

CONTENTS

ACKNOWLEDGMENTS ix

INTRODUCTION

The World's Fair in of the Era of the Cold War: Science, Technology, and the Culture of Progress 3

Arthur P. Molella and Scott Gabriel Knowles

PART I. Setting the Stage: The World's Fair in the Era of the Cold War

1. Expo '58: Nucleus for a New Europe 11

Stuart W. Leslie and Joris Mercelis

2. Soviet-American Rivalry at Expo '58 27

Anthony Swift

3. Atoms for Peace in Brussels and Osaka: World's Fairs and the Shaping of Japanese Attitudes to Nuclear Power 46

Morris Low

PART II. Theater of Conflict: North America and the Cold War State

4. Bringing the Fair to Town: Harrison "Buzz" Price and International Expositions in the United States after 1945 57

James D. Skee

5. "The Future Isn't What It Used to Be": Optimism and Anxiety, 1939 and 1964 66

Robert H. Kargon

6. 1964 and the State of the City 77

Katie Uva

PART III. Theater of Conflict: North America and Cold War Culture

7. Advancing an Optimistic Technological Narrative in an Age of Skepticism: General Electric and Walt Disney's Progressland at the 1964–1965 New York World's Fair 87

Michelle Demeter

- 8. The Human Spirit in an Age of Machines: The Pietà and the Computer at the 1964–1965 New York World’s Fair** 96
Arthur P. Molella
- 9. Cold War Food: Consumption and Technology at the New York World’s Fair, 1964–1965** 109
Emanuela Scarpellini
- 10. Billy Graham: The Fifth Dimension at the 1964–1965 New York World’s Fair** 118
Mary Ann Borden
- 11. “Massy and Classy”: Dressing American Women at Expo ’67** 128
Daniela Sheinin
- 12. “The Changing Role of Women in a Changing World”: Universal Womanhood at HemisFair ’68** 137
Abigail M. Markwyn
- Color plates follow page** 150

PART IV. Theater of Conflict: Asia and Australia

- 13. A Garden City for Progress and Harmony: Singapore at the Osaka 1970 Expo** 161
Ellan F. Spero
- 14. Cultural Diplomacy Down Under: US Sports Diplomacy at Brisbane’s Expo ’88** 172
Martin J. Manning

PART V. Endings and New Beginnings

- 15. The Cold War, a Cool Medium, and the Postmodern Death of World Expos** 183
Luca Massidda
- 16. Does the World’s Fair Still Matter? Discovering New Worlds after 1989** 194
Scott Gabriel Knowles

NOTES 213

BIBLIOGRAPHY 257

CONTRIBUTORS 277

INDEX 281