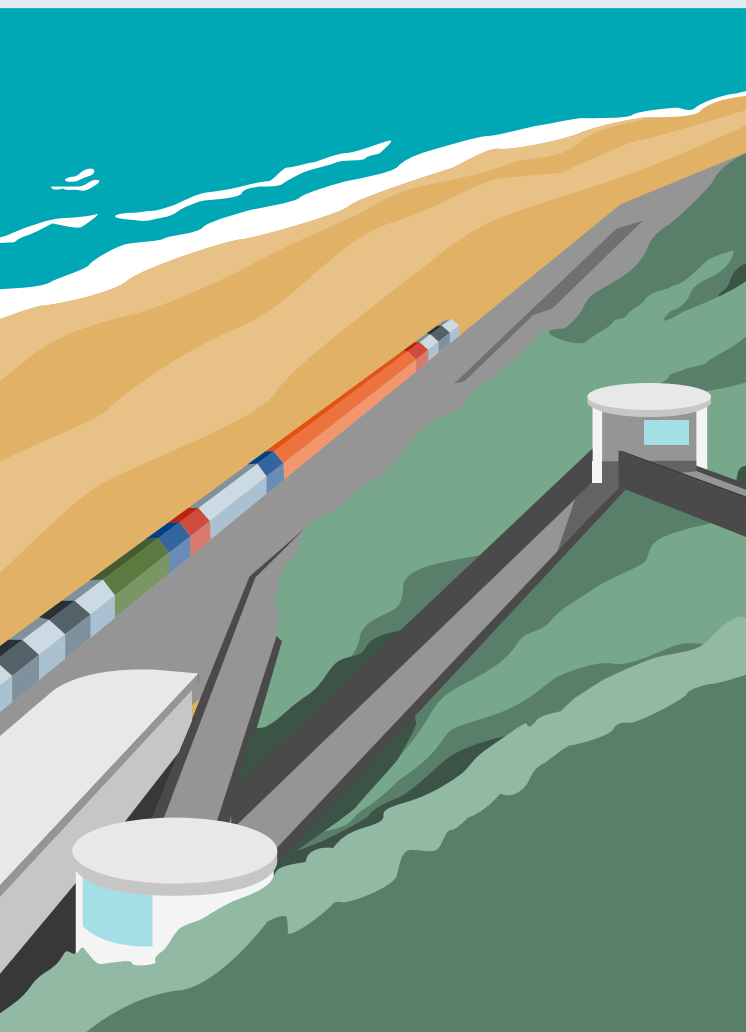


ART DECO

ALONG THE EAST COAST



WHAT IS ART DECO?

Art Deco is a modern decorative style that emerged in France in the years before the First World War and came to its height in Britain in the 1930s.

It spanned the boom of the roaring twenties and the bust of the depression ridden 1930s, embracing both high and popular culture. The style affected all forms of design from architecture, painting, sculpture and the decorative arts to fashion, film, furniture, product and transport design. It drew inspiration from many sources including ancient Egyptian architecture, the art of avant-garde and the imagery of the machine age. It was the style of pleasure and leisure.

Art Deco can be identified by its bold colours, streamlined forms and by a range of motifs from sunbursts, lightning strikes, frozen fountains and leaping deer to geometric and abstract patterns.

As you explore, you will see its influence on a range of building types including cinemas, theatres, hotels, cafés, lidos and private houses. Learn about its special place in many seaside resorts.



Broomhill Pool is one of the finest examples of an open-air pool. Learn more through this leaflet.

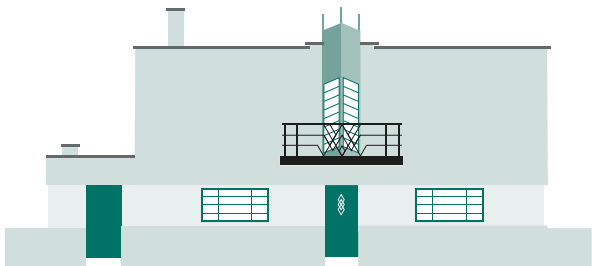
Image: © Archant (c) O10 broom

ART DECO IN THE EAST

Art Deco as a style appeared in Britain in a range of architecture types from 1926 onwards.

The first truly modern house was built in Northampton and was followed by developments in Essex. Art Deco theatres, cinemas, apartment buildings, pubs and department stores appeared as architects explored the new decorative possibilities of the style.

Art Deco drew inspiration from the machine age and emerging technologies. The influence of new modes of transport such as cars, planes and particularly ocean liners, was felt in the streamlined forms of many coastal buildings. Lidos, hotels, seaside cafés and ice cream parlours all evoked the new age by their use of the nautical style.



Wolverton at Silver End, Essex.



The term Art Deco was coined in the 1960s and derives from **the Exposition Internationale des Arts Décoratifs et Industriels Modernes**, an exhibition held in Paris in 1925. It was here that the style emerged on to the international stage.

Norwich City Hall captures the essence of Art Deco throughout the entire building, including the Mayor's Office. © Photo by Paul Studd

REVIVING ART DECO

After the Second World War, Art Deco went out of fashion as the need for reconstruction brought Modernism as a style to the fore.

The association with pleasure and escape no longer seemed appropriate for post-War revival and reconstruction. Sadly, many Art Deco buildings were demolished and replaced. Throughout the East a number of city buildings and seaside projects were lost. Norwich's Art Deco Odeon cinema was demolished and also the Theatre Royal's Deco façade. However, restoration projects, like Broomhill Lido in Ipswich, are reviving our Art Deco heritage.



Theatre Royal (NR2 1RL) in 1938.

© Photo by George Plunkett

SPOT ART DECO

The below features are often found on Art Deco buildings. Use this guide to find more Art Deco throughout the East.

Simple Lines and Curves

From the modern lines of a rectangle to simple curves inspired by transport design, geometry is at the foundation of Art Deco design.



Decorative Motifs

Decoration and sculptures are added to convey more about a building and its story. In Art Deco these motifs usually originate from ancient Egypt, Greek or other ancient civilisations.



Geometric Patterns

Fanfares, zig-zags and other common patterns were often reflected in the interiors of Art Deco buildings.



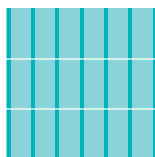
Massing and Distortion

Distorted and extended geometric shapes were essential in Art Deco. Think of City Hall's tower, or the curved frontage of some of the buildings in this leaflet.



Innovative Materials of the Time

Re-enforced concrete and steel were new materials reflecting new technologies and innovations of the 1920s. If you notice these materials in buildings, there is a chance that they reflect Art Deco.



Architectural Lettering

New lettering was beginning to reflect many features of the buildings. Broadway is one of the most known Art Deco fonts and can be seen to reflect this style in many different areas.



Bold Colours

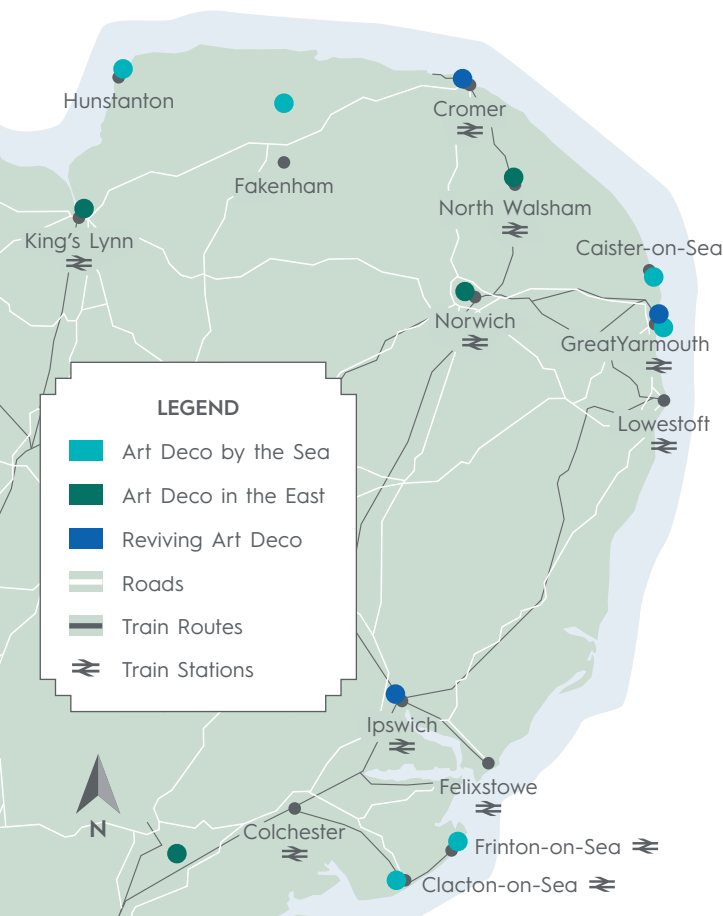
The design features of Art Deco buildings and their interiors were enhanced with striking colour schemes. Bold colours and highly reflective surfaces were used to accentuate certain forms.



EXPLORING THE MAP

The following pages cover different parts of the region and outline related projects.

As you explore, you will notice the different buildings and how they relate to the key themes we have discussed - by the sea, the east and reviving.



Hunstanton
Villas



Hunstanton

Majestic Cinema
(1927)



King's Lynn





Majestic Cinema, King's Lynn

1928

Art Deco by virtue of its free use of Jacobean and Baroque styles merged with modern construction, this beautiful and extravagant cinema has an amazing interior. Stained glass and ceiling mouldings adorn the auditorium, which is richly coloured.

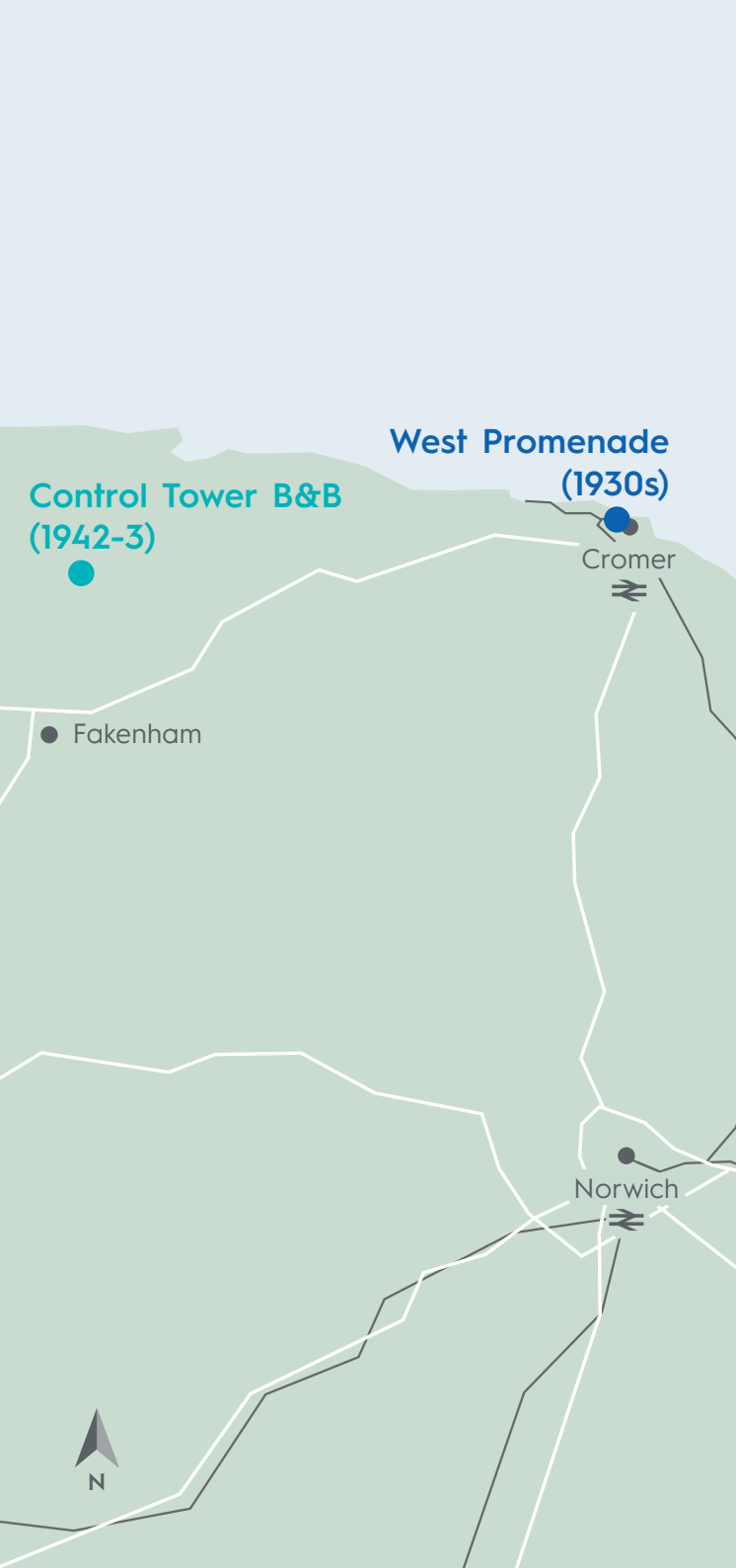
PE30 1EJ  majestic-cinema.co.uk



Hunstanton Villas

Explore the streets of Hunstanton and pick out the shop fronts completed in the Art Deco style. Along the sea, there are also some villas which follow this style. PE36

© Photo from Norfolk Hideaways



Control Tower B&B
(1942-3)



West Promenade
(1930s)



Cromer



Fakenham



Norwich





Control Tower B&B, Walsingham 1942-3

Stay in this unique Art Deco control tower located close to the sea and explore its Art Deco interior and features. It was formerly part of RAF North Creake.

NR22 6AZ controltowerstays.com



West Promenade, Cromer 1930s

Superb Art Deco structures that include shelters and pavilions, all of which overlook the sea at the West Pier. Nestled in the cliffside like little white gems, the shelters form a unique grouping of smaller structures that each affords views of the larger pavilion building and the sea beyond. The Council has plans to revitalise these structures. NR27 9AS



Cromer

Church of the Sacred Heart (1934-5)

North Walsham

Norwich City Hall (1938)

Norwich





Norwich City Hall

1938

Norwich City Hall is an internationally important Art Deco building that shows the elegance and refinement of the style as used for the betterment of society. Echoing the tremendous civic pride that the people of Norwich have for their city, the building is a Deco masterpiece both inside and out. Guarded by two beautifully styled Assyrian lions, the buildings grand entrance rises to the elegant tower, which affords panoramic views of the city the building serves.

NR2 1NH  norwich.gov.uk

Church of the Sacred Heart, North Walsham 1934-5

Stand in front and notice the verticality that is emphasized by the slender windows and brickwork, highly influenced by Scandinavian design.

NR28 9JP 

sacredheartnorthwalsham.com



Stop at the **Never Turn Back Pub (1956)** designed by A.W. Ecclestone. Although this is a bit later than the Art Deco period, Ecclestone brought Art Deco style into many of his pub designs for Lacons. *NR30 5HG*

Never Turn Back Pub (1956)

Caister-on-Sea

Iron Duke Pub (1948)

Great Yarmouth

Palace Cinema (1939)

Lowestoft





Iron Duke Pub, Great Yarmouth

1930s

Pass by this Art Deco pub on your way to the sea. It was shut in 1968 so you can't get a pint there, but a group named the Friends of the Iron Duke are working hard to get this great structure revitalised.

NR30 4HF  friendsoftheironduke.co.uk



Palace Cinema, Gorleston

1939

Settle in for a movie in this Art Deco style cinema. It has recently been converted back to a cinema after being a bingo hall for many years. © Photo from Archant

NR31 6RG  palacecinemagorleston.com

**Broomhill Pool
(1938)**



Ipswich



Felixstowe



Frinton-on-Sea



Clacton-on-Sea





Broomhill Pool, Ipswich

1937

One of Britain's finest open-air pools, this Art Deco structure saw thousands of visitors during summer periods. It was closed in 2002. It is now being restored to its former glory, set to open in 2021.

IPI 4HT  savebroomhillpool.org



Ipswich

Felixstowe

Frinton-on-Sea

Century Cinema
(1936)

Clacton-on-Sea





Frinton-on-Sea

1930s

The estate of modern houses by Oliver Hill at Frinton are among the most important groupings of Art Deco houses anywhere in the country. Elegant nautical curves and undecorated white surfaces are the order of the day here and despite a few changes the buildings all survive. One of the best examples of seaside Art Deco in the UK. CO13 © Photo by Catherine Hyland



Century Cinema, Clacton-on-Sea

1936

Enjoy a movie in this Art Deco cinema which featured "When Knights Were Bold" starring Jack Buchanan and Fay Wray as its first movie in 1936. Notice the curvature of the front façade in true Art Deco fashion.

CO13 9AZ  centurycinema.co.uk

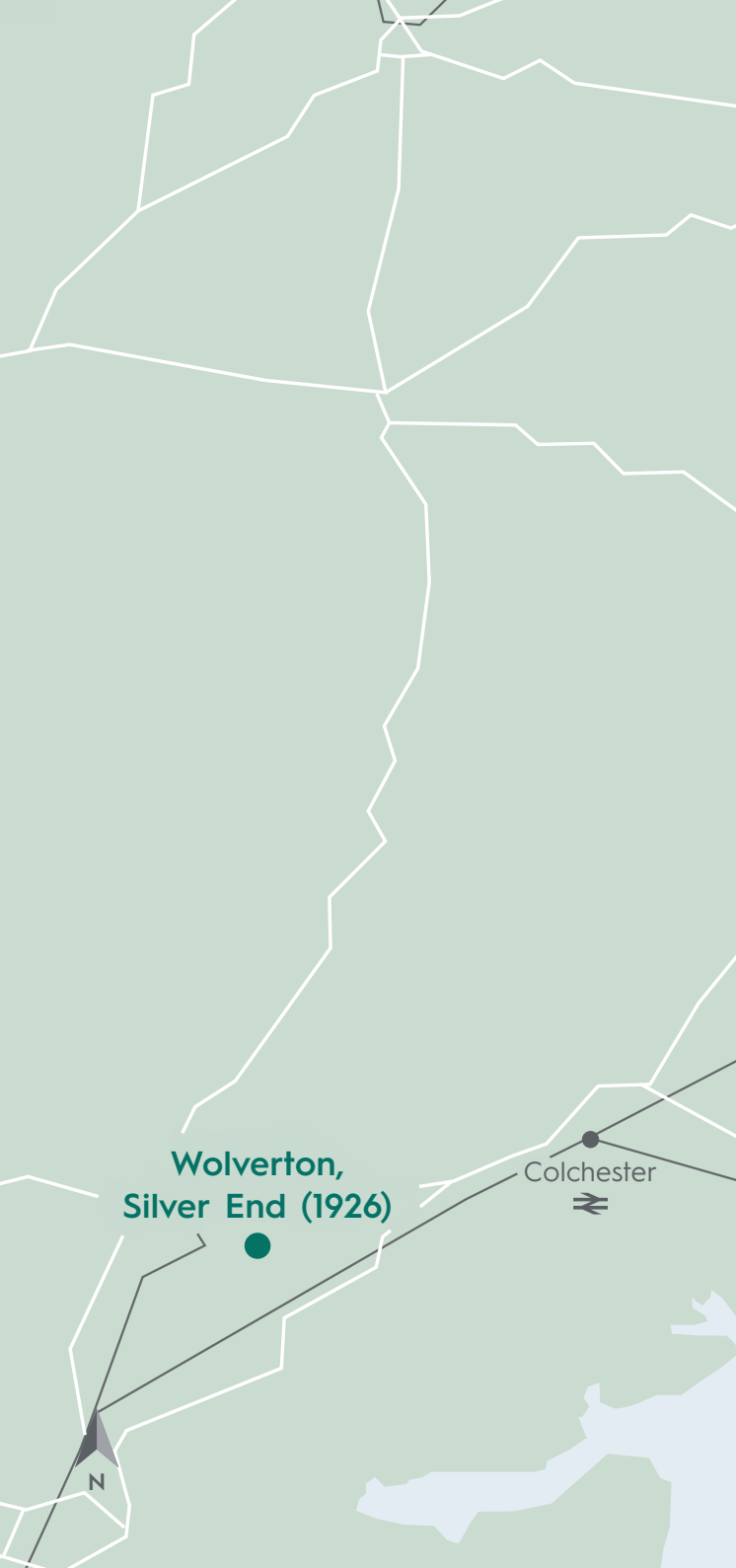
**Wolverton,
Silver End (1926)**



Colchester



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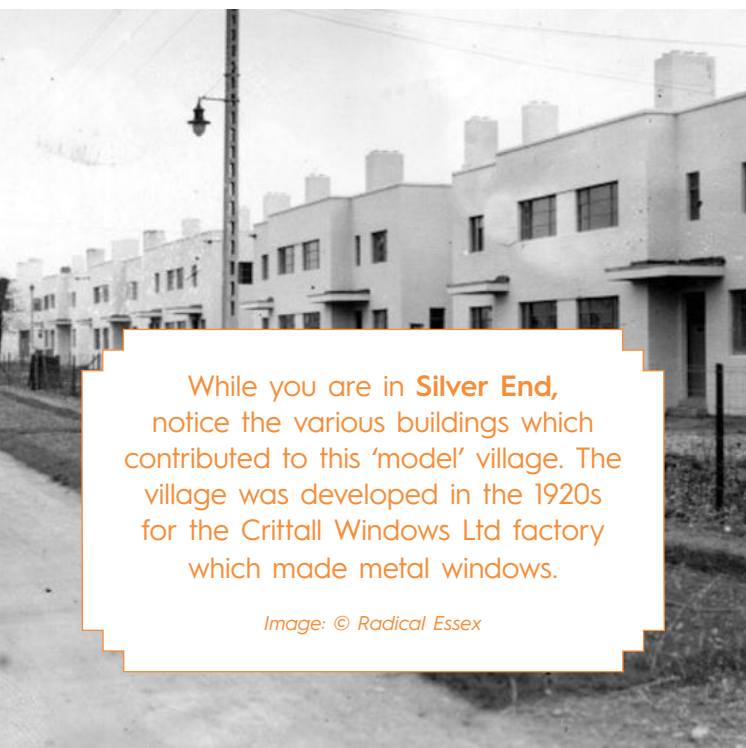


Wolverton, Silver End

1926

One of the first modern houses of any kind in the UK, Wolverton is an important house internationally for its beautifully composed and restrained façade. This house has a direct link to the Paris exhibition of 1925 and stands as a reminder that Art Deco can be quiet and subtle as well as jazzy and brash.

CM8 3QE © Photo by Nigel Purdey



While you are in **Silver End**, notice the various buildings which contributed to this 'model' village. The village was developed in the 1920s for the Crittall Windows Ltd factory which made metal windows.

Image: © Radical Essex

LEARN ART DECO

Interested to learn more about Art Deco and modern design?

The Sainsbury Centre offers a varied programme of sculpture park tours and online learning activities. Future special events will be posted online. Please check the website before visiting:

sainsburycentre.ac.uk/whats-on/

Whatever your age or budget, find out how you can join us to look, discuss, create and play.



New Brighton & Wallasey poster. © Artist: Septimus Edwin Scott, Publisher: London Midland and Scottish Railway 1923-1947

#SPOTART DECOEAST

Spot an Art Deco building or feature?

Share by posting a photo to Instagram with the hashtag [#SpotArtDecoEast](#) and tag in [@sainsburycentre](#). The best photo will win a one-year membership at the Sainsbury Centre. This prize is an individual and guest membership worth £75 a year which allows free entry to all exhibitions along with exclusive member only exhibition preview days, a members evening event, and 10% in the shop. Up to four children go free. Full details will be sent to the prize winner.



The Iron Duke Pub is located on the Norfolk Coast. Learn more about this place earlier on in this leaflet.

WHO MADE THIS MAP

The Sainsbury Centre

SAINSBURY
CENTRE


The Sainsbury Centre for Visual Arts is one of the most important public university art galleries in Britain. It was founded in 1973 at the University of East Anglia (UEA) with the support of one of the nation's great philanthropic families, Sir Robert and Lady Sainsbury, who donated their extraordinary art collection which is housed in a radical building designed by Norman Foster. The Centre holds one of the most impressive art collections outside of the national institutions and hosts a range of exhibitions in the largest suite of temporary exhibitions galleries in Eastern England.

NR4 7TJ  sainsburycentre.ac.uk

Please check the website for opening times.

Purcell

PURCELL 

Purcell is an international architecture company established in East Anglia in 1947. They specialise in architecture, heritage consultancy and masterplanning, creating sustainable futures for our historic context including expert knowledge of 20th century buildings. NR3 1BN  purcelluk.com

Design by Amelia Sissons