

BUILDING IDENTIFICATION FORM

Address 196-200 Camberwell Road, Hawthorn

Title Rivoli Theatre

Type Art Deco - Stepped Feature Commercial

Use cinema
cinema

Original Present

Ownership The Junction Theatre Co P/L
Rivoli Twin Cinemas P/L Original Present

Existing Heritage Status

GBR

HBR

NER

NTR

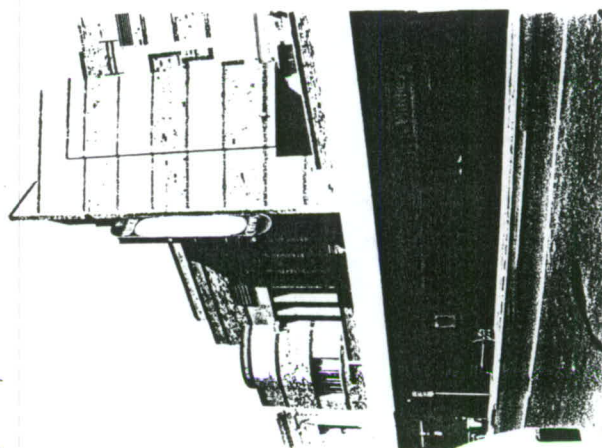
Survey Date

7/10/90

Negative File No.

4 (3)

Map Ref.



Construction

Date 1940
Source Rate Book

Period to 1890

Additions

Date
Source

1890-1915

1915-1940

1940-on

Architect

H. Vivian Taylor and Soilleux

Builder

R.T. and L. Cockram P/L

Form

Attached

Detached

Materials

Walls brick stone render timber
Roof tiles gal. iron slate

Features

Streamlined moderne style. Rounded bays in fair face brick are of different tones of buff and apricot. Remnants of original roof garden. Interior altered but many features remain.

Integrity

excellent

good

fair

poor

Historical Theme

Period of solid prosperity and growth of retail businesses. Marked feature of period was development of specialist shops reflecting the affluence of the middle class, suburban hinterland. The ever-increasing use of the motor car by suburban residents tended to reinforce the dominance of the Junction as a principal shopping centre for the eastern suburbs.

Description

A fine example of the moderne style of art deco applied to cinema design. Rounded bays in fair face brick are of different tones of buff and apricot. Angular abstract forms inspire decoration externally and internally. Deep, modelled, three-dimensional forms are inspired by European cinema design from some ten years earlier. Taylor and Soilleux excelled (since 1923) in theatre design and acoustics. Theatres in Brunswick (Padua), Mildura (Ozone), Hartwell (Regal) and Melbourne (Century) by this Melbourne-based firm of architects now demolished. Interior features mostly intact with some modernisation. Remnants of roof garden remain.

Significance

An inspired adaptation of international trends in theatre design by a prominent architect, H Vivian Taylor. The last example of this streamlined moderne style by this firm in Victoria. A major design achievement evoking the style's three dimensional form in an 'attached' site. A prominent streetscape element and part of an era of theatre design (late 1930s to early 1940s). A monument to a time of different attitudes to entertainment and way of using commercial centres.

Of State Significance

Recommendations Historic Buildings Register
National Estate Register
City of Hawthorn Planning Scheme

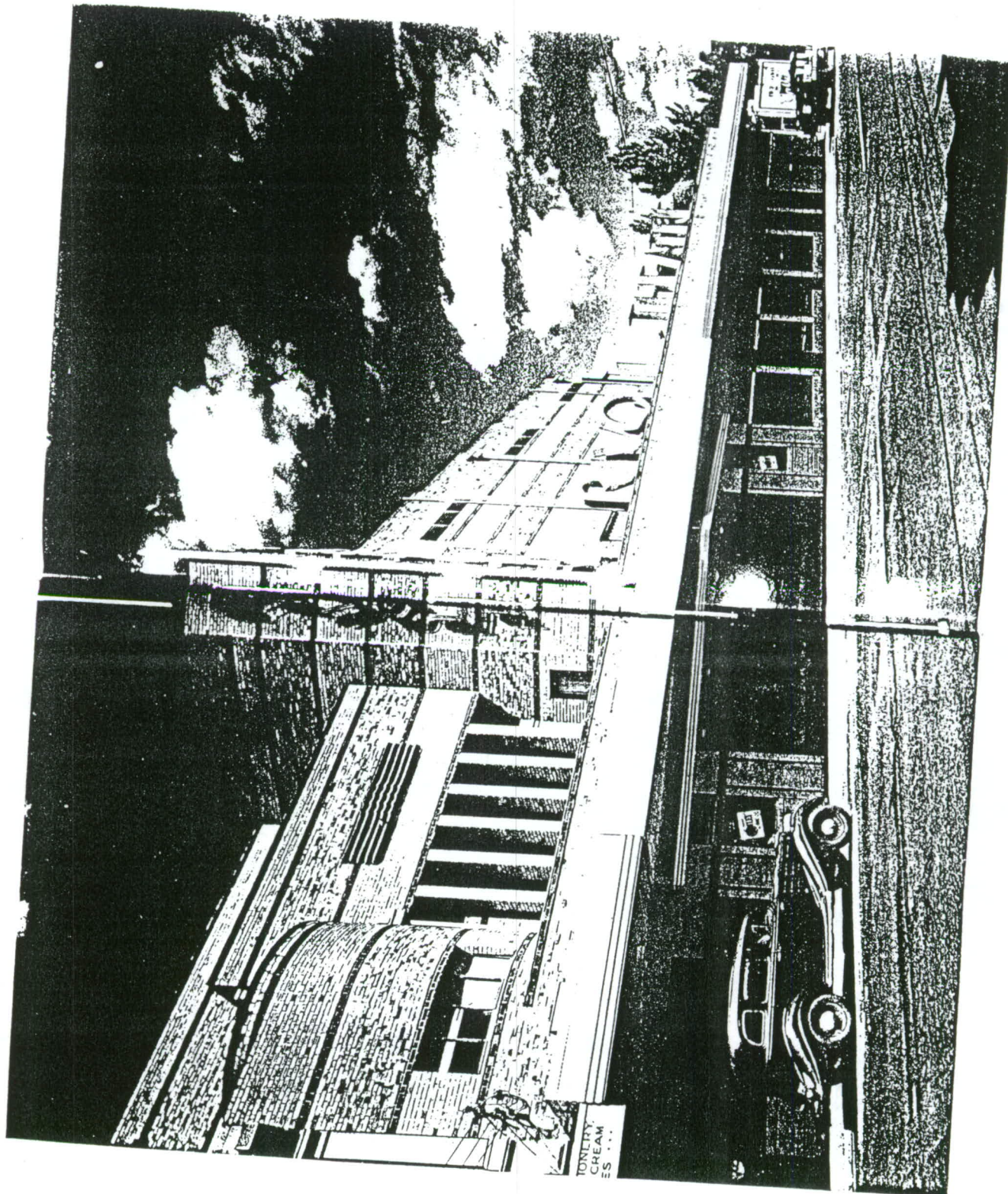
Refer Guidelines section of this report

Grading	<input checked="" type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D
Streetscape	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	

References Thorne, Ross (1976) Picture Palace Architecture in Australia, Sun-Academy Series
Personal communication with original owner's family

RODERIC ELPHINSTONE

HERITAGE CONSULTANT



Camdenwell's Rivoli Theatre opened in 1940, one of the last such structures before the onset of rationing. (Photo: Adrian Crothers)