

Early Modern Styles Art Deco/Moderne



The Art Deco/Moderne style enjoyed popularity in Los Angeles in the late 1920s to the early 1940s. The Art Deco style was introduced at the Paris Exposition in 1925. The term “Art Deco” comes from the French phrase “Arts Decoratifs”. The style reflects the modernity of science and industry from this time period and was influenced by the Bauhaus in Europe.

Several impulses were merged in Art Deco architecture, most notably the urge to be modern without completely abandoning traditional forms or the integration of decorative elements into design. In its earlier phase, sometimes referred to locally as “Zig Zag Moderne,” a pronounced verticality, articulated by uninterrupted stepped piers and cornices, endless variations on triangular and chevron motifs, and the frequent use of tall marquees to catch the eye of the motorized passerby, can be observed. In the thirties, the skyward reach of buildings was tempered by a horizontal thrust suggestive of the streamlined, aerodynamic forms of the ocean liner, the locomotive, and the airplane.

Raised bands of horizontal moldings often doubled or tripled, canopies, and pipe railings appeared, along with rounded corners, port-hole windows, and openings glazed with glass brick. Public buildings during this era superimposed Art Deco piers and decorative elements on traditional Classical, Egyptian and Renaissance Revival building forms.

Art Deco/Moderne - **Common character defining features**

Windows (pg. 53)	Porches/Balconies (pg. 62)	Doorways (pg. 58)
<ul style="list-style-type: none"> ▪ One-over-one or single pane ▪ Glass block ▪ Rectangular or round ▪ Arranged in vertical or horizontal bands ▪ Decorative crowns and spandrel panels 	<ul style="list-style-type: none"> ▪ Relatively restrained ▪ Cantilevered awnings 	<ul style="list-style-type: none"> ▪ Paired or single ▪ Large pane glazing ▪ Rectangular ▪ Decorative crowns
Roofs (pg. 66)	Wall surfaces (pg. 74)	
<ul style="list-style-type: none"> ▪ Flat ▪ Symmetrical ▪ Central tower with receding stepped lower floors (wedding cake set backs) ▪ Parapets (most often curved) 	<ul style="list-style-type: none"> ▪ Stucco ▪ Concrete ▪ Glass Block ▪ Stainless Steel ▪ Aluminum 	