

From:

BERNARD KAPLAN ASSOCIATES, INC.
200 Park Avenue
New York, New York 10017
MU 7-4888

For:

Futuro Corporation
1900 Rittenhouse Square
Philadelphia, Pennsylvania

Contact: Elizabeth Pomada

FOR IMMEDIATE RELEASE

FUTURO: THE SPACE AGE VACATION HOME--WITH AN IMAGINATION

* * * * *

Vacationers can practice for living on the moon today. The saucer-shaped, flyable, floatable, livable FUTURO gives every impression of being built by Martians and will be popping up all over the country in time for next summer.

One of the most imaginative mobile housing ideas to roll off an assembly-line, the fibre-glass structure was designed in Finland by architect Matti Suuronen. Its sole licensee and manufacturer in the United States and the Caribbean is the Futuro Corporation of Philadelphia. Deliveries are scheduled to begin by December.

The flying saucer house is built much like a mobile home: there is no site preparation, except for concrete piers for the four steel tube legs (individually built for a 0° to 20° slope). It is equipped with a sewage disposal unit, and can be specially fitted with independently operated utilities for remote areas. It's also as compact as possible. But here all resemblance to squared metallic trailers stops. FUTURO can even be delivered, and moved, by helicopter. The 16 pieces that form the shell and the 704 pieces that are the built in furnishings could also be shipped by truck or barge and assembled on site.

The house weighs about 8,000 pounds, is 26 feet in diameter, and 11 feet high in the center. Exterior colors available are pale blue, pine forest green, white or lemon yellow--and the interior decor will complement the owner's choice.

The large, half-moon shaped main room holds six chaise lounges which convert for comfortable sleeping. Each one has a lighted arm rest for reading in bed. The central table holds a barbecue and fireplace (whose hood also serves as part of the central air conditioning). Shelves, closets, different seating and lighting arrangements are all up to the owner to decide on. Thick wall-to-wall rugs really add to the really tranquil ambience of FUTURO. A small separate bedroom sleeps two in comparative privacy.

Housework is taboo in all vacation homes--and impossible to find in this one. The hull and practically everything else inside are fibre-glass that resists soil. A good hose-down could take about ten minutes. The kitchen is like a ship's galley--tiny but packed. A refrigerator, freezer, sink, counter stove, oven (radiation model optional) and ample cupboard space are stowed away. But Futuro's President, Leonard Fruchter, really believes in paper plates.

The bathroom holds sink and either chemical or standard watercloset. A shower nozzle is on the ceiling and when the person showering pulls the curtain to cover part of the tiny room, the "shower half" gets washed, too.

The entrance hall is the main storage area. Shelves, bins, and racks for skis and hooks for outerwear are built-in. The retractable door offers maximum security when closed. The stairs come down when a key is used in one of the steel legs. They retract at the push of a button. Twenty double acrylic windows (optionally operable) ring the house. One section of four large viewing windows can be put in the upper or lower half of the viewing deck, depending on the view!

Water comes into FUTURO through a single pipe. Waste goes out through a drainpipe. One electric cable supplies all the power, so you can shut off all power at one point. "We like to think that you can just plug the place in like an appliance," Fruchter says. Of course, independent water tanks and generators

are usable in really remote areas. Completely constructed of steel-meshed, reinforced fibre-glass, FUTURO has a life expectancy of at least 30 years.

Insulated with two-inch polyurethane foam, the house heats from minus 22° F to 72° F in 30 minutes. A positive pressure ventilation system, central air conditioning and heating keep the house comfortable in any weather.

Sealed against all water, dust or air infiltration, with a snow load in excess of 10 feet and a windload of over 100 mph, FUTURO could serve as a ski chalet, a beach house, sales office, guest house, or any number of things. By moving the stairs to the upper hemisphere and building a deck, the saucer could even be a floating home.

An African firm plans to use several as motel units, because they are air-conditioned and termite proof. A school in Connecticut plans to use several as classrooms--and the kids will love it. A businessman in New York is thinking of putting one on the roof of his building as a special penthouse. For \$10,000 to \$14,000--depending on what you want in it and how you want it put together--what would you like to use a FUTURO for?

#