Paul Thiene Collection, (1962-1).

III. Golden Gate International Exposition, San Francisco, 1939, (collection date 1939)

A. Exhibit Booths and Buildings
   Scope and Content Note
   Includes photographs of specific buildings.

B. General
   Scope and Content Note
   Contains plans and bird's-eye views of the fair.
IV. California Fairs, (collection dates 1894-1935)

A. California Midwinter Fair, San Francisco, 1894
Scope and Content Note
Contains seven portfolios of photographs of the fair and California scenes.

B. Mechanics Fair, San Francisco, 1913
Scope and Content Note
Consists of one photograph of the interior of an exhibit.

C. America's Exposition, San Diego, 1935
Scope and Content Note
Comprised of postcards.

V. Non-California Fairs, (collection dates 1893-1906)

A. Centennial International Exhibition, 1876
Scope and Content Note
Consists of one lithograph print of the Art Gallery.

B. World's Columbian Exposition
Scope and Content Note
Contains one lithograph print of the California Building.

C. Louisiana Purchase Exposition, St. Louis, 1904
Scope and Content Note
Comprised of watercolor renderings of the Russian Exhibit.

D. Jamestown Exposition
Scope and Content Note
Consists entirely of drawings for the United States Government Buildings.