



## "Just Off the Boards"

Architectural perspectives of current modern theatre proposals and projects now under consideration or construction. Early stage visualizations of forthcoming structural achievements; the finished projects to be featured in future issues of THE MODERN THEATRE section.



An architectural adventure is the completely re-modeled and modernized Hollywood Paramount Theatre, formerly the legitimate playhouse, El Capitan, owned and operated jointly by Paramount and Fanchon & Marco. The 28-year-old theatre, modernized, and set to reopen during the Holidays as a first-run "showcase" is one of the most ingeniously designed projects to have passed across the boards of architecture in many moons.

Basing its appeal upon hitherto unthought of applications to modern living and higher standards of entertainment, Architects Wm. L. and Hal Pereira of Hollywood and Chicago created revolutionary designs for a most modern and functionally efficient theatre, which in all respects is forthrightly dedicated to relaxation and diversion.

The redesigned front (above) is spectacular in conception. Neon grill fluted fins above the marquee are animated by a pastel color blend to form a living tone-picture, framed in marble. A change from the former tunnel-type one-story facade was made possible through the cooperation of tenants on the second and third floors of the large commercial building. The marquee is a graceful unit serving its two implied functions—advertising and shelter. It supports large attraction boards which have decorative interior faces. The entrance lobby features deep shadow boxes set in bases to contain well cultivated plants. In addition to the usual promotional paper, models and props of the new Paramount pictures will be displayed through cooperation of the studio.

Within the house, a complete metamorphosis of design took place. In the foyer (left above), heavy plaster walls were resurfaced with grass cloth and bleached woods. Slip-covered furniture of residential type was added, and the walls are to be hung with fine star photographs by well-known photographers and etchings of interesting set designs, which will be changed frequently.

The mezzanine lounge (left below) offered unusual opportunities for architectural ingenuity. Its former tunnel effect is relieved by trellises and copper palms to provide a tropical garden setting. The commodious room is designed primarily for use as a milk bar and will accommodate 200 persons.

Other parts of the Hollywood Paramount are equally unusual. In the auditorium balcony, for example, fifty per cent of the seats were sacrificed to create larger steps for the new Paramount Lounge Seating, a type of elongated sofas with pull-down arm-rests and dividing end tables equipped with recessed trays and flameless lighters. This type of seating is similar to automobile seats in both appearance and comfort. The auditorium also features one of the cascading screen curtains which the Pereiras introduced in their design of the Esquire in Chicago a few years ago.

