

LIFE IN THE GLOBAL VILLAGE

The global Internet will become a **fundamental building block** for business in the 21st century, just as important as the telephone and telegraph were for business at the dawn of the 20th century. The impact of the Internet will go beyond business however, changing the way **each of us** will lead our lives.



The global village has been growing at an explosive rate, but it is growing in the same wild uncontrolled way that railroads and other building blocks of the industrial age did in the early days. Many people have only vague notions of the exact nature of the revolution sweeping by them. We are building a global village, but are doing so in a haphazard fashion without any **sense of community or shared purpose**.

This **World Exposition** will bring government and industrial leaders together with working engineers, artists, and people of all walks of life. The Internet 1996 World Exposition will be our opportunity to build a public park for the global village, a place that emphasizes **what a community looks like in an information age**.

The Internet 1996 World Exposition, like the industrial age fairs it is modeled on, will expose a large number of people to the technology and leave behind a permanent infrastructure to help drive the



WELCOME TO THE FUTURE

Over the last few years, we've seen the dawn of the Internet, a global internetwork of computer networks that connects more than 30 million people in 150 countries. The explosive growth of this global Internet leaves no doubt that we are witnessing the birth of an infrastructure as fundamental as lighting, mass transit, radio, or the telephone. Gradually, we're seeing every computer in the world connect to every other computer.

information economy forward. At the same time, we can all be entertained and learn from the world around us.

A NEW TWIST ON AN OLD IDEA

This fair is an Internet world's fair. That means it is going to be run a bit differently from past fairs. The Internet is based on people rolling up their sleeves and actually doing something. In the

“The most ambitious undertaking on the Internet to date: a 1996 world exposition modeled on world's fairs of the past.”

— **Newsweek**, July 24, 1995 —

Internet 1996 World Exposition, anybody—even *you*—can get out a digital shovel and start digging.

You don't need permission or certification. If you are on the Internet, you can open a pavilion. However, just because anybody can open a pavilion doesn't mean that somebody else is going to do it for you.



No idea is too outlandish for a pavilion in the Internet 1996 World Exposition.

The world's fair is not a grant program and there is no central funding group that makes decisions for you. If you have an idea for a pavilion, you should go get the resources and do the construction. You might do it as a hobby at home, or your boss might let you build a pavilion, or you might get government funding, or even find a corporate sponsor.