

VIENNA 1964

OFFICIAL designation	<i>WIG 64 International Exhibition Vienna 1964 (Austria)</i>
DATE	<i>16/04 – 11/10/1964</i>
THEME	<i>“International Horticulture”</i>
CATEGORY	<i>Specialised Exhibition</i>
ORGANISATIONAL RESPONSABILITY	<i>The organizer of the WIG 64 is the city of Vienna jointly with the Austrian Federal Association of the Professional Horticulturists. The preparation and management of the Exhibition was a responsibility of the Winer Stadhalle Stadium operation and production company m.b H, Vienna XV, Vogelweidplatz 14.</i>
GENERAL COMISSIONER	<i>Mr Josef Afritsch</i>
SITE	<p><i>The Vienna International Garden Show formed not only a spacious recreational park, the Donaupark, but was also a starting point for a large urban development on the left shore of the Danube. The Donaupark (Danube park), located between the Danube and the “Old Danube” nautical club with an area of approximately 83 ha was, transformed into a largest green area of the city of Vienna.</i></p> <p><i>A beautiful panoramic view of Vienna and its surroundings was opened out to the visitors from the rotating restaurant and café of the Vienna Donautum (Danube Tower) of 252 m high, which since then has become a part of the Viennese skyline and a tourist attraction.</i></p> <p><i>On the stage of the lake with an area of 30 000 m² were presented different artistic events that harmoniously completed an exhibition of contemporary horticulture held in the main hall, in special pavilions and outdoor.</i></p> <p><i>The exhibition held In 4 special pavilions was related to the plant protection, the fertilizer technique, private gardening, fruit and vegetable care, training and recruitment, and research.</i></p> <p><i>In the open air were exhibited: aquatic plants in the basins, shrubs, summer flowers, roses,</i></p>

rhododendrons, and azaleas. One of the main attractions was “The garden of Nations”.

For the comfort of the WIG’s 64 visitors, a chair lift and a small train were provided.

27 countries: Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Ceylon, Czechoslovakia, Denmark, France, Federal Republic of Germany, Hungary, Indonesia, Israel, Italy, Japan, Luxemburg, Malaysia, Netherlands, Portugal, Spain, Rumania, South Africa, Sweden, Switzerland, Turkey, USA.

INTERNATIONAL PARTICIPATION

2 115 797

VISITORS