



THE GENERAL SOCIETY
OF MECHANICS & TRADESMEN
OF THE CITY OF NEW YORK
FOUNDED 1785

LANDMARK LECTURE SERIES 2019

Presented in partnership with
The New York Landmarks Conservancy

*The Restoration, Preservation and Conservation of
Architectural Ornamental Plaster*

Jean-Francois D. Furieri, President and Founder of
Iconoplast

Tuesday, May 21st, 2019
at The General Society Library
The Lecture starts at 6:30 p.m. Reception to Follow.

[Please click here to register](#)



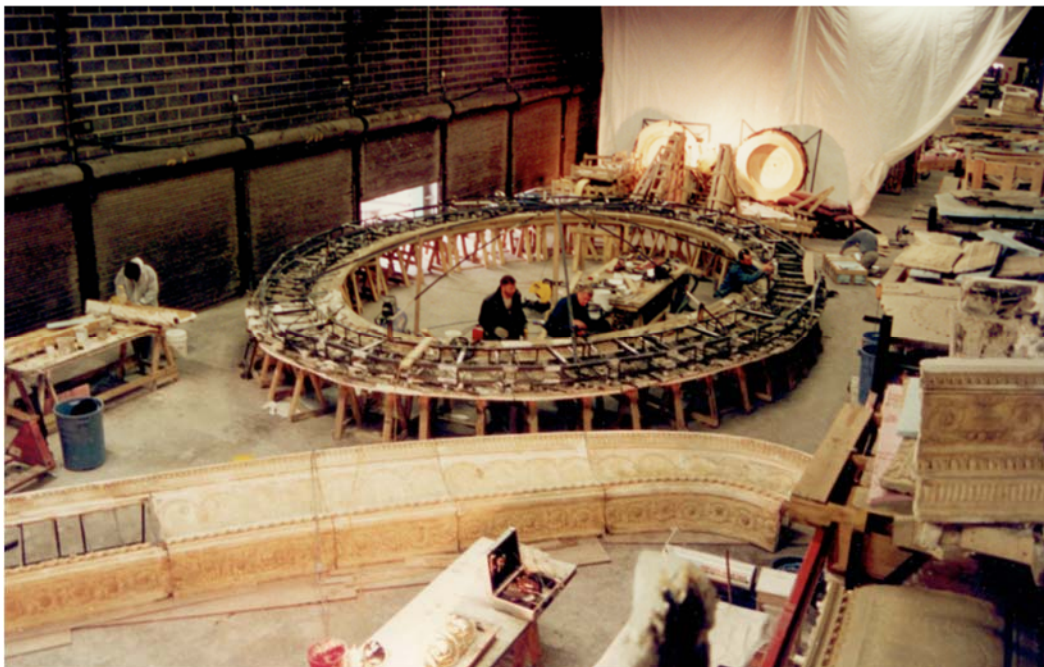
Jean-Francois D. Furieri, a third generation master plasterer, is President of Iconoplast, one of the few companies still specializing in restoration, preservation and conservation of architectural ornamental plaster. The company's special techniques and generations-old skills are integrated with modern technologies to create a meticulous hands-on approach to this traditional craft.



During his talk, Mr. Furieri will provide a brief overview of the history of plaster, and will review some of the plaster pitfalls during the last century. He will also discuss the new methodologies in plaster preservation and conservation, using projects in New York City to demonstrate the application of the company's techniques. Some of the illustrious NYC projects completed by **Iconoplast** include: the Lyric/Apollo Theatre; The American Airlines Theater; Eltyng (Empire) Theatre; Times Square Theatre; Music Box Theatre; Kings Theatre and the Manhattan Opera House.



Architectural Master Craftsman **Jean-Francois Furieri** has over 45 year's experience and is the lead craftsman, president and founder of Iconoplast.



Jean-Francois Furieri was raised in Spain and France. His father, uncle and grandfather were all accomplished sculptors and master plasterers, and, starting at the age of ten, surrounded by these artisan, he learned his trade the old fashioned way. Over the years, he has fine-tuned his skills by working and studying with leading craftsmen all over the world. A nomadic plasterer to the core, he has traveled far and wide to keep his craft

alive. In 1986 he established a branch of the family business in North America and named it **Iconoplast**, working alongside a team of architects, designers, painters, faux finish artisans, plasterers and structural engineers. His daughter Magali will be the fourth generation to carry the business forward.

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[Please click here for the invitation](#)

**The program begins at 6:30 p.m. in The General Society Library
20 West 44th Street, (Between 5th and 6th Avenues)
New York City.**

Reception to follow. Advance registration is necessary.

\$15 General Admission;

\$10 General Society Members;

\$10 New York Landmarks Conservancy Members;

\$10 Senior Citizens;

\$5 Students

[Please Click Here to Register](#)

1.0 AIA LU credit is available for qualifying participants.

The Landmark lectures focus on the origin, development, and restoration of New York City's built environment, and celebrate the art and architecture of the City. **Lisa Easton**, a partner in the New York City based architecture and historic preservation firm, Easton Architects, curates the series. The final 2019 Landmarks lectures is:

Tuesday, June 18th at 6:30 p.m. - **Christopher P. Pinto**, Associate Principal, Thornton Tomasetti, [*The Preservation of Cast Iron Construction*](#)

This program is supported, in part, by public funds from the
New York City Department of Cultural Affairs,
in partnership with the City Council.



Additional support is provided by
[The New York Landmarks Conservancy](#)

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