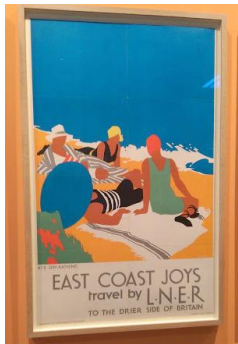


Art Appreciation Outing 13th February 2020

The Gredley trip started with pouring rain but by the time we were all on our way, the sun was shining. This was enough to gladden our hearts, even though good weather was not needed as the *Art Deco by the Sea* exhibition was indoors! The exhibition is being held at the Sainsbury Centre for Visual Arts from February 9th-14th June 2020.

The Centre, designed by Sir Norman Foster, is on the huge UEA campus in Norwich, where there are diverse sites-e.g. the Elizabeth Fry Lecture Hall and Climate Change Research Centre.-

The term *Art Deco* coined in the 1960s refers to the modern, sleek style of the period from the boom of the roaring 1920s to the bust of the Depression-ridden years of 1930s.



This interwar period witnessed major changes in public transport, with electrified commuter trains, motor coach services, and airports are appearing too. The chaos around the many private rail companies was cut back to four new companies. They were bigger and more financially resilient companies - LNER; SR; GWR; and London, Midland and Scottish.

Starting with the people's right to paid holidays, mass tourism led to the British seaside being revitalised with Art Deco hotels, cinemas, apartment buildings, and lidos. This all led to changing the face of our coastal towns.

The healthy body image could be achieved by sunbathing, swimming, having day trips on steamers, golf and that new holiday experience - Butlins!!



Fashion, furniture, art and architecture were all influenced by this style which has been skilfully shown in the 150 exhibits. These were originally on show in the **V&A museum**.

Several of us were unsure of what this exhibition would consist, would it be just a few of the beachside posters? But we all agreed it was so much more!

NiddyWalpole