



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](#)**



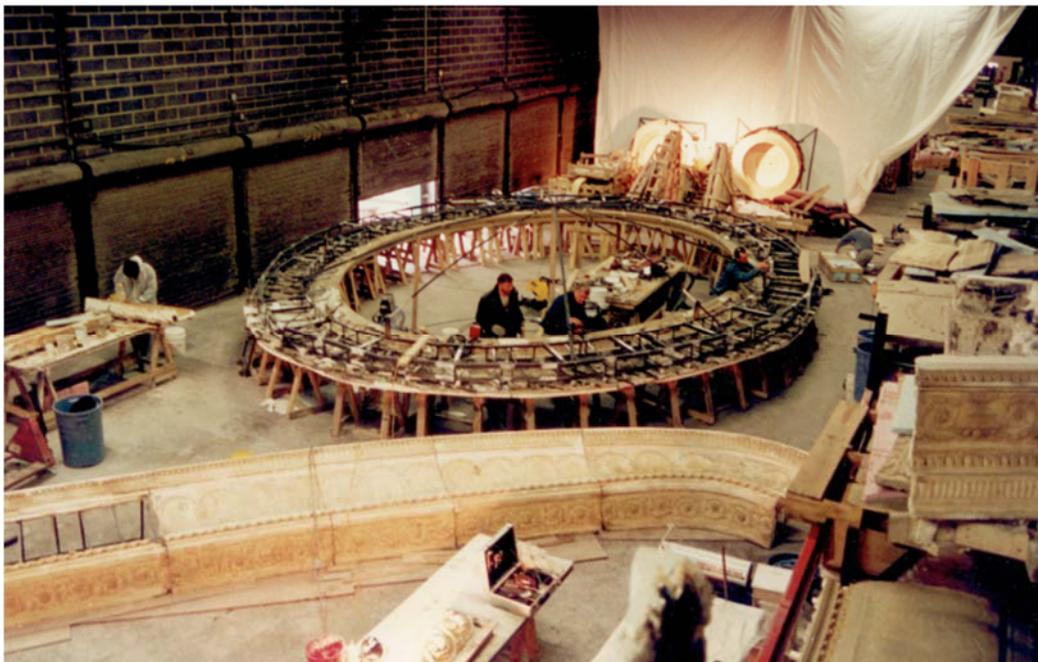
**Jean-Francois D. Furieri**, a third generation master plasterer, is President of Iconoplast, one of the few companies still specializing in restoration, preservation and conservation of architectural ornamental plaster. The company's special techniques and generations-old skills are integrated with 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.

[e](#)

[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](#)

**THE NEW YORK  
LANDMARKS  
CONSERVANCY**

234 Years of Education and Service to the People of New York City  
The General Society of Mechanics & Tradesmen  
of the City of New York  
20 West 44th Street  
New York, NY 10036  
[www.generalsociety.org](http://www.generalsociety.org)

General Society, 20 W. 44th St., New York, NY 10036

[SafeUnsubscribe™ {recipient's email}](#)

[Forward email](#) | [Update Profile](#) | [About our service provider](#)

Sent by [victoria.dengel@generalsociety.org](mailto:victoria.dengel@generalsociety.org) in collaboration with



Try email marketing for free today!

**THIS IS A TEST EMAIL ONLY.**

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to [abuse@constantcontact.com](mailto:abuse@constantcontact.com).