

ESSENTIAL DESIGN



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RICHARD RUSH STUDIOS

Scale model of Progressland for the World's Fair, New York

USA, c. 1964 | enameled steel, mixed media, Plexiglas

34½ h × 27¾ w × 30¾ d in (88 × 70 × 78 cm)

This rare model depicts the General Electric Progressland Pavilion from the 1964-65 New York World's Fair. It is believed that the models were given to GE executives to promote the pavilion. The pavilion featured the Carousel of Progress, developed by Disney, which was later brought to Tomorrowland at Disneyland from 1967-1973.

This work is from the edition of fourteen. Sticker presentation label to model 'General Electric Progressland a Walt Disney Presentation at the New York World's Fair'. Sticker and decal manufacturer's labels to several locations on model 'GE'. Decal manufacturer's label to model 'Richard Rush Studio Chicago, Illinois'.

Provenance: Weinberg Modern, New York | Important Private Collection | Wright, *Design*, 22 October 2015, Lot 512 | Private Collection

Estimate: \$2,000–3,000

Result: \$12,600

Auction

04 May 2023

11:00 am ct

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