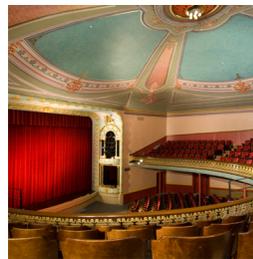


THEATERS



EVERGREENE
Architectural Arts
Art + Science + Construction





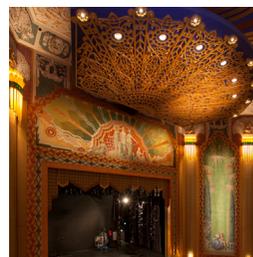
**technical
understanding**



**more than
200 theaters
nationwide**

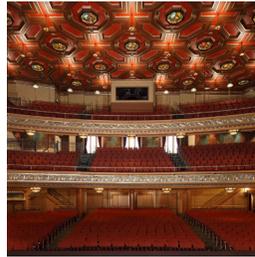
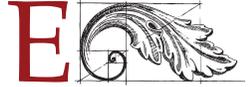


**single
source
responsibility**





Cross-
disciplinary
approach



award
winning
projects
since 1978



cover:
Saenger Theatre, New Orleans
Emile Weil, 1927 | Martinez & Johnson Architects, 2013

Creating an American Renaissance

Theaters are the epicenter of culture for American cities and towns. From Hamlet to Star Trek; Stravinsky to Gershwin we flock to theaters to be entertained by plays, movies, music and dance. Theaters enrich us personally and they enrich our cities and towns. Often, the restoration of a theater is the foundation for urban revitalization. The restoration of the New Amsterdam Theatre in 1997 was critical to the redevelopment of Times Square in New York. The \$24.5M renovation and expansion of Proctor's Theatre attracted the touring company of Disney's *The Lion King*, which brought in an estimated \$20M to Schenectady from just 32 performances. On stage and off, theaters are harbingers of hope.

Having provided new design, restoration, conservation and specialty construction services for more than 200 theatres across the country, EverGreene understands that the show starts the minute you walk in the door.

Proctor's Theatre Schenectady, NY

Thomas W. Lamb | 1926
Stracher Roth Gilmore | 2007

Like many historic theaters, Proctor's fell into disrepair as patrons left downtown for suburban movie theaters. In a 10 year, multi-phased restoration aimed at bringing theater-goers back downtown, we restored the plaster, gilding, painting and scagliola.





Driven
by **Passion**



New Amsterdam Theatre New York City

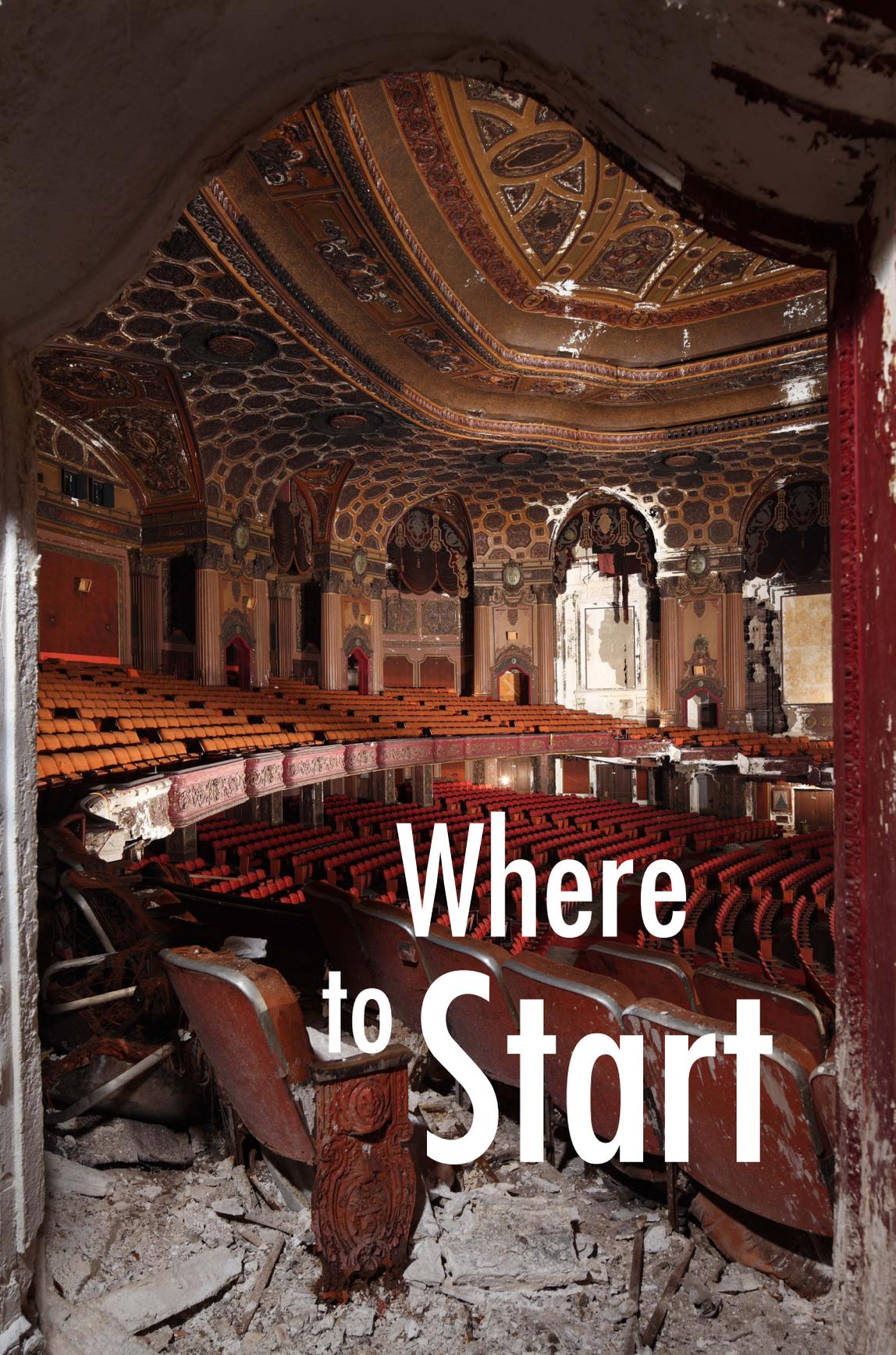
Herts & Tallant | 1903

Hardy Holzman Pfeiffer | 1997

We pulled out all the stops for a complete overhaul of this landmark theater. Microscopy, plaster consolidation, mural conservation, replication of lost artwork, testing and recreation of polychromatic glazes, faux finishing, ornamental sculpture and casting sounds like a lot...and it was.

This successful restoration required extensive knowledge of the historic architectural and decorative styles; a technical understanding of materials and conservation science; the ability to execute original painting and plastering methods; and a commitment to unparalleled craftsmanship.





Where to Start



Kings Theatre

Brooklyn, NY

Rapp and Rapp | 1929

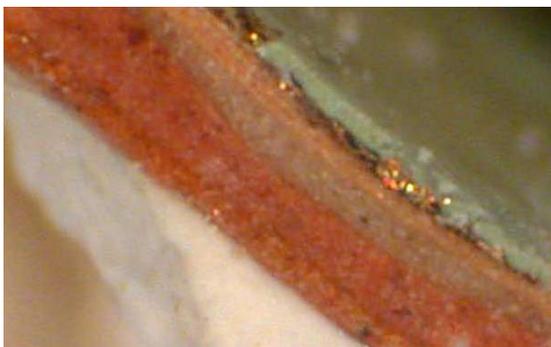
Martinez & Johnson | 2013



"Awesome" may be overused but nothing describes the 3,500-seat Kings Theatre more appropriately. Owned by the City of New York, this restoration will result in what has been called "Brooklyn's Radio City Music Hall."



Never shying away from a challenge, EverGreene is returning this Versailles-inspired theater to its original glory – restoring the coffered ceilings, ornate plaster walls, decorative paint, walnut paneling and columns, and marble and metal finishes.



The first step was to understand the finishes and conditions, so our conservators surveyed plaster, and extracted paint samples for analysis in our lab. Based on findings, we, in collaboration with the general contractor, Gilbane, formulated a plan for the multi-phase restoration. We're now on-site and working towards completing the \$90M restoration in time for the 2015 re-opening.



Archival Photograph



Completion

Fox Theater Spokane

Robert C. Reamer | 1931

NAC Architecture | 2006

Believe it or not, there was talk of razing Spokane's Fox Theater and replacing it with a parking garage. Losing this magnificent Art Deco gem would have been devastating for the city and its arts community.

Originally a movie palace, then a multiplex, it was repurposed as the home of the Spokane Symphony. At the cost of \$31M, the transformed theater now contributes \$16M annually to the region.

To guide our historically-influenced design

decisions, we contacted the studio of the original interior designer, the prolific Anthony Heinsbergen. At 80 years old, Heinsbergen's son was able to help us re-create the original unique finishes his father developed. We reviewed and analyzed hundreds of archival photographs, then removed years of dirt and grime, and implemented the decorative scheme.

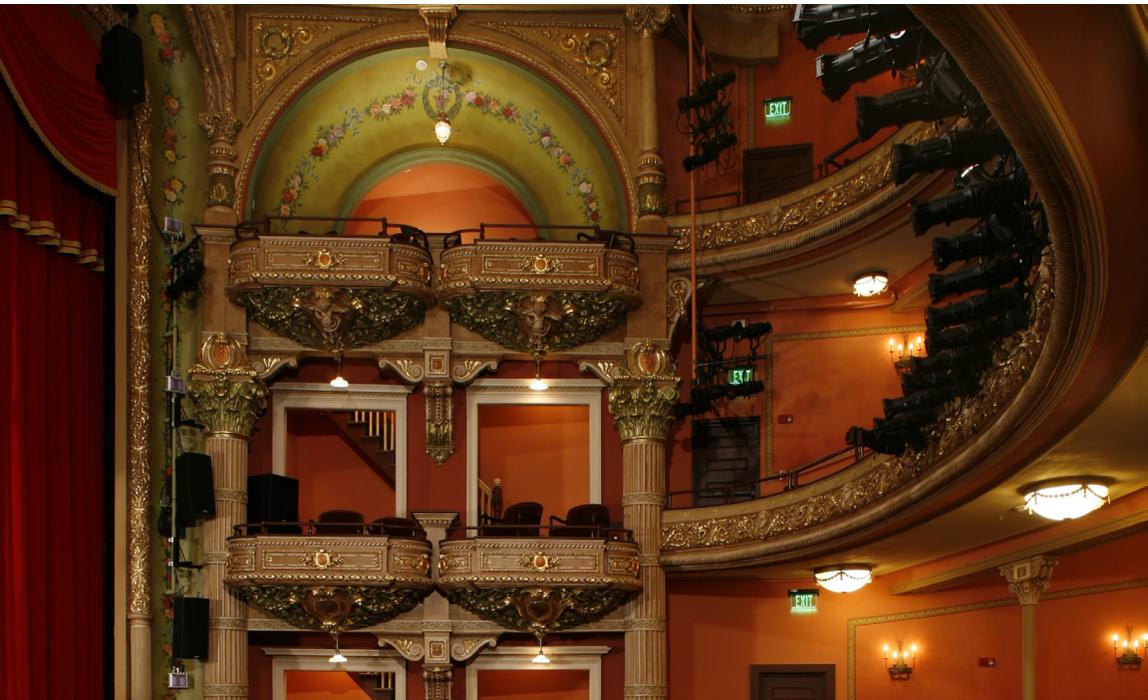
Colonial Theatre Pittsfield, MA

J. B. McElfrick | 1903

Martinez & Johnson | 2005

Over its 110-year history the Colonial Theatre has hosted everyone from Sarah Bernhardt to James Taylor. And from 1951 until about 2000, it even served as a retail paint and art supply store. Ironically, being used as an art supply store helped to preserve the balconies and elaborate finishes because the owners installed a drop ceiling that protected some of the decoration.

For this restoration, EverGreene completed a paint analysis with exposure windows, and stenciling documentation along with extensive archival research. Our artists also designed new, historically appropriate stencils and murals, and restored the entirety of the theater's gilding, polychromy, and other painted surfaces.



The Music Hall

Portsmouth, NH | 1878
TMS Architects | 2007

The Portsmouth Music Hall is one of only a handful of theaters built in the 1800s that is still operating in the US today. As a result of completing a paint study in 2007, EverGreene's conservators uncovered beautiful Victorian trompe l'oeil ceiling painting that had been hidden for decades under coat upon coat of white paint.

The theater restoration committee didn't realize the painting was there, and they had not accounted for the cost of restoring the original ceiling.

Realizing that losing this hidden treasure would be unthinkable, we proposed a value engineered solution. Our conservators and artists traced the ceiling ornament and our designers recreated the patterns on canvas in our studio. We then digitally replicated the designs, installed them on site, and finally applied hand painted finishing touches. The result? An affordable solution for recreating long lost decoration that, even up close, is almost impossible to distinguish where the digital ends and the hand painted begins.





Rendering to Reality

Rendering

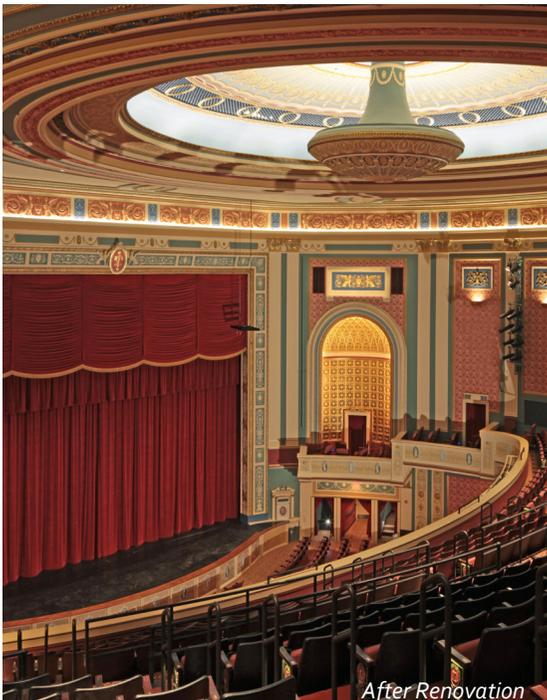
Developing a Vision

It's no secret that renovations cost money. And often, the money comes from the community. There's no better way of inspiring support for your renovation than letting your patrons envision what the theater will look like before it's even a reality. A rendering encapsulates—more eloquently than words—the vision in which you are asking your donors to invest. EverGreene has helped many theaters through the arduous task of fundraising and our renderings often become the symbol of the capital campaign, generating excitement and enthusiasm...and opening wallets and purses.

Lerner Theatre Elkhart, IN

Vitzhum and Burns | 1924

Moody Nolan, Inc. | 2011



After Renovation

Built in 1924, the Lerner had received several renovations and attempted restorations by its multiple owners over the years. EverGreene was contracted to restore the theater's magnificent interior.

EverGreene first completed archival research that led to a rendering of the new interior color scheme. We installed a paint mock-up—a sample area of decoration—in the auditorium. The design scheme was approved and our craftsmen carried out the painting and plaster casting of ornament. The Lerner reopened, in 2011, with the Elkhart County Symphony Orchestra.



Rendering

Balboa Theatre

San Diego

William Wheeler | 1924

Westlake Reed Leskosky | 2008

The early phases of a theater restoration are quite an adventure...uncovering information bit by bit, piecing together the historic palette by researching archival photos, creating exposure windows, and conducting forensic microscopy. It's thrilling!

At the Balboa, EverGreene's investigations revealed unique surface treatments that had once created a shimmering metallic effect that changed with the lighting.

Through perseverance—and a combination of conservation science, archival research, extensive testing of modern materials and installation of several mock-ups—we were able to recreate the splendid original shimmering effect.



Finishes Testing and Samples



Completion

Folly Theater Kansas City, MO

Louis C. Curtis | 1900

Patty Berkebile Nelson Associates | 2005



From a vaudeville hall in 1900 to an adult movie theater in 1974, the Folly has a most colorful history. Today, it offers a wide range of entertainment from jazz to touring companies.

EverGreene artists developed a historically sympathetic, sophisticated decorative scheme. We installed an on-site mock-up that allowed us to perform surface testing and color matching. This gave the theater the support to rally donors and kickstart the fundraising process.



Tennessee Theatre Knoxville, TN

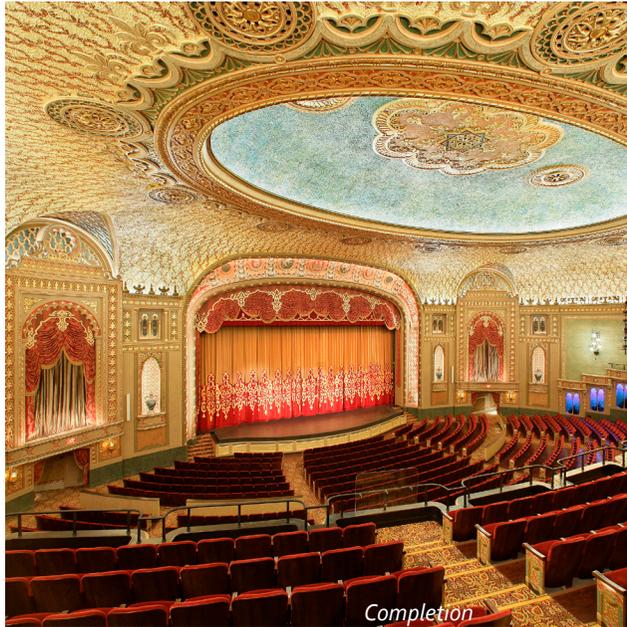
Graven & Mayger | 1928

McCarty Holsaple McCarty, Westlake Reed Leskosky | 2004



Experiencing the Tennessee Theatre is mesmerizing. And it's more than just the stunning visual details and beautiful blue dome. As a part of a \$23M renovation, the stage was expanded, a state-of-the-art sound system was installed, and modern acoustics and technology were incorporated.

Based on the findings of our investigation and conservation testing, our designers developed a color palette and provided renderings to assist with decision making. Then, our craftsmen began cleaning, repairing, and repainting. We also developed a unique cellulose sound-attenuating material that was installed in the orchestra shell. Now, the Tennessee looks like the 1920s, but performs like the 2000s.





Rendering

Grand Opera House

Meridian, MS

J.B. McElfratrick | 1889

Martinez & Johnson | 2006



Flocking

Forty-five. That's how many different types of wallcoverings EverGreene's conservators discovered when they investigated the finishes at The Grand Opera House. And they were all remarkable! Our investigation revealed several decorative campaigns from 1890-1923. The challenge was to recreate these wallcoverings from scratch, and incorporate them into one cohesive design.

Our solution was to digitally render the historic patterns, research lost techniques, and then apply finishing touches in a variety of ways: hand-blocking; roller printing; embossing; applying metallics, glitter or flocking; trompe l'oeil; anaglypta; and decoupage. The result? An eclectic mix of colors and textures that all come together fantastically!



Completion

Times Square Church

New York City

Thomas W. Lamb | 1930

Restoration | 2004

When they say, "You can't get there from here," we know they're not talking to EverGreene. As problem-solvers, getting into tough-to-reach places is one of our specialties. The former Mark Hellinger Theatre, was desperately in need of repairs. The ceiling—over 70' above the floor—needed restoration. And the space also had to stay operational throughout the entire restoration process.

We devised a solution to suspend a giant platform from the ceiling using the original bolt ties that were still in place from when the building was constructed. This protected the congregation from the work above, kept the church services going and allowed our craftsmen to safely and easily get close enough to restore the brilliant ceiling.



Doing it Right





Pantages Theatre Los Angeles

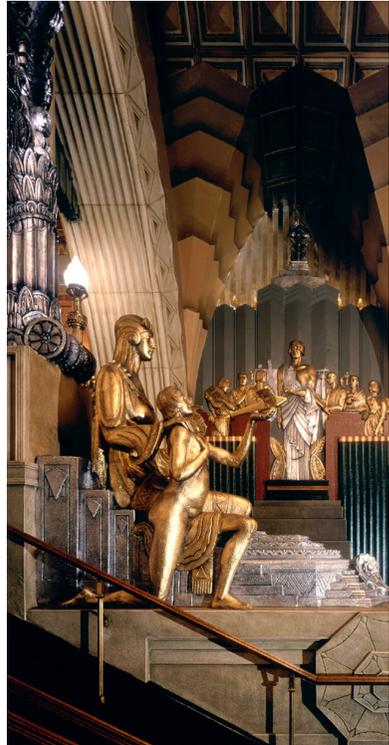
B. Marcus Priteca | 1930

Sachs Morgan Studio | 2000

Perhaps no show biz address is more notable than Hollywood & Vine...where you'll find the 2,700 seat Pantages.

Following the damage sustained during the Northridge Earthquake, EverGreene's team of 45 decorative painters and plasterers worked non-stop to complete this fast-tracked project in only six months! Our plaster specialists restored the ceiling and walls in the lobbies and auditorium, including structural reattachment, framing, lath, and 3-coat and ornamental plaster.

We also restored the magnificent Art Deco decorative painting scheme that included more than 85,000 sq. ft. of gold, silver, copper, and bronze metal leafing and 1,800 gallons of paint. Finally, we replicated the proscenium and lobby murals guided by archival photographs.



Radio City Music Hall New York City

Edward Durell Stone | 1932

Hardy Holzman Pfeiffer | 1998

Radio City is *the* iconic theater and its public areas feature unique murals that make going to Radio City unforgettable. EverGreene conserved all the murals, including Ezra Winter's 60' tall "The Fountain of Youth," 1932, in the Grand Foyer (pictured). First, we documented the mural, then we removed the synthetic varnishes and non historic overpainting.

We also repainted a damaged Yasuo Kuniyoshi mural that was painted directly on plaster and crumbling. Our conservators protected the remaining portions of the mural by consolidating the plaster. Once stabilized, we applied an isolating varnish, and reinstated the mural with reversible conservation paint.





Bass Performance Hall

Fort Worth

David M. Schwarz | 1998

The highlight of this contemporary performance venue is the 80' diameter Great Dome that soars 90' above the floor. Designed by Texas artists Stuart and Scott Gentling, EverGreene painted the work directly on plaster. Our craftsmen also gilded highlights of the plaster moldings throughout the auditorium and lobby, and completed murals and decorative painting in the public areas.





Boston Opera House Boston

Thomas W. Lamb | 1928

Martinez & Johnson | 2004

When the Boston Opera House first opened in 1928 the Boston Globe reported it to be “so magnificent that it kind of takes your breath away for awhile.” Our goal was to make history repeat itself.

EverGreene restored the interior of the Opera House—from the Basement Lounge murals to the auditorium ceiling. Highlights of our work included paint stabilization and inpainting, ornamental plaster restoration, development of a custom color palette, decorative painting, Dutch metal gilding, and reattachment of the murals.



“Perhaps the **most impressive** aspect of EverGreene’s commitment to excellence is the **full-service** nature of the operation. **Tireless investigation and research** turns up many unexpected **historical surprises**. The planning phase can include design help as well as **expert drawing and drafting**. Then **expert artisans** take over and create molds, burnish, plaster, carve and paint... **Customer satisfaction** was always their modus operandi.”

Peter Frisch / Executive Director,
Santa Barbara Center for the Performing Arts, Granada Theater

About Us

EverGreene was established in 1978 to provide design, conservation, restoration, and decoration services for theaters and other significant buildings. We collaborate with the client and design team to produce harmonious and inspiring art and architecture. We also understand the practical constraints of a project, and offer value engineering options, while flexibly addressing new issues as they arise to stay on schedule and on budget.

Our solutions are informed by a cross-disciplinary approach integrating conservation science, restoration craftsmanship, advanced technology, art history, architecture, engineering, and construction. Because our artists and conservators are some of the most talented in the nation, we’ve been described as “a modern-day Renaissance studio” by The New York Times.

We offer:

- Preconstruction Design Services
- Conservation & Restoration
- Decorative Painting
- Murals & Other Artwork
- Plaster & Scagliola
- Painting & Coatings
- Stone, Wood & Metal Treatments
- Acoustical Treatments
- Specialty Contracting

Award-Winning Projects (Representative)

- Saengar Theatre, New Orleans
- Longacre Theatre, New York City
- Count Basie Theatre, Red Bank NJ
- Balboa Theatre, San Diego CA
- Colonial Theatre, Pittsfield MA
- Grand Opera House, Meridian MS
- Allen Theatre, Cleveland OH
- Radio City Music Hall, New York City
- Majestic Theater, Gettysburg PA
- Bob Hope (Fox) Theatre, Stockton CA
- Paramount Center, Boston MA
- Granada Theatre, Santa Barbara CA
- Mask and Wig Club, Philadelphia PA
- Biltmore Theatre, New York City

back:
Alameda Theatre, Alameda, CA
Timothy Pflueger, 1932 | ARG, 2008



Granada Theatre, Santa Barbara, CA
AB Rosenthal, 1924 | Phillips Metsch Sweeney Moore, 2009



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