



In association with our In House partner

THE ART DECO AND MODERNISM SOCIETY OF NSW & ACT Inc

“Corporate Pride”: office buildings in Sydney to 1975

FRIDAY APRIL 28

**7:15 pm Sharp at the Auditorium at the rear of “Tusculum” 3 Manning Street POTTS POINT
and followed by a light supper approximately at 8:15/30 pm**

From the beginning Sydney was the commercial hub of New South Wales, headquarters to banking, commerce and the insurance industry. Purpose designed buildings emerged where public transactions took place, expressing an image of how each business wished to be perceived and bolstering the architectural pretensions of the city. This paper examines how and when this architectural typology emerged how it evolved from times of boom and bust into the second half of the twentieth century, and the contribution it made to the appearance and self-esteem of the City of Sydney.



Prudential Building - State Library of NSW



Caltex House - State Library Victoria

BOOKINGS & PAYMENTS: Please use the convenience of ‘Eventbrite’ at <http://www.twentieth.eventbrite.com> where you can pay by VISA or MasterCard. Attendance fees are: C20th / Art Deco & Modernism / AIA Members: \$20 pp; Non Members: \$25 pp; Senior/Student/Disability & Disadvantaged concessions \$15 pp (Please provide details). If you prefer to pay by EFT details are: ANZ Bank, BSB: 012352, A/C: 270268971, A/C Name: Twentieth Century Heritage Society of NSW Inc. NB: Please include your name (i.e. DSmithTalk). If paying cash on the night please book on 02 98782511 leaving a message after the tone and bring the exact amount as we will not have a float. NB: There is no parking at Tusculum, but is a comfortable 10-15 minute walk along the “colourful” Darlinghurst Road into Macleay Street, 3rd left into Manning, or the less confronting Victoria Street, right into Hughes, 2nd left and 1st right into Manning.