



## Victory Theatre Mural Conservation

HOLYOKE, MA

The Victory Theatre was built in 1920 by the Goldstein Brothers Amusement Company. Samuel and Nathan Goldstein of Western Massachusetts Theatres Incorporated were pioneers in the movie business in the area. Massachusetts International Festival of the Arts (MIFA) acquired the Victory Theatre in 2009 with the intention of using it as a catalyst for revitalizing downtown Holyoke. The theatre is intended to become the anchor for Holyoke's arts and theatre district, which would not only increase commerce and tourism, but also provide crucial access to arts education for the community.

A grant from the National Trust for Historic Preservation's Cynthia Woods Mitchell Fund for Historic Interior allowed for the murals to be removed in 2010 and placed into storage. EverGreene completed a microscopic analysis and general condition survey of the existing interior finishes in Victory Theatre in 2018. The survey was used to document the historic color palettes and decorative motifs as well as to document the current conditions of the remaining flat and decorative plasterwork.

Our team is now performing conservation and restoration treatments on two painted murals in the Victory Theatre, titled "War" and "Victory" at our Brooklyn studio. The murals underwent mold remediation, paint stabilization, lining of the panels, cleaning and varnish testing and removal, removal of post-historic overpaint, and selective inpainting.

The Victory Theatre was named after the 1918 Allied Victory from World War I...

MORE INFORMATION:

<https://evergreene.com/projects/victory-theatre-mural-conservation/>

### SERVICES PERFORMED

Conservation Treatments  
Murals & Mosaics

### PROJECT DETAILS

#### Owner

Massachusetts International Festival of the Arts  
(MIFA)



253 36th Street, Suite 5-C | Brooklyn, New York, 11232 | (212) 244 2800 | [evergreene.com](https://evergreene.com)