

## **Special Exhibition**

### **Sforzina: Designs for a Modern America**

#### **1924-1941**

Two years before the opening of the Exposition Internationale des Arts Decoratifs et Industriels Modernes in Paris, often cited as the origin of the Art Deco movement, the roots of French Art Deco were planted in the United States. French architect and interior designer Edgard Sforzina emigrated to the United States in February 1923. In his short but prolific career in America, Sforzina designed George Gershwin's Art Deco Riverside Drive apartment, interiors for parts of Cincinnati Union Terminal, and numerous private residences and store interiors.

Working with Sforzina's granddaughter, Denise Ellison Allen, the Art Deco Society of Washington, catalogued and archived hundreds of original designs and prototypes created by Sforzina and organized the first retrospective of his work. "Sforzina: Designs for a Modern America, 1924-1941" will open the weekend of April 30th and May 1st during the 39th annual Washington DC Modernism Show.

The Show and Exhibition will be held at the landmark George Washington Masonic National Memorial in Old Town Alexandria, Virginia. The Exhibition will continue at the Memorial through July 9th. The Exhibition displays the breadth of Sforzina's work,

- As an artist Sforzina created dozens of graphic designs for use on textiles and other products. Examples of his graphic designs include fabric designs created for Cincinnati Union Terminal.
- As an artisan Sforzina designed and built custom furniture, lamps, and other household items.. The exhibition displays some of his prototypes.
- As an industrial designer Sforzina created designs for individual items such as barware, clocks, lamps, and furniture as well as designs for coordinated groups of furniture including bedroom, living room, and dining room sets. The exhibition includes examples of many of his designs.
- As an interior designer, Sforzina created and executed coordinated designs for individual homes and commercial environments. The exhibition identifies many of Sforzina's residential and commercial clients, including period advertisements and reviews.
- As an architect, Sforzina created portfolios of designs of modern houses and developed proposals for construction of a new headquarters for the Columbia Broadcasting System and for remodeling the Cloud Club in the Chrysler Building. The exhibition includes examples of Sforzina's architectural designs.