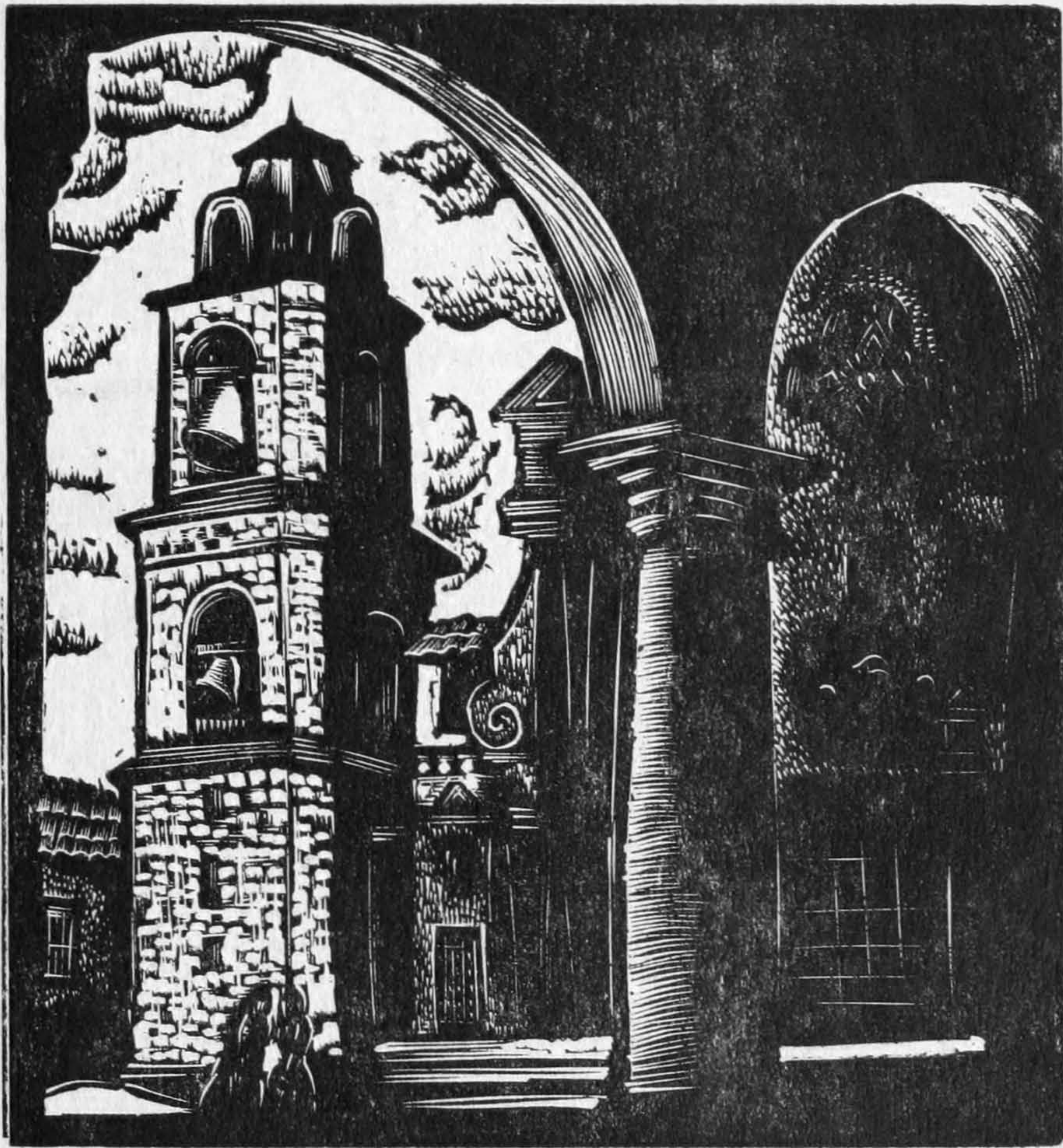


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DECEMBER
1928

WARNER BROS. NEW THEATRE

HOLLYWOOD

G. Albert Lansburgh - Architect.

IN the design of Warner Bros.' new Hollywood Theater, the architect, G. Albert Lansburgh, has avoided all the banalities and conventions that have heretofore been offered the public, and in his conception has given evidence of a broad vision and romantic atmosphere.

In character, the building is of Plateresque Spanish architecture. From the lobby to the stage, the public has surprises and reactions that cause a thrill. Since its opening the theater has enjoyed phenomenal success, proving that good architecture will endure where freakish compositions soon become tiresome.

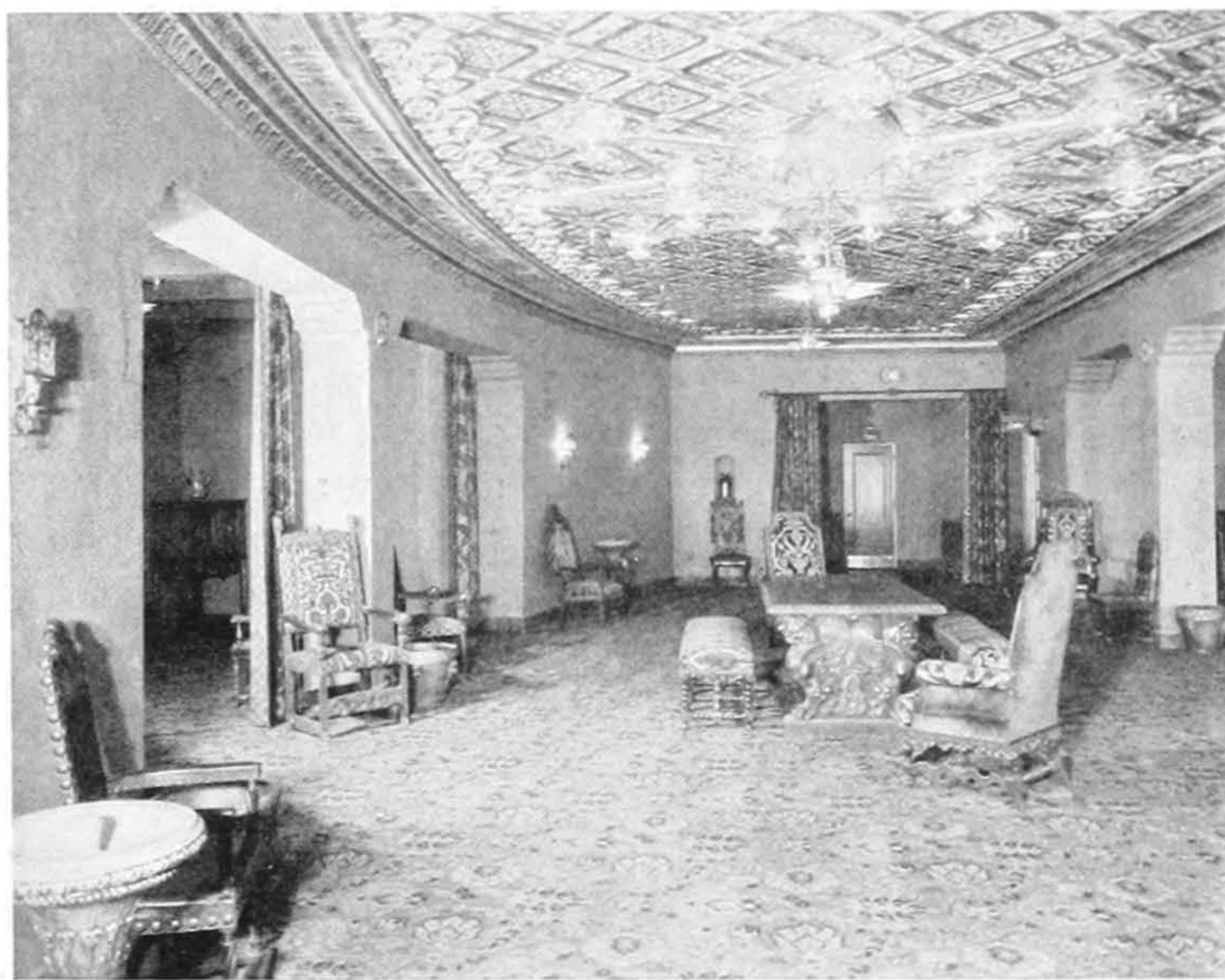
One of the main novelties, and an extraordinary monumental feature of the building, is the grand Reale, or ambulatory, 22 feet wide and 25 feet high, surrounding in circular form the auditorium proper, from which some thirty exits lead to the courts and the two street fronts, and making the theater one of the safest edifices of its kind in the country. From this ambulatory, artistic stairways and a spacious elevator lobby lead to the

balcony, cross aisles and foyers. The circulations are remarkably spacious and free from obstructions, which tend not only to safely, but conveniently evacuate the house of its 3000 spectators.

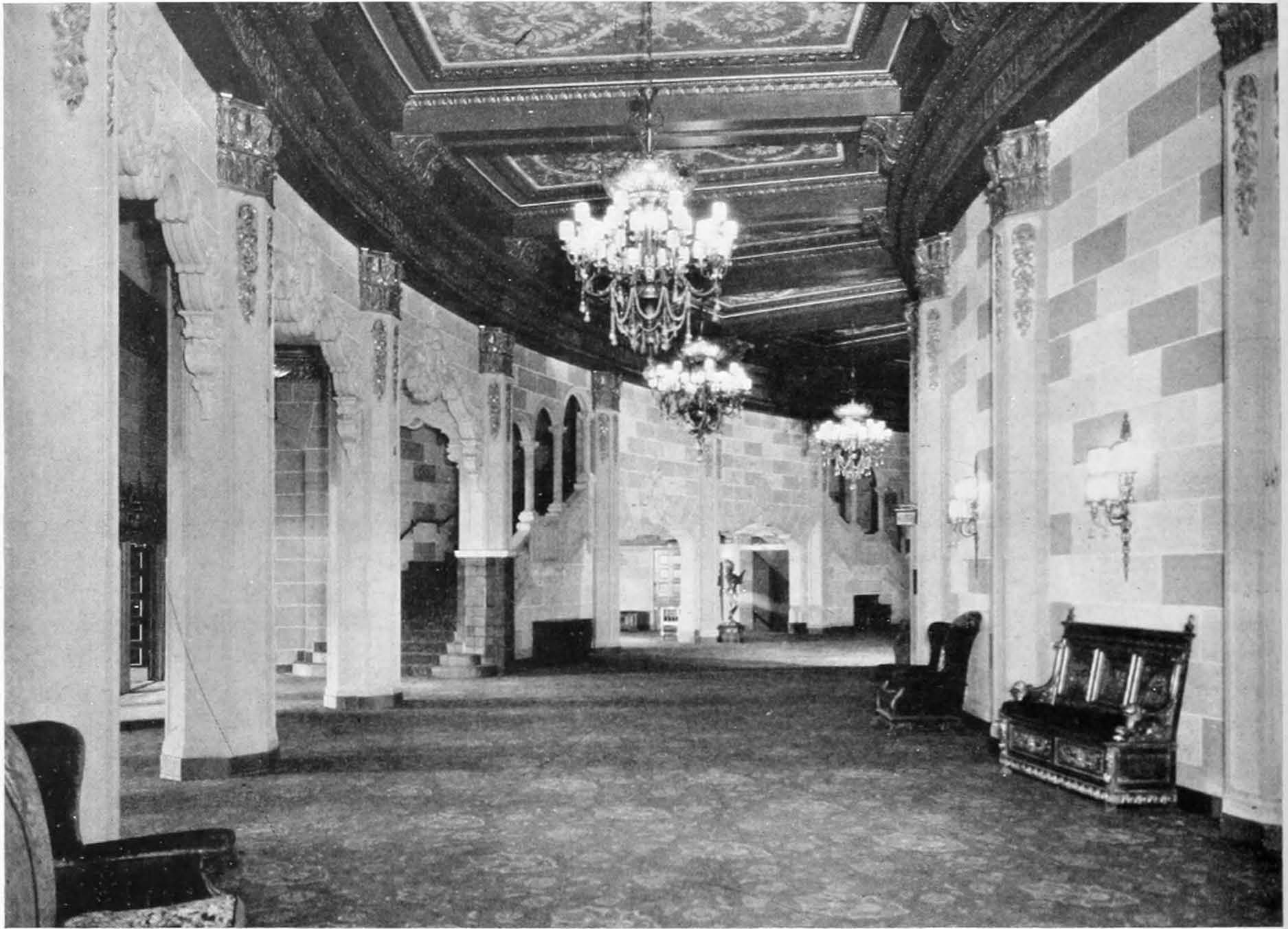
Innumerable conveniences are approached from the ambulatory and foyers, such as men's and women's smoking rooms, cosmetic rooms, emergency hospital and rest rooms. In the basement is one of the most delightful lounges and smoking rooms to be seen in any theater, and from off this room is a children's playroom with all its conveniences. Here a special trained nurse is on duty constantly. Adjoining the lounge is a large preview room for the inspection of pictures by the management and friends.

The auditorium proper is a vast Spanish interior court, apparently opening to the sky and surrounded by a magnificent colonnade through

which pictorial vistas may be seen, thus enhancing the atmospheric beauty of the theater. The murals, in fact the decoration of the entire theater, were done by Albert Herter, whose great murals in Paris and talented portrait paintings have brought him international



LOUNGE, WARNER BROS. THEATER
G. Albert Lansburgh, Architect



MAIN FLOOR PROMENADE, WARNER BROS. THEATER, HOLLYWOOD
G. Albert Lansburgh, Architect

prominence. His color palette has put to shame the garish and amateurish endeavors heretofore thrown in the face of the discriminating public. The curtain itself is a masterpiece of decorative art, and, as a note in the composition, will be a joy to the patrons while awaiting the productions on the stage.

The stage is the second largest of any theater in Los Angeles, and is so arranged and so equipped as to be used for any form of theatrical production from pictures to grand opera. The stage quarters include not only the dressing rooms, troupe rooms and managerial offices, but a thoroughly equipped scenic studio in which the sets may be built up and housed.

No expense has been spared in the lighting installation. This is entirely an indirect illumination in four colors. One of the remarkable features is the constantly

changing cloud effects in the sky-like ceiling. Every phase of the ever-changing light effects of the twenty-four hours of the day is possible with the installation adopted, not only on the stage but in the auditorium proper.

A complete mechanical equipment for cooling and heating has been installed for the comfort of the audience. In the winter the air is washed and heated to the desired temperature, and in the hot summer days, the air is cooled by refrigeration and drops the temperature 18 degrees below the heat of the pavement outside.

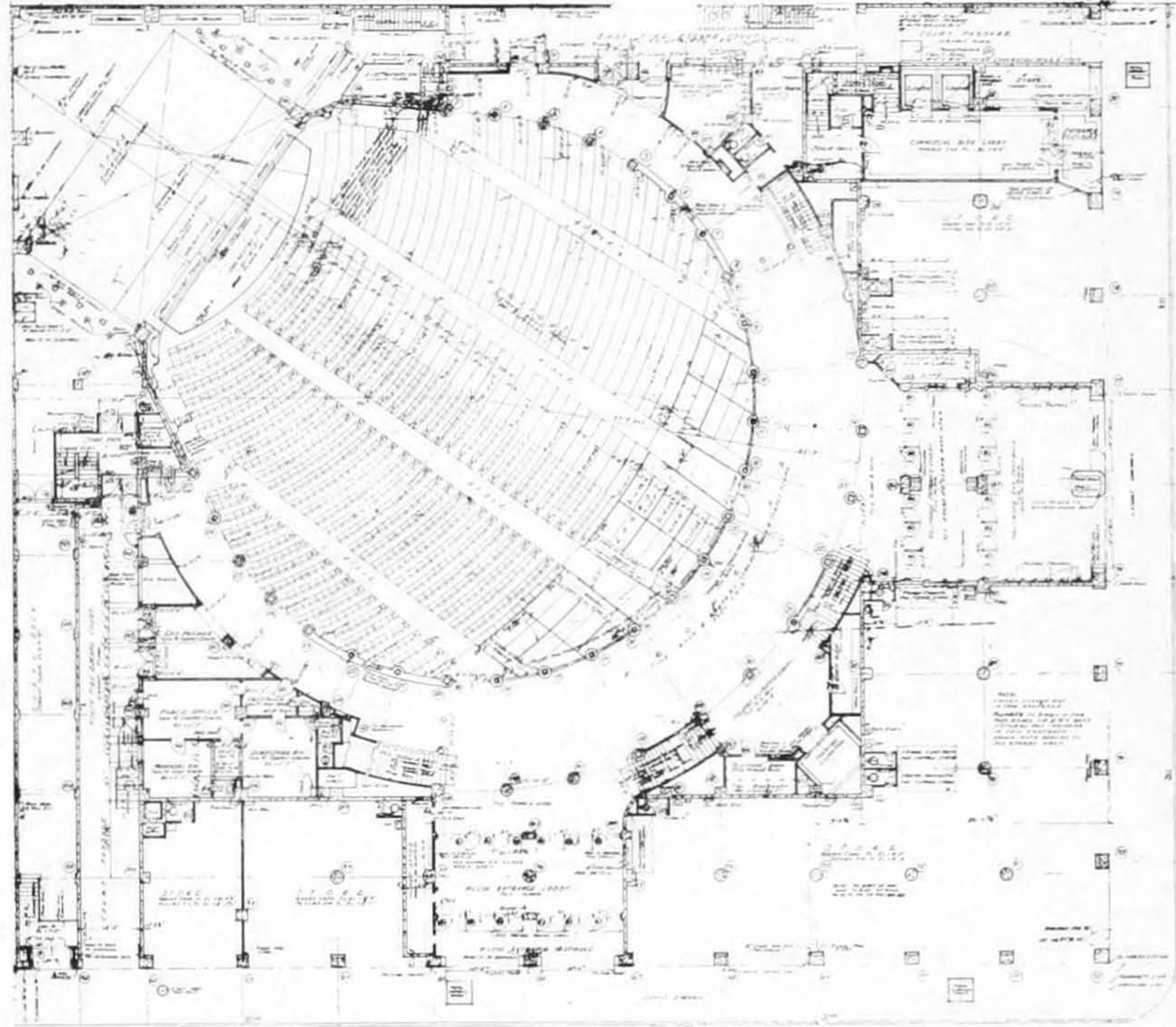
The illumination of the auditorium is in three colors, obtained principally from concealed cove lights and floodlights. A mammoth dome forms the main ceiling. This dome is 112 feet in diameter and 10 feet deep. The cove lights extending around

[Turn to Page 108]

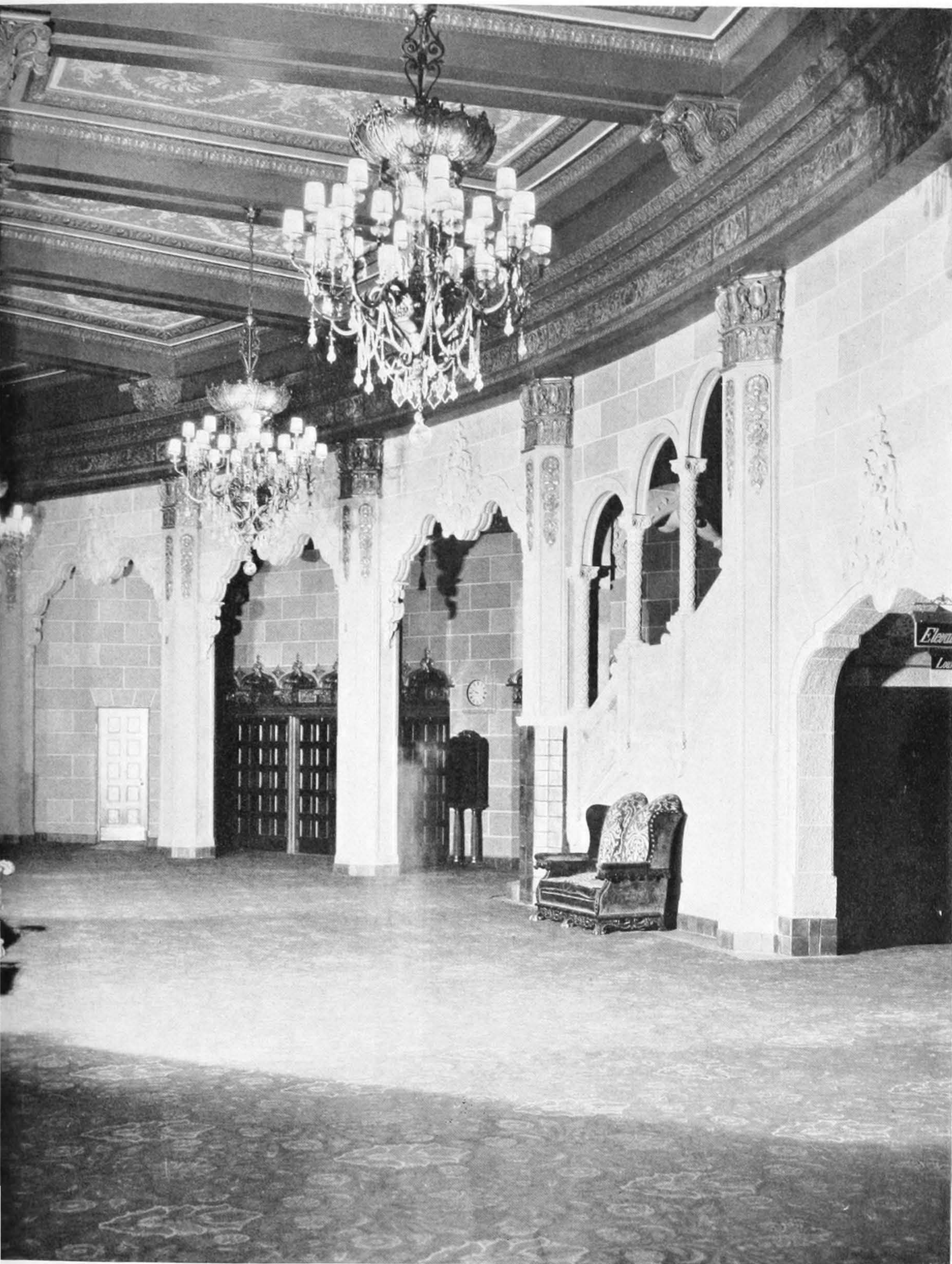


Photo by Keystone Service

PROMENADE, WARNER BROS. THEATER, HOLLYWOOD
G. ALBERT LANSBURGH, ARCHITECT



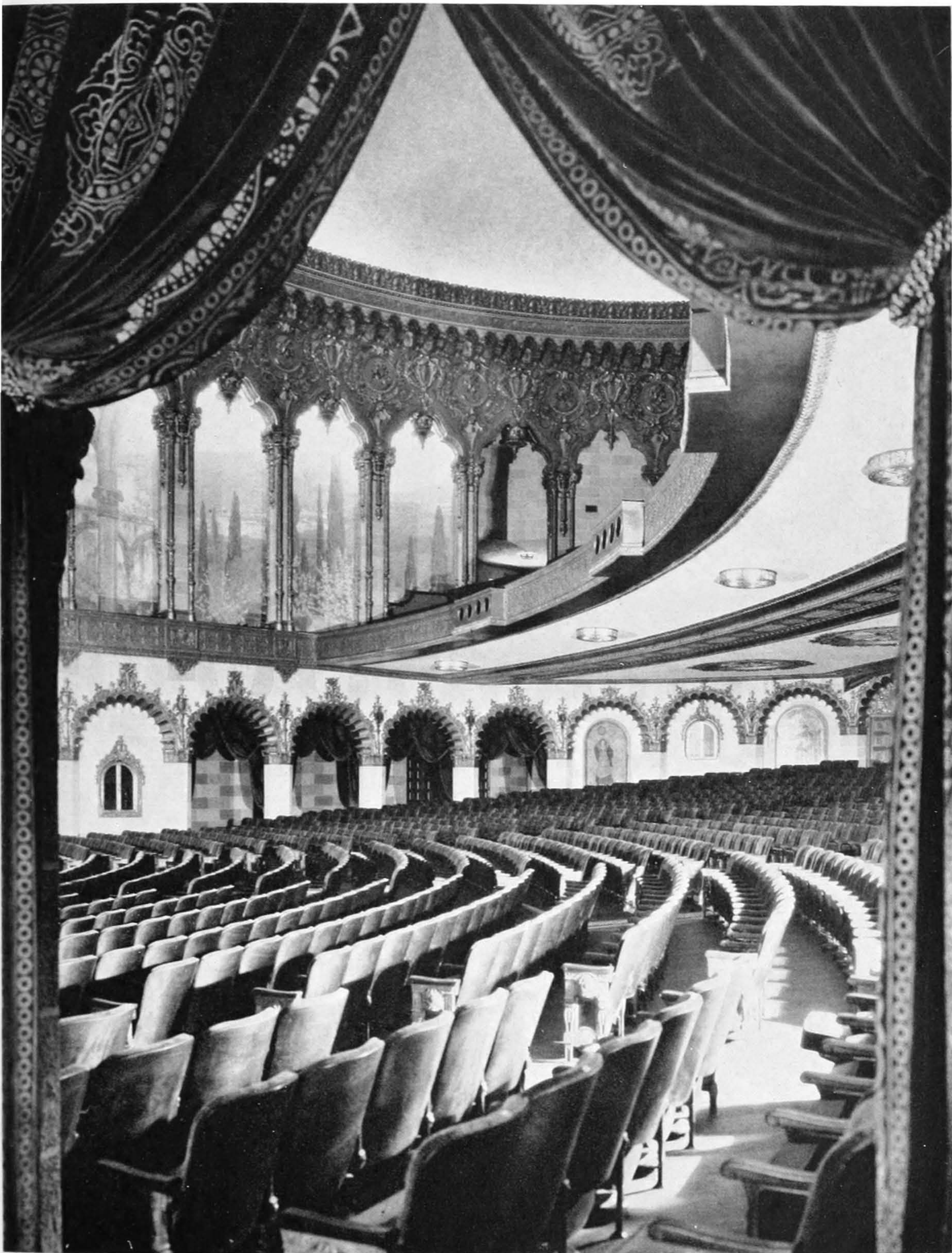
FIRST FLOOR PLAN, WARNER BROS. THEATER, HOLLYWOOD
G. ALBERT LANSBURGH, ARCHITECT



PROMENADE TO MAIN ENTRANCE, WARNER BROS. THEATER, HOLLYWOOD
G. ALBERT LANSBURGH, ARCHITECT



DETAIL OF MAIN STAIRS, WARNER BROS. THEATER, HOLLYWOOD
G. ALBERT LANSBURGH, ARCHITECT



AUDITORIUM SIDE WALLS, WARNER BROS. THEATER, HOLLYWOOD
G. ALBERT LANSBURGH, ARCHITECT

WARNER BROS. THEATER

[Concluded from Page 66]

the dome consist of 498 100-watt units, each with porcelain enameled steel reflector and natural colored curved glass diffusing lense. The illumination from these lighting units extends approximately one-sixth of the way across the dome. The remainder of the dome is illuminated by 500-watt floodlights, 108 in number, each equipped with the colored glass diffusing lenses previously mentioned. Even distribution of illumination in the dome is obtained from the floodlights because the light rays extend about three-fourths of the way across the dome. Thus the overlapping light rays from all directions assure even intensity of illumination.

An enclosed walk or passageway completely encircles the dome. This walk is four and one-half feet wide and eight feet high and is securely fastened to the framework of the building. The floor is composed of a checkered steel plate, and the walls and ceiling are of furred plaster construction. Thus at any time, even during a performance, the electrician is enabled to replace burned out lamps without the discomforts usually encountered when only a plank walk is installed, with a series of small handholes in the ceiling for replacement of lamps.

Large theater projects of this nature are only made possible by a commercial adjunct, and this commercial adjunct in itself is originally laid out. Not only are there commodious and handsome stores along both Hollywood boulevard and Wilcox street, but the entire second floor of the building is used for specialty shops, each of which has its own show window in the entrance lobby on the main floor. The rest of the building is given over to offices, except for one large space on the top floor to be used as the new broadcasting room of Warner Bros., Inc.