

In the view of the Tampa theatre looking toward the stage is presented an idea of the conception of the theatre as a Spanish patio set under an open sky with drifting clouds and twinkling stars. View at left shows a portion of the mezzanine floor.

Publix Opens "Atmospheric" Type Theatre in Tampa

THEATRE construction in the South, which gained considerable momentum this year, continues at a rapid pace.

Publix Theatres and Consolidated Amusements, Inc., have added a brilliant edifice to motion picture palaces below the Mason and Dixon line with the recent opening in Tampa, Fla., of the new Tampa theatre—one of the popular "atmospheric" type motion picture houses featuring brilliance of color and an auditorium set under an open sky effect.

The men behind the new Tampa are Jerome Waterman, president; Hilton S. Hampton, secretary; C. A. McKay, director; Dr. L. A. Bize, treasurer, and John A. Carroll, general manager of Consolidated Amusements in association with Publix Theatres of which Sam Katz is president and Harold B. Franklin, vice-president.

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The Tampa theatre is conceived as a Spanish patio. The design is of the Hispano-Italian style which came into vogue during the reign of Ferdinand and Isabelle who invited Italian architects to participate in some of the architectural wonders built during this period. Thus the effects of the Italian renaissance were introduced into Spain with commendable results.

Like a number of other theatres being operated by the Publix Theatres Corporation throughout the country, the Tampa is incorporated in an office building. The structure is 10 stories in height.

Constructed of steel, concrete, ornamental brick and stone and stucco, the building is regarded as one of the most substantial in downtown Tampa. The architecture follows the Italian renaissance period. Ornate stonework on the exterior has created the most attractive office building in the city. Tile and travertine have been employed extensively to the full height of the structure.

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The first note of the Spanish motif is gained in the unique construction of the box office, which is modeled of quaintly designed wrought iron. From this point to the entrance to the main auditorium, the

theatre gains in architectural grandeur until it approaches the splendor of an old Spanish castle. And the genius of John Eberson, architect, can be realized fully through his work on the project.

The coloring of the various architectural details, properly blended and contrasted, the charming richness of tints softened by antiquity, is a stupendous undertaking in itself, but this has been ably accomplished by an organization especially trained and experienced in this character of decoration.

The Tampa theatre is a splendid example of the delightful Mediterranean type so appropriate climatically and historically in Florida.

All of the best in art and architecture from the various countries bordering on this sea of famed blue are combined in a harmonious assemble. As is logical in Florida, the Spanish type predominates, which in itself is enriched by the influence of her erstwhile conquerors, the Moors. This is noted especially in the tile work, ancient grill work, lighting fixtures, and an occasionally oriental bizarreness of coloring.

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Throughout the beautiful entrance lobbies, the great patio lobby, foyers, mezzanine passages, lounge and rest rooms are furnished with splendid examples of appropriate furniture in wrought iron, wood and old leather, Spanish and Italian pottery, terra cotta jars, old wrought iron and Venetian lantern top torchers, old brass and copper jugs, reproductions of old paintings, mirrors, banners, drapes and hangings richly embroidered, copies of the priceless Cluny weavings of old France. Some of the furnishings are genuine antique.

The principal entrance on Franklin street, suggests a Venetian palace. While the side details is of Spanish origin, the ceiling is decidedly Italian. Wrought iron chandeliers with multi-colored lights are suspended from a ceiling done in tints that have for ages been most popular throughout centers of Italy. The floor is of a unique design in tile.

From the luxurious lobby one enters into

a patio that for beauty rivals those of the most prosperous and cultured old patrons of Spain.

Walls, softly tinted in cream and old silver, are hung with heraldic cartouches, shields, brilliant banners, copies of rare tapestries and wrought iron pieces. An open-air effect is obtained through the coloring of the ceiling to represent the sky. Twinkling stars add to the illusion.

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Especially noticeable is grotesque gargoyle treatment of the brackets extending over the patio and the perfect representation of pecky cypress in the plaster work. The tile flooring is laid in attractive designs that show the Moorish influence.

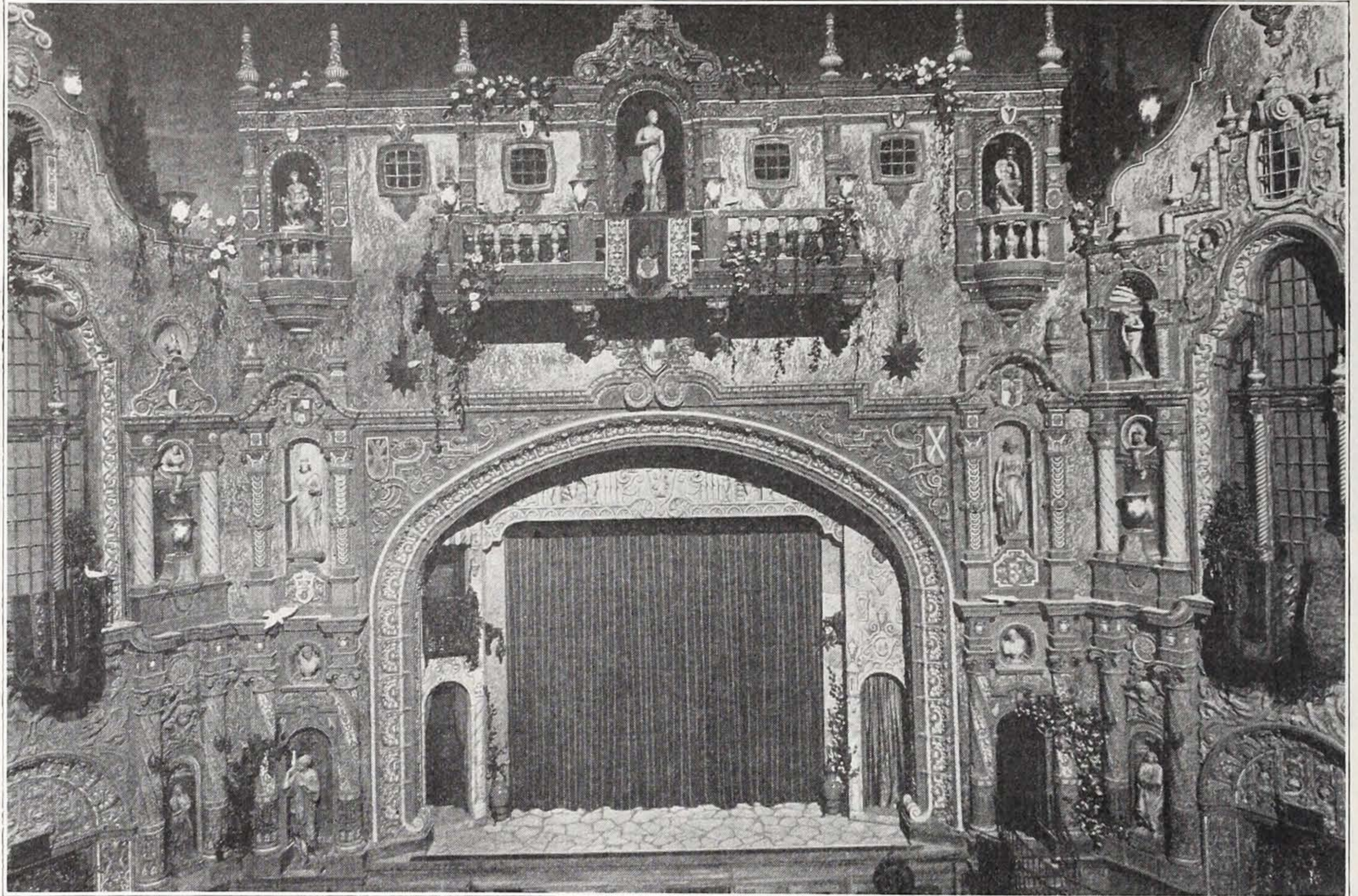
Lighting fixtures in the form of stars lend an amber tint to the richly ornamented room. Beautiful Spanish furniture, reproductions of antiques, are placed advantageously throughout the patio. A notable piece is a Spanish Vargueno, a genuine antique of the fourteenth century.

Rising at each side of the patio are marble stairways which lead to the mezzanine lobby. This main upper lobby also is rich in art from the Mediterranean countries. A smoking room, which shows a bit of the Moorish influence in its tile walls, and a splendidly appointed women's rest room, occupy important space on the mezzanine. Two artistic drinking fountains are placed in the lobby.

Full benefit of the "atmospheric theatre" effect is gained from the main lobby. The audience enjoys the illusion of an outdoor atmosphere surrounded by picturesque facades of old world palaces, colonnades of graceful arches, romantic balconies, the tower of ancient castles and the mystical beauty of an old Spanish cathedral window.

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Over all is the deep blue of the Mediterranean sky with an occasional twinkle of a far off star, and the restful tranquility of fleecy clouds slowly drifting by. Beautiful white pigeons and gayly colored parrots are perched here and there and a proud peacock surveys the audience from a high balcony.

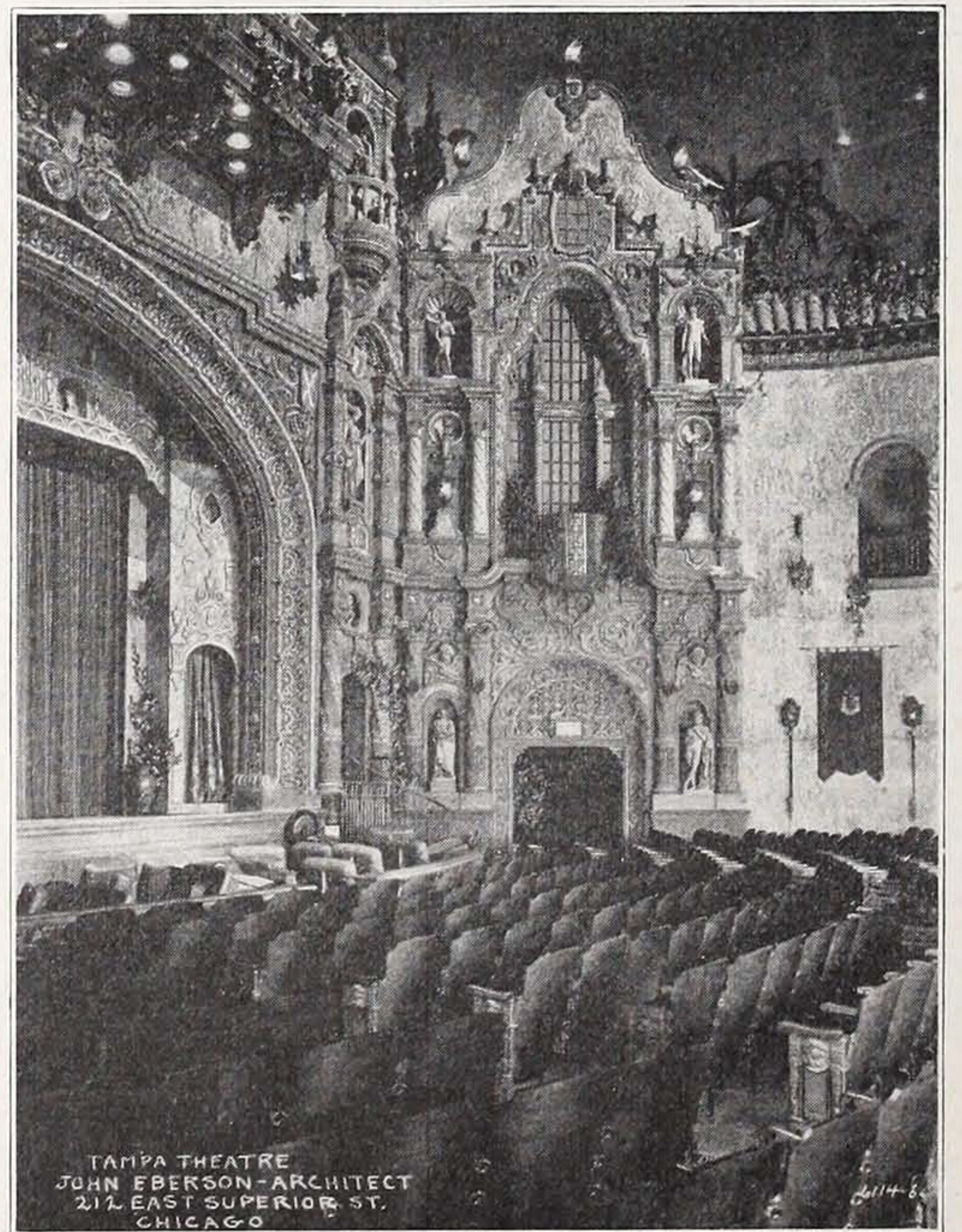
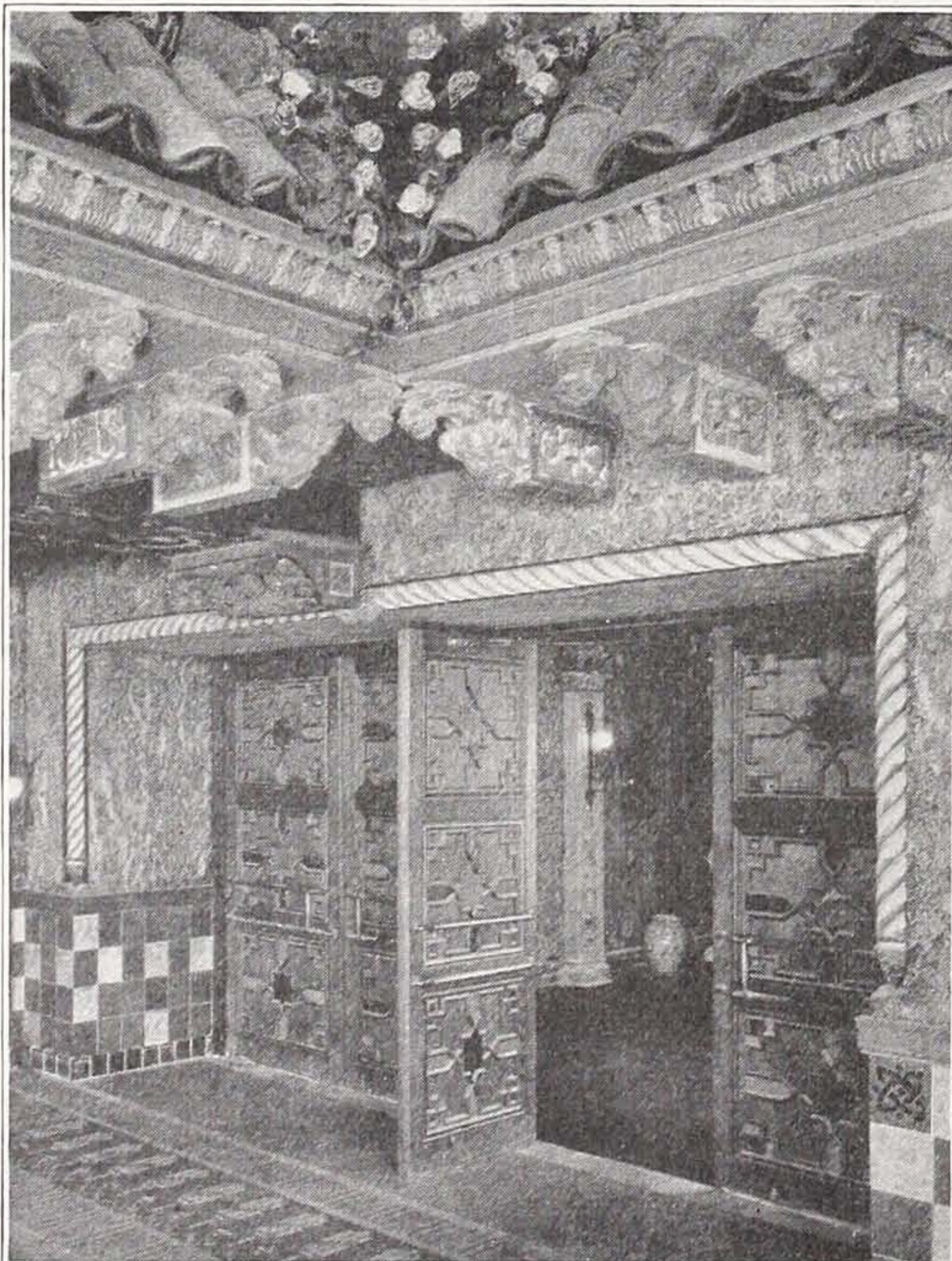


Above: Stage and proscenium of the Tampa. Ceiling over auditorium represents the open sky with moving clouds and twinkling stars. The architecture is described as the true Hispano-Italian style.

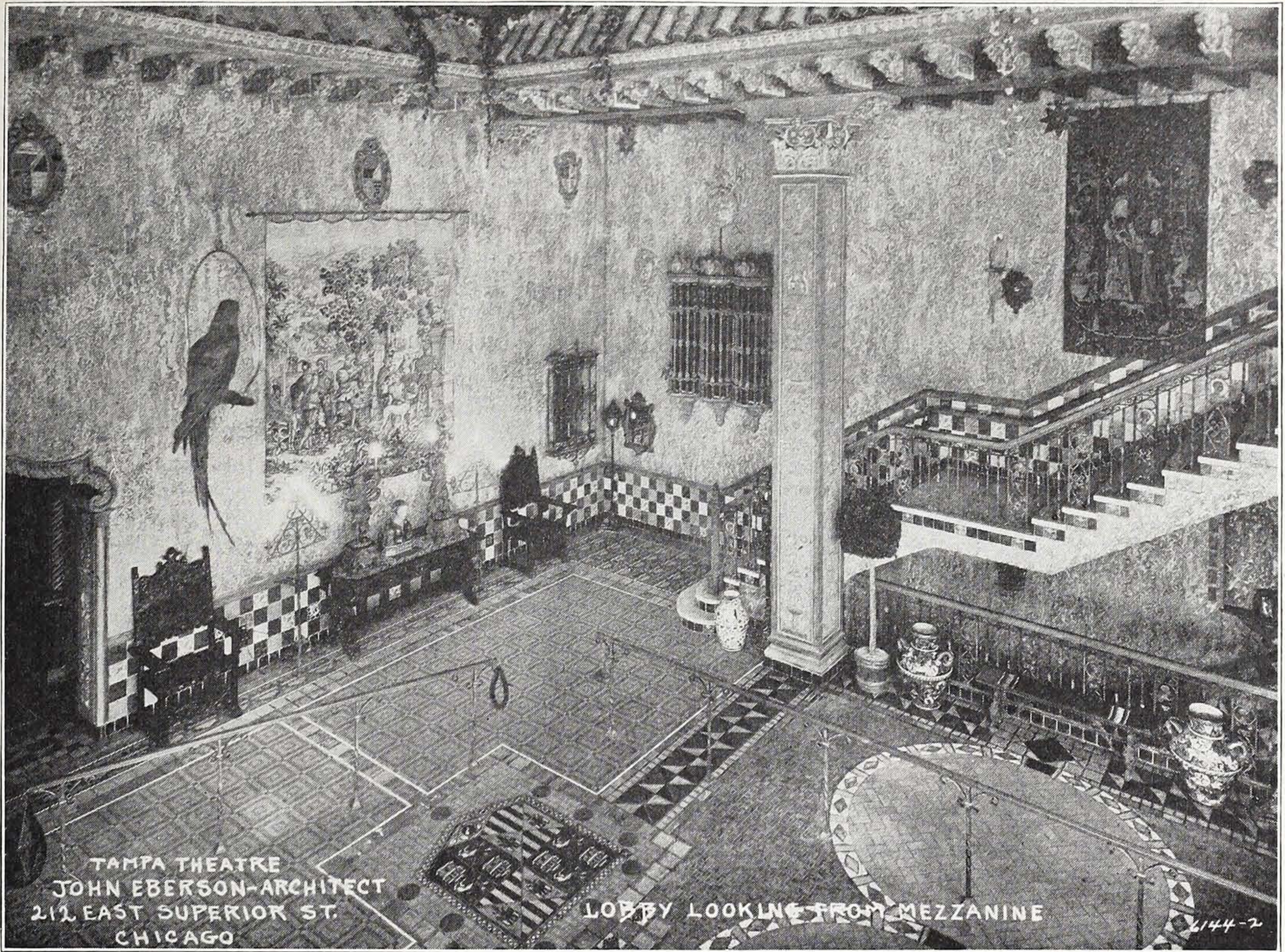
The *NEW* TAMPA

An atmospheric type theatre which was recently opened in Tampa, Fla., by Publix Theatres, Inc. John Eberson, Architect.

Left: A section of the highly decorative foyer giving idea of the bright color treatment in materials. Below: This view shows Spanish patio effect which furnishes the motif for the conception of the theatre.



TAMPA THEATRE
JOHN EBERSON-ARCHITECT
212 EAST SUPERIOR ST.
CHICAGO



COLORFUL TEXTURED WALLS AND FLOORS IN LOBBY OF THE TAMPA THEATRE

