

OLYMPIA LONDON 1933

London taxis are still built with such lofty roofs that one can get in comfortably even with a top hat jammed on one's head. Their rate of progress is a gentle protest against the dictum of speed at any price.

It is not difficult to discover Olympia. Tom Purvis' arrow poster confronts one at every turn. It is



Major The Hon.
J. J. Astor, M. P.

H. R. H. The
Prince of Wales

Sir William
Crawford, K. B. E.

Von links nach rechts:
From left to right:

still two days before the opening of the Advertising and Marketing Exhibition and we are sure to be in time.

Even outside there are signs of the excitement that always prevails when something is being built that people are not yet supposed to see. Burly workmen, busy business men and a dainty little arts-and-craftswoman carry drawing-pins, ideas, bits of stucco and furrowed brows to and fro. We push into the mighty hall past overalls, moustaches, knickerbockers and a pale pink jumper. There is an Exhibitiony smell.

A medley of noises forms the orchestra for an astonishing picture.

Soft light shines through the skylights of the lofty hall. Blue gauze covers nearly all the windows except a few, from which a bright beam of light strikes symbolically into the centre of the room. A great many lamps hang on slender threads from the pale blue roof. On the opposite side a high light-coloured wall decorated with amusing figures cuts off the first hall.

Between the entrance and this wall we find the stalls. They are all in light ivory colour. In form and extent they are a harmonious whole. Yet each stall has an individual note. Not one of them precisely resembles any other. The architect, Joseph Emberton, F. R. I. B. A., has created possibilities for every kind of personal touch. An excellent solution of the problem.

Zweite Reihe:

Mr. Sinclair
Wood
(Laden von 1950
— 1950 Shop)

M. Fernand
Marteau (Chair-
man der Konti-
nentalen Abtei-
lung, Chairman
of the Continen-
tal Dept)

Mr. Williamson
Mr. George
Scott

Mr. Joseph Emberton
F. R. I. B. A.
(Architekt der
Ausstellung,
Architect of the
Exhibition)

Foto: Daily
Review