

file Gorman expo

March 21, 2000

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TO: EUR - Marc Grossman
FROM: EUR/AGS - James B. Warlick
SUBJECT: Expo 2000: Call to Deputy Legal Advisor Thessin

We request that you telephone Jim Thessin to ensure that L places high priority on conclusion of a memorandum of understanding covering construction of a U.S. pavilion at Expo 2000.

A Berlin-based U.S. technology company, Artemedia, has offered to donate several prefab, plexiglass modular buildings that would become the U.S. pavilion. Artemedia would lend the "cubes" at no cost and provide installation, landscaping, staffing, and security. Commissioner General Bill Rollnick would take responsibility for content -- primarily media displays arranged through AOL/Time Warner, CNN, and other sponsors -- with State oversight. The pavilion would honor the President's public commitment to have a privately funded U.S. presence.

Before construction can begin, Rollnick needs to conclude a memorandum of understanding with Artemedia. The agreement covers issues such as indemnification and USG liability and is subject to the approval of L. Jim Thessin reviewed the document on Friday and raised several questions. First, he wants to ensure that U/S Lieberman has signed off on our policy approach. EUR/PD is preparing an action memo today requesting her approval of our plan to accept Artemedia's offer. There shouldn't be a problem - John Kornblum briefed Lieberman when he was here earlier this month. Second, Thessin raised legal questions about liability and Artemedia's role as described in the agreement.

Expo opens June 1. The President could be in Germany that week. We want L to make conclusion of the memorandum of agreement a priority so that the U.S. pavilion will be ready for Expo's opening.

Talking points for your call are attached.

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TALKING POINTS

- Understand you have concerns about conclusion of an agreement between Commissioner General Bill Rollnick and Artemedia on construction of a U.S. pavilion at Expo 2000.
- Expo opens June 1. Hope to have U.S. pavilion ready.
 - ✓ Would honor President's commitment to have a privately funded U.S. presence.
 - ✓ President planning to visit Germany first week of June. Likely to receive invitation from Chancellor to attend Expo.
- John Kornblum briefed Evelyn Lieberman, Sydney Blumenthal, and Tony Blinken in early March on our plans. They encouraged him to proceed.
 - ✓ EUR preparing action memo to Lieberman today for her approval of our approach.
- Hope any legal or ethical issues can be addressed quickly so we can conclude memorandum of understanding.
- Please make Expo a priority.

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AMERICAN VOICES**Definite Acceptances:**

Robert Altman
John Brademas
Robert Brustein
Art Buchwald
Henry Louis Gates, Jr.
*Robert Graham / Angelica Houston
**Adolph Green (with Betty Comden or Phyllis Newman)
Sheldon & Lucy Hackney
William Styron (with Rose and Susannah Styron)
Michael Tilson Thomas
Chee Yun
Paul Theroux
Mike & Mary Wallace
William vanden Heuvel

Wish List:

James Levine
Denyce Graves
Tina Brown/Harold Evans
E. L. Doctorow
Michael Graves
Kevin Spacey
John McPhee
Christopher Lehmann-Haupt
Stephen Ambrose
William F. Buckley, Jr.
Jules Feiffer

Unclear Status:

Rosebeth Cantor/Barry Stein
Joel Volpe
Bruce Weber
Harvey Weinstein
Amy Ephron
George Plimpton
Rosanna Arquette
James and William Baldwin
John K. Galbraith
Taylor Hackford
Steven Haft/Lisa Birnbach
Edwin Arthur Schlossberg/Caroline Kennedy
Robert Hill
Susan Jaffe

Kevin McKenzie
Robert Kennedy, Jr.
Tony Kushner
Evan Bayh
Barry Levinson
Mary Ellen Mark
Marsha Mason
Jessye Norman
Wolfgang Puck
Evelyn de Rothschild
Arthur Schlesinger
Pierre Cassette



**EMBASSY OF THE UNITED STATES
BERLIN, GERMANY
JOHN C. KORNBLUM
AMBASSADOR**

February 28, 2000

Mr. George Vradenburg
America Online
Herndon, VA

VIA FAX

Dear Mr. Vradenburg:

I am writing in connection with our meeting on March 3 to discuss American participation in EXPO 2000, which opens on May 31 in Hannover, Germany.

You may be aware that the American High Commissioner for EXPO, Mr. William Rollnick was hampered in his efforts to mount a "traditional" EXPO presentation by legislation which forbids expenditure of government money for international expositions. Despite considerable efforts, Mr. Rollnick was not able to collect sufficient private sector funds to construct a pavilion.

After considerable discussion between Mr. Rollnick, the White House, the State Department and myself, the United States Government concluded that it remained important for the American role in Germany and Europe to mount a quality presentation of American ideas and accomplishments at the beginning of the 21st Century. President Clinton has given his personal support to this effort. Within the provisions of existing law, I was authorized to help organize the presentation.

Our alternative concept focuses on America's most impressive contribution to modern life — the Internet and the information revolution. Our goal is to mount a series of presentations, entitled "AMERICAN VOICES" co-sponsored by existing American institutions in Berlin, and to transmit them on the worldwide web. We are still discussing the possibility of a reduced presence in Hannover itself. But the purpose of this presence would be to act as a showcase for our Web presentations.

The presentations would seek to mirror the vitality of modern American life. There would be master classes by leading cultural, scientific and political figures, demonstrations of modern technological achievements, cultural presentations in

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both popular and classical fields, and the excitement of movie premiers in Berlin. While still in the earliest stages of planning, we have already enlisted the enthusiastic live participation of film director Robert Altman, Maestro Michael Tilson Thomas, theatrical great Robert Brustein, columnist Art Buchwald, violinist Chee Yun, Kevin McKenzie, artistic director of American Ballet Theatre and principal dancers Susan Jaffe and Robert Hill, Harvard Professor Henry Louis Gates, Jr., world famous chef (Spago) Wolfgang Puck, and writer William Styron to mention just a few.

This concept presents the ideal tie-in with AOL. Our hope is to work together to design a Web presentation which highlights both the content of modern American achievements and the amazing opportunities offered by modern information technology. In so doing, it would also showcase AOL's offerings and its importance to the German and European efforts to keep up with developments in the IT field.

As you can imagine, we are also in need of financial support. Our hope is that AOL would view this possibility as a great opportunity to showcase itself in the rapidly evolving German market. Your support in both design and financing would be essential to the success of the project.

We are meeting in New York on February 28 and 29 to discuss content and financing of our program. I will also discuss options in detail with senior members of the President's staff on March 2. You may have heard that the President intends to visit Germany, including Berlin, on May 1 and 2. Our hope is that he could do an EXPO-related event at that time.

Thank you again for the opportunity to discuss our proposals with you. I am looking forward to seeing you on March 3.

Sincerely,

John C. Kornblum
American Ambassador