



Design: Prof. BRUNO PAUL and Reg.-Baumeister a. D. A. MEYER-GASTERS

GERMAN FERTILIZER INDUSTRIES

AT THE AGRICULTURAL EXHIBITION, BERLIN 1933

It was an idea most serviceable to the German fertilizer industry to unify the various interests of the manufacturers connected with this industry in a collective group at the Agricultural Exhibition, and it was happily carried out in a representative house erected according to plans by Prof. Bruno Paul and the architect Meyer-Gasters. They worked in close collaboration.

In the building-up of the rooms and especially in the division of space, two important technical exhibitionary problems must be solved. In the first place, the wishes of the five groups of exhibitors must be fulfilled in a form which must do equal justice to all and further a main attraction for the house as a whole must be created as a propagandistic focal pint. This took the form of a panoramic exhibition stall on a large scale beset with natural growing plants, which was to dominate the whole. As a necessary fulfilment of these two main requirements, the space was divided as a quarter section of a circle, the one side being devoted to the entrance front with the entrances, the other filled entirely by the great panorama, while the circular portion was divided into the five sections of the exhibitors.

When a visitor entered the house through the entrance hall, which was opened and broken up by slender pillars, a hall taking up the entire forefront and intentionally darkening the interior a little, then his eyes turned automatically to the wall on the right-hand side. This was lighted

Artist: ERICH SCHILLING, München

Panorama

