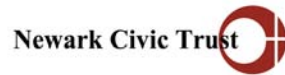


Newark Art Deco Trail

This is the sixth leaflet in a series of eight and the full range may be viewed on our website www.newarkcivictrust.org.uk

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Newark Art Deco Trail

Distance: 1.5 km

(plus optional 1.5 km extension)

Time: 1½ (or 2¼) hours

Start/Finish: at the bronze model of Newark in the Castle Grounds

Wheelchair & pushchair friendly

This trail explores many of the town's most interesting Art Deco buildings and features

probably by Snaiths glaziers, once of Kirk Gate. The bold geometric shapes and strong colours (which appear to have been added at a later date) provide an interesting contrast to the rest of the rather bland 18C frontage.

Return to Stodman Street and head toward the Market Place. On your right stands the **Marks & Spencer (3)** building, with its raised and stepped parapet embellished with a 'sunburst' – one of the most popular of Art Deco motifs.



'Art Deco' is a label applied to a design style that became wildly popular during the 1920s and 30s as the world recovered from the horrors of the Great War and endured the Great Depression. The name derives from Paris's 'Exposition Internationale des Arts Decoratifs et Industriels Modernes' – originally planned to take place in 1915 but postponed for obvious reasons until 1925. In architecture, the skyscrapers of New York and great projects such as London's Hoover factory epitomise the style of the time, with geometrical themes accompanied by motifs borrowed from the classical age and executed in modern materials of steel, concrete and glass. But the style was also widely used for buildings of a more modest scale and its popularity continues to this day. In Newark's streets,

alongside medieval and Georgian buildings, may be seen many in the Art Deco style and others with Art Deco design features if only one knows where to look. This trail follows a familiar route, looking at familiar scenes through 'Art Deco eyes'.

Start the route at the bronze model of Newark in the Castle Grounds.

Leave the Castle Grounds via the iron gates, then turn right along Castle Gate. At the zebra crossing, cross over, turn right and continue along Castle Gate. After about 200m, the upper lights of the large ground floor windows of the **'Feeling Peckish' (1)** restaurant display a local interpretation of the Art Deco style,

Continue ahead to the corner of Stodman Street, turn left and proceed to the junction with Middle Gate. Turn left and look for the Halifax Bank (2) on your left. The tall triangular window (reminiscent of the Hoover building) and horizontal stone banding were installed when part of the original 19C building was converted to a cinema - The Savoy - in 1935. At that time cinema, like motoring and flying, was booming and the buildings associated with each of those industries invariably had an Art Deco theme. The Savoy operated until 1989, by which time the window had been replaced in modern materials; it was then converted to its present use.

Only this main elevation of the original 1930s building remains largely unaltered, and the **Burton shop (4)** opposite (of 1934) is also much changed. It retains, however, its own raised and stepped parapet and the 3 central windows of the upper storey display good quality decoration, including more sunbursts and stylised papyrus fronds. When originally opened, and for many years thereafter, this upper floor accommodated a dance hall.

Continue along Stodman Street and cross the Market Place to reach Bridge Street. On the left hand side, **Bird's confectioners' (5)** shop front in Art Deco style was refurbished in 2008. It retains much of the original black 'Vitrolite' surround and timber upper screen.

On the opposite side, look at the first floor window of **Cope's Jewellers (6)**. This interesting and rather stylish Art Deco addition to an 1830s building, with its decorative frame and geometric glazing, would be unlikely to gain planning consent under today's rules.

Go to the end of Bridge Street, cross Carter Gate and head down Balderton Gate to reach London Road car park. Half way along the right side of the car park is the recently-built **Odeon Cinema (7)**. Reflecting the cinema boom period that produced the old Savoy, and reminding us that Art Deco is sometimes referred to as 'Odeon Style', the design of the central tower feature proudly asserts the building's function.

Go back to Balderton Gate, turn right, then left along Guildhall Street, right in Barnby Gate, left at the traffic lights in Friary Road and continue to its junction with Bede House Lane. Here stands **Newark College (8)**, with its imposing central entrance block set across the angle of the main wings. Opened in 1931, this is a fine example of the period's style in its borrowing of classical features - columns and pilasters beside the doorway, triangular pediment and rectangular 'attic' above - blended with tall, narrow, rectilinear windows, some in stylish bronze.

Go down Bede House Lane and keep a lookout for the series of **carved stone panels (9)** set into the wall of the college (this has a modern brick skin). These panels were produced by talented local artist and teacher Robert Kiddey as an integral element of the building's design and they illustrate some of the crafts that were taught by the college. Many more examples of Kiddey's work are to be found elsewhere in Newark.

Continue ahead to reach Barnby Gate, turn right and head for its junction with Appleton Gate. Just before this point pause to admire the Art Deco **optometrist's shop front and door (10)**, of modest but pleasing proportions.

In Appleton Gate, turn right and then left just before the war memorial to go along Church Walk. At the end, as you reach the tall chimney, you will see the rear of **Ladbroke's betting shop (11)**. All 3 sides of this building have pleasing Art Deco features, principally the tall slender windows, but the doorway and main shop front happily retain their bronze decorative metalwork and granite fascia from when the shop was built in

1935 - a sister (or brother) for the 1934 Burton's shop that we looked at earlier in Stodman Street. Clearly, the company was doing so well at the time that they could afford to adorn the building with a raised and stepped parapet and classical pilasters in the height of Art Deco style. As a change from dance halls, the upper floor of this building originally accommodated a snooker/billiards hall.

Leave the Market Place via Chain Lane (at first a narrow passage to the right of the Town Hall) and go ahead to Middle Gate. Here, turn right and go almost to the end where it joins Kirk Gate. Look out for the shop currently occupied by **The Children's Society (12)**. Overshadowed by the grand Georgian house to its right and the fine timber frame building to its left, at first glance this building might have been put up only a few years ago; in fact, the front elevation dates from the 1930s and the chevron decoration in the upper lights of the shop window together with the proportions of the upper windows and decorative brickwork mark it out as Art Deco in style.

Enter Kirk Gate, turn left and look at the building formerly occupied by the Shaan restaurant (13). This was originally built as a shop for the Co-op in 1937, as attested by the Art Deco numerals on the date stone that is set in a stone string course just below the raised and stepped parapet.

Go to the end of Kirk Gate. Here you have the choice of turning right to extend this trail by some 1.5Km (return) in order to see perhaps the most recognisably 'Art Deco' building in town or, if you prefer, conclude by turning left along Castle Gate to reach the zebra crossing and return to the castle grounds.

Head right along Bar Gate, then North Gate, crossing the junction with Queen's Road and side roads to reach Lincoln Road railway bridge. As you pass the summit of the bridge and reach the next junction, turn right to see the premises of the **Nelsons of Newark car dealership (14)**. Together with the adjacent garage, this was built in 1935 for the Wright family and its style reflected the then current fashion - in both motoring and architecture. With its pale rendering, flat roof, raised parapet, clear horizontal and vertical lines, geometrically ornate doorway and the Aztec thunderbird motif high on the main elevation, it is a classic Art Deco style building.

Retrace your route along North Gate etc to reach the castle grounds and the end of the trail.

