



## Carolina Theatre—Private

CHARLOTTE, NC

The Carolina Theatre is a Mediterranean Revival structure designed by the renowned theatre architects R.E. Hall of New York and C. C. Hook of Charlotte. The interior design of the theatre spaces was greatly influenced by the “atmospheric” theatre aesthetics pioneered by architect John Ebersson. A hallmark of painted decoration in atmospheric theatres is the use of bright, primary colors applied using dry brush techniques to textured and ornamental surfaces. R.E. Hall employed this aesthetic simultaneously at the Carolina Theatre and at the Florida Theatre in Jacksonville, Florida.

The Piedmont Realty and Development Company, the owner, and Publix Theatres, the operator, constructed the theatre between 1926 and 1927. The theatre was designed with a lavish, atmospheric, Spanish Renaissance-inspired interior. The original purpose of the theatre was to show silent movies and host live performances. The theatre went on to screen “talkies” and eventually underwent a major renovation in 1961, when it became the Carolinas home of Cinerama. During the installation of the extra-large movie screen and a projection booth on the main floor, much of the original ornamentation inside the building was damaged or destroyed. Like many historic theaters of its era, the Carolina Theatre went into decline as audiences gravitated to new cinemas in the suburbs; it closed its doors closed on November 27, 1978.

The Carolina Theatre was listed on the Charlotte-Mecklenburg Register of Historic Places in 1982. Various efforts were made to preserve the building after it was purchased by the city in 1986, none of which came to fruition. The Carolina Theatre gained a new lease on life in 2012, when the city of Charlotte deeded the property to Foundation For The Carolinas. Construction to restore and renovate the theater began in 2017...

MORE INFORMATION:

<https://evergreene.com/projects/carolina-theatre/>

### SERVICES PERFORMED

Decorative Painting & Finishes  
Plasterwork

### PROJECT DETAILS

#### Client

Foundation for the Carolinas

