Art Deco, short for *Les Arts Décoratifs*, is a style of **visual arts, architecture and design** that first appeared in France just before World War I.

Art Deco influenced the **design** of buildings, furniture, jewellery, fashion, cars, movie theatres, trains, ocean liners, and everyday objects such as radios and vacuum cleaners.

It took its name from the Exposition Internationale des Arts Décoratifs et Industriels Modernes (International Exhibition of Modern Decorative and Industrial Arts) held in Paris in 1925.

The intention was to create *a sleek and antitraditional elegance that symbolized wealth and sophistication*.

Encyclopædia Britannica

… characterized by *precise and boldly delineated geometric shapes* and strong colours and used most notably in household objects and in architecture.

Oxford English Dictionary

… characterized by rich colors, *bold geometry*, and decadent *detail work*. … the signature aesthetic still evokes *glamour, luxury*, and order with *symmetrical designs in exuberant shapes*.

Architectural Digest

It combined modernist styles with **fine craftsmanship** and **rich materials**. During its heyday, Art Deco represented luxury, glamour, exuberance, and faith in social and technological progress.

Art Deco was a pastiche of many different styles, sometimes contradictory, united by a desire to be modern. From its outset, Art Deco featured rare and **expensive materials** …and **exquisite craftsmanship**.

Adapted from Wikipedia https://en.wikipedia.org/wiki/Art_Deco



Johan Gerrits, www. http://johangerrits.com

The Fiat Tagliero Building
Asmara, Eritrea



Sailko, https://commons.wikimedia.org/wiki/File:Fiat_tagliero,_08.JPG

"A Futurist-style service station designed by the Italian engineer Giuseppe Pettazzi. Completed in 1938."

"Conceived as a simple petrol station, Pettazzi designed a building that resembles an aeroplane."

Wikipedia

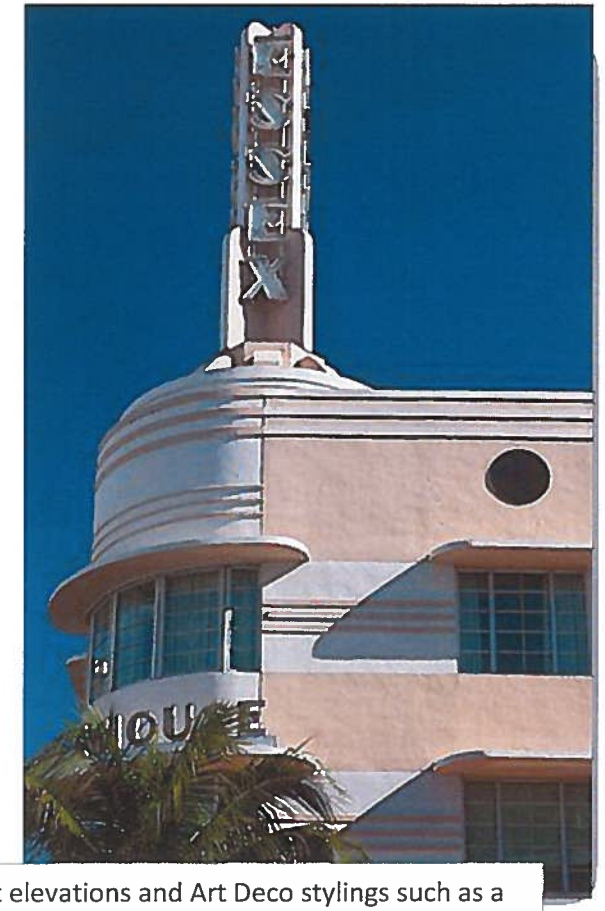
Essex House Hotel

South Beach, FL



Google Street View © 2017 Google





Designed by Henry Hohauser known for his Art Deco features of symmetry on the front elevations and Art Deco stylings such as a ziggurat or stepped roofline, glass bricks, curved edges, and neon lighting. Completed in 1938.

The Essex House Hotel has porthole windows and a neon-lit signage tower as well as streamlined curves, and window "eyebrows".

His designs were less expensive and less ornamented than those by other Art Deco architects. His work was low cost in order to serve the middle-class tourists. *Wikipedia*





Leena Hietanen , https://en.wikipedia.org/wiki/Chrysler_Building



Norbert Nagel, https://commons.wikimedia.org



David Shankbone, https://commons.wikimedia.org

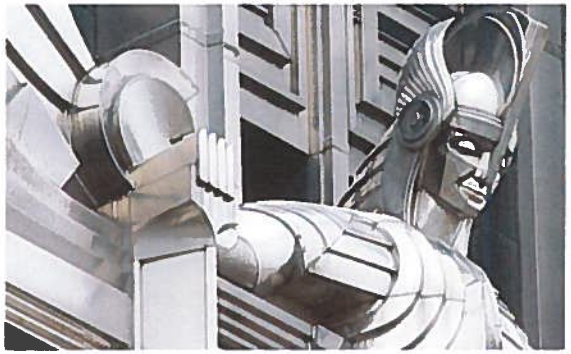
The Chrysler Building
New York City, NY

The Chrysler Building, designed by architect William Van Alen, was completed in 1930.

David Shankbone, https://commons.wikimedia.org

Niagara Hudson (Mohawk) Building

Syracuse, NY



David Bridges 2004



Google Street View © 2017 Google



Jean-Paul Richard, https://commons.wikimedia.org

Designed by Bley and Lyman and Melvin L. King. Completed 1932.

The "cathedral of light" is opulent. "The structural steel frame of the Niagara Mohawk Building is arranged in setbacks, is sheathed smoothly in aluminum, black glass and stainless steel combined with gray brick and polished stone, and is ornamented with chevrons, parallel bands, and zigzags." *Syracuse Landmarks, Evamaria Hardin*

There are examples of Art Deco in Winnipeg. Some buildings have more features than others.

As shown in the photos on the next page, the ***Winnipeg Clinic*** *facades on St Mary Ave and Vaughan St have real examples of the style*

– clean lines, geometric form, swooping curves, decorative details.

It does not take a student of art history to see the art deco *influence in this architecture.*

"*Art Deco* was a desire to be modern."



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www.winnipegarchitecture.ca





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Art Deco represented luxury, glamour, exuberance with of attention to details.





M. Peterson, 2016

Is this an example of Art Deco ***luxury***, ***glamour***, and ***exuberance***?

Is it an example of a desire to be modern?

Or, is it ***an example of a brown brick wall?***



Google Street View © 2017 Google

*The photo on the previous page shows two facades that are **not** examples of "elegance", "sophistication", "luxury". There is no "desire to be modern" with "exuberant shapes".*

No, there is none of that.

In the words of the Historical Buildings & Resources Committee,

> *"The north façade (clad in common clay brick) features bands of regularly placed rectilinear window openings with brick sills and continuous concrete heads on all floors as well as slender, glass block filled windows at the west end of the elevation (Plate 12).*

Refer back to the first few pages that show us what real art deco is supposed to be. It is not the back wall of the Winnipeg Clinic.

The Clinic has evolved and expanded since it was first founded some 75 years ago. It has been enlarged twice and hopefully will continue that growth as one of Canada's largest multidisciplinary medical services providers.

Other Winnipeg medical services providers have disappeared from downtown because the medical system in Manitoba has suffered from cutbacks and changes.

If HBRC is allowed to delay development of the Winnipeg Clinic's 8th floor because the new windows are too far forward in their frames, then what does that say about our progressive, world-class city?

What is more important to Winnipeg? That a window is inset two inches additional inches or that a first-class medical clinic purchases two examining tables or opens two additional examining rooms for patients?

Ask the patients.

"Our Winnipeg", the City's own planning document, refers to the concept of "complete communities". The Winnipeg Clinic reflects that aspiration.

Complete Communities describes the importance of accessible services, facilities, and amenities for the promotion and sustainability of a complete community.

Ask yourselves why, on the one hand, does the City and its promotional agencies Economic Development Winnipeg, YES! Winnipeg, CentreVenture Development Corporation, and the Downtown BIZ work so desperately hard to encourage a

newcomer or start-up? The aim is to create jobs downtown, encourage people to live downtown, draw people from the rest of the City and beyond to visit downtown.

The Winnipeg Clinic does all that AND it has looked after its property properly.

If you want the Clinic to continue its well-established role of being a prime contributor to a Complete Community then do not change what is definitely not broken.

The building is protected by the best of care-givers and designating the building will only divert funds for questionable results. It should instead be listed as a ***Commemorative*** *property similar to over three hundred others.*

The "Historical Resources By-law" provides that special designation for buildings like the Winnipeg Clinic that are in good condition and well taken care of by their owners.

Well-meaning members of historical societies will tell you that you should not be using the ***Commemorative*** *designation but I ask you, "Why not?"*

Such a designation is very appropriate for an organization like the Winnipeg Clinic. It is appropriate for over 300 other properties for many years.

> *S 35(1) states "Inclusion of a resource on the Commemorative List is intended solely to recognize significant historical and architectural resources and to encourage their conservation".*

Note the last phrase..."and to encourage their preservation." This is what the Clinic has been doing for 75 years, without

financial assistance from any taxpayer. I ask you, "Why change now?"

The representative from Heritage Winnipeg has said that the Clinic must be protected by inclusion on the list of Historical Resources because section 35.1 also states,

> *"It* [being listed as Commemorative] *does not restrict the owner of the resource from developing or demolishing the resource."*

That argument for listing the property is foolish. The Winnipeg Clinic does not intend to make itself homeless. The

Winnipeg Clinic has no intention of tearing down its own building.

It is inappropriate for a member of a historical society to stand before you and ask that a Clinic be subject to regulations that will cost the Clinic time and money. The people who ask you to list the property, they are not footing any bills or costs from their own pockets, are they? They do not offer their hard-earned money to offset the Clinic's cost. No, they simple demand that the property owner put up what money is needed. In other words, they have no "skin in the game" and their demands should be considered in recognition of that fact.

Talking about "skin in the game", if the City lists the property as a Historical Resource, then the City would be obligating the Clinic to undertake certain financial obligations and the Clinic would get nothing in return.

Getting nothing in return when property is appropriated by a government or an agency is similar to a "taking"[1], and that is not acceptable.

[1] A regulatory **taking** can occur even without the actual physical seizure of property.

Heritage Winnipeg *and members of the* HBRC *and perhaps even Council members will say, "But there is financial assistance available to offset such costs."*

You know that is not so. There is only partial financial assistance at best. Heritage funds are drying up and there is no one guaranteeing the funds will be there when needed.

Can Heritage Winnipeg, the HBRC, the Standing Committee, this EPC or even Council guarantee funds will be there? No? Then designating the Winnipeg Clinic is inappropriate.

And certainly the inclusion of those east and north facades of common clay brick walls that have no real art deco features is highly inappropriate and over-reaching by the HBRC.

The proper alternative is to have 425 St Mary Avenue listed as Commemorative, as are:

- *Rabbi David Cantor House, The "Castle" - 494 College Street (1906)*
- *Morris Diner House - 476 Powers Street (1913)*
- *Kromar Printing Building - 725 Portage Avenue (1929)*
- *Scarsdale Apartments - 71 Kennedy Street (1930)*

- *James M. Gilchrist House - 1015 Wellington Crescent (1932)*
- *Great-West Life Building - Osborne Street N. (1956)*
- *And more than 300 other properties in Winnipeg*

The Clinic has proven that it is a good citizen, that it has taken good care of the property, that it fulfills many of the planning goals of "Complete Communities", and that it is the candidate that is envisaged by that special classification for "Commemorative" listing.

*By every measure "**Commemorative**" is the correct category for the Winnipeg Clinic.*