



Zeiterion

NEW BEDFORD, MA

Originally envisioned by Barney Zeitz as a “palace for the people,” the Zeiterion Theatre brought vaudeville and live performance to downtown New Bedford in the early twentieth century. Designed in 1923 by architects Frank Leary and Frank Walker, the tapestry brick building reflects an interpretation of the Georgian Revival style. Its interiors were conceived as immersive and richly ornamented, featuring marble-columned walls, silk tapestry finishes, gilded Grecian motifs, painted ceiling murals, and an ornate glass chandelier.

Following its closure in 1979, the theater was saved through local preservation efforts and reopened in 1982 after a restoration that closely followed the original decorative scheme. Decades of continued stewardship culminated in a comprehensive restoration and renovation campaign completed in 2024, ensuring the theater’s longevity as a cultural anchor for the community.

EverGreene was engaged to restore the historic interior decorative finishes. While focused in scope, EverGreene’s work encompassed nearly every surface within the lobby and auditorium, as well as two exterior murals. Treatments included the restoration of gold-toned architectural finishes, extensive blue stencil work, Dutch metal gilding at the interior dome, and the recreation of painted murals in keeping with the original color palette.

Gold finishes were executed using specialized gold-toned paints to achieve visual richness while meeting contemporary project requirements. Greek key stenciling was carefully reapplied across irregular historic geometries, with on-site adjustments made to maintain visual continuity while accommodating modern sprinkler systems...

MORE INFORMATION:

<https://evergreene.com/projects/zeiterion/>

SERVICES PERFORMED

Decorative Painting & Finishes
Plasterwork

PROJECT DETAILS

Architect

Wilson Butler Architects

Client

City of New Bedford Purchasing Department

