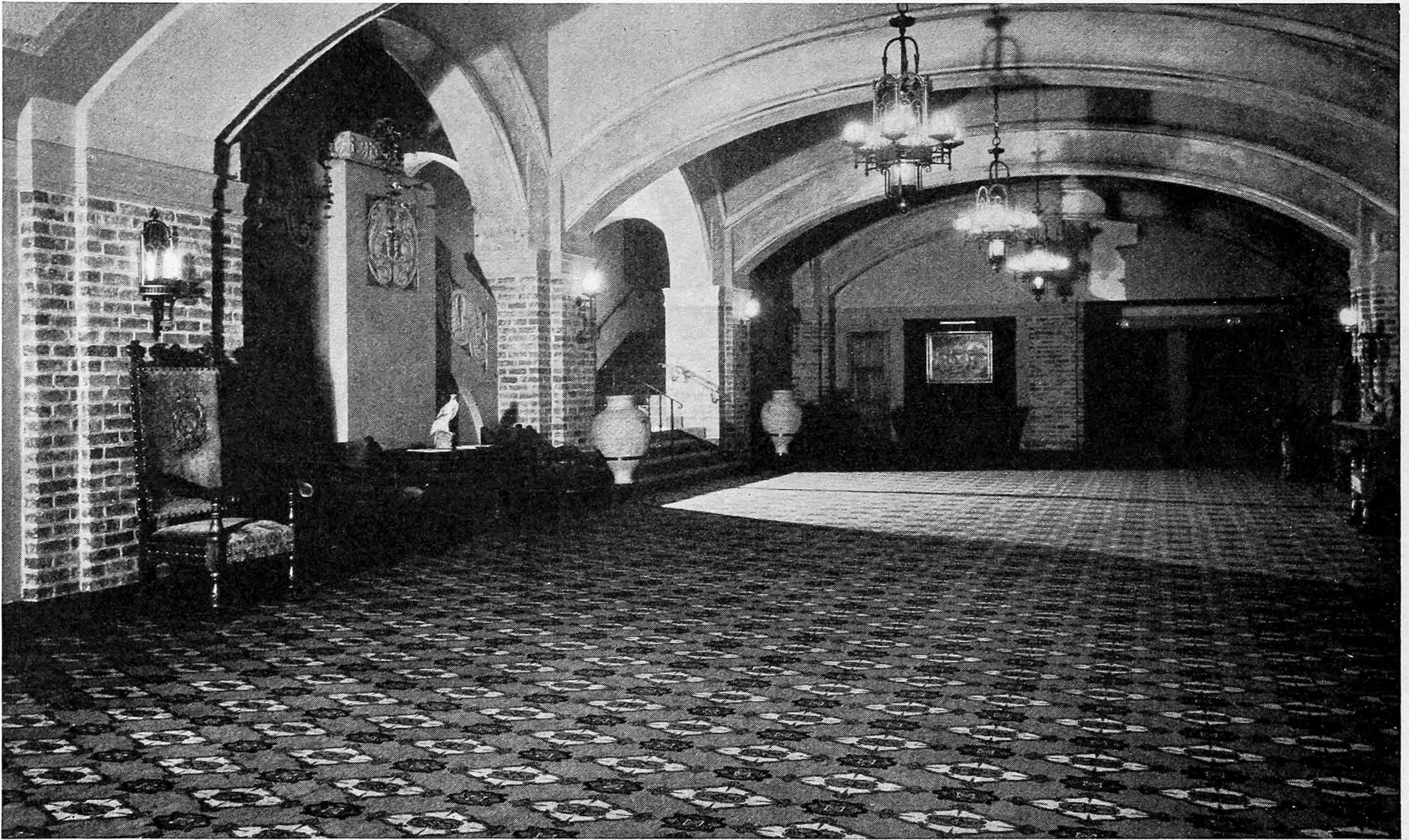


CATERING TO A UNIVERSITY COMMUNITY



General view of the auditorium toward the stage.

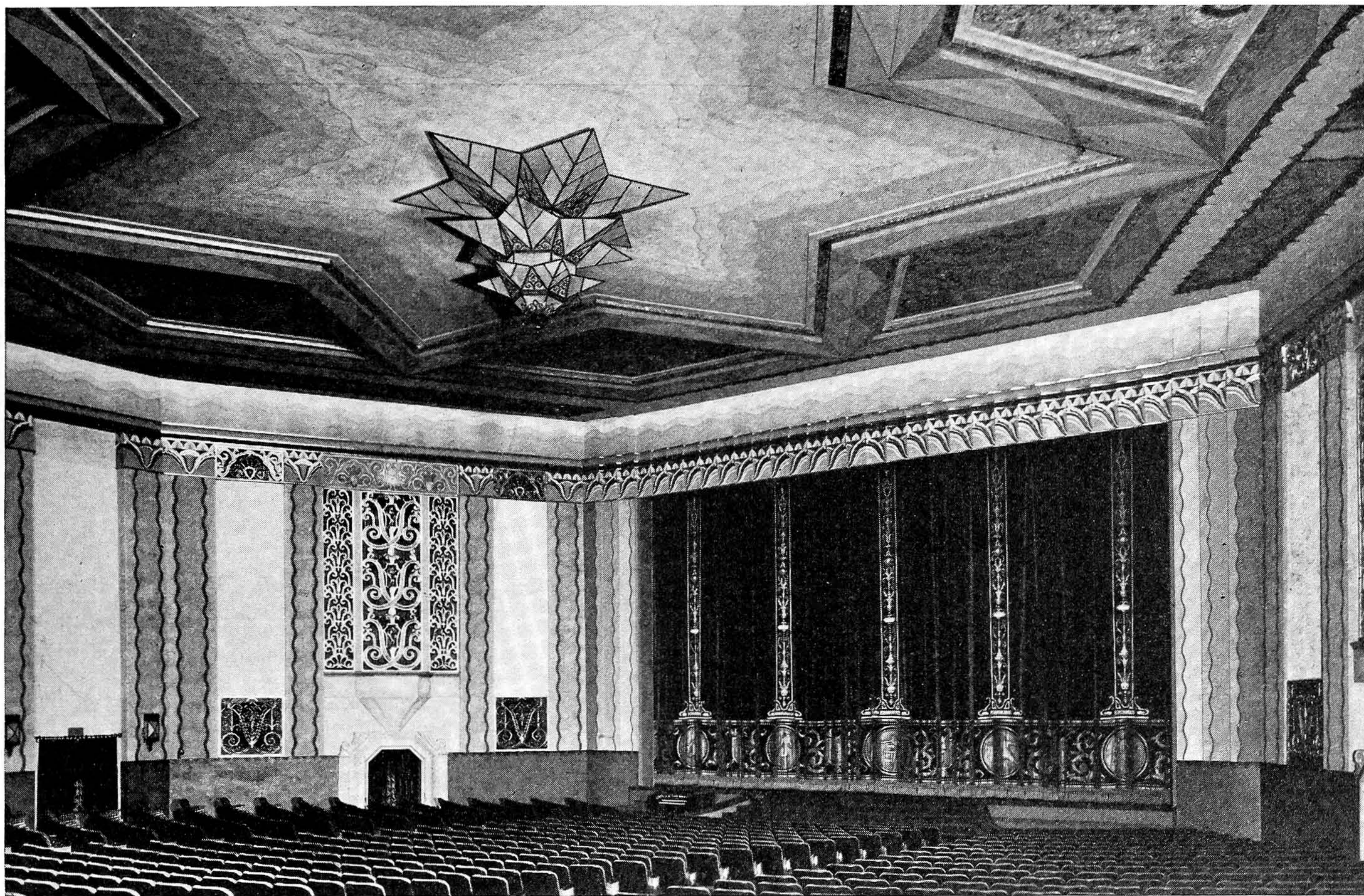


Looking into the lobby from the entrance stair landing.

Fox opens a new theatre in Westwood Village, site of the Los Angeles Branch of the University of California, designed in conformity with local Spanish architecture

LOCATED IN the exclusive and very atmospheric Westwood Village, the newest theatre to be added to the chain of Fox West Coast Theatres, has been designed to harmonize with that site of the University of California at Los Angeles. Westwood Village is becoming nationally famous as a scenic spot. It is gorgeously designed in landscape and architecture. Typically Spanish, it is the result of concentrated effort to make it something entirely different. It is located halfway between Los Angeles and the city of Santa Monica.

Fox West Coast Theatres has adhered to the characteristic architecture of the village in the completion of this theatre in

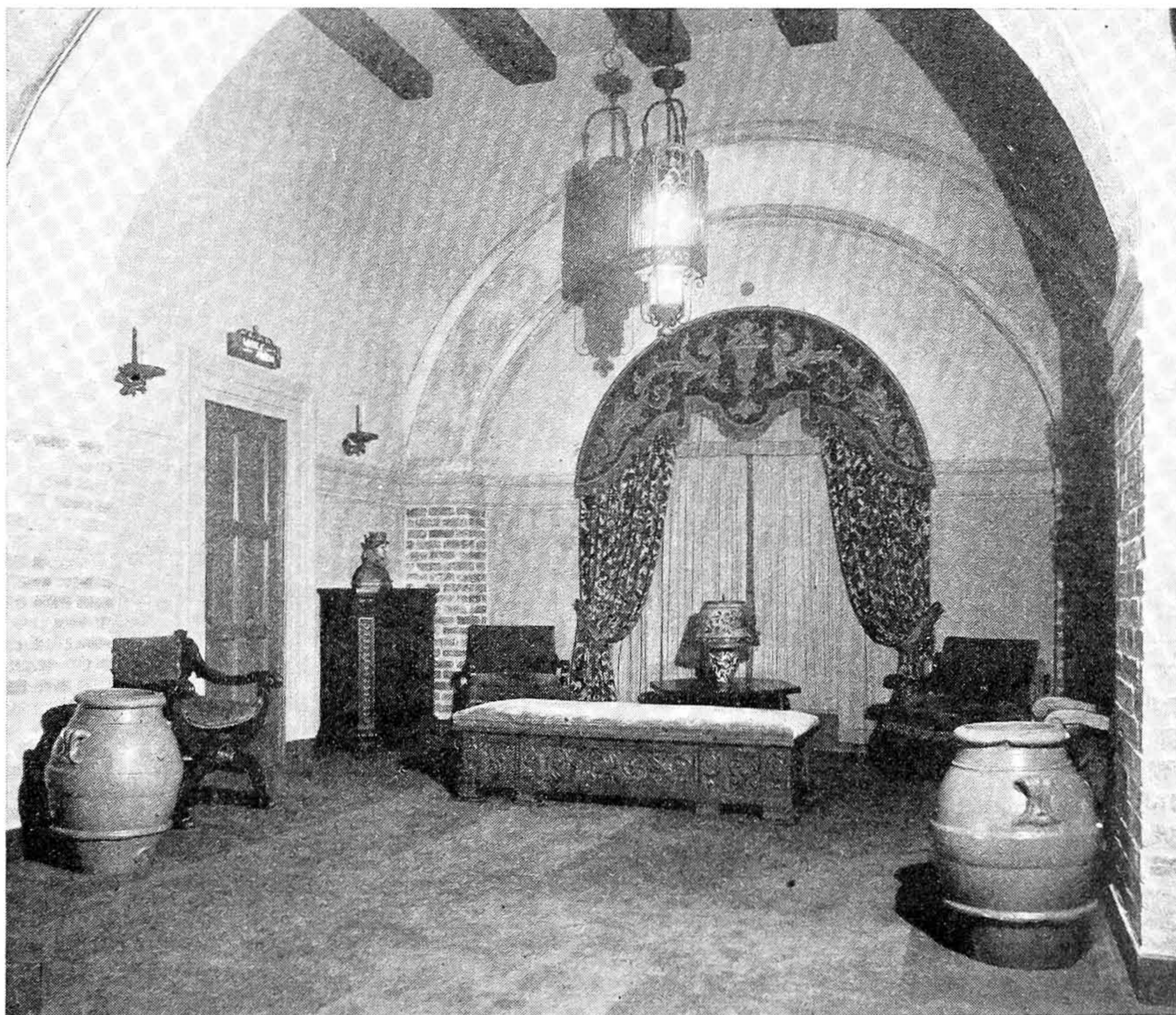


View of the auditorium toward side wall and proscenium arch.

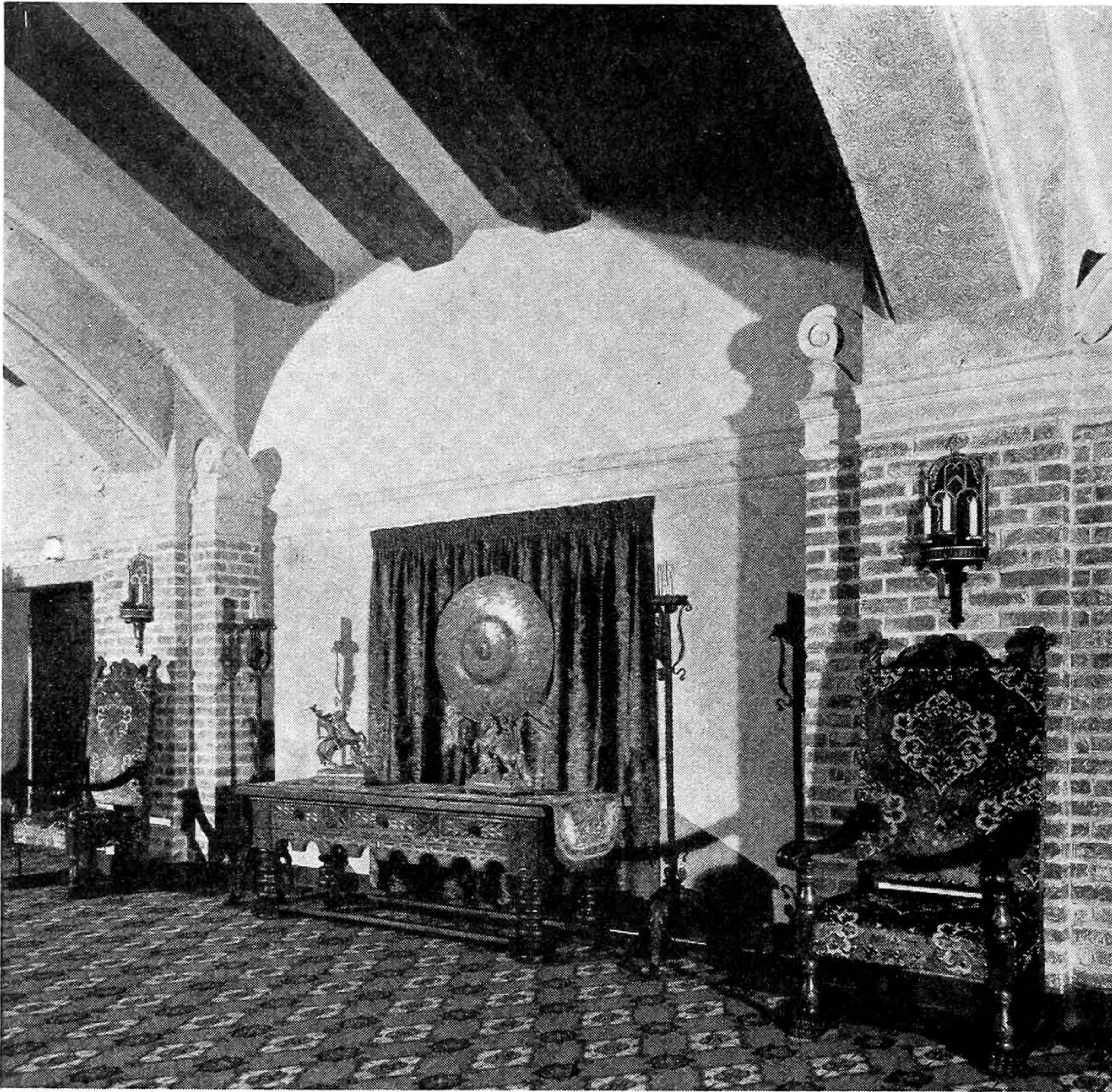
every respect. The exterior of the building is Spanish. The foyers, lobbies and lounges are Spanish in architecture, design and decoration. In the foyer there are any number of huge arches, supported by columns constructed of red brick, so typical of early Spanish architecture and used very successfully in this case in conjunction with California stucco.

On the other hand, the interior of the auditorium has been designed in *Modern Spanish*. It is highly decorated, and the modern feeling affects a complete change from the balance of the theatre. The painted decorations were executed by the Robert E. Power Studios, and the plans were drawn by P. P. Lewis, Los Angeles architect. The Henry I. Beller Construction Company was the general contractor.

The university colors, blue and gold, have been used both in the decorations and on the stage, and this feature serves to tie the theatre into the campus atmosphere. This decorative plan was even carried out so far as to include a group of university co-eds in classical dance formation on the



Lounge section of the lobby, entrance to retiring rooms at sides.



Detail of furnishings in the lobby.

title curtain, and school sports are illustrated in the frieze on the asbestos curtain.

One of the outstanding features is the illuminating effect in the tower on the exterior of the building. It is a new innovation in the illuminating field. Glass panels of oval shape, each formed into five straight tubular sections, make up the extreme top of the tower. Back of these sections, a single neon tube is used, but it has the effect of five tubes, and in addition to saving the cost of maintaining extra units, the prismatic nature of the glass gives a diffused glow.

Italian marble has been used in all rest rooms, on the floors, borders and walls, creating an air of immaculateness and harmonizing with the decorative scheme.

The entrance to the theatre is distinctly different from the usual theatre front, for although there is the customary marquee and lobby front, the ticket office is not located in the center of this lobby, nor is it a mere window opening from the side wall. Instead it has been designed as a bright, glass enclosed "island," and it is set well to the front of the entrance, out in the open, where it does not obscure a view of the lobby itself.

From the lobby, several sets of doors open into the foyer of the building. Instead of a pretentious, high hallway, bespattered with golden plaster globules, the foyer is a long, low room, with a gracefully vaulted ceiling. This foyer—wide, cool, and tastefully carpeted and decorated—opens on the right of the auditorium. On the left is a broad staircase, lighted from a large window and branching to the right and to the left to the smoking rooms and lounge rooms, and leading to the balcony.

In the auditorium itself further distinctions are to be noted. The proscenium arch and the orchestra pit (both relics of the day of the "opera house") have been done away with. The stage is bordered with a simple decorative motif, and in place of the orchestra pit there has been substituted a bank of wide, sweeping steps, richly carpeted and leading from the floor level of the auditorium to the level of the stage. All lighting fixtures are modernistic in pattern.

Equipment includes modern stage and house lighting on a dimmer system, a large projection room with spots and effects besides the projectors, Western Electric sound apparatus, and a complete air conditioning plant.

Detail of appointments in another section of lobby.

