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THE JACKSONVILLE CHAPTER of the American Institute of Architects (AIA) and DOCOMOMO, an international non-profit organization for the DOcumentation and COnservation of the MOdern MOvement, held a one-day symposium at the Cummer Museum of Art in March to honor mid-century modern architects and architecture. The symposium commemorated the 50th anniversary of the 1958 exhibit, "Half Century of Significant Architecture in Jacksonville," which paid tribute to Jacksonville's post-Great Fire of 1901 architectural contributions. In addition to wonderful buildings designed by Henry Klutho and his contemporaries, the 1958 exhibit highlighted the achievements of a younger generation of visionaries who helped to shape the River City.

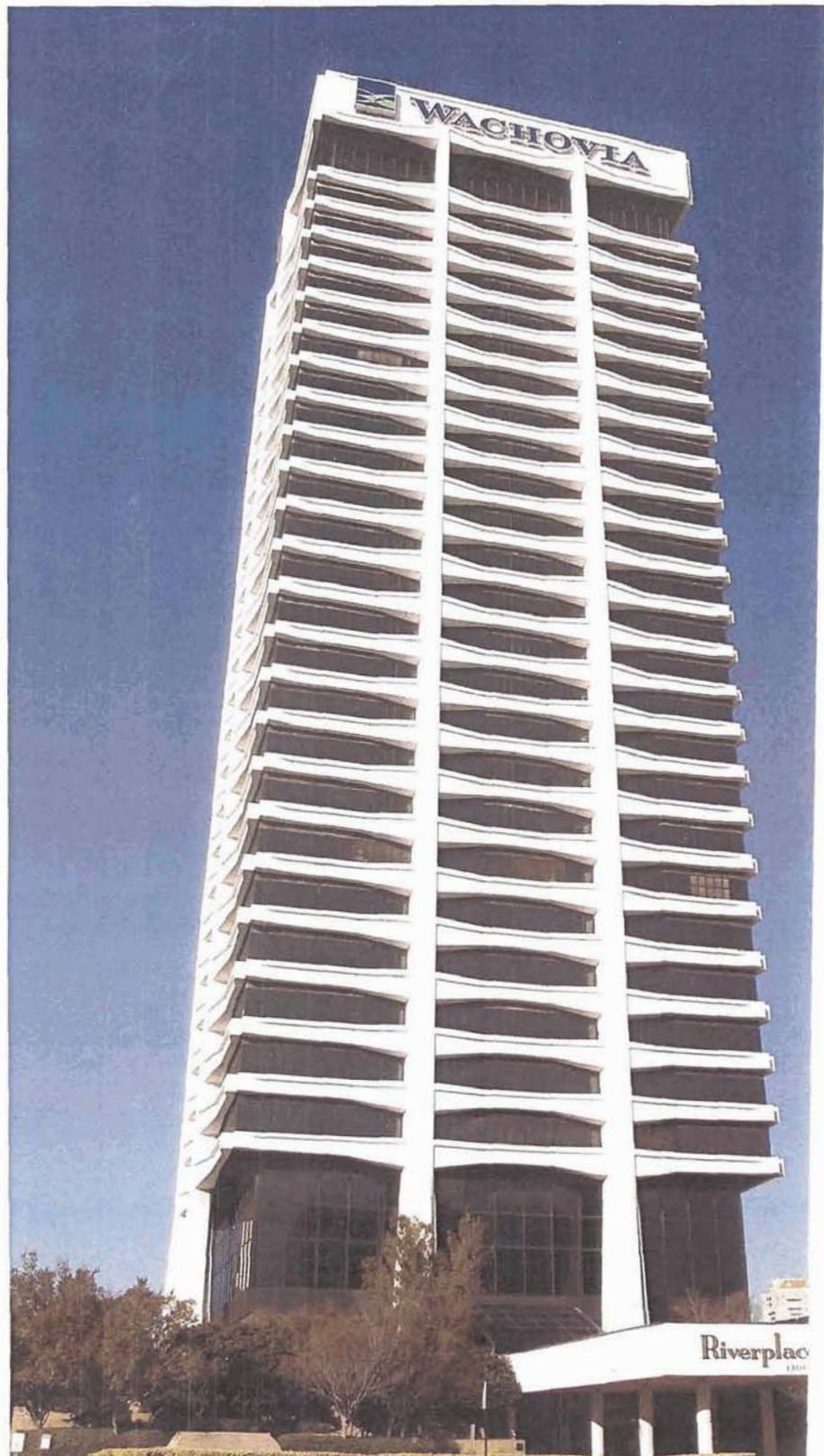
During the conference, some of Florida's leading architects and architectural scholars hosted sessions to discuss mid-century modern building designs in Jacksonville and elsewhere in the state. Architectural pioneers George Fisher, Robert Broward, William Morgan and Taylor Hardwick were honored, and the work of the late Welton Becket and Paul Rudolph was remembered. Also, two of Florida's most influential architects since 1945, Alfred Browing Parker and Gene Leedy, lectured and took questions from the audience. The purpose of the symposium was to educate the public about the importance of preserving significant architecture from the recent past.

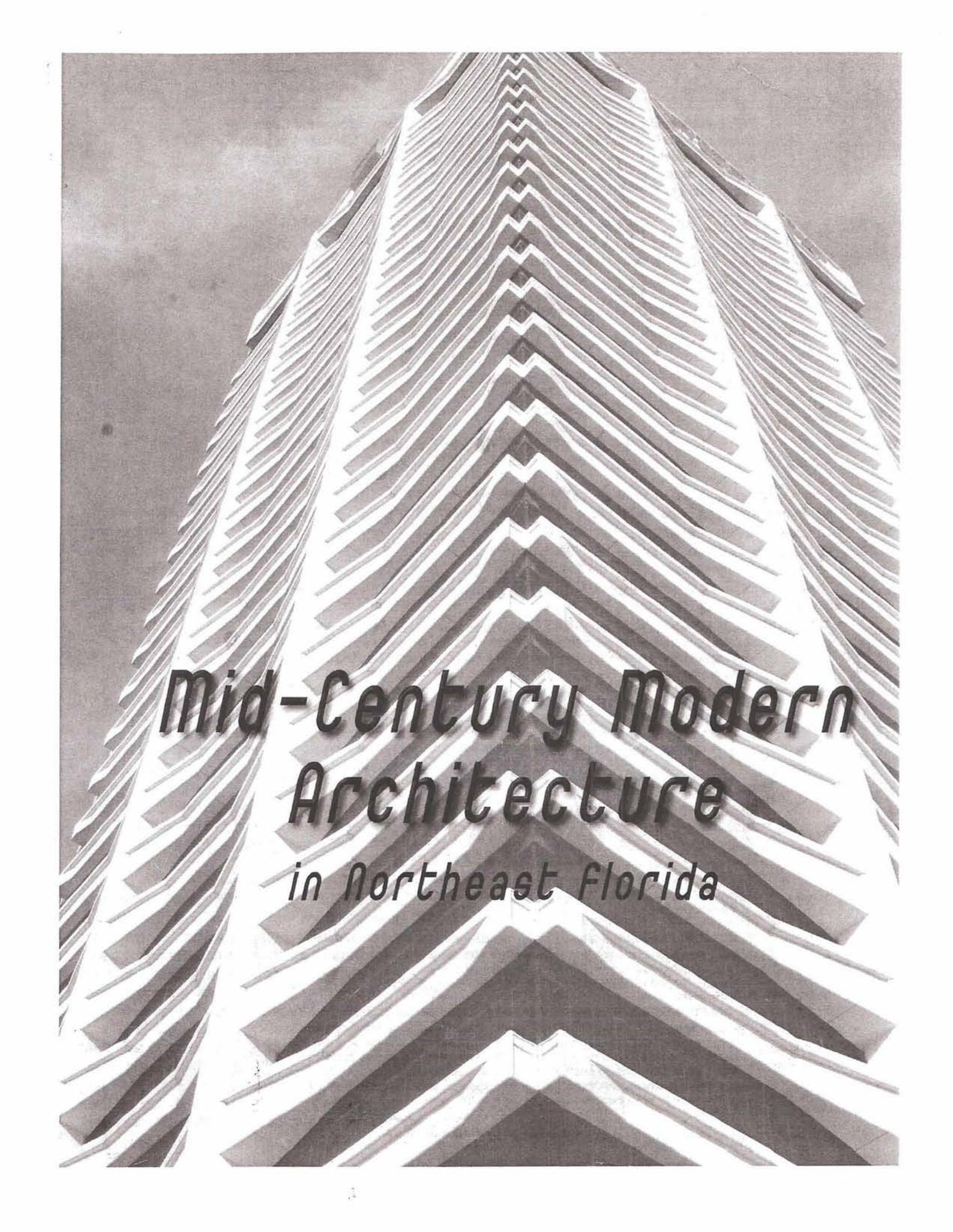
The University of Miami's Jan Hochstim, author of *Florida Modern*, provided an overview of modernism in the state. Local architectural historian and author Dr. Wayne Wood (*Jacksonville's Architectural Heritage*) discussed modernism in Jacksonville.

It's surprising to many but Northeast Florida is home to exemplary works of modern architecture from the post-war era, often referred to as "Mid-Century Modern" or the "Recent Past." Modernist structures defied convention, pushed the limits of technology and rejected traditional forms and motifs. In turn, this made the style at times difficult to recognize or classify. An example of this is the Haydon Burns Library. Building strong public opinion in favor of preserving this style of architecture can be a challenge because many don't readily recognize its innovations and beauty as they may with ornate Victorian-era structures, for example.

Participants had the option to hop aboard a three-hour bus tour of the city, primarily focusing on Downtown, Arlington and Riverside areas. The tour showcased many buildings, including the former Gulf Life Tower (designed by Becket, pictured), the Fletcher building (Hardwick), the Unitarian Church in Arlington (Broward), and several local residences designed by the Jacksonville architects. 📍

When considering the idea of "historic" homes and commercial building, most of us probably call to mind structures that are more than 100 years old. A local effort is underway to have residents also think about notable buildings that are only middle-aged.





*Mid-Century Modern
Architecture
in Northeast Florida*

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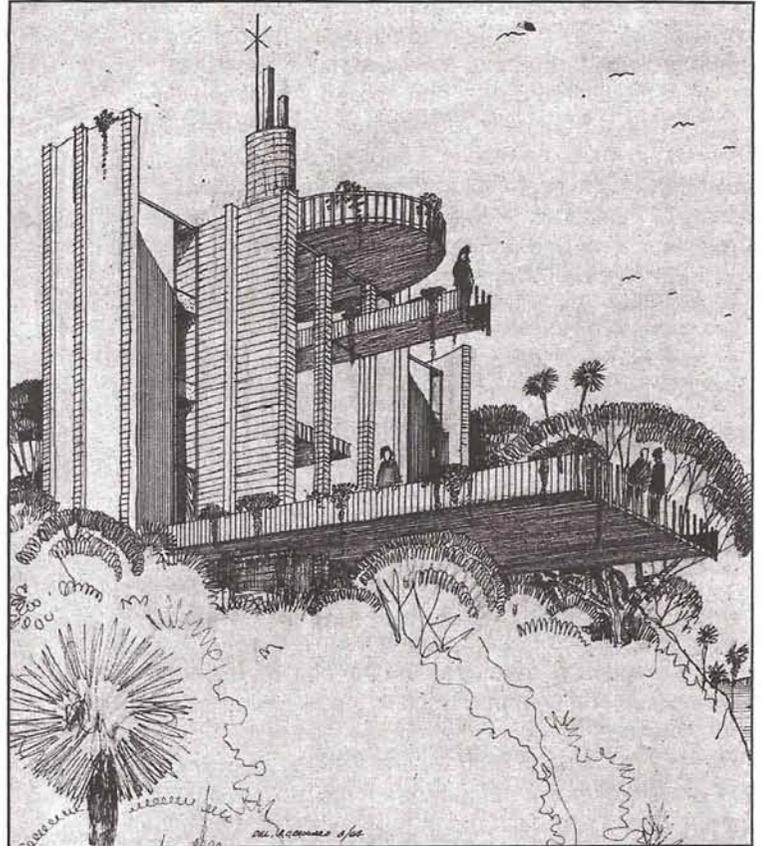
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The Clark Residence, an unbuilt Mid-Century Modern vision by
Robert C. Broward, AIA, in 1964.

Thanks for all of those who have helped in the
research and preparation of this book!

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