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CREATION

The decoration of Hall II, which the Management of the Fair entrusted to Mr. Donald Brun of Basle, forms a fine, symbolic background for the exhibits. A focal point and a decorative frieze create an atmosphere perfectly in harmony with the display of export products.

The *Pavilion of Creation and Fashion*, devoted to the leading export firms and associations, has also been decorated by Mr. Donald Brun. With its fine, harmonious *décor*, this Pavilion is likely to become a centre of attraction of the Fair. Swiss quality products are placed against a background which enhances their beauty and value, while spacious stands and cabins allow each exhibitor to express the individuality of his wares. The fabrics themselves are draped to obtain architectural effects : on the tables, within easy view, the products are made to speak for themselves. The black canopy which stretches over the whole length of the Pavilion, and the very fine flooring, together strike a harmonious note giving an impression of spaciousness and of uniformity.

In contrast with the diversity of the « Textile Hall », the Pavilion presents an atmosphere which faithfully reproduces the essential characteristics of this first post-war Export Fair.

Hanspeter Walter.

