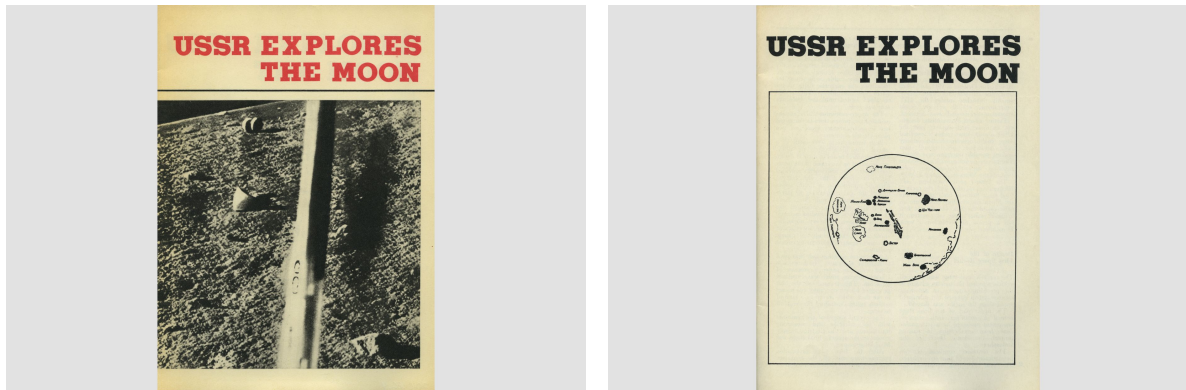


# Publication

<https://collections.pacmusee.qc.ca/en/objects/publication-2010-066-004/>

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Document published by the USSR at Expo 67: "USSR EXPLORES THE MOON".

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Accession Number 2010.66.04

Date 1967

Materials metal, paper

Measurements 21,5 x 16,4 cm

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## Historical context

The 1967 World's Fair was held in Montreal under the theme "Man and His World", which aptly describes the experience of the 50 million visitors.

The USSR pavilion was one of the Exhibition's most visited, with 13 million admissions. Located opposite the United States pavilion, on the other side of the Cosmos footbridge, the rivalry between these two nations is clearly visible. The building's distinctive metal veil reaching for the sky symbolizes the advance of the USSR. The theme of the Soviet exhibition is similar: "Everything in the name of Man and for the good of Man".

World's fairs are an opportunity for nations to showcase their achievements, and this is precisely what the USSR did at Expo 67. Inside, as the accompanying publication clearly demonstrates, the focus was on space exploration. Visitors can observe numerous satellites and, of course, Vostok 1, the vehicle that enabled Yuri Gagarin to become the first man in space, just a few years earlier, in 1961. The reproduction of the lunar surface is certainly another breathtaking feature of the exhibition. Of course, the pavilion also features other themes, such as the circus and ballet. The pavilion, which cost \$15 million to build, was dismantled after the Expo and reassembled near Moscow.