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Visual research and design

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Mr. James A. Cassin
Illinois Commission
New York World's Fair
State of Illinois Building
160 North La Salle Street
Chicago 1, Illinois

Dear Jim:

At this stage in the development of the Illinois State Pavilion it must be quite difficult for you to keep your mind on one specific target, because many different problems demand consideration at the same time.

I found that this situation applies to a certain degree to the design area as well. To make the attached memorandum useful, I have separated - after some thinking - the direct design considerations, which are of course uppermost in my mind, from indications of story concept and deadlines. These, I feel, you are concerned with most at this point. I hope that this assumption is correct.

If we have a principal agreement on these two aspects, the subsequent step - the definition of the exhibition story, the outline on which the design itself will be based - can be tackled next. For this step, two or three meetings with you and Ralph are essential, during which we toss around all ideas and story suggestions that have emerged so far. I will appear at these meetings with ideas and data of my own as well.

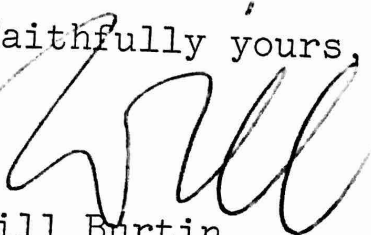
At the conclusion of these important meetings we should have such an exciting and clear organization of the principal visual contents in our hands that a simultaneous attack on design and research follows immediately. From that moment on I can work with the architects on the visual (design) part of the exhibition as a whole, and - through my visual researcher and your representative - on story documentation, selection of objects, sources of pictorial supplies, displays, in detail.

I have by now a clearer image as to what the design of the exhibition should look like. Yet I feel that it would have been a premature step to have it put down in the attached memo already.

Let me just state emphatically that the Lincoln pavilion must be by its content and form the most stimulating, beautiful and memorable pavilion at the fair.

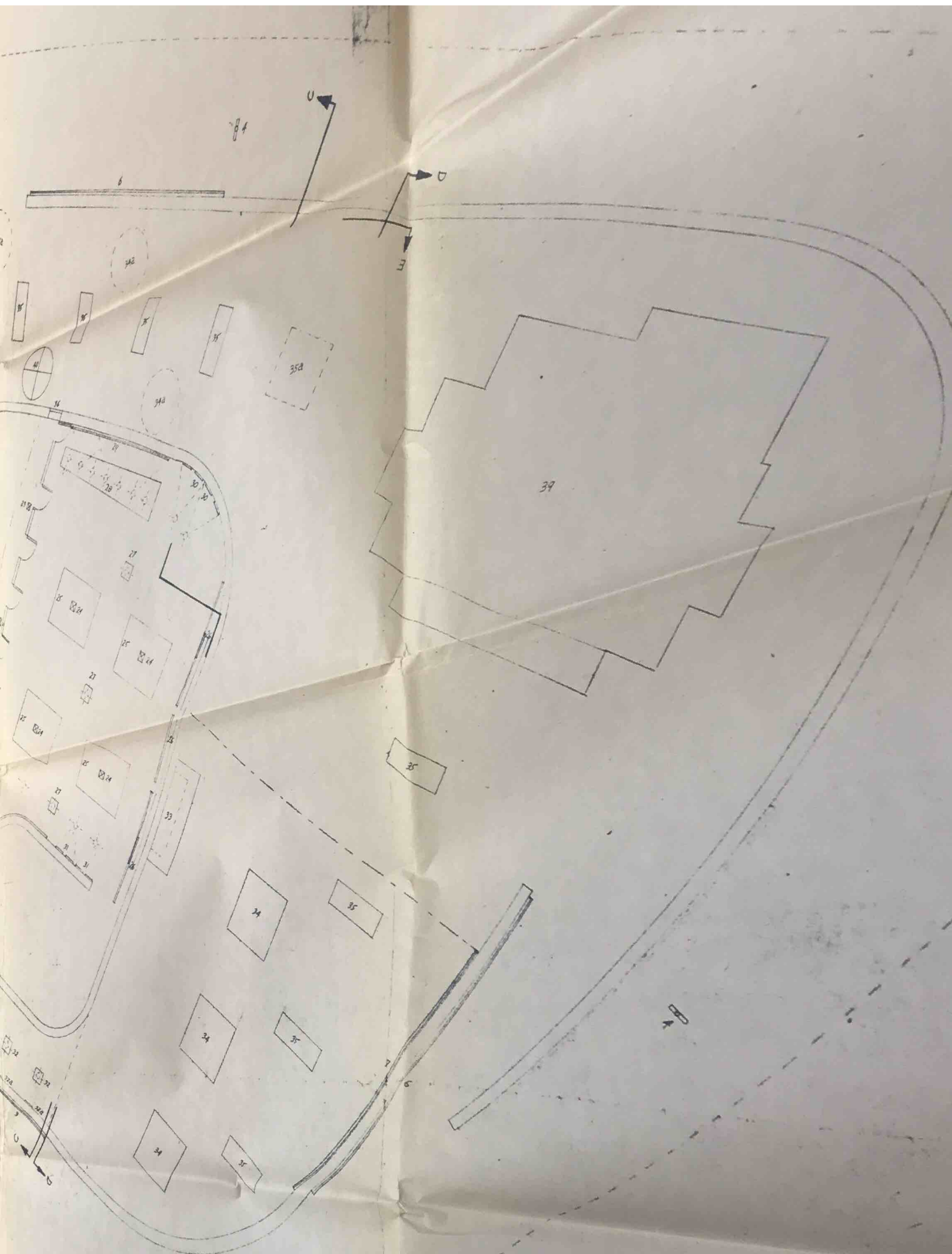
The sooner the "contents definition" meetings get underway the quicker can architect and builder be supplied with information. Recognizing the extreme tightness of schedules and deadlines on every level, I have already rearranged office and studio schedules in such a way that work can commence almost immediately.

Faithfully yours,



Will Burtin





- Relief map of Illinois, with built in light
- Flag poles, from left to right: Flag of Illinois, U.S. Flag with 34 states (stars), presidential flag used by Lincoln
- Photographic enlargements of Lincoln heads from Brady negatives
- Free standing double-faced plaques for daily announcements
- Base of Equestrian statue: Lincoln the Prairie Lawyer
- Lettering line - "Illinois: Land of Lincoln"
- Lincoln statements, filling entire height of walls, Cut out letters standing exposed against brick wall.
- Gettysburg Address in sealed container
- a- Possible position of Lincoln head
- 9 - Vertical panels carrying photographic enlargements on both sides
- 9a- Same as 9 but with photographic enlargement of Gettysburg Address in front
- 0 - Scale model of Springfield courthouse, rotating, self-lighted, and provided with ear phones
- 1 - Projection surface
- 2 - Panel with totem pole
- 3 - Self-lighted low cases for coin and stamp collections, books, models, etc.
- 4 - Hard rails with inside light, showing underneath only
- 5 - 92 transparencies of Lincoln portraits
- 6 - Lincoln calendar of 180 days in History
- 7 - Slide projectors
- 8 - Wall statistic: Illinois 1860, 1910, 1960
- 9 - Color photograph: Chicago panorama scene at night (62 feet long)
- 0 - Color photograph: The Land of Illinois (62 feet long)
- 1 - Kiosk: Chicago information
- 2 - Photographic enlargement: Illinois regional planning
- 3 - Slide projectors
- 4 - Slide projectors

- 25 - Floor areas showing projections from ceiling
- 26 - Wall projection surfaces
- 27 - Free standing self-lighted displays
- 28 - Book sales counter
- 29 - Wall panels showing black and white photograph
- 30 - 4 Wall panels
- 31 - 4 Wall panels: showing rare Lincoln books in special casings
- 32 - Free standing self-lighted displays
- 32a - 3 Wall panels
- 33 - Outdoor souvenir and literature Kiosk
- 34 - 3 Free standing industrial sculptures
- 34a - 8 Free standing industrial sculptures
- 35 - Benches
- 35a - Water display
- 36, 37, 38 - Wall panels conceived as doors
- 39 - Nutledge Tavern
- 40 - Outdoor Kiosk for Chicago and Illinois commercial information
(Design as yet not determined)
- 41 -
- 42 -
- 43 -
- 44 -
- 45 -
- 46 -