

May 1, 2013

The Flapper

ASDVA's Membership Newsletter

I'm a romantic; a sentimental person thinks things will last,
a romantic person hopes against hope that they won't.

- F. Scott Fitzgerald

It seems to be appropriate to evoke F. Scott Fitzgerald, the person most synonymous with the Jazz Age, in this issue of *The Flapper* as we go to view *The Great Gatsby* this month.

Members

We want to welcome Briel Banks, Connie Carroll, and Rebecca Lecuyer into our ADSVA family. Rebecca comes to us from the Art Deco Society of Detroit so we can't wait to hear her ideas for the Society!

News



Washing your clothes with shampoo? If you want to keep your vintage duds looking nice, then that is what you need to do – hand washing is best, of course! Those and many other fascinating tidbits were gleaned from Ms. Connie Carroll's talk on vintage fashion last month. One of the best parts was when she showed us how to use more modern pieces to get that vintage look and feel without the giant vintage price tag or worry about ruining fragile 70+ year old textiles. I personally learned how to use a hat pin...oh happy day! Connie's wonderful store, Halcyon Vintage, is celebrating its 30th birthday this year. (Photo courtesy of Andy Nishida).

Dress

We see another article about Art Deco in the latest issue of *Virginia Living* magazine where the Society also gets a mention. Of course, we're not completely sure but we can't help but think we might have a hand in all this recent interest in Art Deco in the Commonwealth! It may not be too late to get a copy for yourself but you can see the accompanying online article about the top 10 places to tour in the Commonwealth at



<http://www.virginaliving.com/articles/the-art-deco-architecture-tour-of-virginia/>. (Photo courtesy of Andy Nishida).

Feature Article

Art Deco's Gritty Industrial Side

By William Speidel

Most people would be surprised to learn that Norfolk's rough Park Place neighborhood is a designated Historic District. This gritty, struggling neighborhood is a prime example of the streetcar suburban and industrial development typical of the late 19th and early 20th centuries. The southern and western ends along the railroad tracks are occupied by long forgotten architectural gems - brick and concrete block warehouses - that reveal a more muscular and commercial side of the Art Deco/Art Moderne movement. Of particular interest are the larger scale industrial buildings situated at the west boundary of the Historic District.

The National Linen Service at 2400 Hampton Boulevard was built in 1941 and features rounded corners, a stainless steel awning and glass block windows. A peak inside reveals a tall inner structure perfect for letting heat and steam rise and escape through the windows above. The steel structure above still reveals the marvel of its construction. Fittingly this building is now home to FantomWorks Classic and Antique Car Restoration.



<http://www.fantomworks.com/>

Not so lucky is the now vacant Nolde Brothers Bakery (built 1940) at 2500 Hampton Boulevard (below). This building features a pavilioned entrance, circular windows, glazed brick and applied stone veneer. The most iconic element is the company's name, "NOLDE BROTHERS INC", constructed in glazed brick atop the western and southern parapet walls.

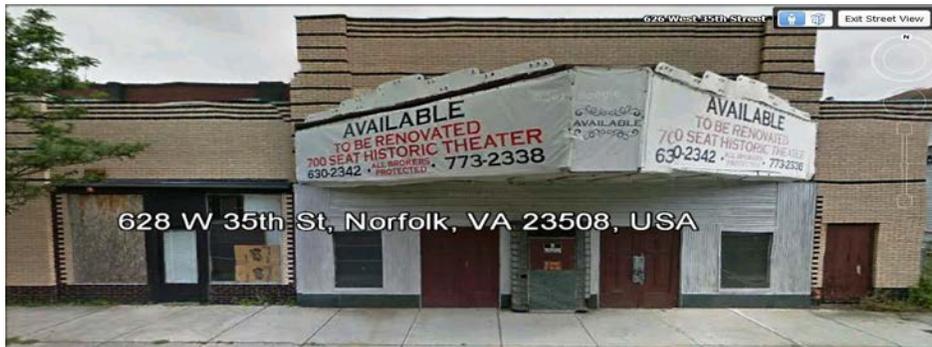


The Best Repair Company at 2406 Debre Avenue (above) was built in 1938. With its streamlined steel canopy, circular and ribbon windows, and stepped parapets that wrap side elevations, the building maintains a distinct identity among the more rectilinear structures in the industrial area.

Other smaller Art Deco buildings featuring curving glazed brick, stainless steel awnings, and glass block are still in use by contemporary local businesses (right).



Unfortunately, some structures have been "remuddled" and obscured by refacings over the years. I must have passed the historic Rosna Theater at 628 35th Street (1942) hundreds of times without seeing its veneer or realizing a streamlined theater entrance, marquee and storefront once prominently shown along this former bustling streetcar line. Thankfully, Google and Google maps revealed a new perspective that hints at former glory (below).



Sadly, the Google Streetview car filmed probably the last image of the historic Newport Theater from 1930 being torn down at 600 35th Street (above). Thankfully the original sign remains.

Fully restored, elegantly towering Art Deco structures and well preserved, visually stunning, artwork from the era are beautiful examples of our finest glory days. But it's nice to be reminded that Art Deco style also existed amongst us in our daily lives and that working to preserve it is sometimes a matter of first rediscovering it ever existed.



The ADSVA has reached out to the City of Norfolk historian and is looking into the possibility of organizing an architectural tour in the future and/or helping to document remaining structures of architectural interest. As a closing cautionary comment to anyone who may have an interest in searching for lost architectural gems, the Park Place neighborhood is a transitional area of Norfolk with definite rough streets where you don't want to be wandering alone at night.

William (Bill) Speidel is the Education Director for the Society as well as a landscape architect. All uncredited photos were taken by Mr. Speidel.

Events in May

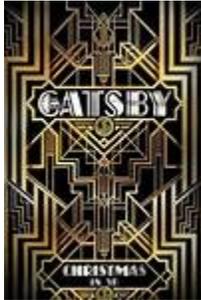
ADSVa Bomb of The Great Gatsby at Bowtie Cinema

Friday, May 10, 2013

Meet at 8:30 for cocktails and see the 9:40 showing in 3D

1301 North Boulevard at West Leigh St.

Richmond, VA 23230



It's almost here, the opening of Baz Luhrmann's much-anticipated remake of *The Great Gatsby*! Of course, we want to be the first to see the most current interpretation of this quintessential Jazz Age story of Daisy Buchanan and Jay Gatsby who reflected the real life Zelda and F. Scott Fitzgerald. We will gather for cocktails an hour before the showing in the bar area and of course, we encourage all to wear your best vintage cocktail finery. You can buy tickets in advance on the web: (<http://www.bowtiecinemas.com/locations/movieland-at-boulevard-square/>) Get your tickets now; you don't want to be shut out!! Please note, the venue has changed due to more convenient show times.