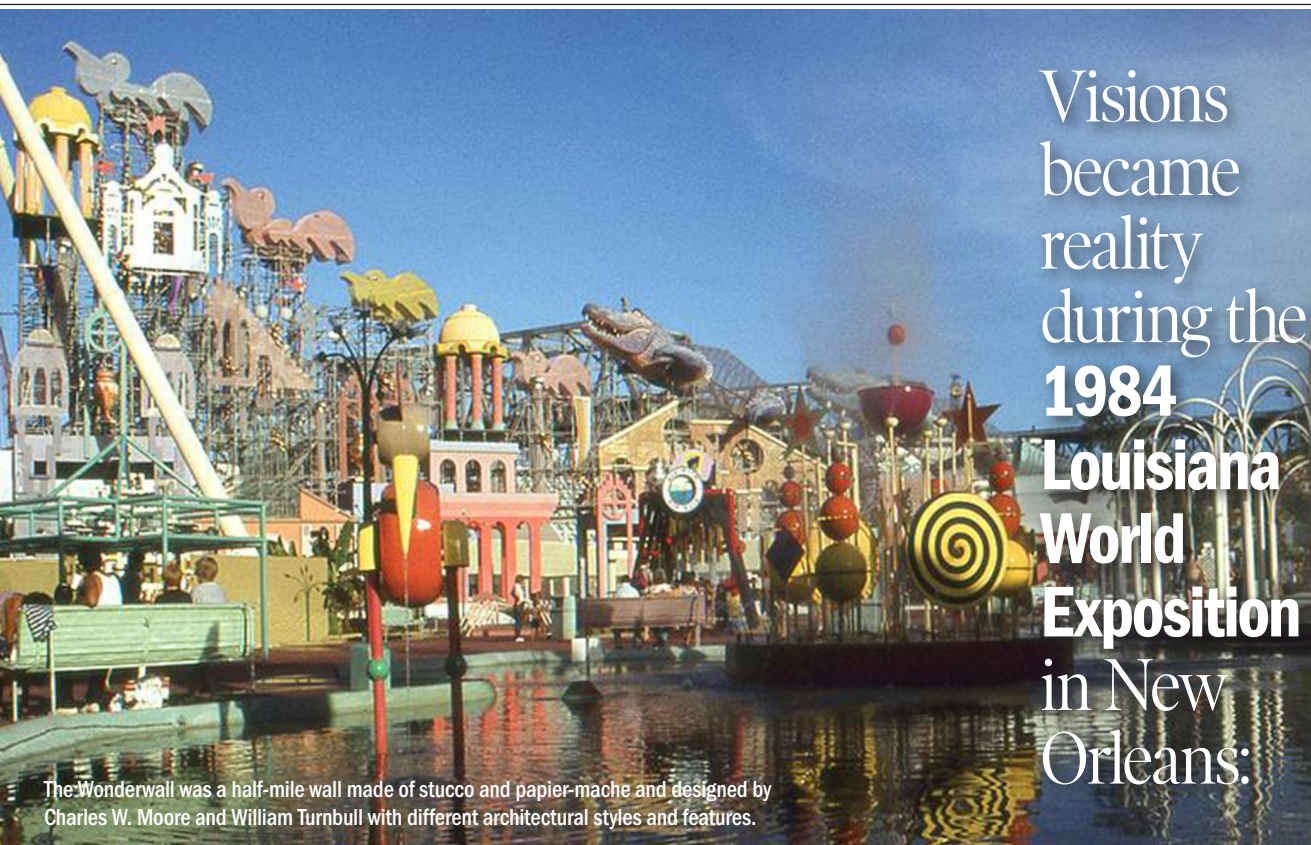


WHAT
HAPPENED

The 1984 Louisiana World Exposition opened on May 12 and closed on Nov. 11



The Wonderwall was a half-mile wall made of stucco and papier-mache and designed by Charles W. Moore and William Turnbull with different architectural styles and features.

Visions became reality during the 1984 Louisiana World Exposition in New Orleans:

A gondola crossed the river; a monorail moved people around the city; and a Wonderwall featuring an eclectic mix of architecture greeted visitors.

The fair, held 100 years after the 1884 Cotton World Exposition in Audubon Park, is remembered fondly by New Orleanians. The theme of the fair, along the Mississippi River, was “The World of Rivers — Fresh Waters as a Source of Life.” It was the first fair to have a mascot, a white pelican named Seymore D’ Fair.

But the fair, like its predecessor a century before, was a financial failure.

Because of the weather, competition from recently opened Epcot, or the 1984 Summer Olympics in Los Angeles, the Louisiana World Exposition was the first ever to declare bankruptcy.

Seymore
D’Fair

Monorail



Gondola

It also was the last world’s fair to be held in the United States. But the fair proved a catalyst for the city’s revitalization. The fair’s exhibition hall, built on a former rail yard, became the Ernest N. Morial Convention Center and the Riverwalk Marketplace.

Several warehouses and streets were improved and renovated to accommodate visitors.

The fair opened on May 12, 1984 and closed on Nov. 11 of that year.

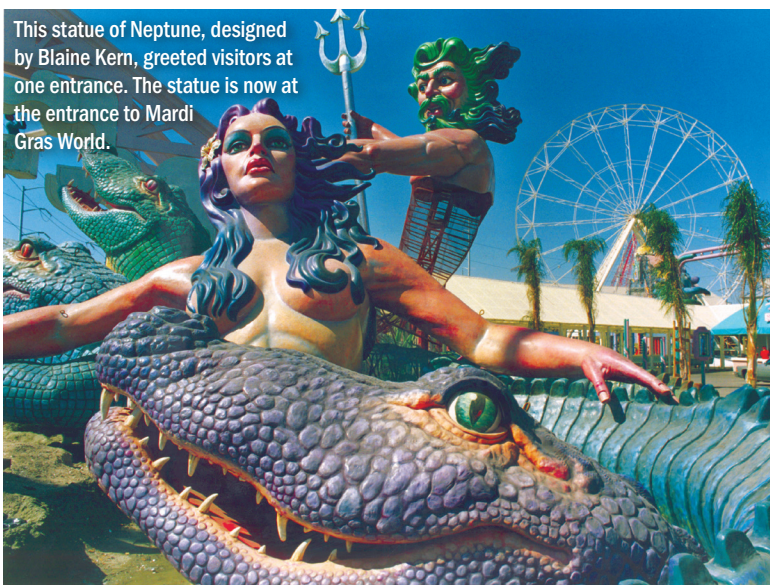
Remnants of the fair include fiberglass statues of Neptune and an alligator at the entrance to Mardi Gras World on Tchoupitoulas Street.

The gondola, intended to serve commuters after the fair, didn’t catch on with locals and was demolished. The monorail was moved to Florida and used at Zoo Miami.



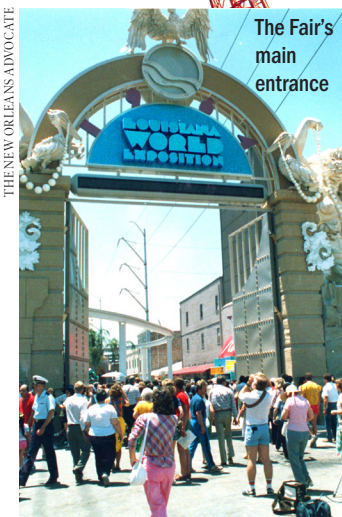
The official exposition guidebook. The fair’s theme was ‘The World of Rivers — Fresh Waters as a Source of Life.’

THE NEW ORLEANS ADVOCATE



This statue of Neptune, designed by Blaine Kern, greeted visitors at one entrance. The statue is now at the entrance to Mardi Gras World.

THE NEW ORLEANS ADVOCATE

The Fair’s
main
entrance