

# Postcard

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Color postcard from Expo 67.

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Fabricant / Éditeur Dexter Color Canada, Ltd.

Date 1967 an

Medium and Support ink, cardboard

Technique industrial process

Measurements 9 x 14 cm

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## Historical context

More than 60 countries took part in Expo 67 in Montreal, and 90 pavilions showcased the ingenuity of mankind to date. A total of 253 hectares were required, necessitating the enlargement of Île Sainte-Hélène and the creation of Île Notre-Dame. In fact, the combination of dewatering areas, using fill from metro construction and creating canals enabled the Expo site to be ready in 18 months for the construction of the various pavilions.

This postcard shows the French pavilion on Île Notre-Dame, now the Casino de Montréal. It was designed by architect Jean Faugeron. Under the theme “tradition and invention”, visitors discover the visual arts, literature, French life, scientific research, the city of Paris and French catering. Its circular structure, asymmetrical shapes and brise-soleil give it a particularly singular appearance. The postcard also shows the Expo Minirail. Initially conceived as a simple means of transport, given the immense size of the site, its popularity surprised even the organizers. Open to the public, it runs slowly and at a great height, allowing visitors to admire the entire exhibition from an absolutely unique vantage point in a moment of calm, far from the crowds.