



Florida Theatre

JACKSONVILLE, FL

The Florida Theatre is a Mediterranean Revival structure designed by the renowned theatre architects R.E. Hall of New York and Roy Benjamin of Jacksonville. The interior design of the theatre spaces was greatly influenced by the "atmospheric" theatre aesthetics pioneered by architect John Eberson, who stated at the opening of the Tampa Theatre in 1926 that his defining style originated in Florida. 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 Florida Theatre and the Carolina Theatre in Charlotte, North Carolina.

Arts Assembly of Jacksonville purchased the theater in 1981 and restored it between 1982 and 1983. The Florida Theatre was listed on the National Register of Historic Places in December of 1982.

EverGreene was retained by KBJ – L&B Architects to investigate historic painted finishes in the Florida Theatre. The purpose of the finishes investigation was to guide future interior restoration efforts by identifying color palettes of original painted decorative schemes for the auditorium, promenade lobby, and entrance lobby.

During the Florida Theatre's major 1980s restoration, the design team chose to tone down the original colors, moving away from the authentic 1927 palette. The original polychrome decoration was determined to have been carried out using high-quality, vibrant mineral pigments and transparent glazes applied in complex sequences to create an ornate polychrome scheme. EverGreen's conservators created mock-ups, showing the original finishes and techniques...

MORE INFORMATION:

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

(2) AWARDS

SERVICES PERFORMED

Decorative Painting & Finishes
Investigation, Testing & Analysis
Plasterwork

PROJECT DETAILS

Client

Florida Theatre Performing Arts Center, Inc.

Client

The City of Jacksonville

Architect

KBJ – L&B Architects

General Contractor

Auld & White Constructors

Theater Consultant

iWeiss

MEP Engineer

Sauer Mechanical

