

## A NEW SPANISH ATMOSPHERIC THEATRE IN CLEVELAND

*The Granada, Operated by Loew's, Has Seating Capacity of 2,500*



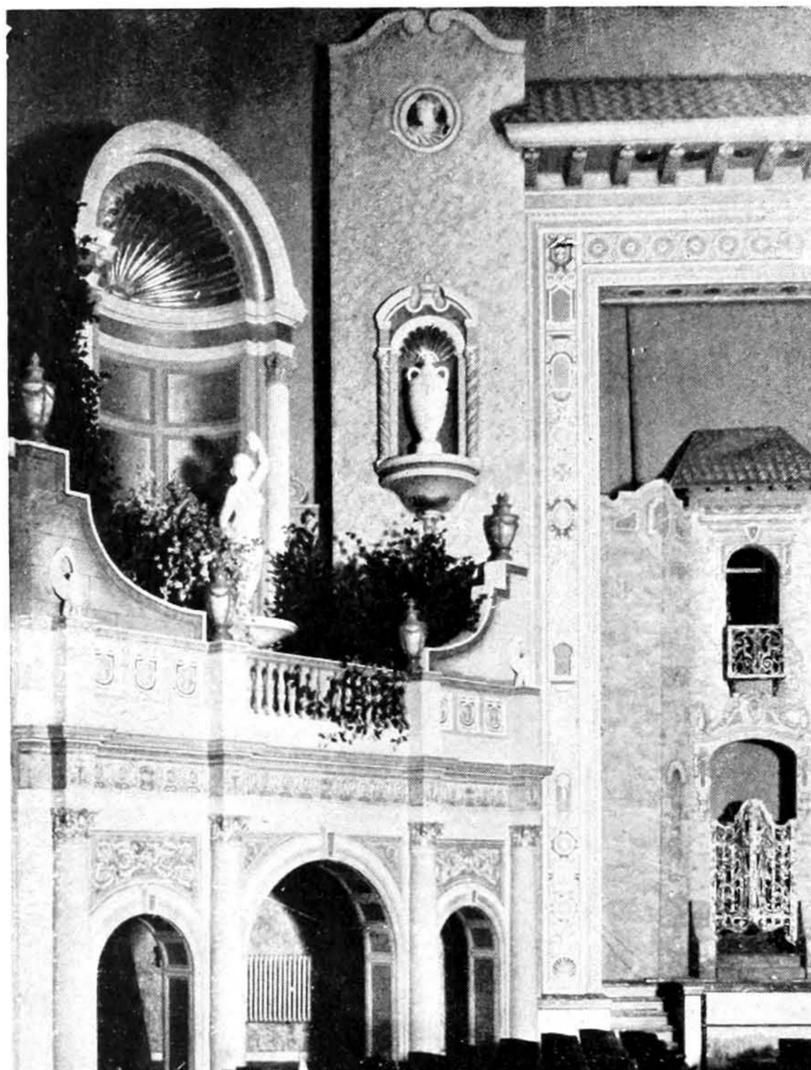
*General view of the Granada Theatre auditorium, featuring an adaptation of Spanish architecture done in the atmospheric style. Preston G. Bradshaw, architect.*

THE popular Spanish style of architecture, with all the charm of the Old World was utilized in the building of the Granada theatre, Detroit and West 117th St., Cleveland, the newest 2,500-seat theatre built by Loew's Ohio Theatres, Inc., and the twelfth in the chain. Preston G. Bradshaw, architect, designed the Granada.

The threshold of the lobby is the dividing line between new America and old Spain, for the lobby is a true Spanish patio or courtyard, with columns supporting massive arches, wrought iron railings and wrought iron lanterns. Rich brocaded shawls and tapestries hang from the railings, giving the warmth of color against the stucco background.

Adjacent to the patio are the rest rooms; smoke rooms for the men; powder rooms for the ladies, with a series of small dressing tables and mirrors.

The auditorium is of the intimate type, that is, much wider than it is long. In addition to being cozy, this arrangement makes it possible for everyone in the house to see and hear equally well. The auditorium decorations carry out the patio



*Above, a close-up view of the proscenium arch and left sidewall, surmounted by an illuminated arch.*

idea. The outdoor effect is gained by the use of mural decorations and vine-hung walls extending from the rear of the house down to the stage. Overhead is a blue sky, with sparkling stars as nearly like the skies of Spain as modern electricians and technical experts can make them.

The proscenium is continued in a typical Spanish style, being ornate in a manner that expresses the spirit of the building. At the right of the proscenium is a giant wood screen of Moorish designs which conceals the organ. On either side of this screen statues in niches make interesting details. On the right side of the proscenium is a richly lighted arch, overhung with vines and lit by hanging lanterns.

The exterior of the Granada anticipates its atmospheric interior. Red tiled cornices attract instant attention and draw the eye upward to the old Spanish mission style tower topped by its fascinating cupola. This tower contains an old Spanish bell imported from the mountain town of Andrezzi where it formerly served to call the worshippers to church.



On the left is shown a portion of the main lobby with balcony forming the mezzanine lounge. The atmospheric effect is used in the lobby as well as the auditorium.

Preston G. Bradshaw, architect.

Below—View of the auditorium of the Granada Theatre, Cleveland, taken from the stage, and showing the interesting detail employed to create the out-of-door effect.

