

THIRTIES SOMETHING!



Art Deco Toronto

In this issue we celebrate 1930s Toronto. We take a look at the magnificent Hydro building at 620 University Avenue. We also introduce a series where we focus attention on unsung Art Deco municipal structures. And of course, when we're "Thirties Something," our thoughts never stray far from the glorious Seventh Floor. We are treated here to a celebration of its sister, "the 9th" in Montréal.



Original plaster bas relief executed by Iconoplast Designs for the new Green Room at the Pantages Theatre (photo: Iconoplast Designs Inc.)



Above and to the left: Interior photographs showing the sumptuous plaster and paint decorations at the Pantages Theatre (photos: Cineplex Odeon Corp.)

B. Napier Simpson, Jr. Memorial Lectures The Plaster Palace

Restoration of Plaster Decorations at the Pantages Theatre

Date: Sunday, October 22 at 3:00 p.m.
Place: Hydro Auditorium, Hydro Place at College and University.
Lecturer: Jean-Francois Furiéri, plaster artist and proprietor of Iconoplast Designs Inc.

Early in August over 250 lucky Toronto branch members and guests were given a sneak preview of Cineplex Odeon's recently restored Pantages Theatre. One month before the tour, Garth Drabinsky, Chairman, President and C.E.O. of Cineplex Odeon received the sixth of our Awards of Merit for his rescue of this Toronto vaudeville landmark. Architect David Mesbur and Engineer Peter Kofman received letters of commendation at the same ceremony for their roles in the revival of the Pantages.

They faced the daunting task of restoring the magnificent plaster work throughout the building, and turned to Iconoplast Designs Inc. of Toronto. This firm is headed by Jean-Francois Furiéri from France, who is the third generation of his family

to be a master of the art of decorative plaster. His clientele has included a variety of international luminaries and institutions. In his talk to us he will trace the evolution of his craft, going all the way back to the ancient Egyptians.

Vaudeville palaces like the Pantages were meant to be places of fantasy and escape from the everyday world for their audiences. The plaster medium was ideally suited to replicate the ornate effects in both quality and quantity necessary to produce such a palace of dreams.

Last year's B. Napier Simpson Jr. Memorial Lecture by Drew Krouse of Boston Valley Mill was on terra cotta. Plaster is terra cotta's near cousin, used to create illusion in the interior of a building instead of the exterior.

The Right Coat of Paint

Date: Sunday, November 19 at 3:00 p.m.
Place: Hydro Auditorium, Hydro Place at College and University.
Lecturers: David Mesbur, Architect and Julia Strutt, interior designer.

Our lecturers will discuss the choices of paint used in the Pantages restoration. Many members during the recent tour commented on how refreshing the colours used in the Pantages

were. David and Julia volunteered to expand on the explanations they gave at the tour. We only wish we could show you the pictures opposite in colour. Come to the lecture and see for yourself!