

Mr. Michael Levine
Mr. Frank Cyncenas
Museum of Science and Industry
57th St. and Lake Shore Dr.
Chicago, Illinois 60637-2093

Dec. 16, 1994

Re: Enclosed Victory City Exhibit Pavillion Plans

Dear Mr. Levine and Mr. Cyncenas:

I enjoyed talking to you both on the phone. As a result it stimulated my thinking processes and now I have a new idea for a grandios scheme for t he Museum which would cost millions, but should generate a large income when completed and operating. This would be along the lines of a proposed exhibit that I made with conceptual plans for depicting a Victory City and including a full size, operating Victory City Cafeteria Building featuring the Circl-Serv. This was sent to United Technologies and intended as a pavillion for EPCOT near Orlando, Florida. This was rejected since United already had an elaborate Sea World exhibit which they were elated with because of the immense prestige associated with it, although none of it related in any way to any of the businesses they owned.

On the other hand Victory City is closely related to their Otis Elevator Division because elevators and escalators will be the chief form of transportation within a Victory City; automobile transportation I estimate, will only be about 10% of what it is in the obsolete cities.

Their Carrier Division could also supply heating, air-conditioning and ventilating equipment to Victory Cities. United has much to gain when Victory Cities are built. I wonder if they might help with the financing of a Museum Pavillion?

The Chicago Museum could take over the plans for this extravagant exhibit of Victory City including an operating cafeteria, which would have the capacity of feeding 13,000 people in 3 hours. Call a news conference. Announce the plans to the public. Try to get national coverage and combine the news with a solicitation for funds. Prior to the news conference, you might try to obtain grants from the city of Chicago, the State of Illinois and even the National Government.

The amount of increased income to the Museum would probably justify the huge capital outlays. The investment obviously would be in the millions. One important question is whether 13,000 people could be expected to eat in the cafeteria for either lunch or dinner. I dnn't know haw many people visit the Museum each day. Whatever the number the new futuristic cafeteria should be a large attraction by itself. People going there to eat, while on the premises, would easily be enticed to see the other part of the Victory City exhibit with its' mammoth model with moving parts and the famous Museum as a whole. The reverse is true, people going to the Museum and the new exhibit would probably stay to eat.

Although this extravagant proposal would be extremely costly, it could speed up your raising of money for your construction program by obtaining more gifts from the public due to the publicity it would generate and the possibility of government grants.