

SC HISTORIC PRESERVATION CONFERENCE

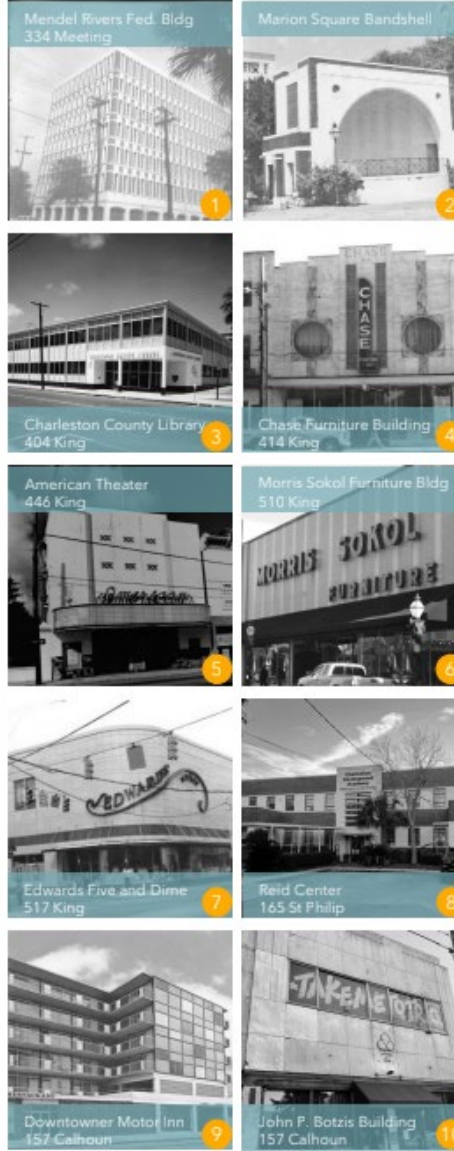
**RE²CONSIDERING
MODERNISM IN
HISTORIC
CHARLESTON**

LAUREN FOWLER-ELLIS + CAROLINE WILSON

MID-MOD SC

IT STARTED WITH A WALKING TOUR...

Creating a walkable modernist tour
downtown was a challenge, but when
not confined to a small area of the
city, Charleston reveals a robust
spectrum of modernist resources



MODERNISM IN CHARLESTON? REALLY?



Source: Historic Charleston Foundation

- Does Charleston's history as an early adopter of preservation regulation dictate the architecture considered worthy of being saved?
- Charleston's love/hate relationship has been an issue from the beginning
- The construction of the Charleston County Library in 1958 sparked a war between preservationists and modernists

DEFINING MODERNISM



LYLES BISSETT, CARLISLE & WOLFF
ARCHITECTS - ENGINEERS
lbc&w

SERGEANT JASPER APARTMENTS, CHARLESTON, S.C.

Sergeant Jasper Apartments, 1961
Source: Lyles, Bissett, Carlisle & Wolff

- Docomomo defines the Modernist period as 1930 to the 1970s
- There are some nineteen different styles that fall under the category of Modernism
 - Art Deco
 - Art Moderne
 - Streamline Moderne
 - International
 - Mid-Century Modern
 - Googie
 - Brutalist

ART DECO

RIVIERA THEATER

227 King Street

- Primarily rectilinear forms used to construct a symmetrical building
- A celebration of ornament: vertical lines, zigzags, and chevrons are popular motifs
- Generally concrete, stucco, or other “clean” facings
- Vertical Emphasis



Source: Historic Charleston Foundation

ART DECO

RIVIERA THEATER

- Completed: 1938
- Architect: Charles C. Benton and Son
- Served as a theater until 1978
- Aztec temple shape
- Stylized, geometric motifs
- Vertical projections and details



Source: Historic Charleston Foundation

ART MODERNE

CHASE FURNITURE BLDG

414 King Street

- The bridge between Art Deco and Streamline Moderne
- Vertical emphasis
- Bold geometric shapes
- Less surface ornamentation



Source: Lauren Fowler-Ellis

ART MODERNE

CHASE FURNITURE BLDG

- Completed: 1946
- Architect: Augustus Constantine
- Served as Chase Furniture until 2005
- Vertical emphasis: glass block and stone color
- Bold geometric shapes: windows and stone pattern
- Less surface ornamentation



Source: Mid-Century Mundane (blog)

STREAMLINE MODERNE

EDWARDS FIVE AND DIME

517 King Street

- Aerodynamic shape
- Curved lines
- Minimal ornamentation
- Emphasis shifts from the vertical to the horizontal



Source: A+E Digital Printing

STREAMLINE MODERNE

EDWARDS FIVE AND DIME

- Completed: 1948
- Architect: Toombs and Creighton
- Founded by Edward Kronsberg, a first-generation Jewish American
- The chain grew to include stores all over South Carolina and two stores on the coast of Georgia
- Acquired by McCrory's in 1979. The store closed in 1996.



*Source: Massachusetts Digital
Commonwealth*

INTERNATIONAL

MENDEL RIVERS FEDERAL BLDG

- The International style grew out of the Bauhaus architecture of the 1920s and 1930s Europe
- The “Modern Architecture: International Exhibition” at MoMA in 1932 defined the style
- The style was summed up by three principles:
 - Ornament is a crime
 - Form follows function
 - Truth to materials



Source: The Dewberry Hotel

INTERNATIONAL

MENDEL RIVERS FEDERAL BLDG

- Completed: 1964
- Architect: Lyles, Bissett, Carlisle, and Wolff (LBC&W)
- Served as federal building until 1999
- Rectilinear form
- Windows create rhythm
- Materials and fenestration act as ornament



Source: Historic Charleston Foundation

INTERNATIONAL/ MIDCENTURY MODERN

DOWNTOWNER MOTOR INN

157 Calhoun Street

- Rectilinear shapes
- Flat, cantilevered roof
- Restrictions on ornamentation were eased:
 - Colorful panels (now covered) and breezeblock provide ornamentation



Source: College of Charleston

INTERNATIONAL/ MIDCENTURY MODERN

DOWNTOWNER MOTOR INN

- Completed: 1963
- Architect: George A. Thomason?
- Third Downtowner in the state (Columbia: 1961 and Greenville: 1962)
- Colorful panels (now covered) and breezeblock provide ornamentation



Source: Postcard dated 1969

MIDCENTURY MODERN

ZION-OLIVET PRESBYTERIAN

134 Cannon Street

- Less emphasis on 90 degree/rectilinear shapes
- Sloping or angled rooflines
- “Picture” windows or ribbon windows



Source: Caroline Wilson, Ryan LLC

MIDCENTURY MODERN

ZION-OLIVET PRESBYTERIAN

- Constructed 1963 - 1964
- Architect/Builder: William J. Clement and Herbert DaCosta
- The Zion-Olivet congregation was founded in 1850 and was originally affiliated with Second Presbyterian Church.
- Zion-Olivet played a major role in the 1969 Charleston Hospital Workers Strike



Source: Charleston News and Courier, April 1964

GOOGIE

HARDEE'S DRIVE-IN

858 Savannah Highway (West Ashley)

- Googie architecture came out of the Streamline Moderne style, and was popular in the post-World War II period until the early 1970s.
- Architect John Lautner is credited with designing the first example of the style in 1949.
- The Jet Age of the 1950s and 60s powered this futuristic style.



Source: Caroline Wilson

GOOGIE

HARDEE'S DRIVE-IN

- Announced in 1963, but not constructed until 1968
- Was the 5th Hardee's location in the Charleston area
- Designed by Swensson and Kott of Nashville, Tennessee, but the units were completely pre-fabricated in a factory and then shipped to the location.
- The Charleston *Evening Post* called the design “futuristic” and reminiscent of a “Chinese pagoda”.

NOW *Hardee's* **IN MOUNT PLEASANT**



GRAND OPENING!
This Week-end!
Free Gifts for Children
In Person!
WCSC-TV's Happy Raine
4-6 P.M. Saturday, July 11

Discover the fun of eating at Hardee's—America's favorite restaurant chain. Fun for the family, food that's a treat, prices that please. And the fastest and best service you've ever enjoyed (no tipping, either). Hardee's—sparkling clean, sparkling bright, sparkling new—discover it now!

HARDEE'S GRAND OPENING SPECIALS
● **HAMBURGER** ● **PEPSI**
● **APPLE TURNOVER**
All 3 Only 30c
*This Friday, Saturday and Sunday
Mount Pleasant Store Only*

MENU

| | |
|-------------------------------|-----|
| Hamburgers—Charco-Broiled | 15c |
| Cheeseburgers—Meltin' Good | 20c |
| Shakes—Big 16-oz. Extra-Thick | 20c |
| French Fries—Golden Crisp | 12c |
| Apple Turnovers—Steaming Hot | 15c |
| Soft Drinks—Frosty Cold | 10c |
| Coffee—Freshly Brewed | 10c |
| Milk—Dairy Fresh | 12c |

**U. S. Highway 17
In Mount Pleasant**



Source: Evening Post, 1963

BRUTALIST

BANKERS TRUST BANK

281 Calhoun Street

- Emerged in the United Kingdom in the 1950s; generally gave way to Deconstructivism and Structural Expressionism in the late 1970s/early 1980s
- *Brut.* the name is derived from the French word for “raw”
- Characterized by minimalism
- Raw materials were showcased and used as decoration
 - Steel
 - Textured, unpainted concrete



Source: Historic Charleston Foundation

BRUTALIST

BANKERS TRUST BANK

- Completed: 1974
- Architect: Rosenblum and Associates Architects (now Rosenblum Coe)
- Convenience always wins. Critics were grudgingly won over when it was announced the building would have a drive-through and walk-up ATM
- Has been vacant since 2009



Source: Charleston Magazine

MIDMODSC

South Carolina's organization for the preservation and identification of Modernist architecture

UPCOMING EVENTS

- TODAY @ 5pm! Join us at Publico, 2013 Greene Street, Columbia, SC for a meet-and-greet/networking event
- Saturday, May 6th @ 2pm – USC Modernist Walking Tour in Columbia, SC
- Tickets: <https://midmodsc.eventbrite.com>





THANKS!

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