

Brochure

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Explanatory brochure for Expo 67, briefly telling the story of Iran and showing the country's main attractions. It also covers the history of the Iran pavilion at the World's Fair.

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Medium and Support ink, paper

Measurements 23,2 x 9,9 cm

Historical context

In 1967, to mark the centenary of Canadian Confederation, Montreal played host to the world at the Universal Exposition (Expo67). During the six months of the Expo, more than 50 million visitors set foot on Montreal soil, and 120 governments were represented in the various theme pavilions.

The rectangular colonnaded building featured in this Expo67 guide is the Iran pavilion. Themed “The Thousand-and-One Faces of Iran”, the Montreal Iranian Exhibition took place in a Persian-inspired building, evoking Iran’s past, present and future. The exterior of the building, located on Île Sainte-Hélène, was covered in multicolored mosaics. Inside, visitors could contemplate colorful projections on the country’s history, natural features, human achievements and future projects and challenges.