

# Heading to New York for the 8th World Congress on Art Deco?

**The Art Deco Society of Washington  
Invites You to Stop Enroute for a Special  
Pre-Congress**

## **Art Deco Weekend Washington, D.C. May 19-22, 2005**

- Bus tour of notable Art Deco buildings in downtown Washington, D.C.
- Walking tour of Art Deco in Silver Spring, Maryland, including the beautifully restored AFI Silver Theatre
- Walking tour of the New Deal garden city of Greenbelt, Maryland
- Vintage fashion show featuring men's and women's clothes and accessories from the 1920s through 1950s
- Dinner reception at a period home
- All-day side trip to Frank Lloyd Wright's magnificent Fallingwater and Kentuck Knob
- Charter Bus to New York Congress

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[www.adsw.org](http://www.adsw.org)



## About ADSW

The Art Deco Society of Washington (ADSW) fosters awareness and appreciation of the Art Deco period (c. 1925-1950) through volunteers' actions to preserve for the public the decorative, industrial, and cultural arts and architecture of that era.

## About ICADS and the World Congress

Barbara Baer Capitman, founder of the Miami Design Preservation League (MDPL), created the concept for the World Congress on Art Deco® in 1989. During an "organizing symposium" held shortly before Ms. Capitman's death in 1990, the National Coalition of Art Deco Societies, later renamed the International Coalition of Art Deco Societies (ICADS), was born. ADSW is a member of ICADS.

The enthusiastic response to the first World Congress, hosted by MDPL, led to the decision to continue the World Congress as a biennial event. ICADS, which selects the sites, adopted a policy of alternating between U.S. host cities and cities around the world. The most recent World Congress was held in Cape Town, South Africa, in 2003.

## About the 8th World Congress

The Art Deco Society of New York will host the 8th World Congress on Art Deco May 22-29, 2005. The program will begin with a gala reception at the 1930 Western Union Building, Sunday evening, May 22nd. Among the activities during the week are tours of Rockefeller Center and Radio City Music Hall, a cocktail reception at the Chrysler Building, and three half-days of lectures at the City University of New York Graduate Center. Special excursions to Manitoga (Russel Wright's home) and Mandel House (designed by Donald Deskey and Edward Durell Stone) along with a number of other tours are also planned. For full details and registration, see [www.artdeco.org](http://www.artdeco.org).

## About the Pre-Congress Program

ADSW was selected to develop a pre-Congress program to complement the 8th World Congress. The program begins Thursday, May 19th, with an optional all-day bus trip to Fallingwater and Kentuck Knob, and concludes Saturday night, May 21st, with ADSW's fabulous Vintage Fashion Show. On Sunday, May 22nd, a charter bus will take participants from Washington, D.C., to New York, arriving well in advance of the opening reception Sunday evening.

## Washington Weather

Temperatures in Washington, D.C., in late May are generally comfortable with highs in the mid 70s and lows in the upper 50s. For those planning to take the excursion to Fallingwater and Kentuck Knob, expect temperatures to be about 10 degrees cooler.

## Attire

Casual attire and comfortable shoes are encouraged for daytime events. Vintage attire is encouraged, but not required, for evening events.

## Costs

ADSW is offering a special "delegate" package price of \$220 for the Washington, D.C.-area bus and walking tours, premium seating at the Vintage Fashion Show, and dinner reception for those registering before April 10, 2005. The delegate package also entitles purchasers to special discounts on the (1) optional tour to Fallingwater and Kentuck Knob (\$90) and (2) hotel-to-hotel charter bus service to New York (\$45) for tickets purchased before April 10, 2005.

Pricing for late registrants and individual events, such as the Fashion Show, are shown on the registration form.

Space is limited for some events so register early to ensure availability.

The host hotel for Washington Art Deco Weekend is the Washington Plaza. A block of rooms has been reserved with a special rate of \$149 for Art Deco Weekend participants. See page 7 for reservation information and other nearby hotels.

## Descriptions of Sites/Events

### **Fallingwater — Mill Run, Pennsylvania**

[www.fallingwater.org](http://www.fallingwater.org)

Fallingwater is recognized as one of Frank Lloyd Wright's most acclaimed works and a supreme example of his concept of organic architecture, which promotes harmony between man and nature through design so well integrated with its site that buildings, furnishings, and surroundings become part of a unified, interrelated composition.

Designed in 1935 for the Edgar J. Kaufmann family of Pittsburgh, Wright responded to the family's love for a waterfall on Bear Run, a rushing mountain stream. Mimicking a natural pattern established by its rock ledges, Wright placed the house over the falls in a series of cantilevered concrete "trays," anchored to masonry walls made of the same Pottsville sandstone as the rock ledges. The house rises over 30 feet above the falls and almost as much floor space is taken up by outdoor terraces as indoor rooms.

Construction began in 1936, and ended with the completion of the guest house in 1939. The Kaufmann family used Fallingwater in all seasons as a weekend or vacation home until the 1950s, when their son inherited it. Edgar Kaufmann, Jr., by then a curator at the Museum of Modern Art, continued to use Fallingwater until he entrusted it to the Western Pennsylvania Conservancy in 1963. Fallingwater is the only Wright house open to the public with its setting, original furnishings, and artwork intact.

### **Kentuck Knob — Chalk Hill, Pennsylvania**

[www.kentuckknob.com](http://www.kentuckknob.com)

Kentuck Knob is an example of a high-end Usonian home, designed by Frank Lloyd Wright in the last decade of his career. The construction of native sandstone, tidewater cypress, and copper blends naturally with its surroundings in true Wrightian harmony. A sculpture garden with over 35 major works enhances the visitor's experience.

In 1953 Mr. and Mrs. I.N. Hagan purchased about 80 acres in the mountains above Uniontown, Pennsylvania, where their families had lived for generations.

They knew the Kaufman family, owners of nearby Fallingwater, and had visited the house many times. Wright was 86 years old and at work on the Guggenheim Museum, the Beth Sholom Synagogue in Elkins Park, Pennsylvania, and about 13 residential dwellings. He situated Kentuck Knob near the 2,050-foot summit. The Hagans lived at Kentuck Knob almost 30 years and in 1986 sold the property to Lord Peter Palumbo of London, England. He opened the house and grounds to public tours in 1996.

### **Swizzle Nightclub at the Ronald Reagan Building and International Trade Center**

[www.docscantlin.com](http://www.docscantlin.com)

Doc Scantlin and His Imperial Palms Orchestra will appear Thursday, May 19th, at the "Swizzle" 1930s big band supper club at the Ronald Reagan Building and International Trade Center. Named "Best Band in America" by Forbes Magazine, dapper Doc Scantlin and his 21-member orchestra will transport you back in time to an era of elegance, romance, and vintage big band music.

### **Bus Tour of Washington Metropolitan Area**

Although Washington has many "traditional" Art Deco and Art Moderne buildings, it also has its own version of the Art Deco style coined "Greco-Deco" by author James Goode. It signifies the fact that, although Washington and Federal architects, such as Nathan C. Wyeth, were aware of the Moderne movement in the 1930s and 1940s, they were also conscious of where they were. They wanted to stay in harmony with the classical and monumental aspects of Washington architecture and produce dignified buildings, but they also wanted to be up to date. Buildings with classical Greek columns are adorned with stylized aluminum panels and stunning Moderne torchieres. Often, interiors such as the New Deal murals at the Department of the Interior building provide stunning examples of the Art Deco style in what, on their exteriors, appear to be classical buildings.

Washington's own John Joseph Earley developed the concrete slab as a form of art and several of his works will be viewed. Earley created intricate patterns, containing multiple colors, in concrete. Colored aggregates including natural stones, ceramics, and

vitreous enamels were crushed and set in white cement. The small size and jagged edges of the aggregates results in their capturing and reflecting light from all directions. Earley was awarded an American Institute of Architects medal in 1936 for the colorful architectural concrete slabs he designed for Washington, D.C.'s, Church of the Sacred Heart.

The tour of Washington Art Deco will cover over 100 structures in the Washington area, including Reagan National Airport's Historic Terminal A, now fully restored, 1100 New York Avenue (preserving the Greyhound Bus Terminal), the 1930s Kennedy-Warren Apartment complex, and the Hecht Company Warehouse. Both commercial and government Art Deco exteriors will be visited, along with selected interiors. Residential areas will also be seen including Art Deco apartment buildings along 16th Street and Connecticut Avenue and single family homes.

Walking tours of Greenbelt and Silver Spring, Maryland, are also planned, including the recently restored interior of the Silver Theatre, now the home of the American Film Institute.

### **Silver Spring, Maryland —** [www.homestead.com/silverspringhistory](http://www.homestead.com/silverspringhistory) [www.sshistory.org](http://www.sshistory.org)

A commercial and industrial building boom—largely of Art Deco-style structures—marked the coming of age of downtown Silver Spring in the mid-1940s. The walking tour allows a glimpse of some of this past through these landmark buildings. The 20-year effort to save and restore pieces of an Art Deco legacy through preservation advocacy will be discussed. Among the sites to be visited:

- The **Canada Dry Bottling Plant**, designed in 1946 by Walter Monroe Cory, with yellow brick and glazed tile, glass block rotunda, curved corners, strip windows, and distinctive dual signage. The motto of New York City architect Walter Monroe Cory and his partner, brother Russell, was “Factories CAN be beautiful.”
- The **Tastee Diner**, originally installed in 1946, built by the Jerry O’Mahoney diner company.
- The **Silver Theatre and Silver Spring Shopping Center** complex, an example of streamlined Art Deco archi-

ture built in 1938, complete with soaring marquee tower. One of the best remaining examples of Art Deco cinema architecture in the Washington area. It was designed by John Ebersson, “the dean of American Theater architects.”

### **City of Greenbelt, Maryland —** [www.ci.greenbelt.md.us](http://www.ci.greenbelt.md.us)

The City of Greenbelt, now a National Historic Landmark, is the first community in the United States built as a federal venture in low-income housing and an experiment in both physical and social planning. Greenbelt was designed as a complete city, with businesses, schools, roads, and facilities for recreation and town government. It is one of three greenbelt towns envisioned by Rexford Guy Tugwell, friend and advisor to President Franklin D. Roosevelt. It was created by the Resettlement Administration in 1935 under authority granted by the Emergency Relief Appropriation Act.

A planned community, it was noted for its interior walkways and underpasses that permitted residents to go from home to town center without crossing a major street; its system of inner courtyards; one of the first mall-type shopping centers in the United States; and for its cooperative institutions. Modeled after English garden cities of the 19th century, Greenbelt took its name from the belt of green forestland with which it was surrounded and from the belts of green between neighborhoods that offered easy contact with nature.

The architecture was streamlined in the Art Deco style—with curving lines, glass brick inserts in the facades of apartment buildings, and buttresses along the front wall of the elementary school. These buttresses create vertical lines framing a set of bas reliefs by WPA sculptor Lenore Thomas.

The first families, who arrived on October 1, 1937, to live in the original 885 residences found no established patterns or institutions of community life. Almost all were under 30 and considered themselves pioneers in a new way of life. Another 1,000 homes were added in 1941 to provide housing for families coming to Washington in connection with defense programs of World War II.

**Kennedy-Warren Apartments —**  
**3133 Connecticut Avenue, NW, Washington, D.C.**  
**[www.kennedy-warren.com](http://www.kennedy-warren.com)**

The Kennedy-Warren has been characterized as the finest Art Deco apartment building in Washington, D.C.. It was the first in the area to use aluminum extensively as trim on both the interior and exterior and the first in the nation to have a forced, natural-air cooling system. Occupying the corner of a park area on Connecticut Avenue adjacent to the National Zoological Park, the first section of the Kennedy-Warren was designed and completed (1930-31) by architect Joseph Younger. In 1935 a 200-unit addition, designed by Alexander H. Sonnemann, brought the total number of apartments up to 317. However, this still left the original design only two-thirds complete.

In 1987, Younger's original drawings were discovered, and in 1997 the owner decided to complete the building along the lines of those drawings. With slight adjustments to provide a number of balconies and more contemporary apartment layouts, the building has essentially been completed according to Younger's design by the architectural firm of Hartman-Cox (2003-04). The lobby and other public areas are being restored to their former "Aztec-Deco" splendor.

**Festive Dinner Reception at a Private Residence**

Delegates and ADSW members can enjoy a meal prepared by one of the Washington area's leading caterers in the period home of two ADSW Board Members. Wine, beer, and soft drinks are included in the price. Vintage attire is encouraged.

Included in the delegate package. Also available to members of ADSW and the Latrobe Chapter of the Society of Architectural Historians. Not open to the general public.

**2005 ADSW Vintage Fashion Show**

Enjoy a presentation of vintage fashions from a glamorous bygone era. The dazzling and unique show will feature men's and women's clothing of the 1920s to 1950s--from the flapper era to the "New Look"—including daytime, beachwear, casual, and evening attire. Audience members are encouraged to don their

best vintage cocktail-hour ensemble and mingle with fellow decophiles for the high society event of the year! A cocktail hour will precede the show. Immediately following the fashion show will be a vintage clothing sale—the perfect place to find that extra outfit for your week in New York attending the 8th World Congress.

The fashion show entertains, educates, and serves as an important fundraiser for the Art Deco Society!

Premium tickets to the fashion show are included in the delegate package. Tickets in several price ranges are also available individually.

**"Eva Zeisel: The Playful Search for Beauty"**  
**Hillwood Museum & Gardens**  
**4155 Linnean Avenue, NW, Washington, D.C.**  
**[www.hillwoodmuseum.org](http://www.hillwoodmuseum.org)**

Eva Zeisel (1906-) is one of the foremost designers of the 20th century. Known for her modernist tableware and ceramic designs, Zeisel was honored with a one-woman show at the Museum of Modern Art in 1946. Among the companies for whom Zeisel created designs are Hall China, Red Wing China, Heisey Glass, Noritake, and Federal Glass.

**Bus Transportationip to New York City**  
**with Stop in Edison, New Jersey —**  
**[www.edisonnj.com/menlopark/](http://www.edisonnj.com/menlopark/)**

The **Thomas Alva Edison Memorial Tower** is a dramatic Art Deco structure completed in 1938 to commemorate the development of the incandescent light. It was built on the exact spot where Edison had his laboratory, the first modern research and development center.

The **Menlo Park Museum** contains some of Edison's inventions and products from the Thomas A. Edison Company. While in Menlo Park, Edison received over 400 patents on items including the incandescent light bulb, the phonograph, and the electric railroad car. His innovations on site included wireless transmissions (nearly 20 years before Marconi), the carbon button transmitter (drastic improvements to telegraph and telephone technology), and the discovery of the Edison Effect, the foundation for the field of electronics.

# Schedule of Events

Times and program details subject to change

## Thursday, May 19, 2005

### Registration

Washington Plaza Hotel Conference Center  
7.30 to 8.00 AM

## Thursday, May 19

### Bus Tour to Frank Lloyd Wright-Designed Homes in Pennsylvania—Fallingwater and Kentuck Knob

8.00 AM Depart Washington Plaza  
9.00 PM Return to Washington Plaza  
Travel time is approximately 4 hours each way.

Fee includes travel by bus, entry fees, and a box dinner. Lunch is available for purchase at the Fallingwater Cafe.

**...and for participants not on the bus tour, a dinner suggestion...**

### Thursday, May 19th

**Doc Scantlin and His Imperial Palms Orchestra** at the Ronald Reagan Building and International Trade Center

6.00 PM Cocktail hour  
8.00 PM Dinner, show, and dancing

Dinner and show, \$75; Show only, \$24  
Reservations: [www.ticketmaster.com](http://www.ticketmaster.com)

## Friday, May 20

### Registration

Washington Plaza Hotel Conference Center  
9.30 to 10.00 AM

## Friday, May 20

### Bus and Walking Tour of Washington Area (Part One)

10.00 AM Depart Washington Plaza  
4.00 PM Return to Washington Plaza

Fee includes travel by bus, entry fees, and lunch.

## Friday, May 20

### Dinner Reception at a Private Home

6.30 PM Depart Washington Plaza  
7.00 PM Dinner Reception  
9.30 PM Bus departs for the Washington Plaza

Fee includes travel by bus (delegates only), buffet dinner, wine, beer, and soft drinks.

## Saturday, May 21

### Bus and Walking Tour of Washington Area (Part Two)

9.30 AM Depart Washington Plaza  
12.30 PM Return to Washington Plaza

Fee includes travel by bus and entry fees.

## Saturday, May 21

Free afternoon to enjoy restaurants, museums, shopping, or the evolving 14th Street neighborhood near the Washington Plaza!

### ...might we suggest...

**"Eva Zeisel: The Playful Search for Beauty"** at the Hillwood Museum & Gardens  
Admission to museum and gardens is \$12 adult; \$10 for senior citizens 65 and older  
Reservations highly recommended  
[www.hillwoodmuseum.org](http://www.hillwoodmuseum.org)

## Saturday, May 21

### ADSW Vintage Fashion Show

Washington Plaza Hotel

6.30 PM Reception with hors d'oeuvres and cash bar  
8.00 PM Fashion Show  
10.00 PM Clothing Sales

## Sunday, May 22

### Bus Transportation to the 8th World Congress on Art Deco in New York City with stop at Edison Memorial Tower and Menlo Park Museum

9.00 AM Depart Washington Plaza  
4.00 PM Arrive at the Madison Towers Hotel  
Travel time is approximately 7 hours with stop.

Fee includes travel by bus, entry fee, and lunch.

# Hotel Information

Headquarters hotel for Washington Art Deco Weekend is the

## Washington Plaza Hotel

10 Thomas Circle, NW  
Washington, D.C. 20005  
202.842.1300  
800.424.1140 (toll free in USA/Canada)  
202.371.9602 Fax  
www.washingtonplazahotel.com

### Distance from Washington Plaza

Smithsonian museums	2 miles
McPherson Square Metro Station	.3 miles
Union Station	1.5 miles
Reagan National Airport	4 miles
Dulles International Airport	28 miles
Baltimore/Washington Airport	31 miles

## Room Reservation Procedures

**Room Block.** A room block of 40 rooms has been established for the Art Deco Society of Washington for the nights of **May 19, 20, and 21, 2005**. Additionally, 10 rooms are being held for the night of **May 18, 2005**. Requests for room reservations from guests who wish to arrive prior to or remain past the dates of the event will be handled on a space- and rate-available basis.

Please refer to "**Group #4109**" and the "**Art Deco Society of Washington**" when placing reservations at **202.842.1300** or **toll-free in the USA** at **800.424.1140**. The room rate for a **single or double room is \$149 plus tax per night**; for a triple room the rate is \$169 plus tax per night. Children 17 years and under may share the same room with parents at no additional charge; rollaway beds are available for an extra charge and need to be requested in advance.

Guests are encouraged to request a room facing the pool for the best view.

**Deadline.** The deadline to make reservations is **April 10, 2005**. Requests received after this cut-off date will be accepted on a space- and rate-available basis.

**Guarantee.** All reservations must be guaranteed by a major credit card (American Express, Diner's Club, Discover, MasterCard, or Visa) or an advance deposit equal to the cost of one night's stay plus tax.

**Cancellations.** Individual reservations must be cancelled no later than 3 PM, 72 hours prior to the arrival date to avoid cancellation charges. Upon check-in, each guest will verify his or her departure date with a signature to his or her registration card. Should a guest wish to check out prior to this confirmed date, a charge of one-night's room revenue and taxes will apply.

**Parking.** On-site parking is available for an additional charge of \$9 per day payable directly to the garage attendant.

## About the Washington Plaza

The Washington Plaza, built in 1962 as the streamlined International Inn, was designed by the controversial modernist architect Morris Lapidus as a resort hotel.

Lapidus was well-known for revolutionizing retail store design with his concept of letting the stores' names become one with the building. His designs include the Fontainebleu (1954) and Eden Rock (1956) hotels and the Lincoln Road Mall (1960) in Miami Beach. The nine-story Washington Plaza features a beautifully landscaped pool (originally with an innovative retractable glass dome) and Lapidus' innovative curved hallway design that alleviated the endless corridor feeling by allowing guests to see a few doors at a time on the way to their rooms.

Recently redesigned, the expansive, sunlit lobby is furnished with classic Bauhaus Barcelona chairs and other sleek Art Deco touches. The No. Ten Thomas restaurant, The International bar, and the pool area reflect the relaxed, resort-like feel that originally characterized the hotel.

## Other Nearby Hotels (tf = toll free in USA/Canada)

**Comfort Inn Downtown D.C.** (1 block)  
1201 13th St., NW, Washington, D.C. 20005  
202.682.5300, 877.424.6423 tf  
www.comfortinn.com, www.choicehotels.com

**Holiday Inn Downtown** (1 block)  
1155 14th Street, NW, Washington, D.C. 2005  
202.737.1200, 800.465.4329 tf  
www.hidowntowndc.com

**Homewood Suites by Hilton** (1 block)  
1475 Massachusetts Avenue, NW, Washington, D.C. 20005  
202.265.8000, 800.CALLHOME tf, 800.225.5663 tf  
www.homewoodsuites.hilton.com

# REGISTRATION FORM (online registration available at [www.adsw.org](http://www.adsw.org))

**Early-bird registration deadline: April 10, 2005**

Name(s) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
E-mail \_\_\_\_\_ Tel (H) \_\_\_\_\_ Tel (O) \_\_\_\_\_  
Are you a member of ADSW \_\_\_ or Latrobe Chapter, Society of Architectural Historians \_\_\_ ?

## Weekend "Delegate" Package

The weekend package is open to both members and nonmembers and includes bus and walking tours of the Washington area, the dinner reception May 20th, premium seating at the Vintage Fashion Show May 21st, and discounts on optional events.

\_\_\_ @\$220 (Pre-April 10th) \_\_\_ @\$280 (Post-April 10th)

## Optional Tours and Events

**Delegate Prices:** You must also register for the Weekend Package to qualify for these special rates

Fallingwater/Kentuck Knob

\_\_\_ @\$90 (Pre-April 10th) \_\_\_ @\$120 (Post-April 10th)

Charter Bus to New York

\_\_\_ @\$45 (Pre-April 10th) \_\_\_ @\$60 (Post-April 10th)

**Member Prices:** Open to Members of ADSW and the Latrobe Chapter, Society of Architectural Historians

Fallingwater/Kentuck Knob \_\_\_ @\$120

Friday Dinner reception \_\_\_ @ \$35

Fashion Show

Premium \_\_\_ @ \$65

Preferred \_\_\_ @ \$50

General Admission \_\_\_ @ \$35

Charter bus to New York \_\_\_ @ \$60

## Non-member Prices:

Fallingwater/Kentuck Knob \_\_\_ @\$150

Fashion Show

Premium \_\_\_ @ \$75

Preferred \_\_\_ @ \$60

General Admission \_\_\_ @ \$45

Charter Bus to New York \_\_\_ @ \$75

**Total Enclosed:** \$ \_\_\_\_\_

## Checks payable to: Art Deco Society of Washington

**Credit card:**  Visa  MC  American Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

## Mail registrations to:

Art Deco Society of Washington

P.O. Box 42722, Washington, D.C. 20015, USA

**Cancellation Policy:** All cancellations must be received in writing. Refunds cannot be provided after May 10, 2005. Fully paid registration may be transferred to unregistered delegates upon approval of ADSW.

**International Payments:** ADSW prefers payment by credit card for international attendees because of high bank processing fees for international checks and money orders. If you are unable to pay by credit card, please contact ADSW to determine an alternative method of payment.

## Further information:

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