



# FOUNDATION EXPO '88

## *'Progressing the World Expo 88 Vision'*

John R McGregor – Foundation Executive Director  
Tel (+617) [07] 3277 1751 Fax (+617) [07] 3277 8283  
Postal PO BOX 232 MOOROOKA BRISBANE QLD AUSTRALIA 4105  
Web-site <http://hometown.aol.com/foundationexpo88>  
E-mail [FoundationExpo88@aol.com](mailto:FoundationExpo88@aol.com)

FOUNDATION EXPO '88 FIRST SIX MONTH REPORT  
(30 APRIL 2004 - 30 OCTOBER 2004)  
30 OCTOBER 2004 : DIRECTOR'S PRIVATE ADDRESS : MOOROOKA

## MINUTES

### **Keynote Speaker: Mr James Maccormick MBE – Co-Master Architect, World Expo 88**

Attendees: Dal Anderson (Royal Geographic Society), Wendy Anderson, John Eglington (Retired Architect-Planner), Geoffrey Mackness (Qld Academy of Personal Development), Deborah Hunter, Margo McGregor, John McGregor (Executive Director) [8 persons]

Apologies: John Greatrex (Crystal Palace Museum & Foundation), Greg Mallory (Young At Heart), Marion Burrows (Munich Festhaus), Emily Burrows [4 persons]

Meeting commenced at 4.00 p.m. Sharp

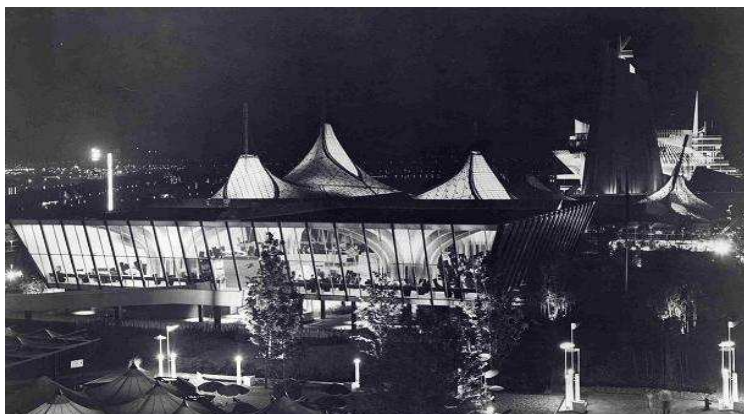
1. Welcome
2. Acknowledgments
3. Keynote Speaker – Mr James Maccormick, MBE, Co-Master Architect of World Expo 88 (00:41 min)
4. Questions & Answers
5. 20-minute Tea & Coffee Break
6. Foundation Expo 88 First Six Month Report & Web-Site Review – John McGregor, Director (00:27 min)
7. Appointment of Next Meeting

### **3.1 Summary – Mr James Maccormick MBE –Co-Master Architect World Expo 88**

3.11 Mr Maccormick has had an illustrious career as a well sought after architect for some of the Australian Commonwealth Government's most important representations at World Expositions.

#### **3.2 Montreal '67**

3.21 After being headhunted from Gromboyd, Melbourne, he was asked to design the Australian representation at Montreal's Universal Exposition of 1967 – one of the largest Expositions to be held in the 20<sup>th</sup> Century.



The Australia Pavilion at Montreal Expo '67 - Image Courtesy of James Maccormick

3.22 The proposed plans were submitted to Cabinet and were formally approved by Sir Robert Menzies, Prime Minister of the day, on his last day in office, despite the fact that Maccormick's favoured design – of three submitted by him – was the most expensive and cost more than twice the budget allocated.

3.23 The Australian Pavilion at Montreal was similar to a large floating square box, allowing extensive use of natural light and incorporated four internal flower-like funnels that supported the structure's roof whilst sucking in the outside air to its air conditioning system.

3.24 The highlight of the Pavilion was said to be the 'Lounge' area where tired visitors could rest in high-backed chairs and listen to a 2-minute audio presentation on a facet of Australian culture in either French or English.

3.25 The representation by Australia at Montreal was deemed a great success, and was considered one of the 'top 4' international pavilions – greatly due to Maccormick's iconic design.

### 3.3 Osaka '70

3.31 After the conclusion of the Montreal Exposition, Maccormick was asked again to design the Australian representation at the next World Exposition – this time, in Osaka, Japan.



The Australia Pavilion at Osaka Expo 70  
Image Courtesy of James Maccormick



Jim Maccormick explains the Pavilion Design, Foundation Expo 88  
Image Courtesy of Foundation Expo 88

3.32 Maccormick once again wowed the world with a design that fired the public's imagination. It seemed to combine both Japanese and Australian elements – a huge arched cantilever holding aloft a jewel-like crown – a subliminal reference to the famous Hokusai work 'The Great Wave at Kanagawa', with the gently floating above the ground crown – roof of the pavilion – referring to the many natural mineral wonders that can be found in the Australian earth.

### 3.4 Spokane '74

3.41 After Osaka, Maccormick resigned from the Public Service and was appointed University Architect at the University of Queensland – where, soon after, he was drafted back to work for the Commonwealth Government as Pavilion Architect and Exhibits Designer Consultant for the Australian Pavilion at Spokane '74 International Exposition USA.

3.42 In this contact Maccormick was intrigued by the river-side site of the Exposition, and mused that if a city like Spokane, of some only 200,000 people could host an international event such as a World Exposition, perhaps Brisbane, Australia – his sometime home – could as well.

### 3.5 A World Exposition for Brisbane

3.51 Upon returning to Australia, Maccormick started to research the potentials of a World Exposition for Brisbane to be hosted in the 80's – possibly coinciding with the 1987 Universiade or the 1988 Australian Bi-Centennial.

3.52 The first official meeting of prominent Queensland politicians and business persons to discuss the proposal was held in 1976.

3.53 The idea was then adopted by the newly established Australian Bi-Centennial Authority – as a possible official 1988 Bi-Centenary event – but one to be held in the more established cities of Sydney or Melbourne where the proposal for a 'Class One' Universal Exposition could be entertained.

3.54 Despite interest, the idea could not gain Commonwealth Government support, citing financial pressures of the new Parliament House building (which was to be completed in the Bi-Centennial Year) amongst other concerns.

3.55 Now that Sydney and Melbourne were 'out of the race', Maccormick once again entered the arena – pushing for a Brisbane Exposition in 1988 – but of a smaller 'non-universal' class – i.e. a 'International Specialised' exposition, where the host nation pre-fabricated the majority of the Pavilion buildings and infrastructure.

3.56 A formal proposal was presented to the State Government of Queensland, which acceded, and was then forwarded anew to the Commonwealth Government for its subsequent approval. In April 1983 a delegation from the Bureau of International Expositions, Paris (B.I.E.), visited the proposed Brisbane site of the Expo, at South Brisbane, and

formal approval from the B.I.E. was ratified later that same year in December 1983. Brisbane had won the 1988 World Exposition.

#### 4.1 Questions & Answers

4.11 [Eglington] *The Exposition Administration Building – Expo House – was that built for the Exposition or did it exist prior to that?*

[Maccormick] That building was previously owned by Telstra (Director's Note: then known as 'Telecom' Australia), then immediately prior to and during the Exposition became the Head Quarters of the Expo 88 Authority – with a special VIP Club and Restaurant on the top level, overlooking the rest of the Expo site, and then administrative levels on the lower floors. After the Exposition the building was purchased and transformed by the Griffith University College of Art as part of their new campus at Southbank.

4.12 [McGregor] *In your initial designs for a World Exposition for Brisbane, some sketches were made of Kangaroo Point as a possible site – why did it not proceed?*

[Maccormick] The Kangaroo Point site was not large enough – the South Brisbane site also had other advantages such as ease of public transport – there were two railway stations at either end of the site – as well as easy access to river and bus public transport. It took us years to get Grey Street closed – but the Brisbane City Council was paranoid about closing down this major thoroughfare – nonetheless it went ahead. They later, after the Exposition, re-introduced Grey Street – under the premise that it would become the 'greatest boulevard in the world' – but what have we to show for it? Nothing little more than an avenue with a few trees.

4.13 [McGregor] *There are several inconsistencies with the re-development of Southbank Parklands, notably the height difference between the Concert Hall for the Griffith University Conservatorium of Music, and the Rydges Hotel which is obscured by it, immediately behind this. What is happening?*

[Maccormick] The Southbank Precinct Masterplan has undergone many significant changes since its inception – and, it certainly appears that if a notable development project is put forward to Southbank Corporation, that the Construction firm in question will be given 'free reign' – more or less – to what they wish to do. And this is a matter of concern. [To Eglington] What do you think?

[Eglington] Yes, I feel very strongly the same way. The Corporation (Director's Note: 'Southbank') is there to protect the area and to protect the public interest. And yet, they haven't done that at all - they seem to be kowtowing to the developers – and in a way I can understand this – developers have to get the most out of their money that they can. But they need to be controlled – that's what the Corporation should be there for – and yet there are numerous cases where the Corporation has allowed their own development criteria to be exceeded. And I am particularly concerned in what they are trying to do in relation to destroying the Expo 88 Restaurant precinct area – the Boardwalk. They are trying to put too much on the site – to get the most from the Developer's money – i.e. the Arbour Apartments, the Galleria, the Mirvac Building – every site imaginable they've allowed this to happen. These matters should get greater coverage - yet, the newspapers don't seem to want to follow the story. They're taking over public space and replacing it with commercial developments. It's just not the same feeling anymore – we're trying to make this case heard – and if anyone here would like to join with us in this protest – you're more than welcome to let us know.

Obviously it's not a problem of talent within Southbank – they've got some of the best consultants in the business – I'm just very disappointed.

[Maccormick] Well...there were a number of attempts to choose a Master Architect after Expo closed. I can't remember the exact details, but one of them - Desmond Brooks – was successful. [McGregor] of Sun City fame? (Director's Note: Sun City is a prominent Gold Coast leisure 'themed-hotel') [Maccormick] Yes, And he had a unique solution to re-instituting Grey Street – to open it up but cover it with a raised level promenade for its whole length. And I thought, that's 21<sup>st</sup> century....and they started to do it with a connection between Rydges Hotel and the Conservatorium....but obviously something happened – and they later took it away, but now you can still see some of the rendering left over. But I still think Desmond Brooks' idea would have been a better one....[McGregor] Do you mean the idea to create an artificial island (with skyscraper) carved out of the side of the River? [Maccormick] No, I think Desmond Brooks was the one who decided to divide the site into three strips – front facing the river – parkland – part in the middle – low-rise development and the part at the back – high-rise. [Eglington] Yes, I think that Brooks was most probably designing something for a population with a much higher density. [Maccormick] This all seems to indicate that there is some incompetence with the Southbank Authority....or that they are trying to make the most out of the developer's money. And I don't think that they will be able to go ahead with this 'boutique hotel' development. [Eglington] I also think that part of the problem is that Southbank Authority's Steve Wilson (Director's Note: Southbank Corporation Chair) is now on the way out and wants to show a big financial return for his tenure there....it's unfortunate though – because it appears that standards are going down.

4.14 [Hackness] *The 16 million that attended the Expo - what were the months of operation of the Exposition?*

[McGregor/Maccormick] Six months – April to October. [Maccormick] Many people of course said – why

close it? Why can't you have it going permanently. But that would go against the conditions of the B.I.E. A lot of these Expos in Europe run during the spring/summer months – and not during the winter. But the other thing that I was sad about – and I was fighting about it at the time – to leave a bit extra left behind so you've got a historical record. For example the very attractive lagoon area – all of it was sold at rock-bottom prices and the site was completely levelled.

[Anderson] And, there is no photographic record on the site as to what was there before....

[Maccormick] That's right – but thank goodness for this web-site. It is one of the most detailed Expo web-sites of any in the world....My congratulations must go to John for this.

4.15 [Hackness] *And where is the next expo?*

[McGregor/Maccormick] There is one in Japan in 2005 – and then later in Shanghai, China, in 2010.

[Maccormick] But my next project is not expo-oriented. There has been a lot of talk recently about a 'icon' for Brisbane. Recently the Premier (Director's Note: the Premier of the State of Queensland – the Honourable Peter Beattie MP) made an announcement about it too....I went to an opening for it just some time before and viewed some of the plans. So I became interested. I later talked to Anna Bligh (Director's Note: Queensland Minister for the Arts and Education) – who is quite close to the Premier – and talked with her for about 30 minutes with some of my ideas....A year ago I would have said it would be a million to one that the project would get off the ground – but now I'd say it is ten to one.....but who knows? It's going to be an expensive project....also involved is the 'Queensland Museum of the Future' and it's all about Queensland – the 'Smart State' (Director's Note: Queensland as the 'Smart State' is the leading catchphrase of the Beattie Queensland Government) .... I then designed a model and took it to the next meeting – and I spoke to a new face there – and she said – 'Oh isn't that interesting – that looks like the outline of the State of Queensland' – and that's something I hadn't thought of!

[Eglington] A lot of what has been discussed today - talking about the web-site – it would be wonderful if it would all be documented....I found a lot of the historical material on the site quite interesting....

[Maccormick] Yes, a lot of funny things can happen. One thing that I remember was of interest....one day my wife and I were invited to lunch at Government House – and we didn't know what it was about at all....and what did they call them – the 'five gnomes of Canberra' – who were the head of various Government Departments were there....we became a bit concerned about what this was all about....and all of a sudden, Zara and Harold turned up (Director's Note: Harold Holt was the Prime Minister of the Commonwealth of Australia at the time of the Montreal Exposition), and it was a luncheon for them to celebrate them going to open the Australian Pavilion at Expo.....and then later the boys all got up and went into the smoking room and were offered cigars and started to talk about the war in Vietnam – what the girls did I have no idea whatsoever!

4.16 [Hackness] *And what is the web-site address?*

[McGregor] I am sure there are many questions we would like to ask informally – this is the end of this part of the afternoon - but first of all, please join with me in thanking Jim – we've heard some things that we've heard before – and some things that we've never heard of before at all – so in both senses I'm sure you'll agree it has been a most illuminating presentation. Please join with me in thanking Jim for his presentation. After the break we will be doing a brief presentation on the first six months of the Foundation's activities and the web-site....please do not hesitate to ask any further questions and intermingle...thank you.

## **5.1 Intermission (20 Minutes)**

### **6.1 First Six Month Report of Foundation Expo 88 – John McGregor – Executive Director**

#### **6.2 Beginnings of Foundation Expo 88**

6.21 Further to attendance at the Inaugural 2002 'Assembly of Expo Cities & Regions', hosted by the B.I.E. and Mayor of Seville, at the World Trade Centre, Seville, McGregor realised the importance of recording and promoting the rich cultural legacy that World Expositions give, not only for local residents, but also to all persons world-wide.

6.22 Whilst other participating cities at the Assembly had multi-media socio-historical presentations on the role of their World Expositions, Brisbane had little to show for it's landmark 1988 World Exposition.

6.23 With three World Expositions under his belt – Brisbane '88, Seville '92 and Taejon '93 (Korea) - upon return to Australia, McGregor became resolute to make his mark for an internet reference guide and archive for Brisbane's World Expo 88 – and whilst teaching himself web-design, began the task of researching the essential elements for a World Expo 88 web-site, as well as the "how-to's" of establishing a commemorative Association and Museum for the Brisbane Exposition, under the convenient banner of a new non-commercial organisation - "Foundation Expo 88".

6.24 The first meeting and launch of the Foundation web-site was held on April 30, 2004, the sixteenth anniversary of the official Opening Ceremony of World Expo 88, at Cafe San Marco, Southbank Parklands – the former expo site. The first meeting attracted 11 interested persons, and over 100 visits from persons around the globe via the Foundation's web-site.

### 6.3 Foundation Expo 88 First Six Months – Milestones

6.31 Newspaper Coverage – 'Expo 88 Lives On' – 'The Independent Newspaper. May 13, 2004. The Director and 'Expo Oz' made front page headlines for this popular inner city complimentary newspaper. Feature story continued on page 8.

6.32 Radio – ABC 4QR – Steve Austin. Morning show interview following on from 'The Independent' coverage. Good coverage of the web-site as well as Brisbane's right to join the newly established B.I.E. "Assembly of Expo Cities & Regions". 7 minutes duration. May 20, 2004.

6.33 Radio – 4BC – Tony Murphy. Sunday evening 'Memories' program on '1988'. Interview preceded by Sir Llew Edwards, Chair & CEO of World Expo 88. Good groundwork covering the web-site and Foundation, as well as joining in conversations with in-coming callers regarding the Exposition. Lord Mayor during the exposition, Sallyanne Atkinson, was also interviewed, via telephone. May 23, 2004.

6.34 Guest Book Feedback - "interesting for Expo history buffs, but unlikely to generate public interest". Comment led to major re-think on the design and viewability of the site, resulting in more interactive features, animated scroll menus, imaginative icons, and more photographs. May, 2004

6.35 Book Launch – 'Showing Off – Queensland at World Expositions 1862-1988'. Work by Queensland-Smithsonian Institute Fellow – Dr Judith McKay – Staff at Queensland Museum. Book launched by the Honourable Premier and Minister for Trade Peter Beattie MP, in the 'Red Chamber', Upper House, Queensland Parliament House. Review for Foundation Expo 88 web-site. August 31, 2004

6.36 Conference – 'Cities & Museums' – at Griffith University College of Art, Southbank Parklands. Meeting with newly appointed Lord Mayor of Brisbane, Councillor Campbell Newman. September 13, 2004.

6.37 Book Review – 'Ric Birch – Master of the Ceremonies – An Eventful Life'. September launch of Ric Birch's auto-biography – Head of the Entertainment Division of World Expo 88 – Master of Ceremonies for the Opening and Closing Ceremonies: Brisbane XIIth Commonwealth Games 1982; L.A. Olympics 1984, Barcelona Olympics 1992, and Sydney Olympics 2000. A delightful read. September 22.

6.38 Interview – James Maccormick MBE, Joint Chief Architect World Expo 88, October 10, 2004. Discussion of Maccormick's work for Australia at Montreal '67, Osaka '70, Spokane '74, and appointment as Joint Chief Architect for World Expo 88, Brisbane. Release of archival photographs and sketches of Maccormick's work for Foundation Expo 88 web-site.

**6.39 Note: Please visit <http://hometown.aol.com/foundationexpo88/press.html> 'News-Press' for the above articles.**

### 6.4 Foundation Expo 88 Bean Counter Statistics – April 30 2004 - October 30, 2004

6.41 Visits – approx. 2400. Courtesy of 'The Ultimate Counter' <http://www.ultimatecounter.com> (Activated April 30 2004) [approximately 400 visits per month – including return visitors and host]

6.42 Demographics – Geography – Statistics Courtesy of 'MegaStats' <http://www.megastats.com> (Activated 11 May) Unique Visitors - Domestic: 55% International: 45% [USA 20% Canada 5%] (**Note Graph I**)

6.45 Highest Month – May – approx. 830 visits

6.46 Highest Day – April 30, 2004 – approx. 100 visits

**6.47 ANALYSIS** - 55% Australian : 45% International visitors represents a high interest in the web-site from an international perspective. Whilst there are a plethora of USA sites on US expositions, there are virtually no internet resources on the 1888 Melbourne Exposition, and little on World Expo 88, except for personal web-sites of favourite photographs taken at the Exposition.

6.471 Foundation Expo 88 is the only known web-site to offer a comprehensive review of World Expo 88, and correspondingly, advertises itself as it's 'Ultimate On-Line Reference to the 1988 World Exposition'.

6.472 The majority of viewers originate from the '1988' page on the US ExpoMuseum.com web-site [app. 60%], with a further 10% originating from the internet's free encyclopaedia, <http://www.wikipedia.com>. Foundation Expo 88 has been aggressively promoting it's web-site through these other internet Expo and reference guides, with favourable results. (Statistics courtesy of <http://www.extremetracking.com>).

6.473 The month-by-month traffic analysis indicates a high level of interest in the opening month of the site – May – presumably from international expo watchers through ExpoMuseum.com, with reducing visiting numbers in successive months. (**Note Graph II**). It is estimated that interest in the web-site will continue to plateau over the next six (6) months until April 30 2005.

### 6.5 Closing Words

6.51 The first six month's of the Foundation's activities have been most promisingly positive.

6.52 The goals and aims of the Foundation have been disseminated to relevant Government, Media, Arts, and Exposition-related contacts, considerably raising the profile of the Foundation and it's role in re-kindling the World Expo 88 vision and legacy.



6.53 The web-site continues to grow and receives up to 500 visits a month, of persons from all over the globe.

6.54 The World Expo 88 memorabilia collection of the Foundation has grown to more than 30 carefully selected items, mostly privately purchased from internet auction house eBay and augmented by the Director's own collection, and public donations. More than two-thirds of these items can be viewed on the Foundation web-site – the largest known public display of World Expo 88 popular culture in existence.

The Foundation Expo 88 Collection Bookshelf  
Image Courtesy of Foundation Expo 88

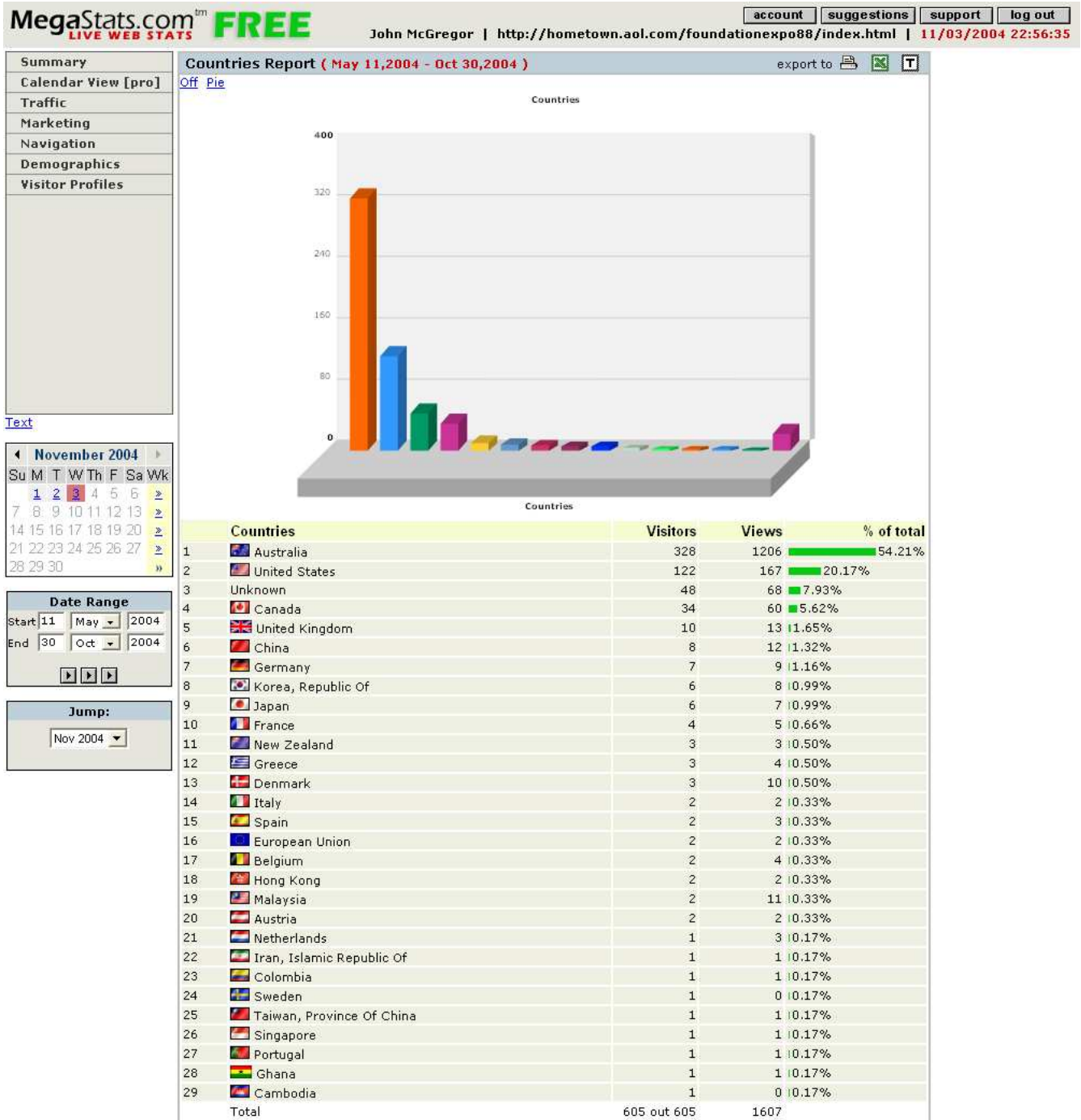


'World Expo 88 Expo Oz Sticker Set' as viewable on the WWW  
<http://hometown.aol.com/foundationexpo88/museumarchives.html>

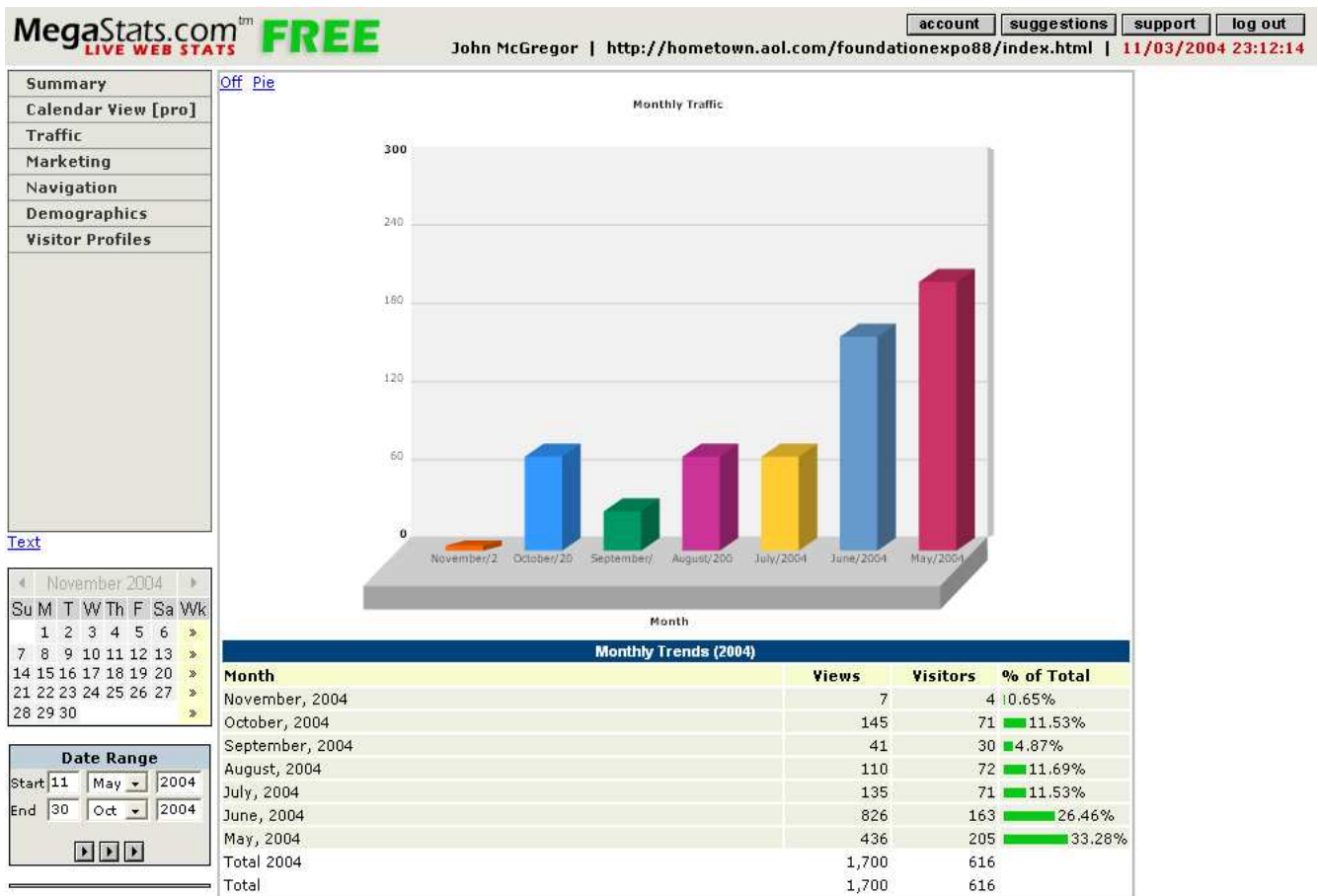


Foundation Expo 88 is selectively uploading archival items to the Foundation Expo 88 Museum Archives web-pages to ensure an accessible viewable collection on the WWW.

Graph I – Countries Report : May 11 2004 – October 30 2004 Courtesy of <http://www.MegaStats.com>



Graph II – Monthly Traffic Report : May 11 2004 – October 30 2004 Courtesy of <http://www.MegaStats.com>



### 7.1 Appointment of Next Meeting

7.2 It has been agreed that the next meeting of the Foundation will be held on April 30, 2005 – six months time – the 17<sup>th</sup> Anniversary of the Official Opening Ceremony of World Expo 88 – at Cafe San Marco, Southbank Parklands, Brisbane. Please contact John McGregor for further details – [FoundationExpo88@aol.com](mailto:FoundationExpo88@aol.com).

Meeting closed at 6.10 p.m.

### ADDENDA

#### Web-Site Referrals

- Expo '67 [http://www.collectionscanada.ca/05/0533/053301\\_e.html](http://www.collectionscanada.ca/05/0533/053301_e.html)
- Expo '70 <http://www.arch.nus.edu.sg/expo/home.html>
- 'The Great Wave at Kanagawa' : Katsushika Hokusai [http://www.metmuseum.org/works\\_of\\_art/viewone.asp?dep=6&viewmode=0&item=JP1847](http://www.metmuseum.org/works_of_art/viewone.asp?dep=6&viewmode=0&item=JP1847)
- Spokane Expo '74 [http://www.washington.edu/uwired/outreach/cspn/hstaa432/lesson\\_26/hstaa432\\_26.html](http://www.washington.edu/uwired/outreach/cspn/hstaa432/lesson_26/hstaa432_26.html)
- World Expo '88 <http://hometown.aol.com/foundationexpo88>
- Universal Exposition of Seville 1992 <http://www.expo92.net>
- Taejeon International Exposition (Korea) 1993 <http://www.expopark.co.kr>
- B.I.E. Paris <http://www.bie-paris.org> Assembly of Expo Cities Regions <http://www.bie-paris.org/main/index.php?p=87&m2=90>
- Queensland College of Art, Griffith University <http://www.gu.edu.au/faculty/qca>
- Southbank Corporation <http://www.south-bank.net.au>
- Outrigger Sun City Resort [http://www.queenslandholidays.com.au/gold\\_coast/500514/contact.cfm](http://www.queenslandholidays.com.au/gold_coast/500514/contact.cfm)
- Queensland Conservatorium, Griffith University <http://www.gu.edu.au/school/qcgu>
- Rydges Hotel Southbank <http://www.rydges.com/locations/Rydges.asp?hotel=RQSOUT&cat=CitySuburban>
- State Government of Queensland <http://www.qld.gov.au>
- Aichi Expo 2005 <http://www.expo2005.or.jp>
- Shanghai Expo 2010 <http://www.expo2010china.com/renda/node1162/index.html>
- 'Save Our Southbank' <http://www.saveoursouthbank.com>