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ART DECO TRUST INFORMATION SHEET 19

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UPDATE FOR JOURNALISTS

ART DECO WALKS:

The Art Deco Trust offers the following regularly scheduled walks -

MORNING WALKS

Operate daily year-round. (except Christmas Day).

Morning Walks leave from the Napier Visitor Information Centre on the Marine Parade at 10.00am. They take one hour and cost \$14.

AFTERNOON WALKS

Operate daily year-round. (except Christmas Day).

Afternoon Walks leave from The Art Deco Shop in Tennyson Street at 2.00pm. They take 2½ hours (including optional video and refreshments) and cost \$20. The Afternoon Walk is the 'classic' Art Deco walk, as originally conceived in 1985, and includes an audio visual presentation and visits to building interiors, which are not a part of the shorter Morning and Evening Walks.

EVENING WALKS

Operate daily from 26 December till 31 March.

Evening Walks leave from the Napier Visitor Information Centre on the Marine Parade at 5.30pm. They take 1½ hours and cost \$16.

WALK NUMBERS

Many more people do an Art Deco Walk in their own time, using the Trust's "Art Deco Walk" booklet. Because most of these are couples sharing a booklet, it is not possible to record their numbers accurately, but it is estimated that in 2004/2005, the total of people taking both Guided and Self-Guided Art Deco Walks was 43,800. We do know that 19,252 people took a guided walk in that year.

THE ART DECO TRUST'S WEB SITE

The Trust's web site is www.artdeconapier.com and its email address is trust@artdeconapier.com. Any other web sites which you might come across are out of date.

For the Art Deco Weekend and Deco Decanted, you can refer readers to web page www.artdeconapier.com/weekend and email weekend@artdeconapier.com.

For the Art Deco Shop, you can refer readers to web page www.artdeconapier.com/shop and email shop@artdeconapier.com.

For Art Deco Walks and Tours, you can refer readers to web page www.artdeconapier.com/tourinfo and email walks@artdeconapier.com.

ROTHMANS BUILDING NO LONGER

This building known for many years as Rothmans Building but has now reverted to its original name, the National Tobacco Company Building. British American Tobacco Ltd has moved its operation to Australia and the building is now owned by Big Save Furniture Ltd. The original bronze letters, which had been in storage since they were removed c1956, have been reinstalled on the façade. If you have a photo of the building looking blue, it's years out of date and the Trust can supply you with up-to-date photos.

CAPITALISATION OF ART DECO AND THE NAMES OF OTHER DESIGN MOVEMENTS

The Art Deco Trust is puzzled as to why in recent years the term 'Art Deco', which used to always be capitalised, is now more often than not spelt with lower case.

Because the word 'art' is commonly used, and has various shades of meaning, the appearance of the words 'art deco' in a text can be confusing. It appears that some style guides specify the use of lower case.

Webster's New World Collegiate Dictionary Second Edition (1975) specified 'art deco', yet specified capital letters for 'International Style'. In the Third Edition (1997) they began saying that both 'art deco' or 'Art Deco' were acceptable, while still using lower case for 'arts & crafts'. In the Fourth Edition (2000) they promoted 'Arts & Crafts' to capitals while still specifying alternative upper or lower case for 'Art Deco'.

All the while they capitalized 'International Style', thereby compromising their argument. For if art, architecture and design styles are to be capitalized, then they must be consistently capitalized.

Both the Viking and Abrams (America's foremost art and design book publisher) writers' guides specify capitalisation of styles. The Abrams Writers Guide says: Capitalize all art and design movements. They give examples. This means capitalize styles such as: Fauvism, Realism, Photorealism, de Stijl, Cubism, Art Deco, Art Nouveau, Vienna Secession, etc.

Since the 1980s, the New York Times Style Book has specified that Art Deco should be capitalized.

The AP Style Book says "capitalize the names of widely recognized epochs in anthropology, archaeology, geology and history eg the Bronze Age, the Dark Ages, the Middle Ages, the Pliocene Epoch.

The following publications capitalise Art Deco -

- Los Angeles Times
- Chicago Tribune
- Boston Globe
- The Toronto Sun
- The Christian Science Monitor
- The Times (London)
- International Herald Tribune

WE INVITE YOU TO CAPITALISE.