

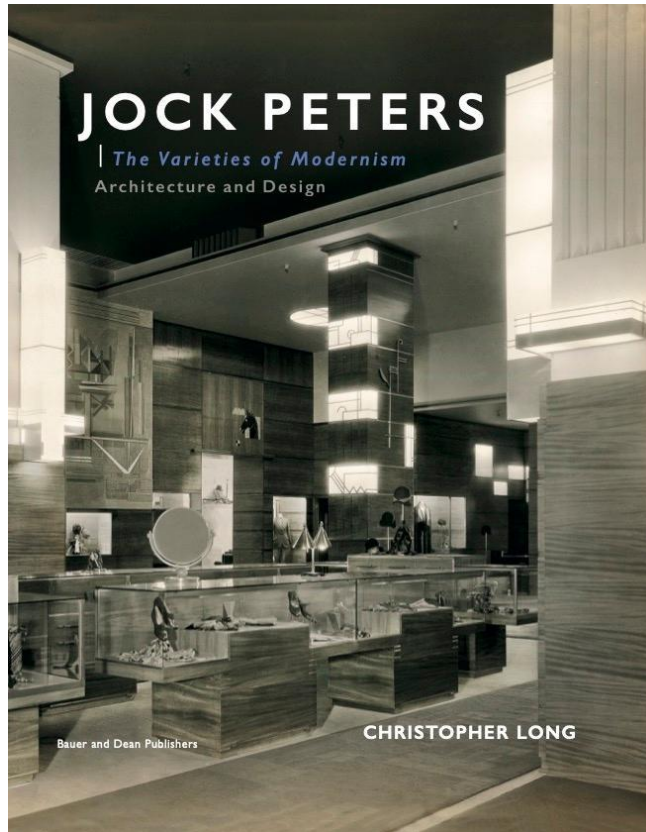
## **Jock Peters: The Varieties of Modernism Zoom Program**

### **When**

Thursday, February 9, 2023 from  
6:30 PM to 8:00 PM EST  
[Add to Calendar](#)

### **Where**

**This is an online event.**



In this Zoom program, Scholar and historian Christopher Long focuses on little-known German-born architect and designer Jock Peters (1889-1934). Peters immigrated to the United States in 1922, the same year Edgard Sforzina first arrived in New York City. Like Sforzina, much of his career focused on interior design of retail stores and other commercial and residential interiors--Sforzina on the East Coast and Peters primarily on the West Coast.

Peters most prominent projects include the interiors of Bullocks Wilshire department store in Los Angeles, sales offices for the short-lived Maddux Air Lines, and the New York clothing retailer Hollander. He also created film sets for Famous Pictures-Lasky (later Paramount Pictures).



Long uses Peters' family archive and other research to demonstrate how Peters left his mark on the modernist landscape in Southern California.

#### **About the Presenter**

Christopher Long is Martin S. Kermacy Centennial Professor of Architecture at the University of Texas at Austin. He has taught in Vienna and Prague and has written or contributed to more than fifty publications on modern architectural history, including groundbreaking studies on Adolf Loos, Josef Frank, Paul T. Frankl, and Kem Weber.

This program will be recorded. If you are unable to watch live, you can still register and watch the

recording at a later day. The recording will be available within one or two days after completion of the program.

Registration is \$15 for ADSW and ICADS members; \$20 for nonmembers.

This program will be recorded. If you cannot make it on February 9th you can register and watch the recording later.

[Get more information](#)

**[Register Now!](#)**

[I can't make it](#)

I look forward to sharing the program with you..

Sincerely,

**Steve** Knight  
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