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Eng. 101-Composition I

Essay #3 - Exploring a New York World's Fair

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Blaming The World's Fair

Nowadays we can see that our society is a marketing place. Consumerism plays an important role in it. We can see it everywhere, and all day we are exposed to it. The process to become a consumer society have started after WWII in the 1940's and 1950's. In America, we can point out another event that promoted consumerism. It was the World Fair where people exhibited many house appliances, automobiles, technology, suburbs, construction of new roads and high ways. The World's Fair promotes and predicts this jungle of concrete where we live now. The author states " The thirties invented the modern style, to the startling extent it built the modern world. Consider just New York their roads and bridges" (Gelernter 145). In this quote, the author explains when the projects of turn the city into an exceptional and modern have started. It also gives an idea about what they built to start with it. However, they did not predict the environmental problems that these improvements carry with them. The incentive that the World's Fair gave to the society was consumerism and with it, the creation and construction of new roads and staff. The production, processing, and consumption of utilities requires the use of natural resources like wood, fuels, and water (Leonard). The final result of those factors is pollution, overuse of natural resources, and waste accumulation. I agree that the World's Fair deserve some of the responsibility for today's problems of global warming and running out of natural resources.

First of all America turn into the role model of consumerism for other countries. We have to start talking about The World's Fair. This place one day was the most important place for politics, art, marketing, business, and science. Thanks to this Fair, the authorities opened many bridges and highways contributing to the environmental disruption. The author states, "Roads and bridges of those years shape New York City. The Belt and Gowanus and Hudson Parkways. George Washington, Triborough, Bronx-Whitestone Bridges" (Gelernter 145). In this quote, we can notice that during those days the 30' people believe that a city needs a better roads in order to succeed. However, they did not think about in the consequences of those good intentions. They worried about construction and destruction of the environment. Nowadays, this contributes to the contamination of the air creating pollution. In New York, we have more cars than people. All those cars contribute to the generation and increase of carbon dioxide. Those cars also consume energy and gasoline which are natural resources. The theme of the World Fair was "Builders of the World of Tomorrow" (Gelernter 144). In this quote the author states that those people are building a new world for the new generations a better one. What kind of future they want for us? this kind of future full of pollution, overuse of natural resources, and a city where are more cars than people. A city of tomorrow where people misuse natural resources and consume more than they produced, people who care more for man-made things instead of nature. People who built the World Fair did not think about the consequences and environment. They only were thinking about money and building highways.

Next, consumerism is the overuse of natural resources. Starting from The World Fair, American society exhibited an economy based off consumerism. The author states "The Fair served as pronounced endorsement of America style consumer capitalism" (Gelernter 145). This quote shows that our capitalist society has been created a consumer culture in order to increase

their economy. We use natural resources and destroy nature. In order to fulfil the expectation of consumers. One author states "Peak oil (the likelihood that we've already consumed more than half the planet's petroleum in barely 100 years), the housing bubble, and global climate change. "It's where we live, the size of our houses, the distances we drive for work, commerce, play—everything."(Bauer). This quote shows that American society is based on consumerism. This increase the demand for food, cars, textiles, house, utilities.

Moreover, it have been turned into a role model for other societies where the resources are less, this lead to poverty where people do not have enough money to sustain and paid for their basic needs. For example, China where big companies have their factories. Factory workers are paid less than \$3 a day. They do not have enough to paid for basic needs. One author states that "Inequalities in consumption are stark. Globally, the 20% of the world's people in the highest-income countries account for 86% of total private consumption expenditures — the poorest 20% a minuscule 1.3%" (Shah). In this quote, we can see the reality of the world how wealthy countries increase their demand in food, clothes, energy, paper. It is creating an inequality of consumption in our society. It also develops the creation of more products and use of more land and resources (Leonard).

This photo of the La Guardia Archive we can see The World's Fair. One of the pavilion which is Ford ("Ford Pavilion, 1939-40 New York World's Fair"). Looking at this photo we can see that important companies where in the fair because they wanted to sell their products. The Fair introduce a vast amount of technological invents like cars, bridges, appliances. Those give an idea of improvement in the American society. In the second photo from La Guardia Archive we can see a detail of the City of Tomorrow ("World's Fair / Flushing Meadows Corona Park / Queens / New York."). In this photo we can see the highways, roads, and buildings. Today we

can appreciate in real size. We can see that The Fair also promotes the construction of cars, highways, suburbs. In order to turn the city into a futuristic place. People who were doing this microcosmos did not think about the carbon footprint and the resources that they were consuming in order to accomplish their objectives. As result we can say that the Fair deserve some blame.

In conclusion, the World's Fair deserve some blame because they incentive us to buy new inventions and create a consumer society. This result in use and overuse of resources. Nowadays we consume a variety of resources and products, without thinking in the process behind them. In addition, today we having moved beyond basic needs because we want luxury items and technological innovations which consume and generate pollution in many ways. What we need nowadays is to start to find ways to consume less and improve more our environment.

Works Cited

"Ford Pavilion, 1939-40 New York World's Fair." *La Guardia and Wagner Archives*,

Photograph no. 03.001.1252, 1939-1940, www.laguardiawagnerarchive.lagcc.cuny.edu.

Accessed 24 November 2018.

In this photo, we can see the Ford Pavilion. We can see that they give an entire structure only for this brand of cars. In order to promote the consumerism and marketing of Ford 's products.

Gelernter, David. 1939: *The Lost World of the Fair*. Avon, 1995.

This article describes in detail the World Fairs, how it works and the products that they advertised in each pavilion. It also gives an idea about technology in those years. It describes the artifacts that they had invented.

Leonard, Annie . "The History of Stuff." *YouTube*, uploaded by The Story of Stuff Project, Dec. 2007, storyofstuff.org/movies/story-of-stuff/. Accessed 24 Nov. 2018.

This video shows the complete process behind the products that we consume every day. We can notice that she explains and answers many question that maybe we can have. She also describes the hierarchy and deals between companies and the government .

Shah, A. "Consumption and Consumerism". *Global Issues. Social, Political, Economic and Environmental Issues That Affect Us All*. January, 5 2014.

www.globalissues.org/issue/235/consumption-and-consumerism. Accessed 24 Nov.2018.

This source describes facts about the consumption of natural resources. It also give percentages.

"World's Fair / Flushing Meadows Corona Park / Queens / New York." *La Guardia and Wagner Archives*, Photograph no. 03.001.1188, 1939 - 1940,

www.laguadiawagnerarchive.lagcc.cuny.edu. Accessed 24 November 2018.

This photo shows in detail the project of the modern city. This is the future that the organizers were planning for New York. This photo show one part of what it is nowadays New York.

Photos

