

Cinema Treasures: A New Look at Classic Movie Theaters

Ross Melnick

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Ross Melnick : Cinema Treasures: A New Look at Classic Movie Theaters before purchasing it in order to gage whether or not it would be worth my time, and all praised Cinema Treasures: A New Look at Classic Movie Theaters:

15 of 15 people found the following review helpful. Beautiful and well-written book.By toservemanAs the other lengthy reviews have noted, this is a very impressive addition to the world of movie palace research. The book has a beautiful cover, strong binding, and is printed on high-quality paper. This book should last a lifetime. And it is very well written. These authors know their subject.My only complaint is the authors' choices regarding the theatres they chose to highlight. Obviously, they couldn't possibly please everyone, but there are some magnificent palaces still in existence that they chose to ignore in favor of some rather modest and relatively plain buildings. I thought for sure I'd find the Coronado in Rockford IL, or the Palace in Louisville KY, or the Majestic in San Antonio TX, to name just a few. Perhaps they only selected theatres whose main function is still the presentation of movies. That criterion, unfortunately, excludes a number of great movie palaces still standing for other reasons.Regardless, this is an excellent book and should be purchased by anyone interested in theatre architecture. I wish some of the previous books on movie palaces were as well written and edited as this one.1 of 1 people found the following review helpful. A Real Treasure If You're A Cinema FanBy Greg TreadwayThis large book, some 12x10 inches, is a joy. It is a very pretty and neat hardbound book with a nice cover and nice images printed on nice paper and makes a neat display item. That is not why I bought it though. I am not only a film fanatic, but also a theater buff. I love to go to the theater and not the multiplex, but the real theater and that experience is dying out fast. This 208 page book tries to capture that love of the theater and celebrate it. Ross Melnick and Andreas Fuchs do an excellent job of showing us those architectural memories very well. I found the book to be well researched and very descriptive. I could feel their passion about the

subject on each page. The book offers plenty of information that I did not know which was fun to learn. There are plenty of great images of the old theaters and if you enjoy these palaces as much as I do you'll have a good time with this visually appealing book. Aside from the visuals there is plenty detail and history along with some opinion about the state of affairs of this by gone age. Luckily there are also theaters still in existence today and on that front the book serves as a guide as to where and in what condition these buildings are in. I don't know if I can call it a flaw or simply a yearning on my part but there were some gaps in the research. There were some old cinemas that I had frequented in my youth that I was looking forward to reading about and they were missing from the book. Of course that led me to believe if the ones I was familiar with were missing, how many were missing from the whole of the book itself. So I guess I wish the book were longer and more complete just as I have wished was the case with similar research projects on the web I've visited about this subject as well. I still recommend the book. I loved going through it and it takes a proud place on my shelf. 0 of 1 people found the following review helpful. Good book and New as described but more than "slight wear to the cover" By Kim Lavigne I am happy with the purchase though I think it took too long to arrive 9 days with expedited shipping (granted this is in the realm of the possible - just think excessive). Also they would not leave at the door and I had to go to the post office - this is difficult for a working professional (who lives in a very safe neighborhood that UPS leaves packages to all the time. I would get more info before I made another purchase such as the exact status of the cover and if they would leave at my door. I am, however very pleased with the book and the quality of the book!

More than 100 years after the first movie delighted audiences, movie theaters remain the last great community centers and one of the few amusements any family can afford. While countless books have been devoted to films and their stars, none have attempted a truly definitive history of those magical venues that have transported moviegoers since the beginning of the last century. In this stunningly illustrated book, film industry insiders Ross Melnick and Andreas Fuchs take readers from the nickelodeon to the megaplex and show how changes in moviemaking and political, social, and technological forces (e.g., war, depression, the baby boom, the VCR) have influenced the way we see movies. Photographs from archives like the Academy of Motion Picture Arts and Sciences and movie theater ephemera (postcards, period ads, matchbooks, and even a "barf bag") sourced from private collections complement Melnick's informative and engaging history. Also included throughout the book are Fuchs' profiles detailing 25 classic movie theaters that have been restored and renovated and which continue to operate today. Each of these two-page spreads is illustrated with marvelous modern photographs, many taken by top architectural photographers. The result is a fabulous look at one way in which Americans continue to come together as a nation. A timeline throughout places the developments described in a broader historical context. "Humble or grandiose, stand-alone or strung together, movie theaters are places where dreams are born. Once upon a time, they were treated with the respect they deserve. In their heyday, historian Ross Melnick and exhibitor Andreas Fuchs write in *Cinema Treasures*, openings of new motion-picture pleasure palaces that would have dazzled Kubla Khan 'received enormous attention in newspapers around the country. On top of the publicity they generated, their debuts were treated like the gala openings of new operas or exhibits, with critics weighing in on everything from the interior and exterior design to the orchestra.' Handsomely produced and extensively illustrated, *Cinema Treasures* is detailed without being dull and thoroughly at home with this often neglected subject matter. Its title would have you believe it is a celebration of the golden age of movie theaters. But this book is something completely different: an examination of the history of movie exhibition, which the authors accurately call 'a vastly under-researched topic.'" - Kenneth Turan, *Los Angeles Times* "We've had a number of beautiful books about the great movie palaces, and even some individual volumes that pay tribute to surviving theaters around the country. This is the first book I can recall that focuses on the survivors, from coast to coast, and puts them into historical context. Sumptuously produced in an oversized format, on heavy coated paper stock, this beautiful book offers a lively history of movie theaters in America, an impressive array of photos and memorabilia, and a heartening survey of the landmarks in our midst, from the majestic Fox Tucson Theatre in Tucson, Arizona to the charming jewel-box that is the Avon in Stamford, Connecticut. I don't know why, but I never tire of gazing at black white photos of marquees from the past; they evoke the era of moviemaking (and moviegoing) I care about the most, and this book is packed with them. *Cinema Treasures* is indeed a treasure, and a perfect gift item for the holiday season. - Leonard Maltin

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