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ART DECO TRUST INFORMATION SHEET 20

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ARCHITECTURAL STYLES

THE ARCHITECTURAL STYLES SEEN IN NAPIER & HAWKE'S BAY.

The term Art Deco, used as a description of Napier as "the Art Deco City", is a generic one, not just because Art Deco is the predominant style in the city, but because it conveys its character, the period and the mood.

But Art Deco is only one of the architectural styles seen here, and journalists who use the term to describe buildings which are emphatically not Art Deco will lose credibility when read by architecturally knowledgeable people.

So here are a few tips about the styles that are found here, among the buildings of the early 20th Century -

CLASSICAL REVIVAL STYLE (NEO CLASSICAL)

Used up to the early 1920s. Generally attempting to be faithful copies of historical styles, though not necessarily in the same materials.

Napier examples: County Hotel (1908), Public Trust Building (1922).

STRIPPED CLASSICAL

Used in the 1920s and 1930s. A simplified version of the Classical Style, with less decoration, and usually a flatter appearance.

Napier examples: State Insurance Building, Sainsbury Logan & Williams Building, A&B Building, Marine Parade Colonnade.

SPANISH MISSION

Used in New Zealand from c1913 to the 1940s. Borrowed from California, where it was established by Spanish missionaries, and popular in New World countries with similar climates. Its popularity for the homes of Hollywood stars gave it a boost.

Napier examples: Criterion Hotel, Provincial Hotel, Shakespeare Hotel, former State Cinema, former Gaiety Cinema (Dickens St), Napier Club, Harstons Building and other smaller buildings.

PRAIRIE STYLE

A style rarely used outside North America where it evolved after 1900 in the mid-west, popularised by Frank Lloyd Wright and others working in the Chicago area. Its use in Napier was the result of Louis Hay's admiration for the work of Frank Lloyd Wright.

Napier examples: Former Spa Hotel (opposite Ocean Spa), Clive Square Community Centre, Hay Building (Herschell St), Bowmans Building, Deco Centre, H B Museum, Thorps Building, Abbots Building (Hastings St), Parkers Chambers (Herschell St), Tennyson Chambers. Also McLean Park Pumping Station (out of town).

CHICAGO SCHOOL

Extremely rare. Modelled on the work of Louis Sullivan of Chicago, this style combines Sullivan's individual 'semi-circular arch in a cube' form with his particular strain of Art Nouveau ornamentation.

Napier example: The National Tobacco Company Building (formerly known as Rothmans Building).

INTERNATIONAL STYLE

Pure functionalism modernism, which began to evolve in Europe around 1920 and spread rapidly with the diaspora of German Jewish architects when Hitler came to power. Was taking over internationally from the decorative styles by the late 1930s and arrived in Napier in 1939.

Napier examples: Archie's Bunker (former Automobile Association Building, Herschell St), ADF Building (Cathedral Lane).

ART DECO

Began to evolve around 1904, and popular internationally from 1925 to 1940. Still in use in New Zealand (and no doubt other countries until 1950. Can be divided into a number of sub-species -

ZIG ZAG MODERNE

Art Deco proper, using angular geometric patterns as ornament.

Major Napier examples: Daily Telegraph Building, former Hotel Central, Kidson's Building, Masonic Hotel, Municipal Theatre, Hursts Building, Hawke's Bay Chambers, and other small buildings.

STREAMLINE MODERNE

The sleek, curvy version of Art Deco which appeared in the early 1930s as cars became streamlined. Not seen much in Napier, because the town was largely rebuilt by the time it arrived.

Napier examples: Ranui Flats (out of town), H B Farmers Garage (now Shantons Dress Shop, altered beyond recognition).

CLASSICAL MODERNE

Thoroughly Stripped Classical, with touches of Art Deco.

Napier examples: Former Government Building (bottom of Shakespeare Rd).

SPANISH DECO

Art Deco which would be Spanish if not for the geometrical motifs.

Napier examples: McDonald's Restaurant (out of town), Marewa houses (out of town).

MAORI DECO

Art Deco with Maori motifs. The New Zealand version of the Mayan influenced Art Deco buildings of the United States.

Napier examples: ASB Bank, Napier Antique Centre.

NEO DECO (ART DECO REVIVAL)

Present day buildings with an Art Deco influence.

Napier examples: Deco City Pharmacy.

There some hybrid buildings in Napier, in which more than one of these styles is combined.

Examples are:

Criterion Hotel -	Spanish Mission facade Art Deco shop-fronts and verandah Scottish Baronial lounge
Old AMP Building -	Prairie Style facade Chicago School ornament and details
Former State Cinema -	Spanish Mission facade Art Deco interior

ALL OF THESE STYLES ARE WELL ILLUSTRATED IN THE ART DECO TRUST'S PUBLICATION "THE ART DECO CITY".