



Expo 67: Not Just a Souvenir (Cultural Spaces)

By Rhona Richman Kenneally, Johanne Sloan

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Expo 67, the world's fair held in Montreal during the summer of 1967, brought architecture, art, design, and technology together into a glittering modern package. Heralding the ideal city of the future to its visitors, the Expo site was perceived by critics as a laboratory for urban and architectural design as well as for cultural exchange, intended to enhance global understanding and international cooperation. This collection of essays brings new critical perspectives to Expo 67, an event that left behind a significant material and imaginative legacy.

The contributors to this volume reflect a variety of interdisciplinary approaches and address Expo 67 across a broad spectrum ranging from architecture and film to more ephemeral markers such as postcards, menus, pavilion displays, or the uniforms of the hostesses employed on the site. Collectively, the essays explore issues of nationalism, the interplay of tradition and modernity, twentieth-century discourse about urban experience, and the enduring impact of Expo 67's technological experimentation. *Expo 67: Not Just a Souvenir* is a compelling examination of a world's fair that had a profound impact locally, nationally, and internationally.

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Bibliography

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Editorial Review

Review

'This collection of essays represents the culmination of an original and fascinating project... Expo 67 is a nuanced, cohesive, lively book which should appeal to a broad audience of scholars across several disciplines. I warmly recommend it.' (Faye Hammill; *British Journal of Canadian Studies*: vol 24:02:2011)

About the Author

Rhona Richman Kenneally is an associate professor in the Department of Design and Computation Arts at Concordia University.

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