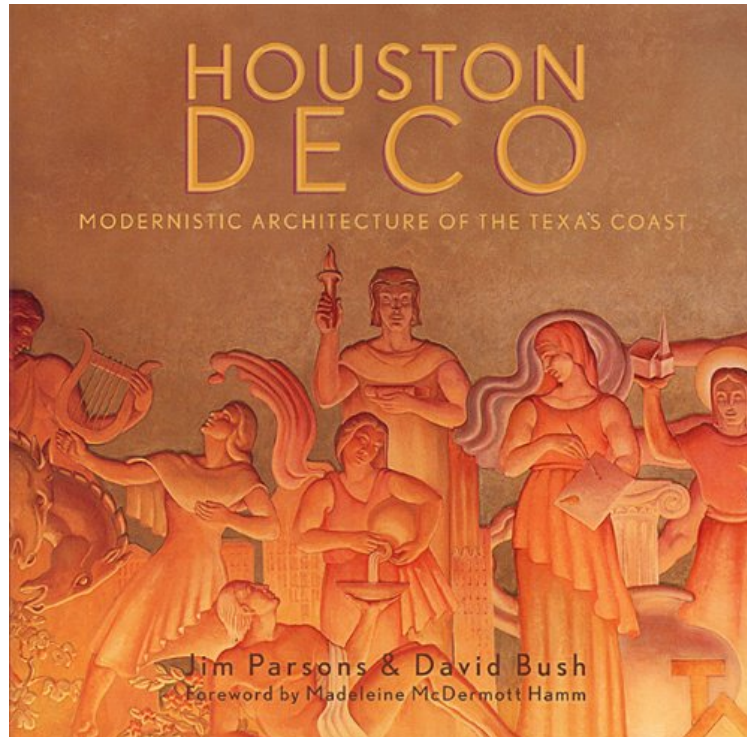


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## Houston Deco: Modernistic Architecture of the Texas Coast

David Bush, Jim Parsons

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**David Bush, Jim Parsons : Houston Deco: Modernistic Architecture of the Texas Coast** before purchasing it in order to gage whether or not it would be worth my time, and all praised Houston Deco: Modernistic Architecture of the Texas Coast:

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When it comes to art deco, Houston is rarely cited in the same breath as Miami, New York, or Los Angeles, but this Texas city boasts many gorgeous examples of this early-twentieth-century style, some of which are in jeopardy of being forever altered or demolished. In the 1920s, as Houston was beginning its transition from medium-sized southern city to major American metropolis, local business and civic leaders made a conscious decision to create a new image for their community. As the Roaring Twenties gave way to the Great Depression, Art Deco zigzags and Art Moderne streamlining reshaped the city's stores, skyscrapers, factories, and apartment buildings. More than one hundred color photographs showcase the fine detailing on Houston's surviving Art Deco and Art Moderne structures.

From downtown landmarks to east end industrial sites, this lavish guide captures the grace and beauty of these innovative designs with an eye toward the importance of conservation, restoration, and preservation.

From Publishers Weekly When Houston's Gulf Building opened in 1929, the city's planners were eager to align the growing metropolis with the dynamism of the American West, and art deco buildings proliferated: courthouses, schools, even car dealerships had sleek, modern designs, and movie palaces incorporated art deco murals. This book grew out of efforts by the Greater Houston Preservation Alliance, begun in 2006 to save some of these structures. The authors, who also did most of the color photography on every page, went through the city and its environs to chronicle existing structures. Some were well preserved, others in disrepair. The authors provide minimal information on the architects or building processes, but their work is intended more as a field guide than a history and may be of interest beyond Houston to similar preservation groups in cities across America. (Apr.) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Captures the grace and beauty of these innovative designs." Houston House and Home