

# Spanish Revival Unraveled

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Paul **Welschmeyer** architects

# Spanish Revival Unraveled

Paul **welschmeyer** Architects  
Niles , California





# Spanish Revival = Unraveled

*“An instance of something becoming popular”*

Paul **welschmeyer** Architects  
Niles , California





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# Secretary = of Interior Standards for Historic Structures

*“Do not practice false  
historicism”*

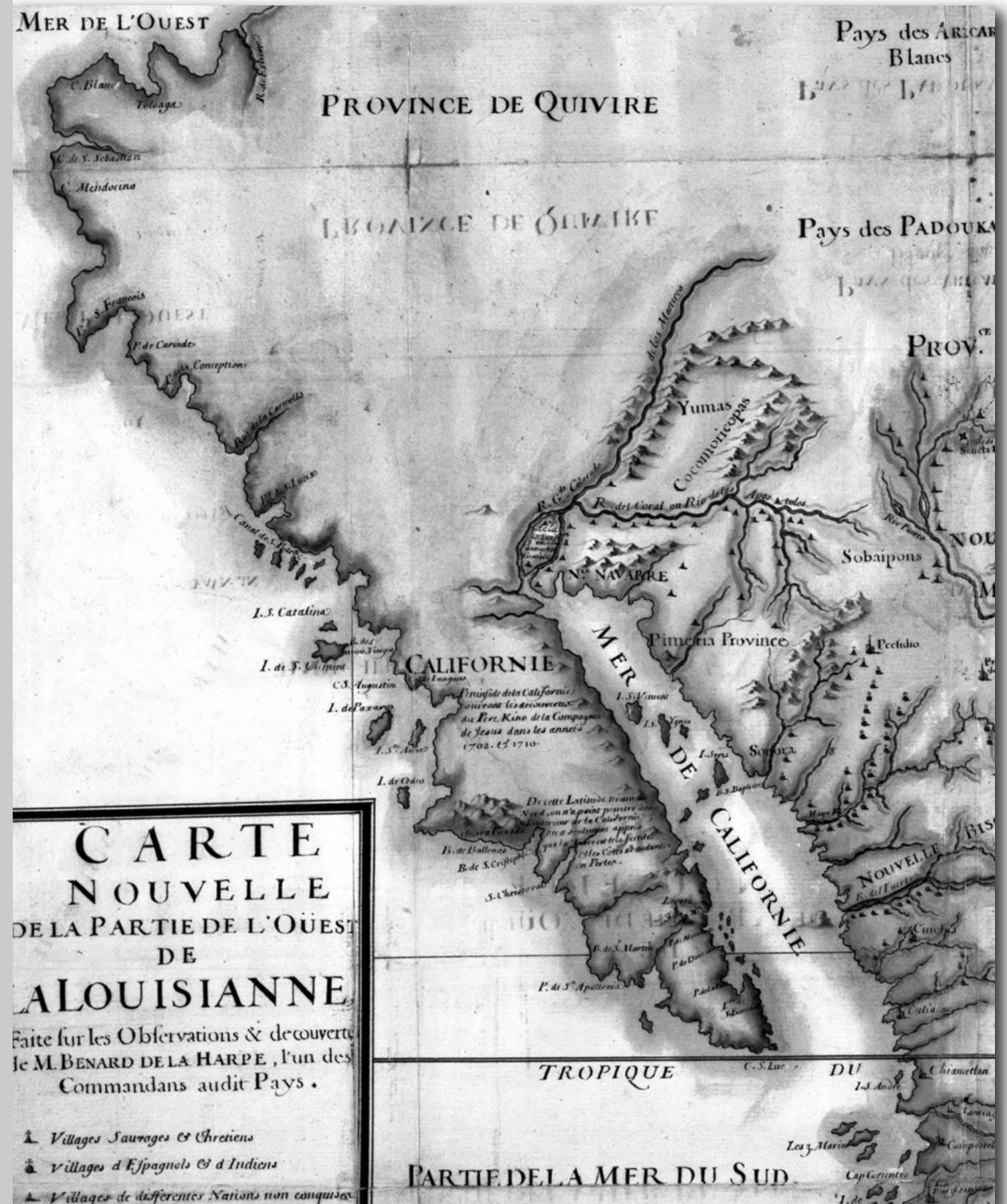
Paul **welschmeyer** Architects  
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# 1772 - 1848

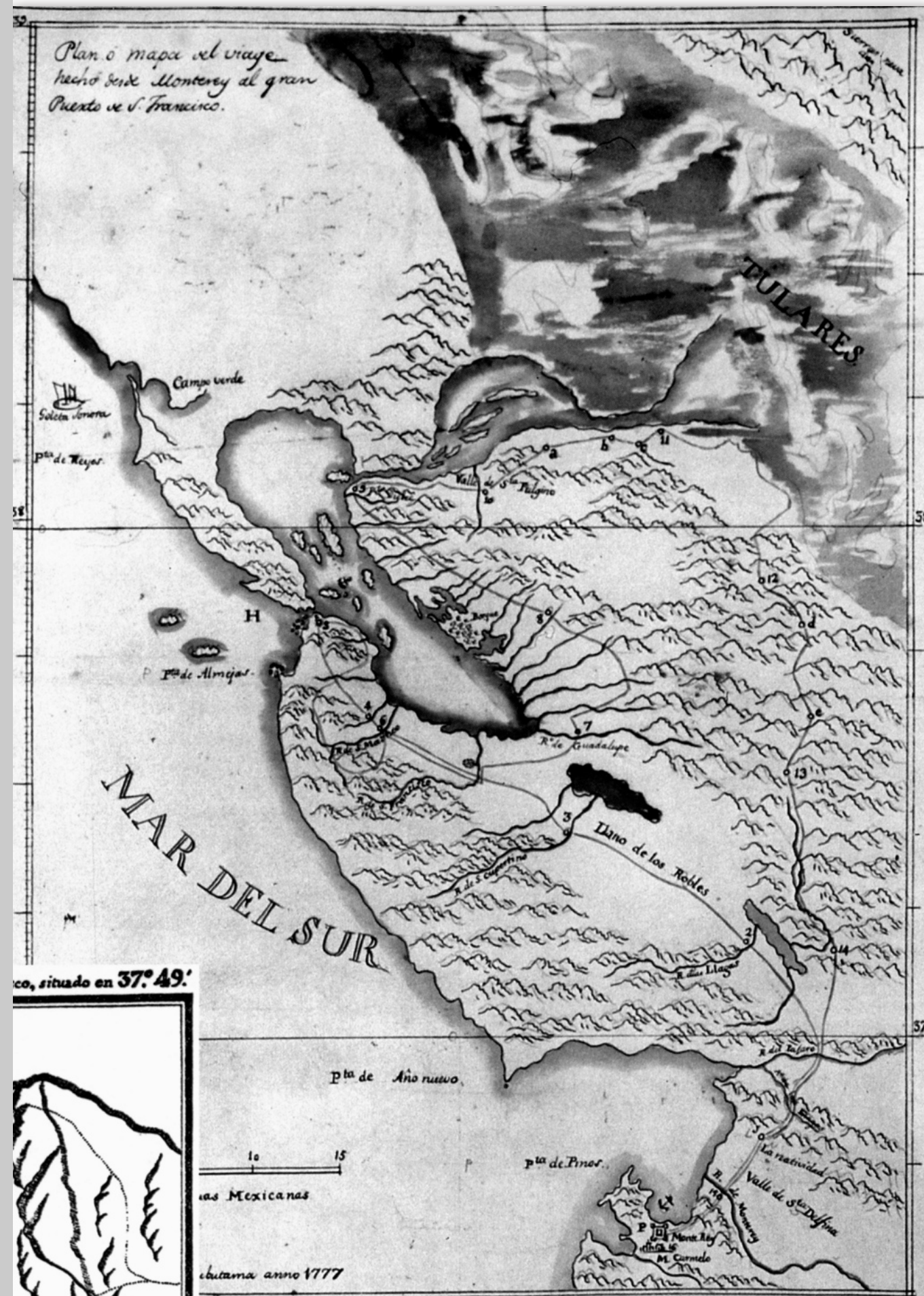
## Spanish & Mexican ALTA CALIFORNIA





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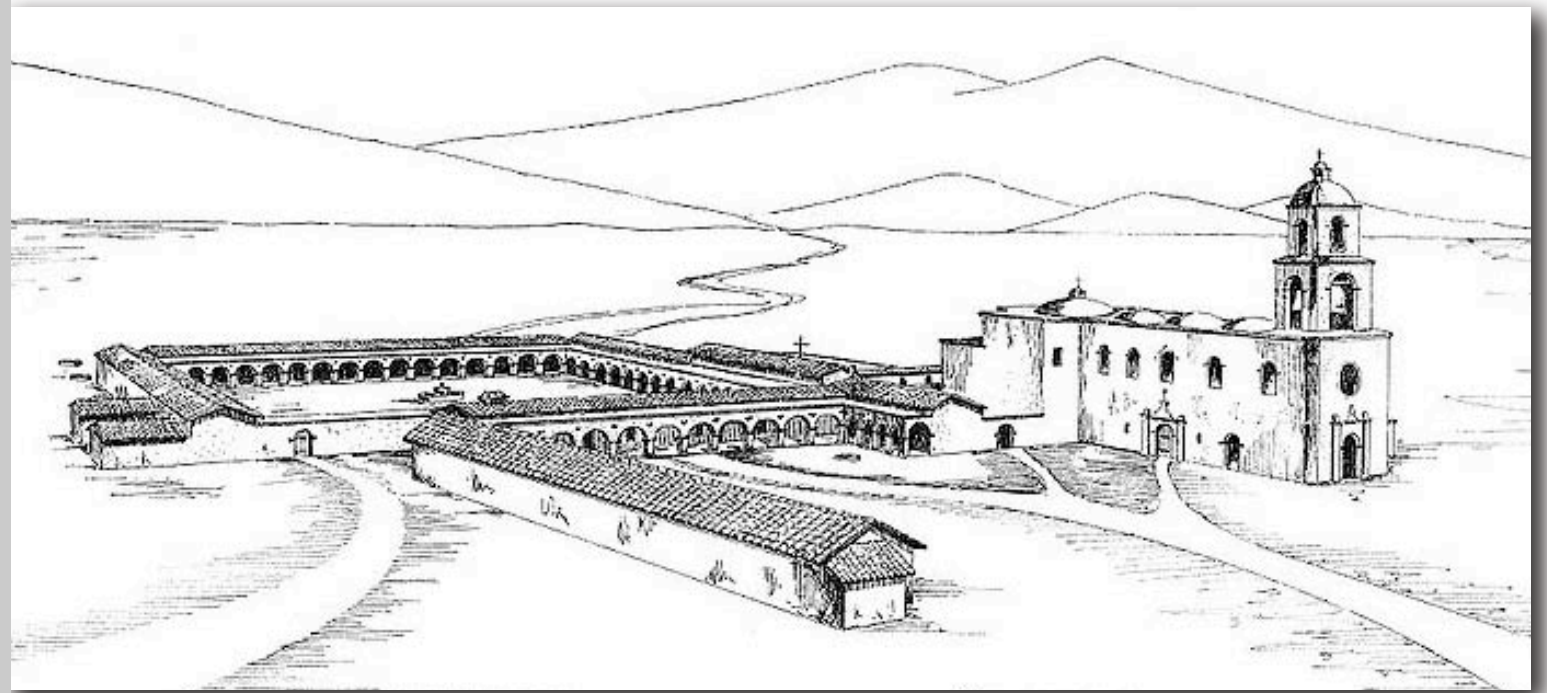
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**Mexican Alta California** - Mission San Juan Capistrano



**Mexican Alta California** - Mission San Carlos



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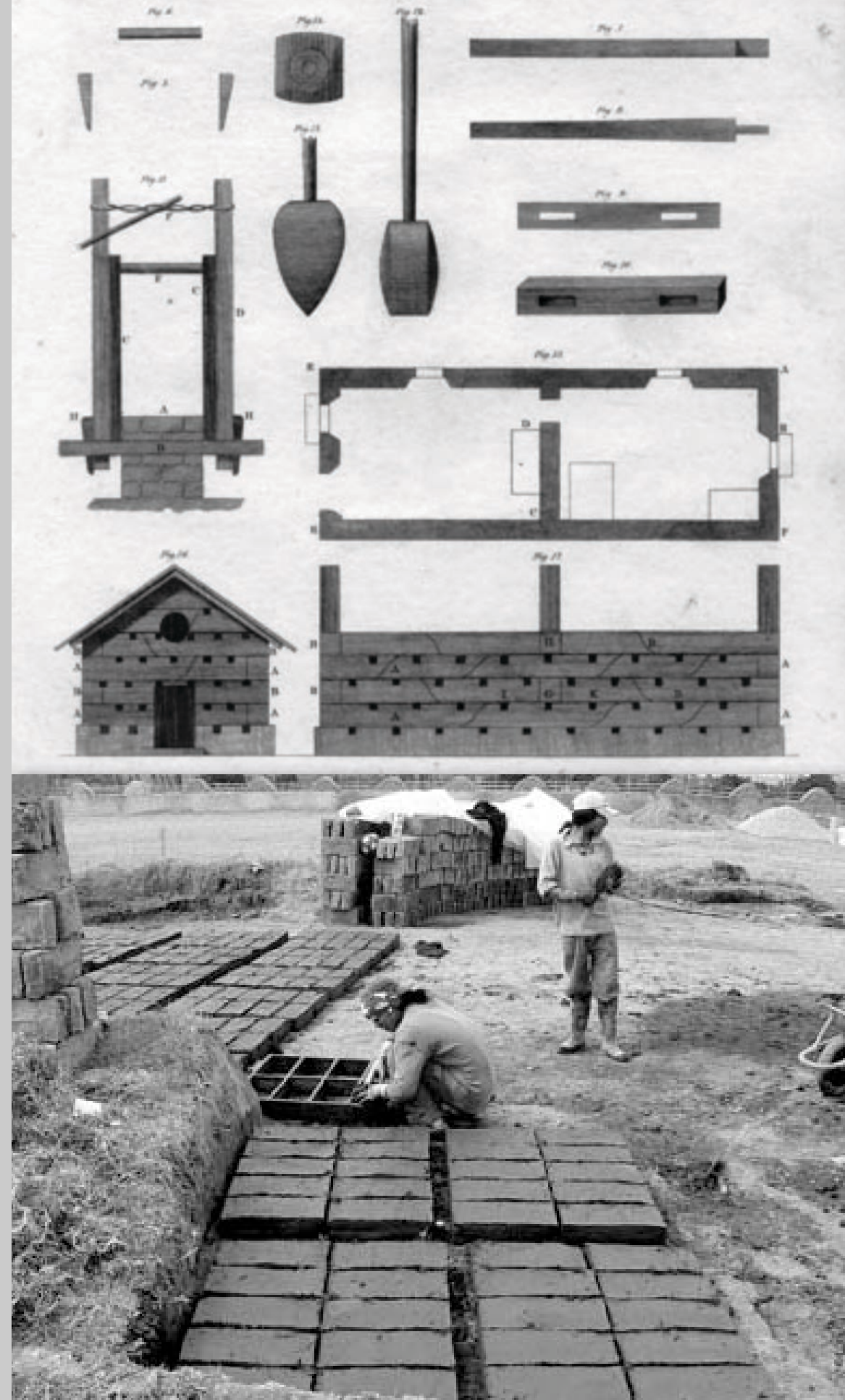
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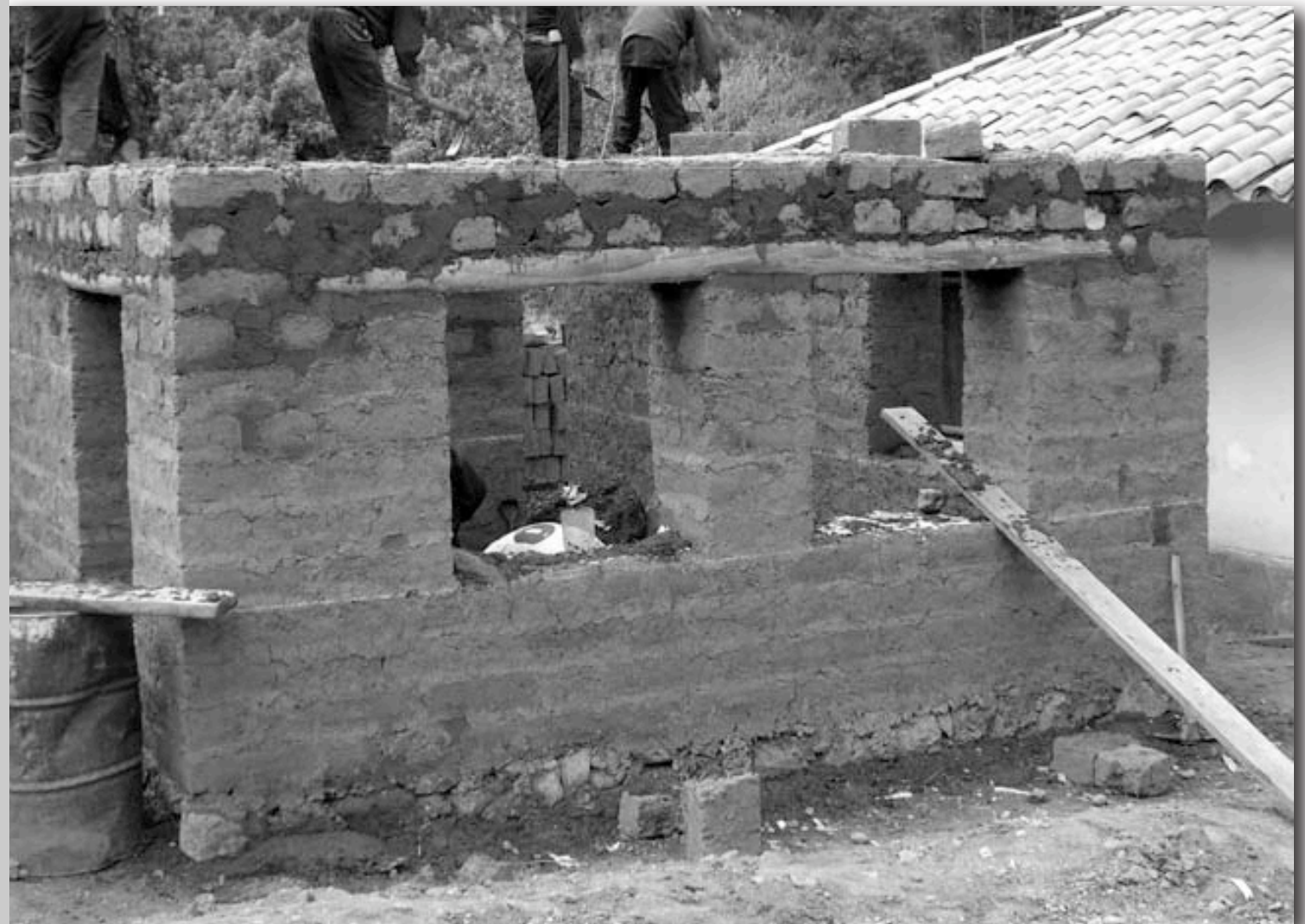
Adobe Construction Methods



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Adobe Construction Methods

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## California becomes a US Territory & State

After the Mexican-American  
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How did Spanish Revival  
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**1887** - Alvarado Street, Monterey



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**1887** - Alvarado Street, Monterey



**1888** - Horton Plaza, San Diego



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What distinguishes the West  
Coast from the East Coast?

If you don't consider the  
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**1915** - Niles Elementary School (two story building) prior to demolition. The school was redesigned as a 1 story building for fire safety.



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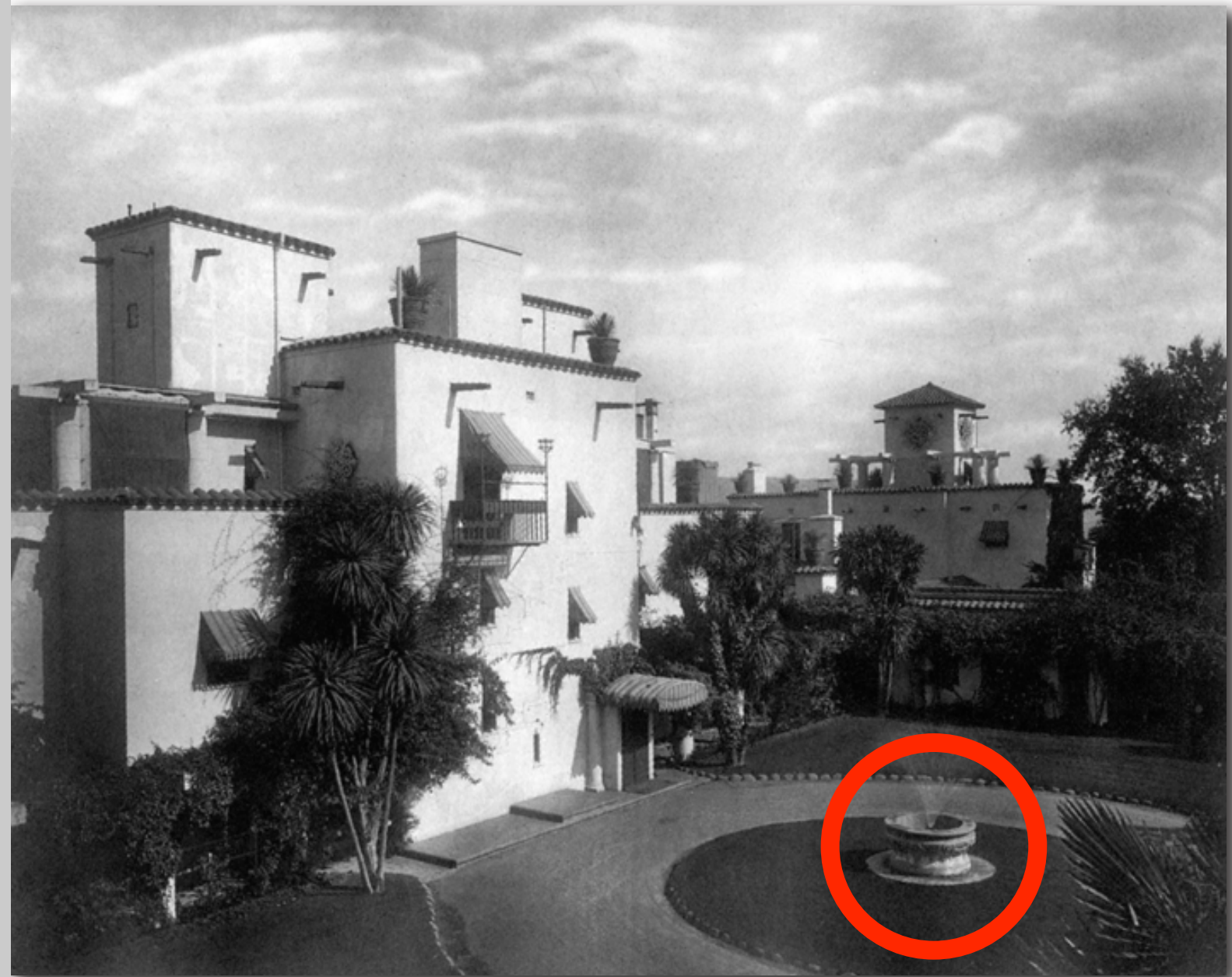
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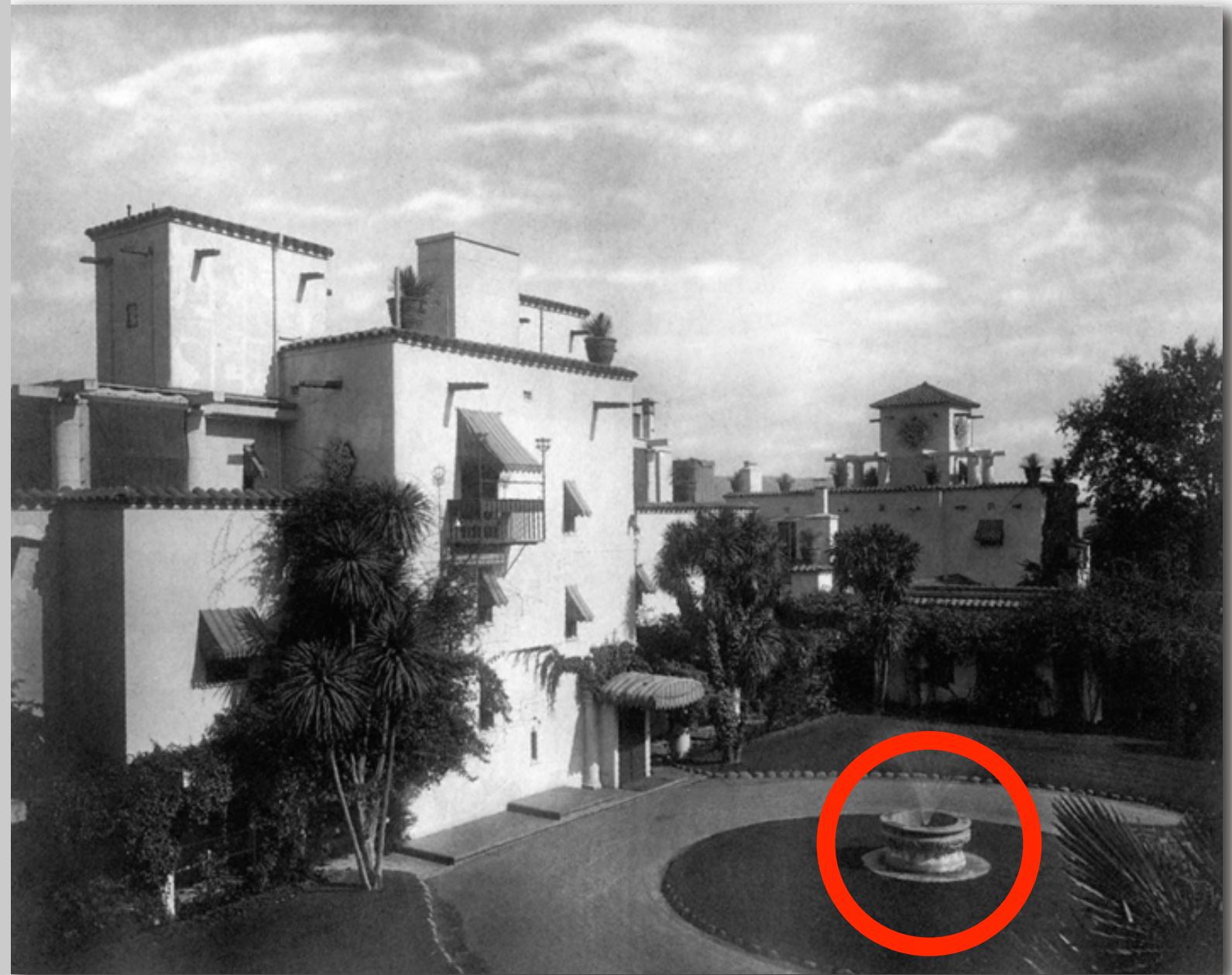


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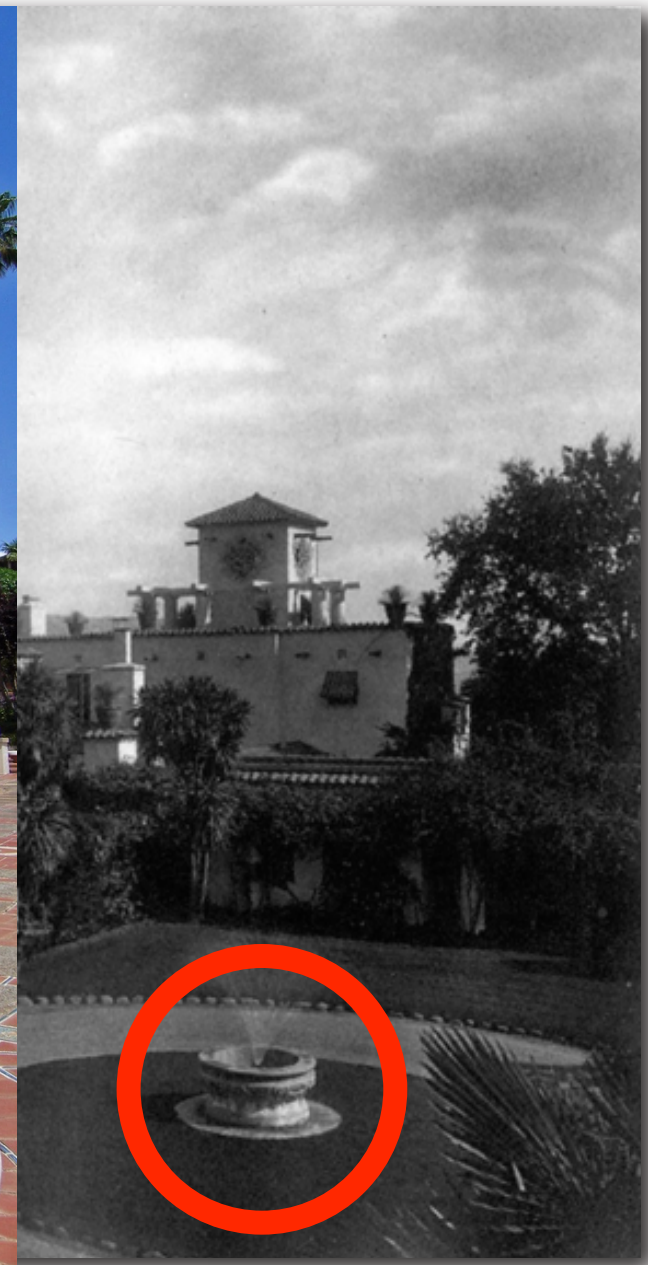


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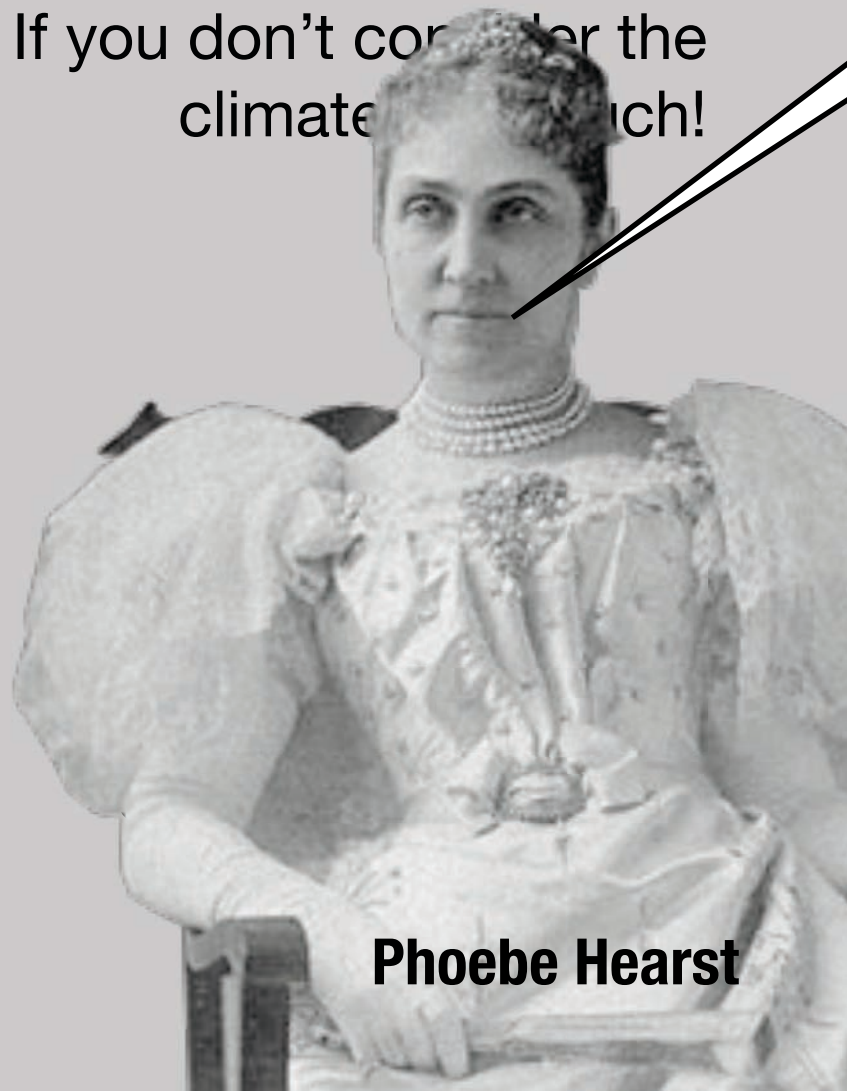
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**Phoebe Hearst**

I just LOVE this place.



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## The Railroads

If Spanish Revival was conceived in Southern California, how did it's influence travel to the colder climates in Northern California?

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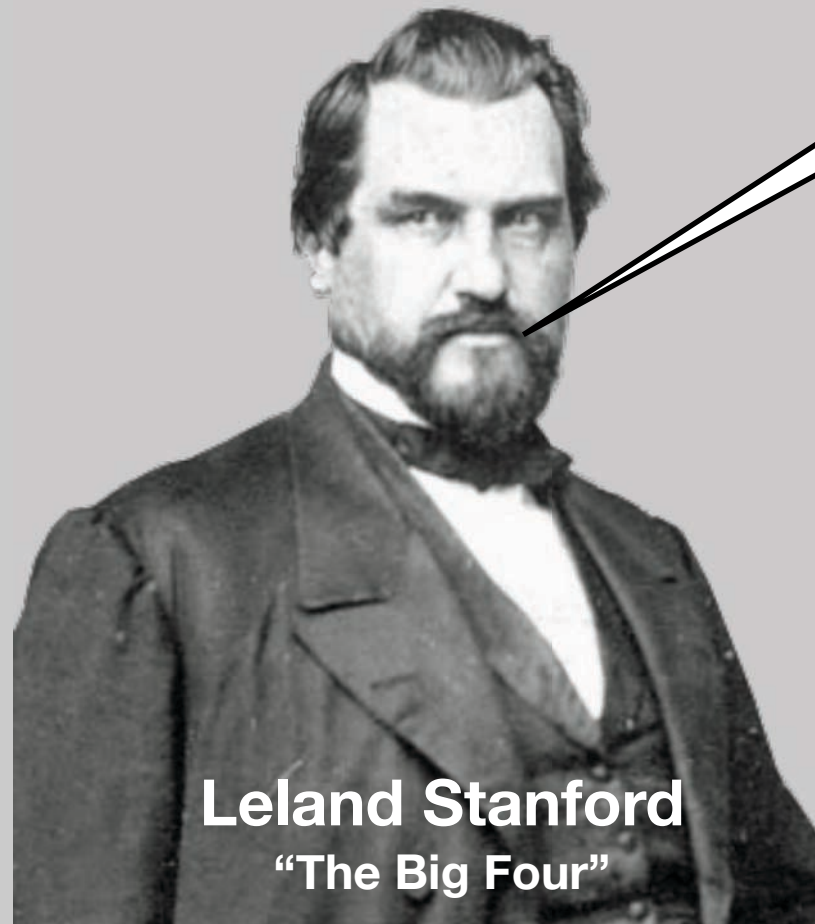
**1908** - Train Station, Livermore California

# 1896

## The Railroads

If Spanish Revival was conceived in Southern California, how did it's influence travel to the colder climates in Northern California?

**Trains mean progress, and Big Money needs an established culture for investment. That's why we want Spanish Revival!**



**Leland Stanford**  
"The Big Four"



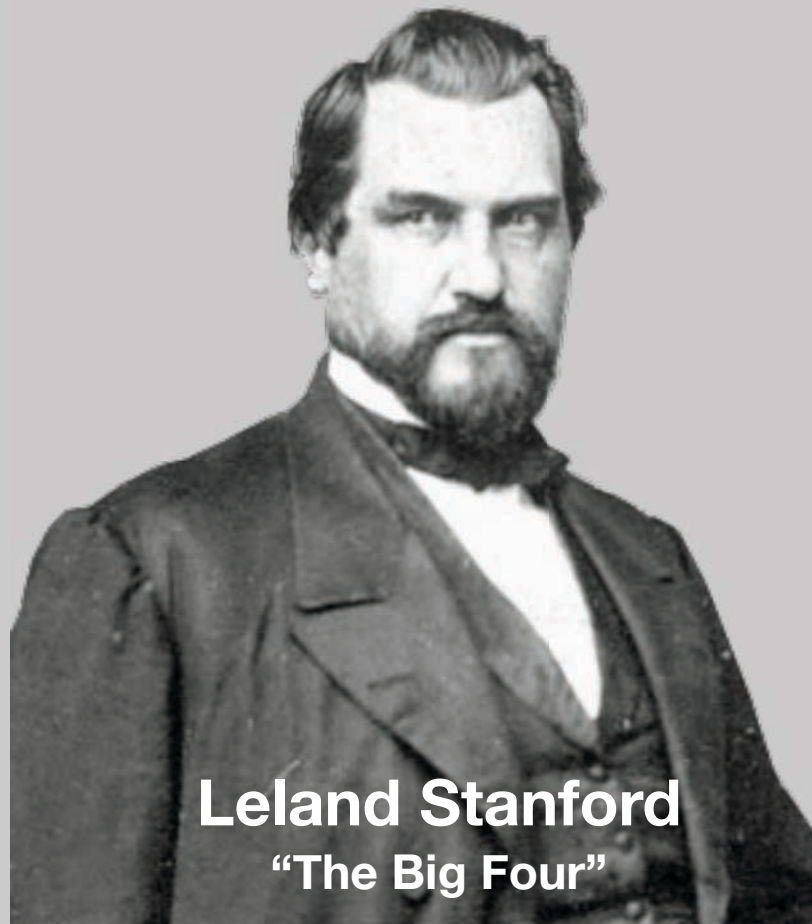
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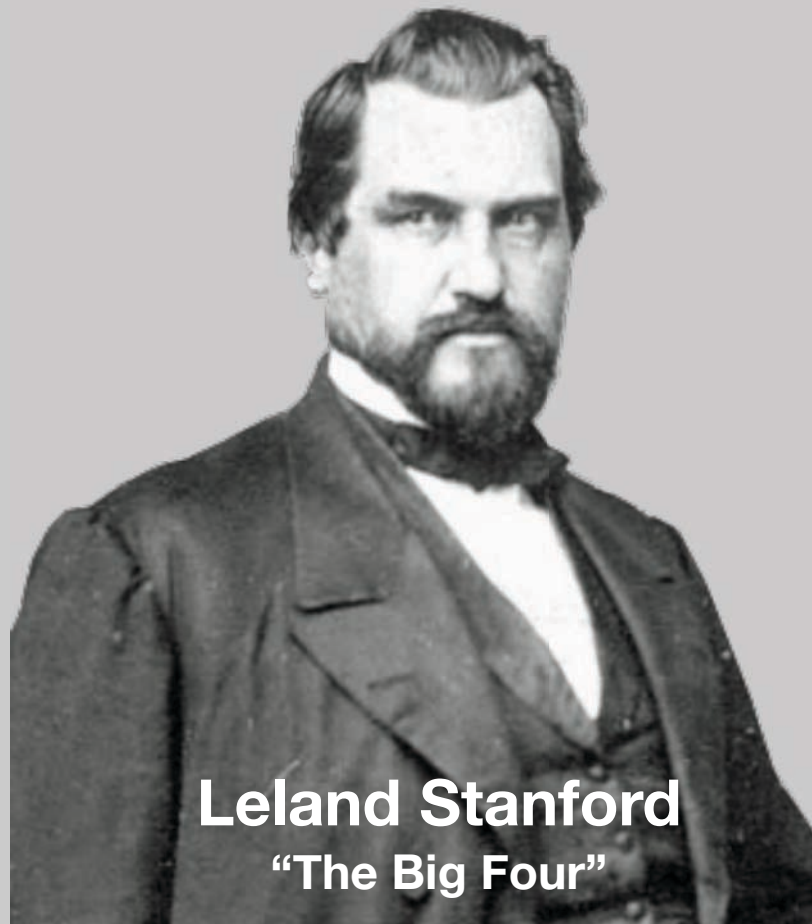


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**1912** - Southern Pacific Train Station, San Francisco California



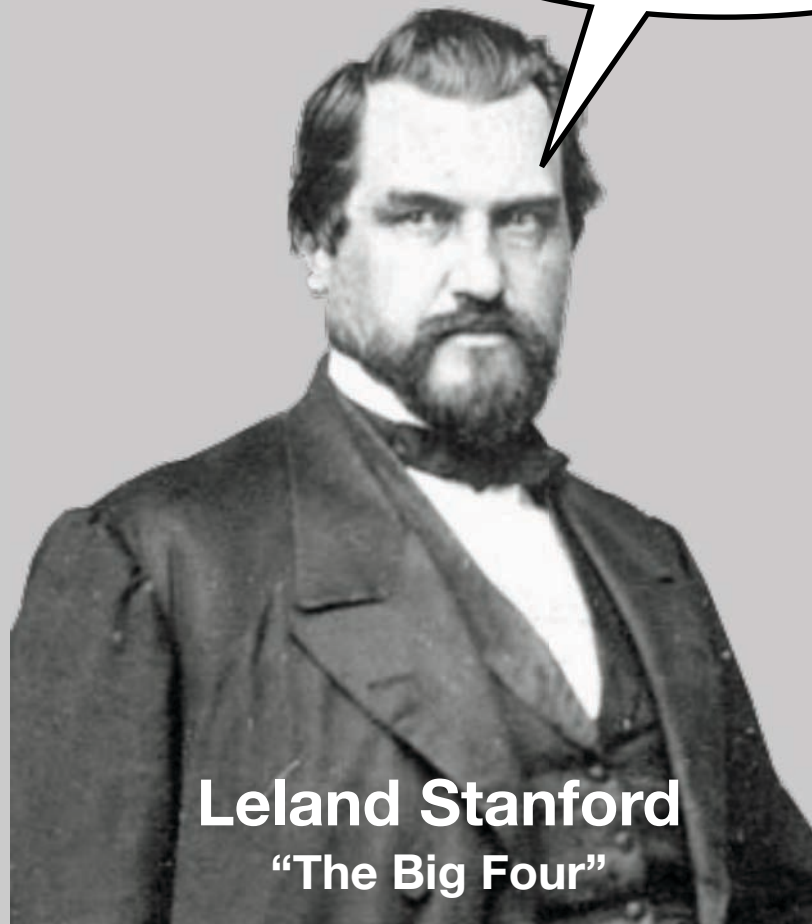
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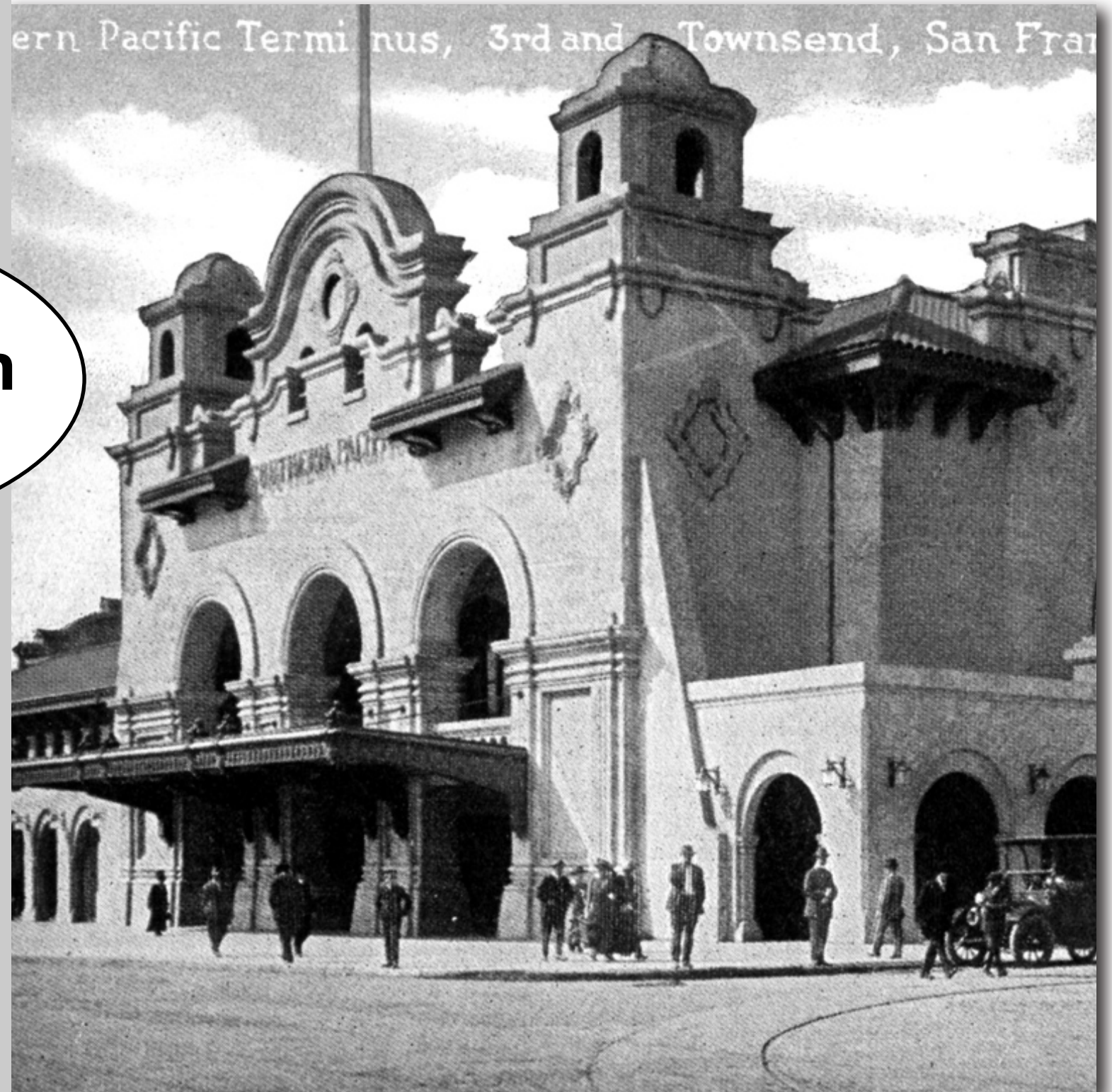
If Spanish Revival was  
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California

influence

**Yea baby!  
That's what I'm  
talking about!**



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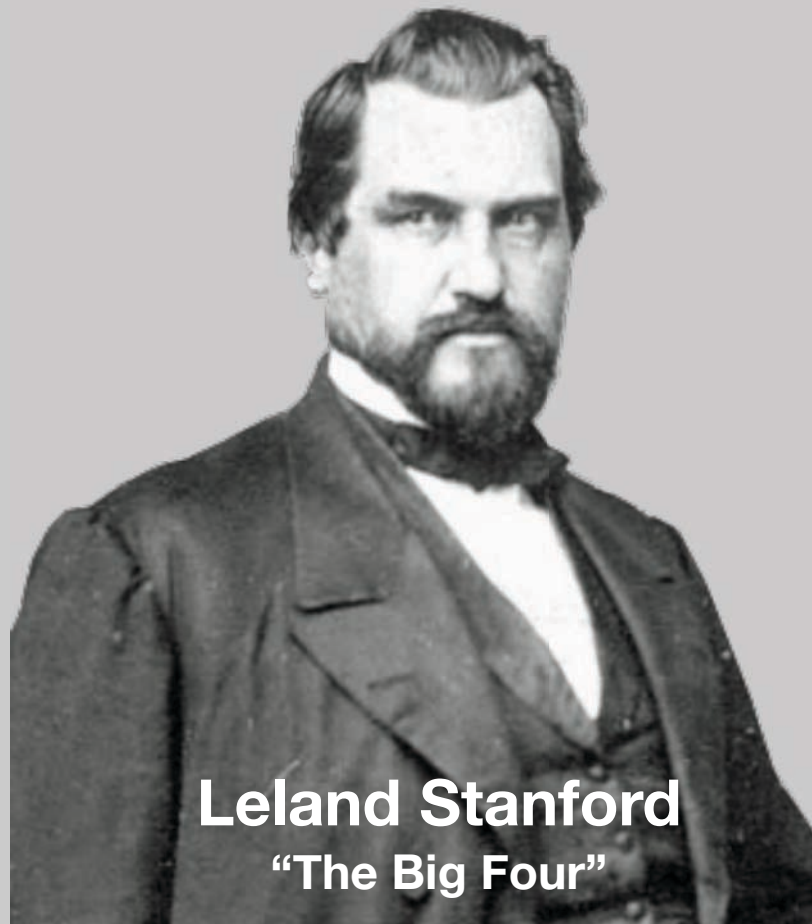


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Who was building this  
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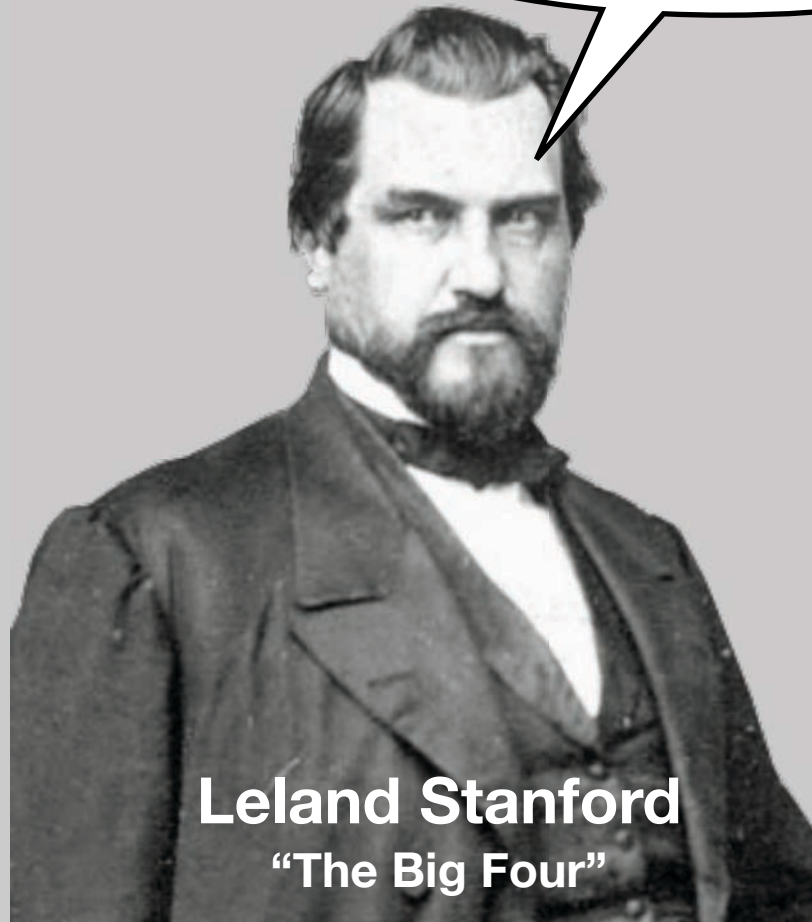


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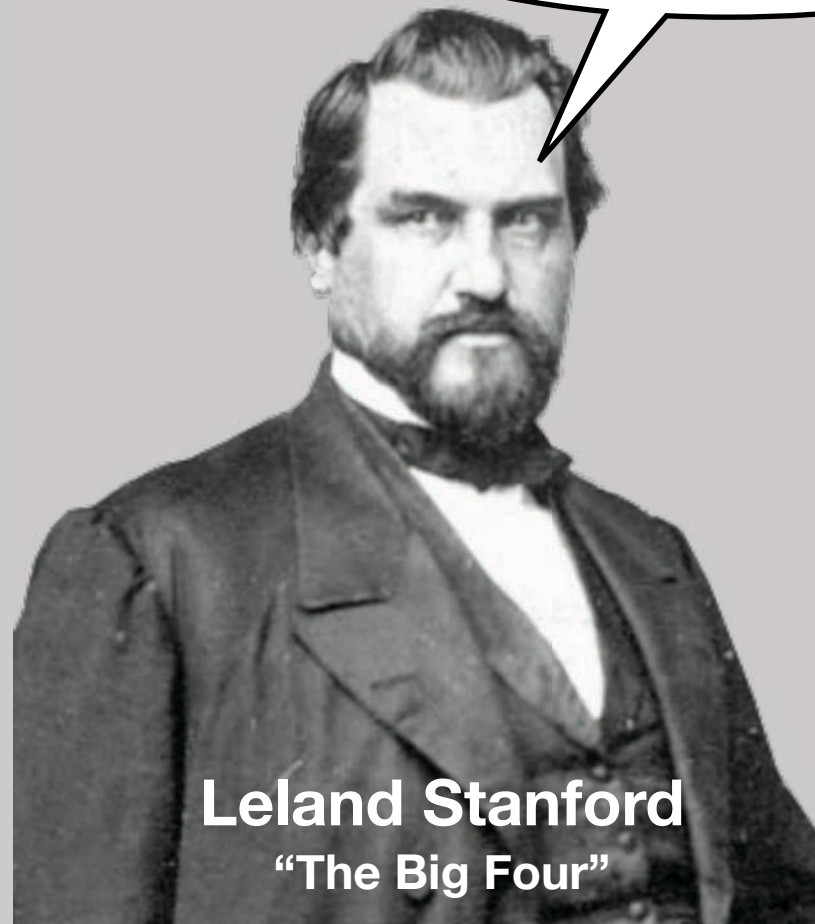
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**1915** - San Diego destroys the old train station for the new one.



# 1915

## Panama -California Exposition in San Diego



**1915** - Panama / California Exposition, San Diego



**1915** - Panama / California Exposition, San Diego

# 1914 - 1918

## World War I

How did American Architects  
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Images of Andalusia, Spain

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The popular influence: **Silent Movie Stars** wanted to live in their stage sets.



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**1917** - The Sultan's Wife

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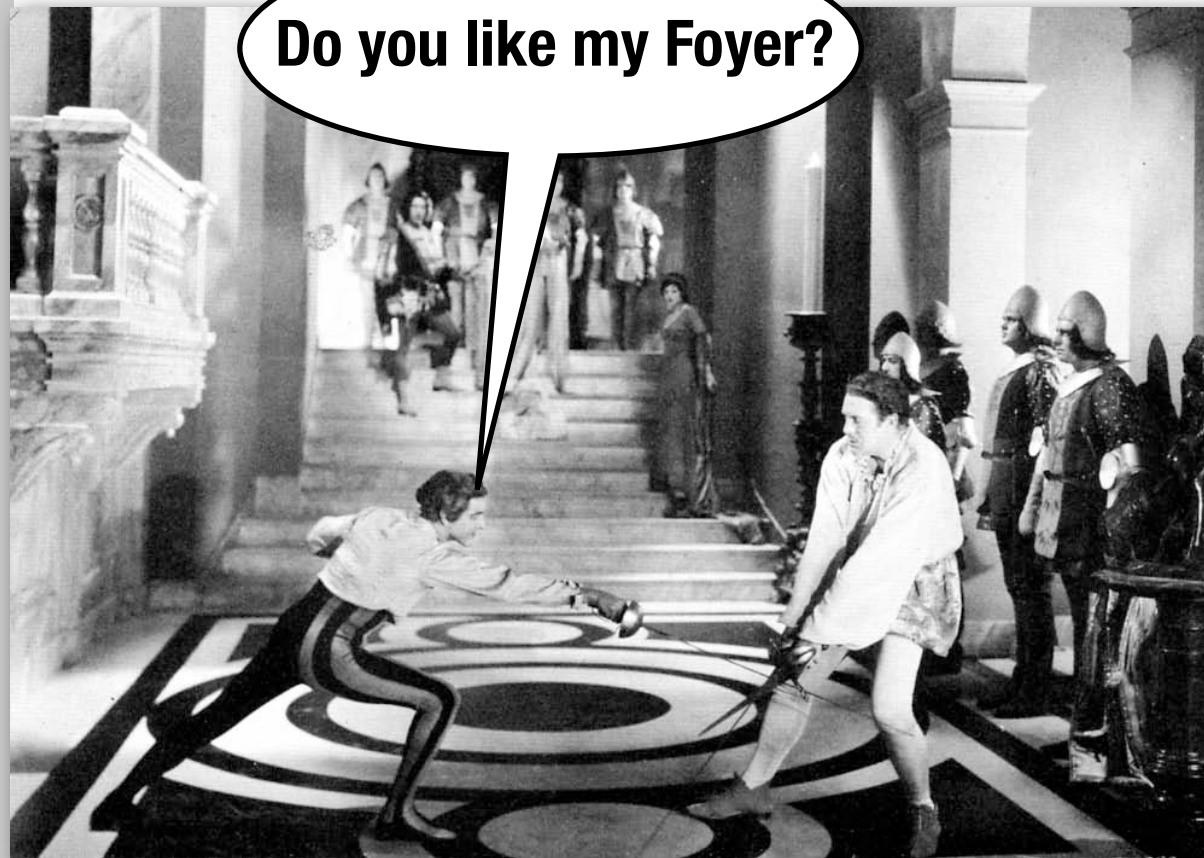
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Do you like my Foyer?

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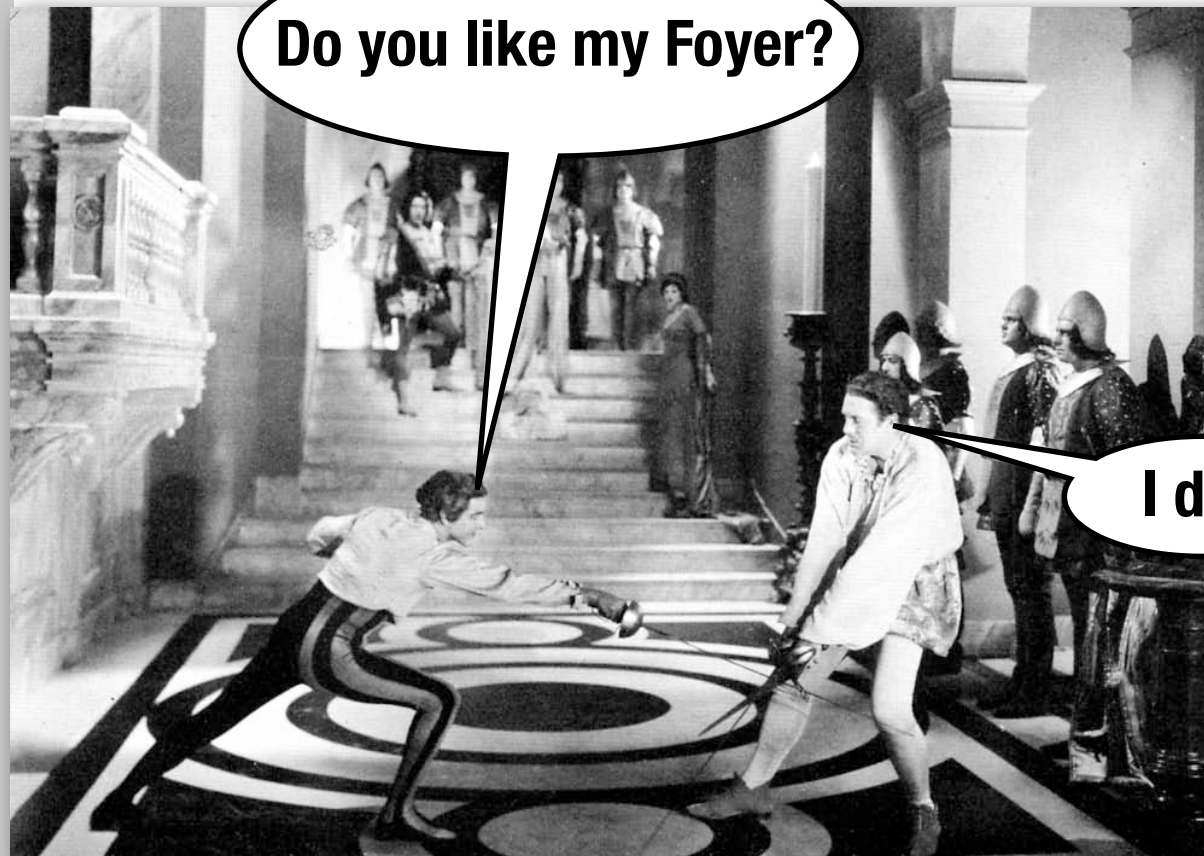
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# Early 1920s Silent Movies & Hollywoodland

The popular influence: **Silent  
Movie Stars** wanted to live  
in their

**I want my house  
to be like my  
stage set.**



**Douglas Fairbanks**

**Check out the exquisite  
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**I do!**

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# Early **1920s**

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1923 - Developers Brochure for Hollywoodland



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Late **1920s**

The Deception  
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**1926** - Florenstal Estate



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**Marc Appleton**

Author, Spanish Revival Architecture

**Grandparents owned Florenstal**



**1926** - Florenstal Estate

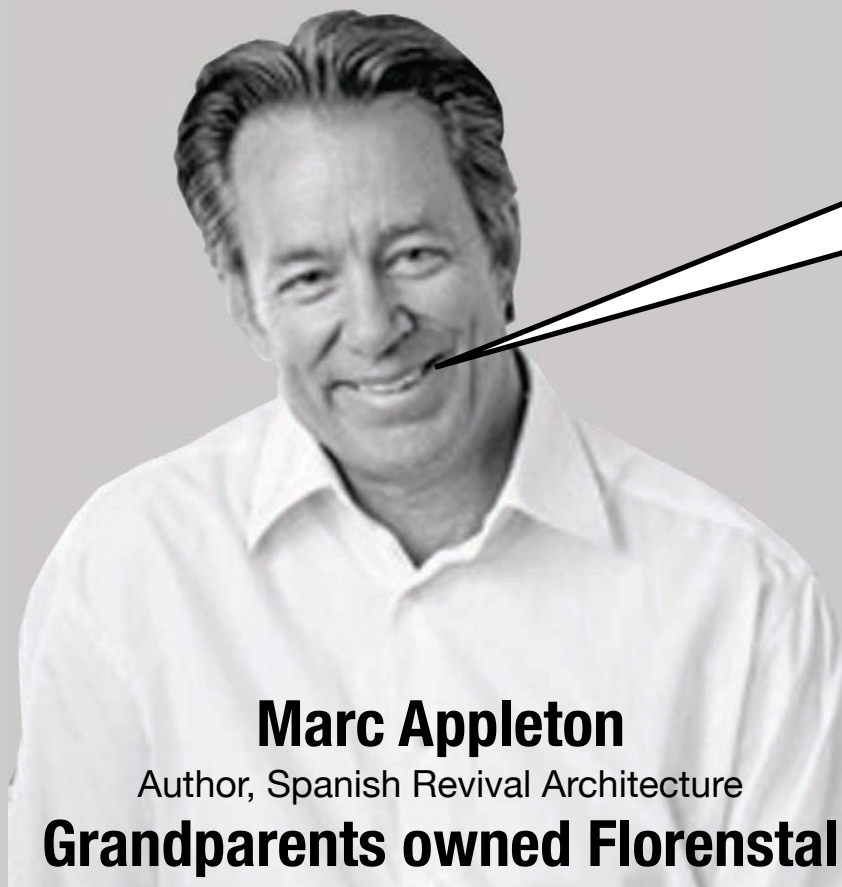
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*“My grandparents were well educated, cosmopolitan, upper-class New Yorkers with long-standing family roots in that part of the country. One might imagine they had no business leaving all this to move across the continent and assume a new “Spanish” identity, but they did, willingly inspired and wholeheartedly captivated by the notion that they could start over by reinventing another heritage for themselves. So complete, so sensitively understood and richly detailed was the result, that only a generation later we grand children easily accept Florenstal as our true ancestral home, time worn, beautifully overgrown and full of latent memories.” -*  
Mediterranean Domestic Architecture in the United States



late **1920s**

## Krafttile Plays a Roll

Kraftiles were manufactured  
in **Niles** *California*,

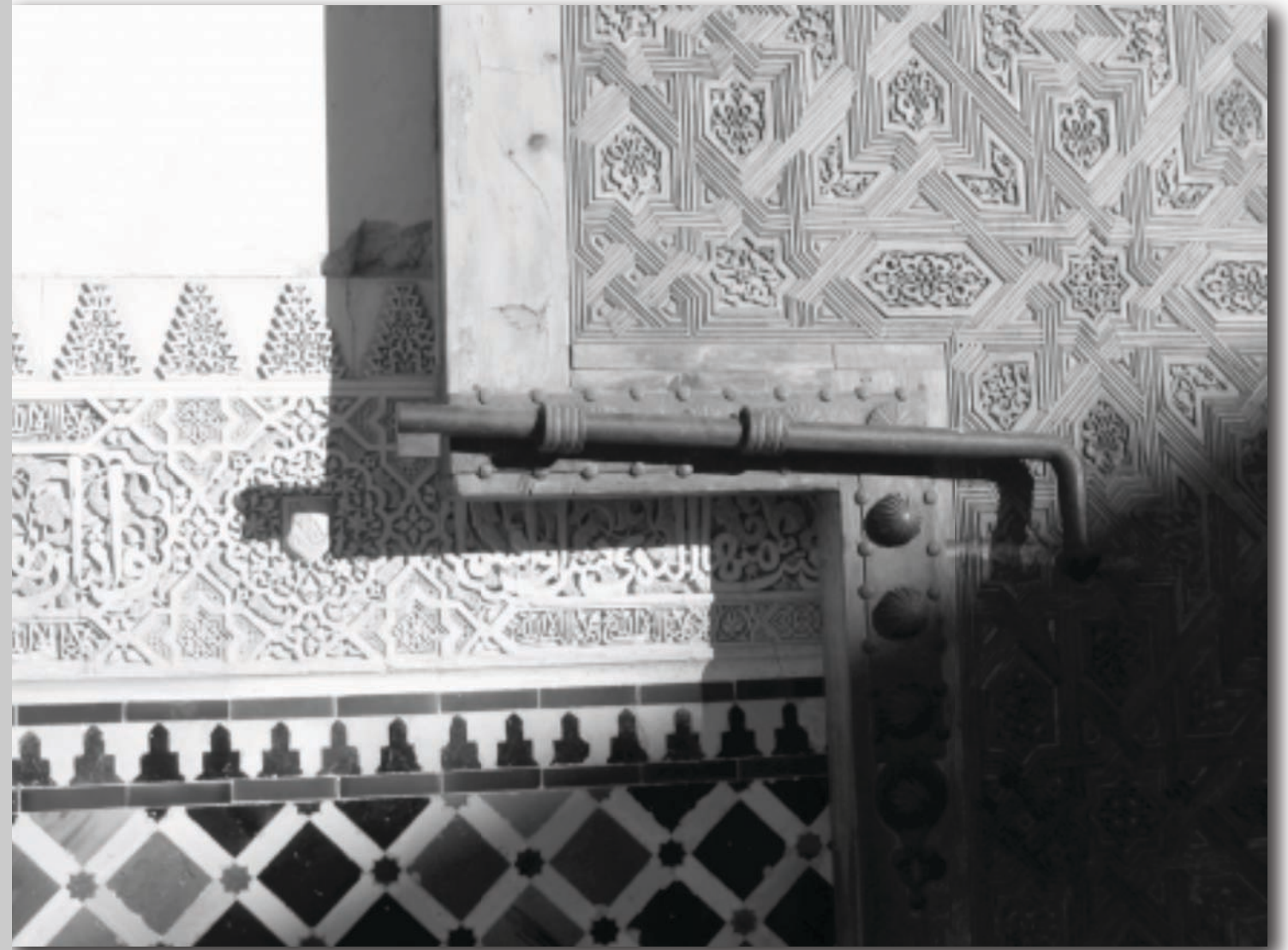
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Moorish (Islamic) Decorative Architectural Detail of Andalusia, Spain

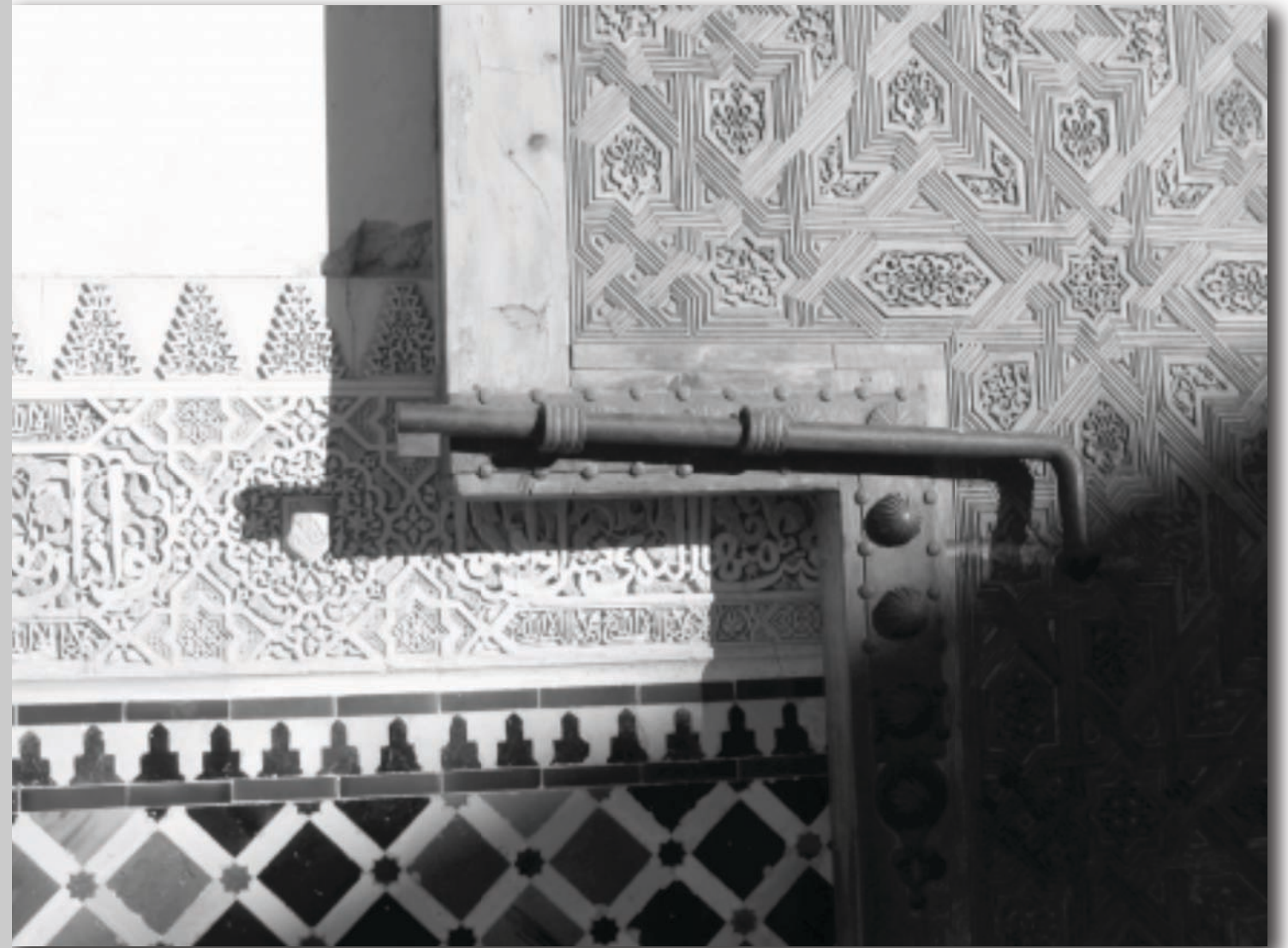


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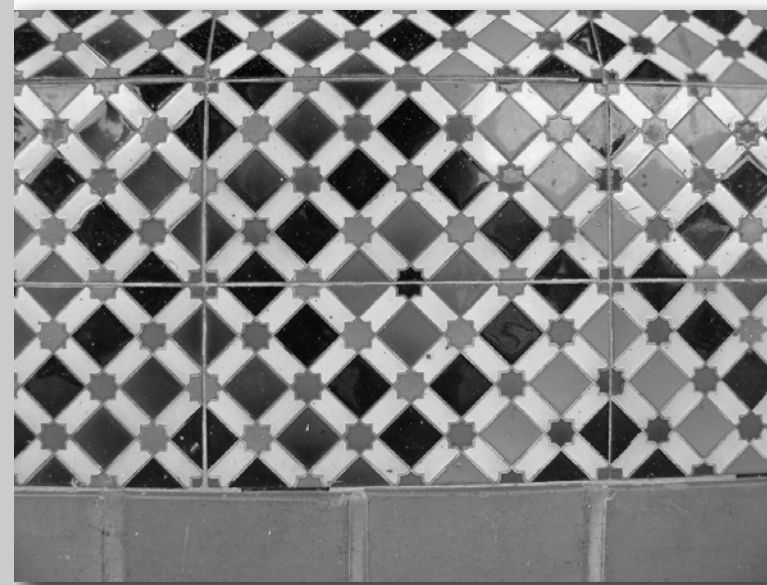
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Krafttile design pattern - Moorish influence

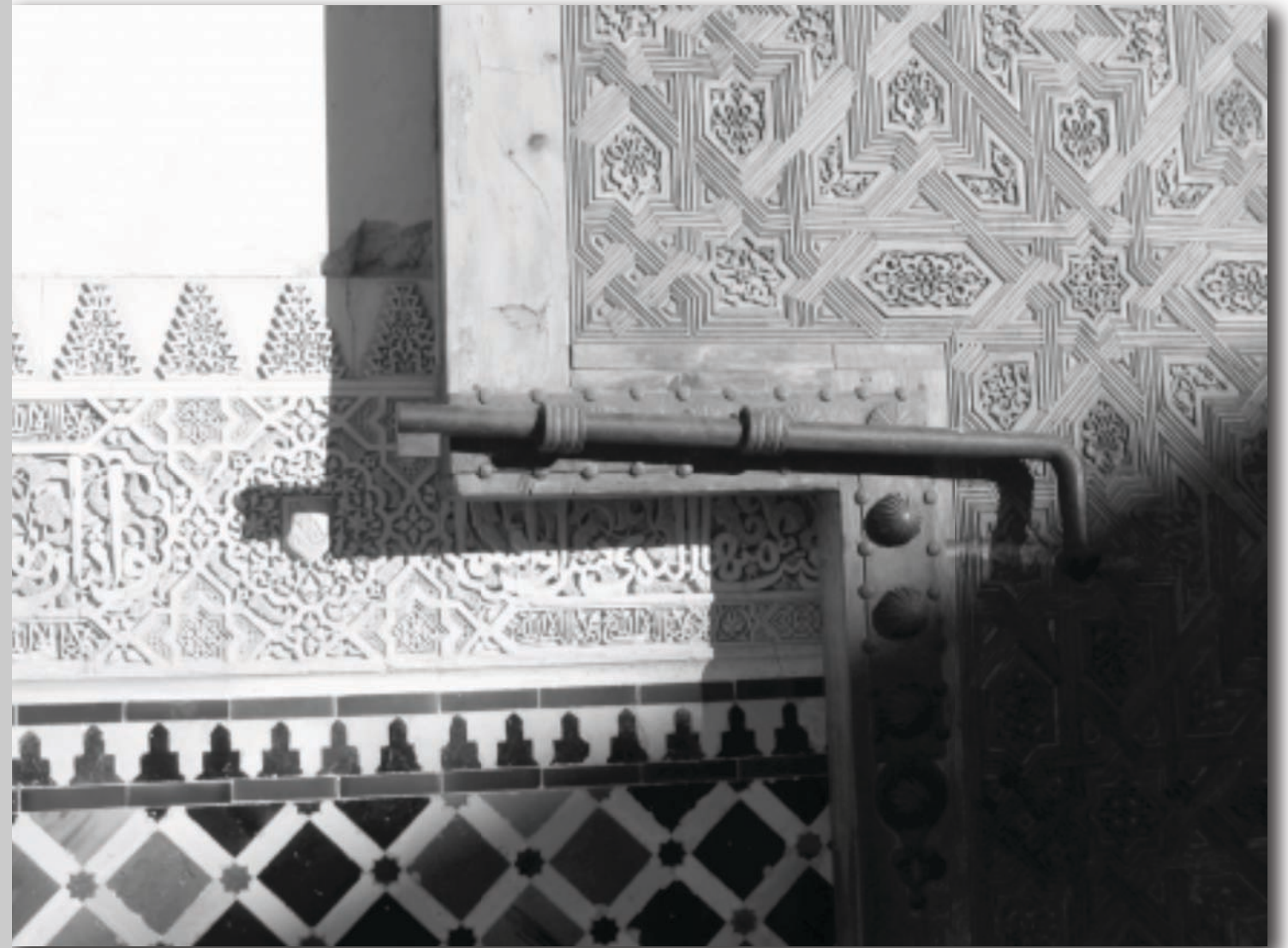


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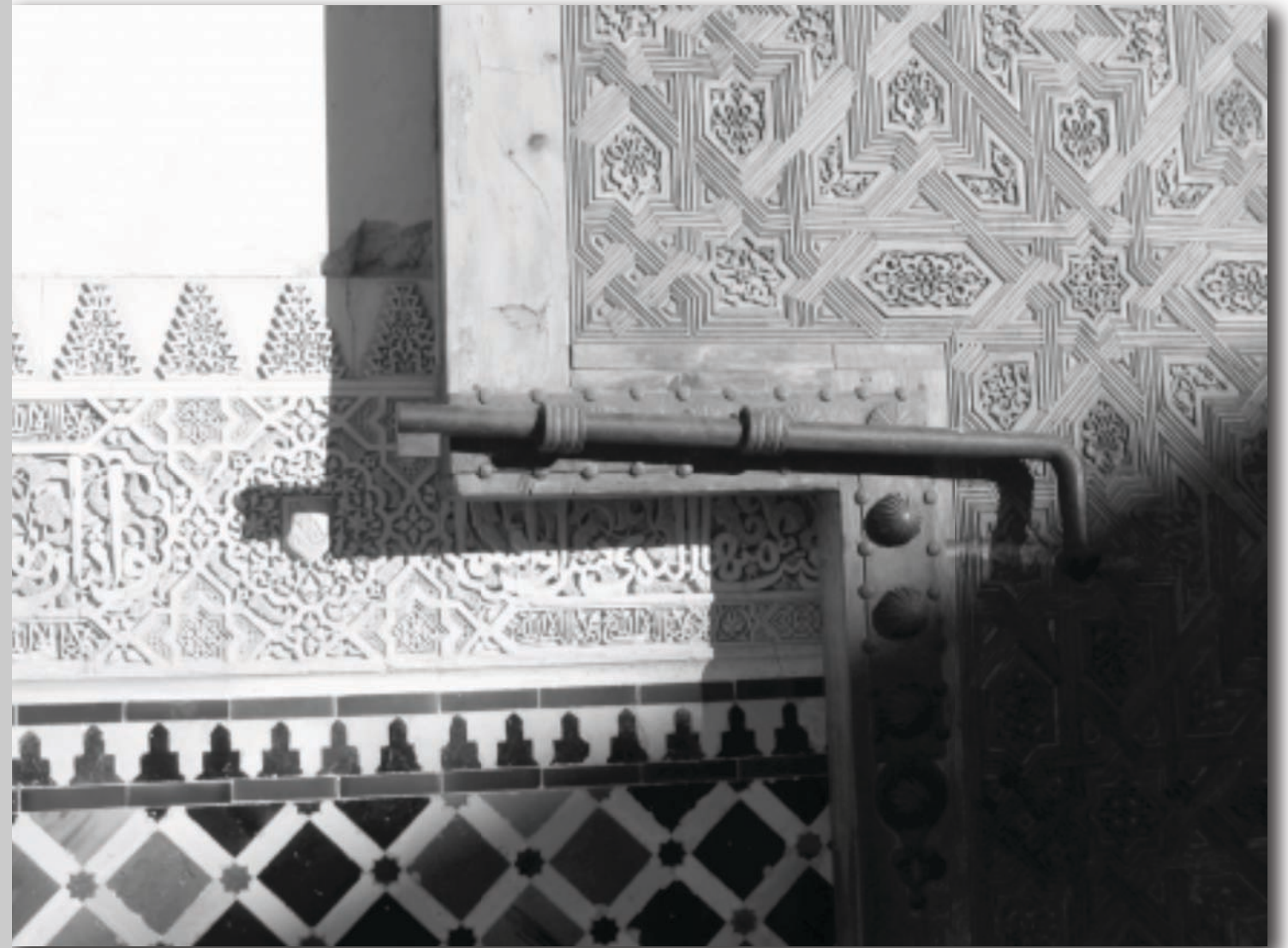


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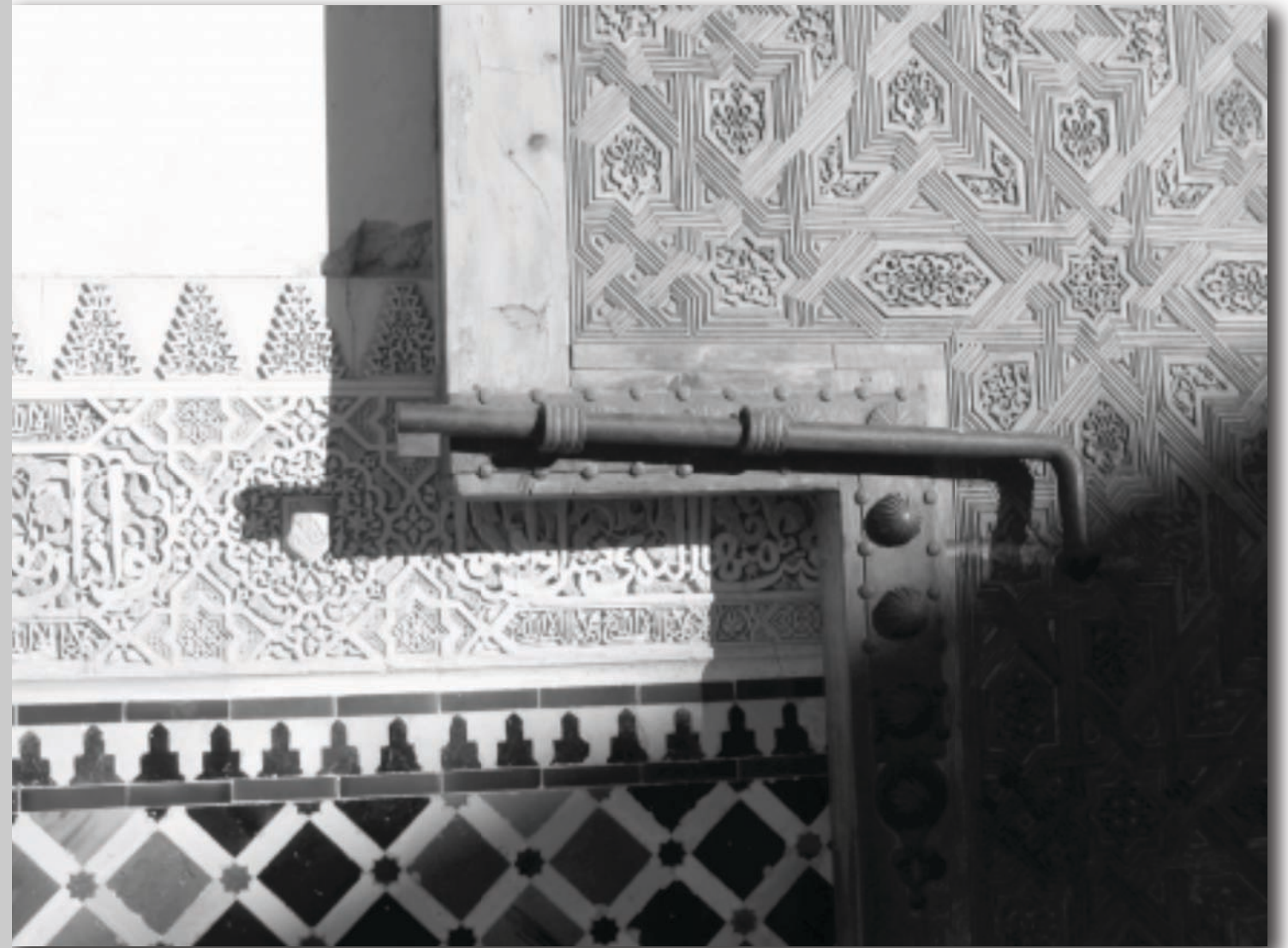


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late **1920s**

The Golden Years

Craftsmanship

late **1920s**  
The Golden Years

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**1928** - Casa de las Companas, Southern California



late **1920s**  
The Golden Years

Craftsmanship



**1928** - Casa de las Compañas, Southern California



late **1920s**  
The Golden Years

Craftsmanship



**1927** - La Loma de los Vientos, Southern California



late **1920s**  
The Golden Years

Craftsmanship



**1927** - Casa Pacifica, Southern California



late **1920s**  
The Golden Years

Craftsmanship



**1928** - El Paseo Building, Carmel, California



late **1920s**  
The Golden Years

Craftsmanship



**1926** - Ellsworth Building, Niles, California



late **1920s**  
The Golden Years

Craftsmanship



**1926** - Zwebell Residence, Southern California



late **1920s**  
The Golden Years

Craftsmanship



**1930** - WWI Veterans Hall, Niles California

late **1920s**  
The Golden Years

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**1930** - WWI Veterans Hall, Niles California



# 1930s

## The Final Years

Did Spanish Revival speak to  
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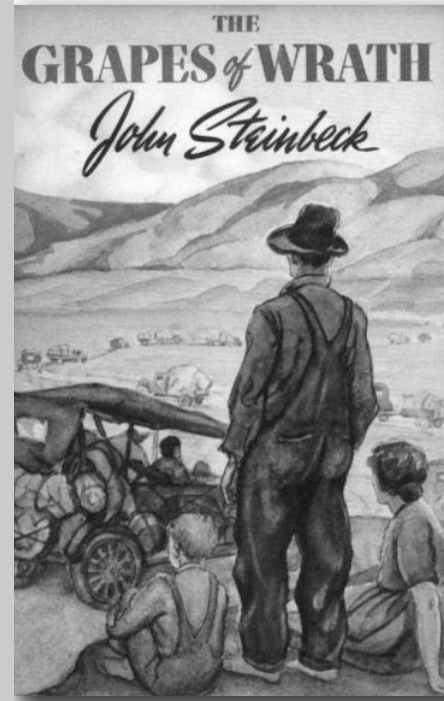
**1930s** - Native Mexican Farm Labor



# 1930s

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Did Spanish Revival speak to  
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**1930s** - Midwest Immigrant Farm Labor

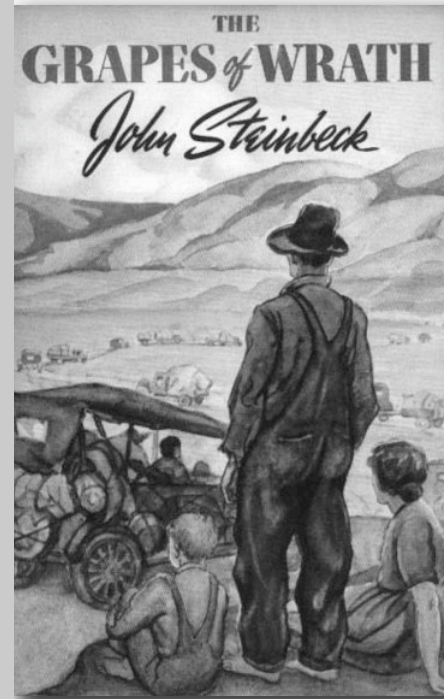


**1930s** - Native Mexican Farm Labor

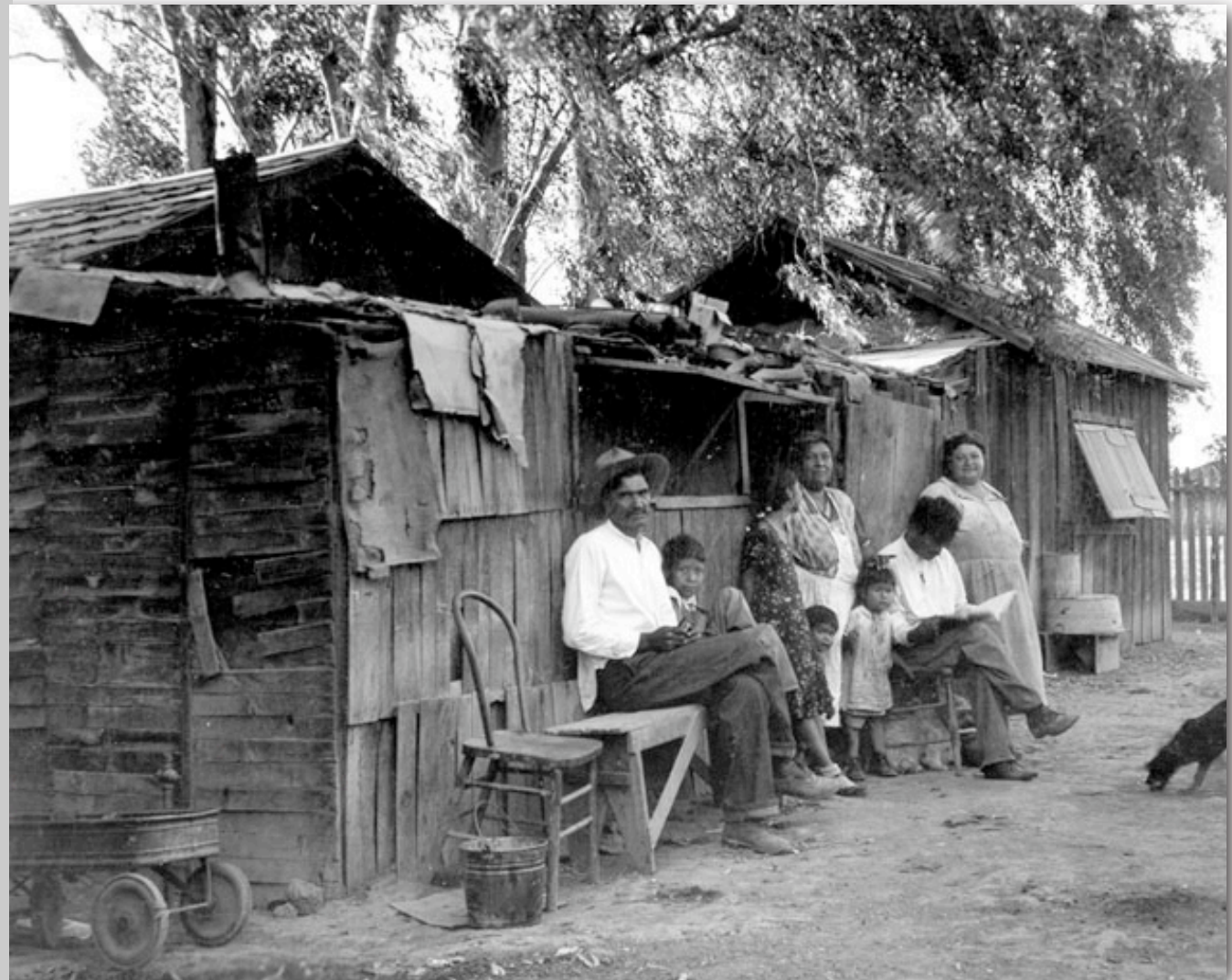
# 1930s

## The Final Years

Did Spanish Revival speak to  
the Mexican American  
culture in California?



**1930s** - Midwest Immigrant Farm Labor



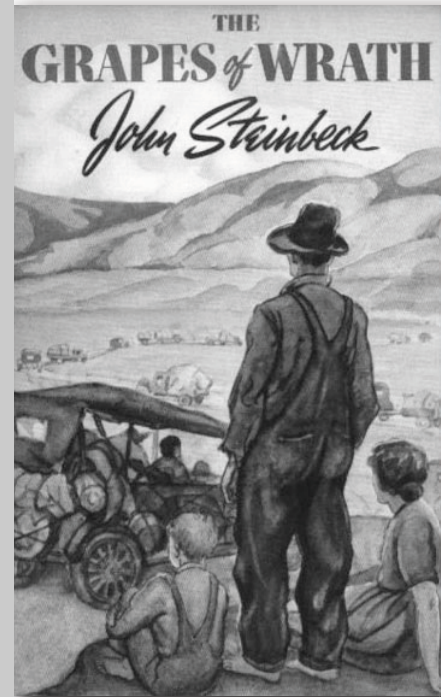
**1930s** - Native Mexican Farm Labor



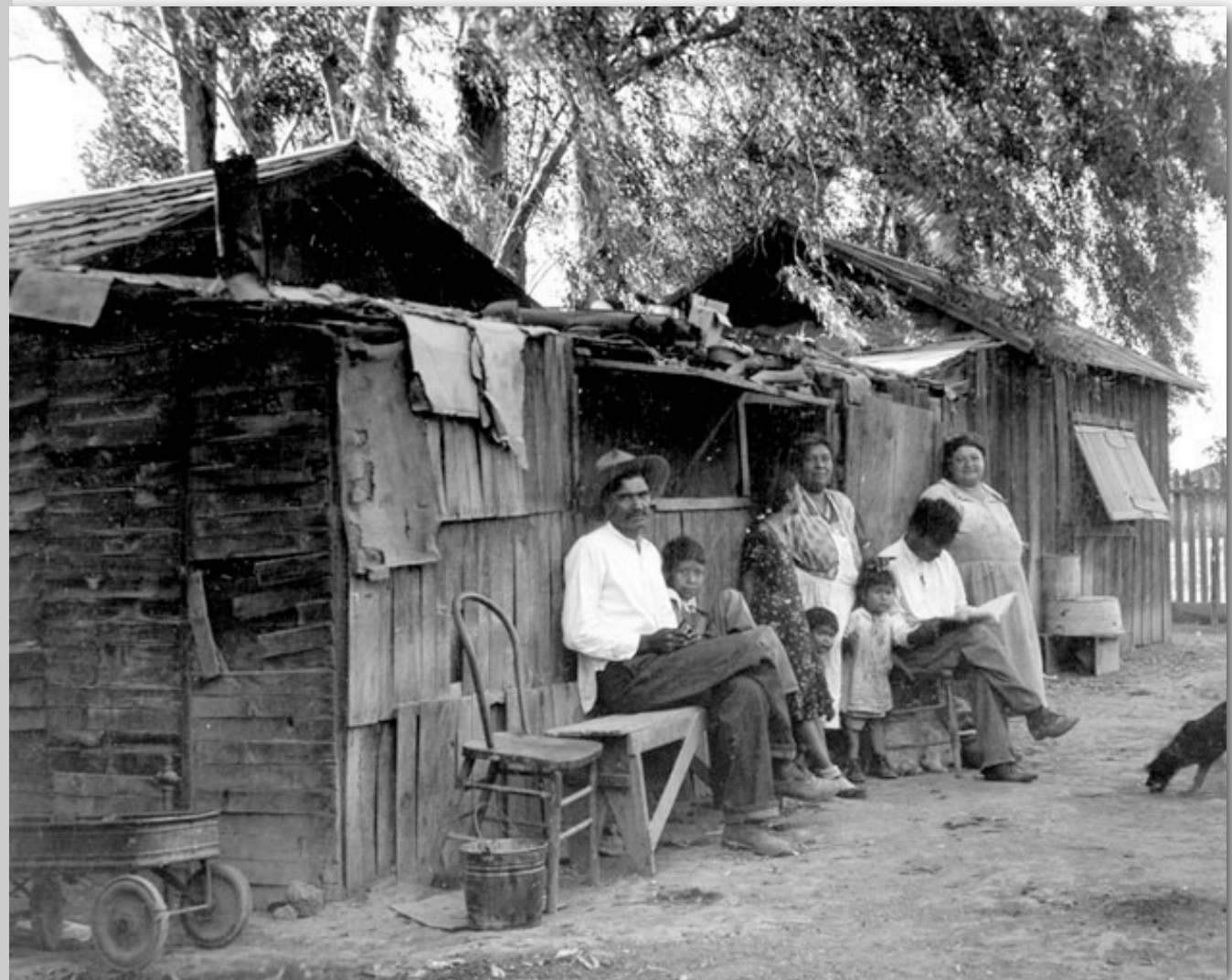
# 1930s

## The Final Years

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**1930s** - Midwest Immigrant Farm Labor



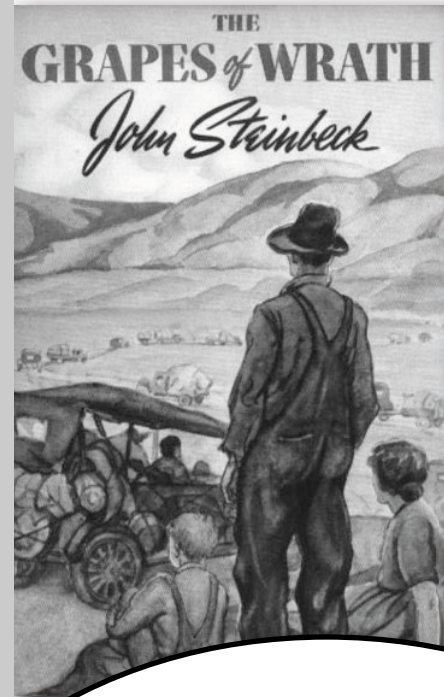
**1930s** - Native Mexican Farm Labor



# 1930s

## The Final Years

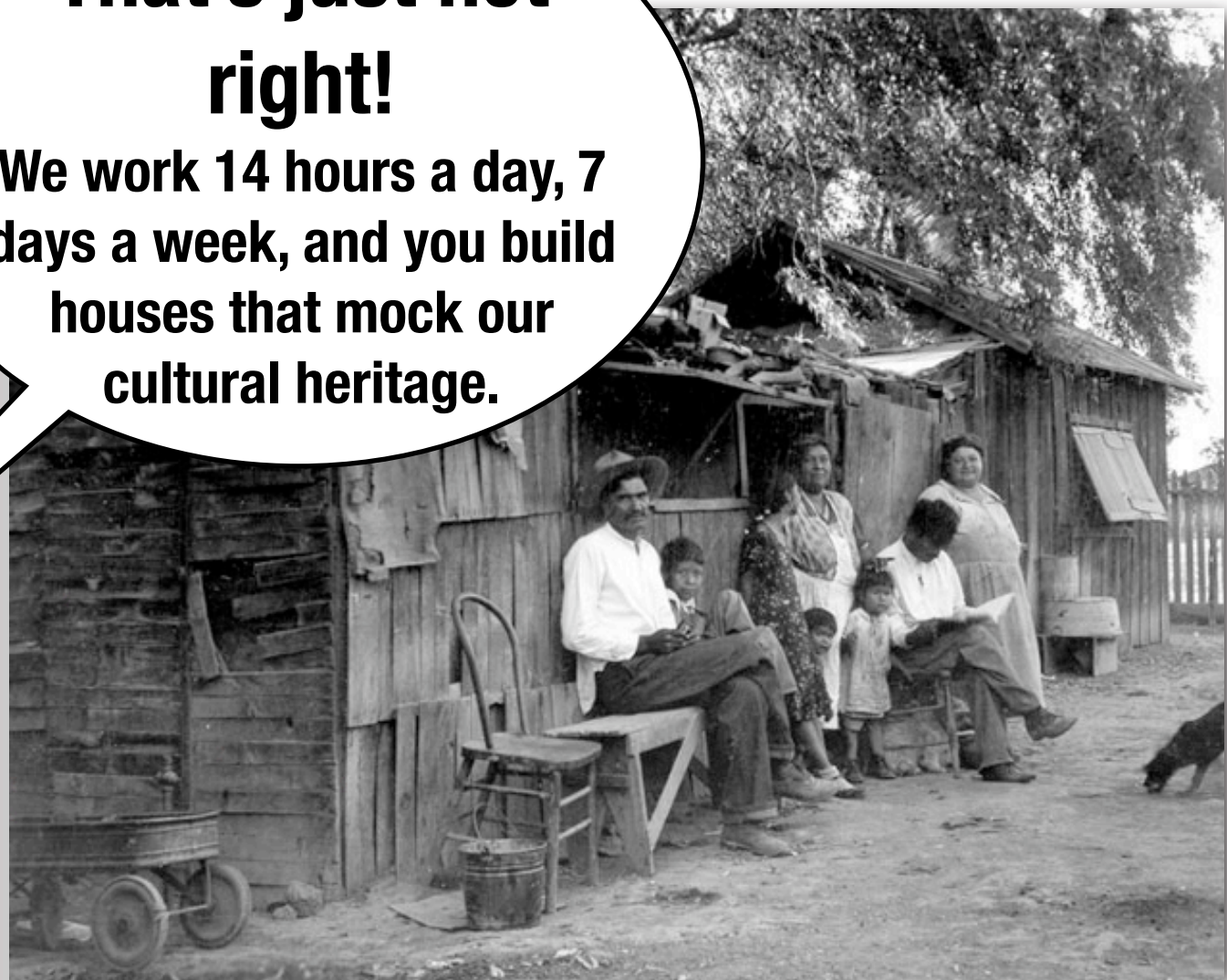
Did Spanish Revival speak to the Mexican American culture in California?



**That's just not right!**

**We work 14 hours a day, 7 days a week, and you build houses that mock our cultural heritage.**

Farm Labor



1930s - Native Mexican Farm Labor

Farm Labor



# 1930s

## The Final Years

Did Spanish Revival speak to  
the Mexican American  
culture in California?



**Farm Labor**

# 1930s

## The Final Years

Did Spanish Revival speak to  
the Mexican American  
culture in California?



Farm Labor

Spanish Revival  
becomes  
unpopular as it  
becomes  
politically  
incorrect



# 1930s

## The Final Years

Did Spanish Revival speak to  
the Mexican American  
culture in California?

# The GREAT DEPRESSION



Farm Labor

late **1930s**

## The Fantasy Works on Anything

How did the Real Estate  
market take advantage of the  
Spanish Revival fantasy?



late **1930s**

The Fantasy Works  
on Anything

**Don't Stop!**

More arches, more tile;

sell, sell, **sell!**



**Real Estate Industry**

late **1930s**

The Fantasy Works  
on Anything

**Don't Stop!**

More arches, more tile;

sell, sell, **sell!**



1930s - Niles, California



**Real Estate Industry**



late **1930s**

The Fantasy Works  
on Anything

**Don't Stop!**

More arches, more tile;

sell, sell, **sell!**



**Real Estate Industry**



**1930s** - Niles, California



**1930s** - Niles, California

# 1940 - 1970

## It Just Gets Worse

Developers have no limits



**Real Estate Industry**



# 1940 - 1970

## It Just Gets Worse

Developers have no limits



Real Estate Industry





# 1940 - 1970

## It Just Gets Worse

Developers have no limits

Arches and clay tile;  
**YOU BETCHA** it's  
Spanish Revival!



Real Estate Industry





# Today

## The Risk of Cultural Deception

Was Spanish Revival Style a common architectural language, which even the common builder understood and successfully practiced?



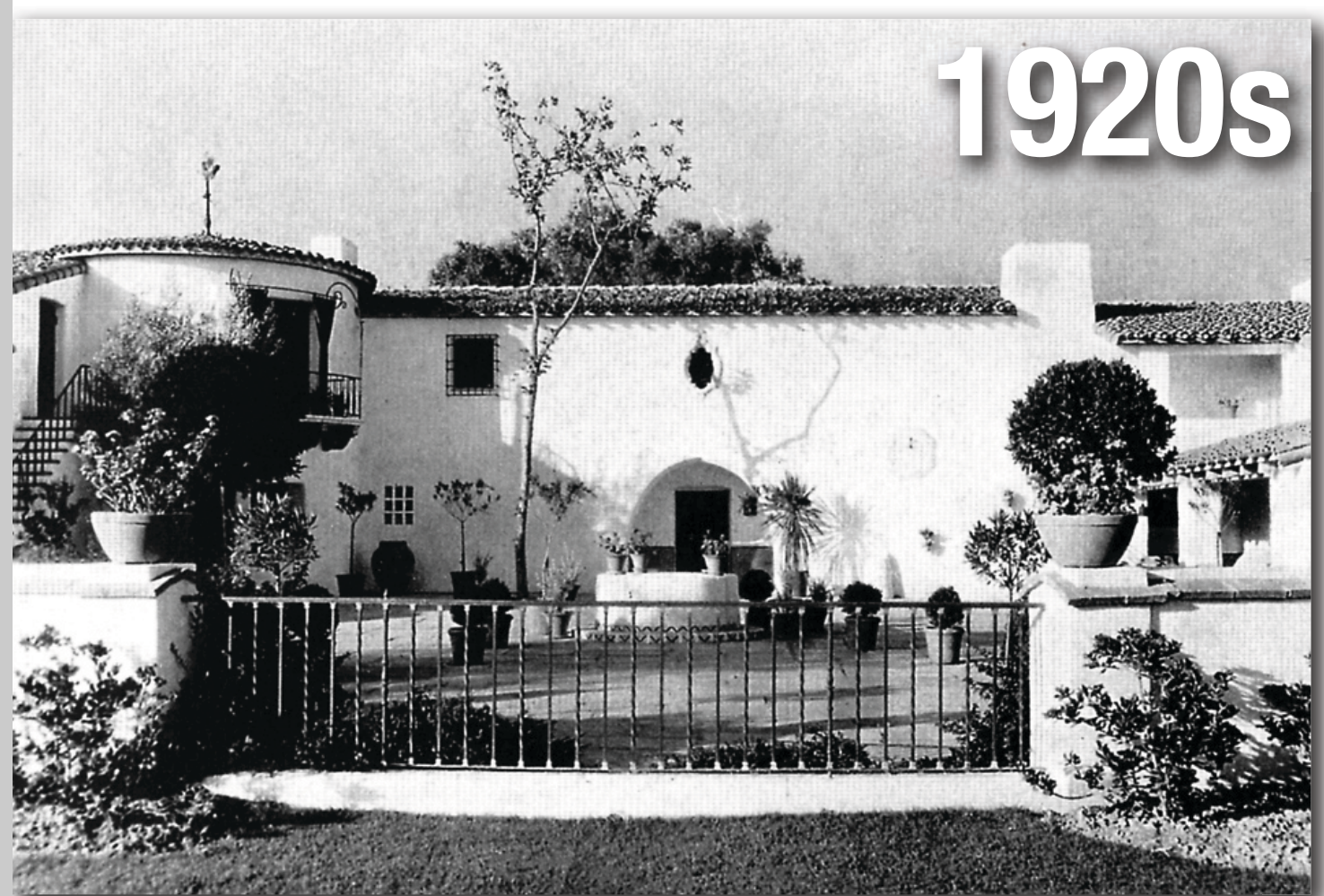


# Today

## The Risk of Cultural Deception

Was Spanish Revival Style a common architectural language, which even the common builder understood and successfully practiced?

1920s

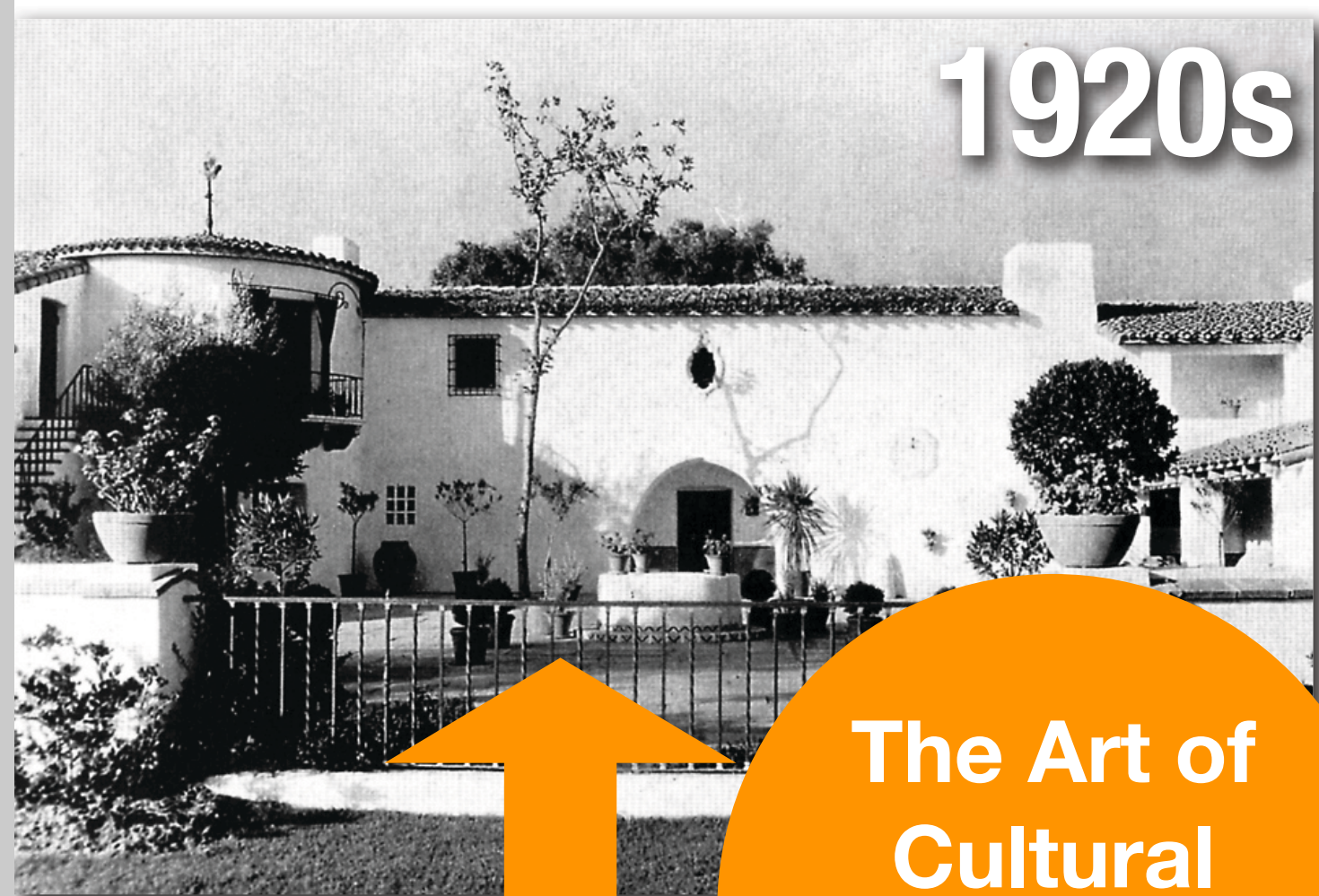




# Today

## The Risk of Cultural Deception

Was Spanish Revival Style a common architectural language, which even the common builder understood and successfully practiced?



**The Art of Cultural Deception has been lost**

# 1970s

Required to be  
Spanish Revival



# 1970s

Required to be  
Spanish Revival



**Design Review Board**

# 1970s

Required to be  
Spanish Revival

**Let's require Mission San Jose  
to be Spanish Revival**

**Design Review Board**





# 1970s

## Required to be Spanish Revival

Let's require Mission San Jose  
to be Spanish Revival

Design Review Board



1970s - Mission San Jose, Fremont CA

# 1980s

## The Church Invests in the Past



# 1980s

## The Church Invests in the Past



**1950s** - Mission San Jose Catholic Church, Fremont CA

# 1980s

## The Church Invests in the Past

Let's get rid of the old Church  
and build a new one that looks  
just like the old one.



**Catholic Church**



**1950s** - Mission San Jose Catholic Church, Fremont CA



# 1980s

## The Church Invests in the Past

Let's get rid of the old Church  
and build a new one that looks  
just like the old one.



**Catholic Church**



**Historic Mission**

**1950s** - Mission San Jose Catholic Church, Fremont CA

# 1980s

## The Church Invests in the Past

Let's get rid of the old Church  
and build a new one that looks  
just like the old one.



**Catholic Church**



## Move it to San Mateo

**1950s** - Mission San Jose Catholic Church, Fremont CA



# 1980s

## The Church Invests in the Past



**Catholic Church**



**1985** - New Mission San Jose Catholic Church, Fremont CA

# 1980s

## The Church Invests in the Past

**Yea baby,  
that's what I'm  
talking about!**  
Just like the old days.



**Catholic Church**



**1985** - New Mission San Jose Catholic Church, Fremont CA



**1980s**

**The Church Invests  
in the Past**

# REPLICA

**Yea baby,  
that's what I'm  
talking about!  
Just like the old days.**

**Made of concrete,  
and no one can  
tell.**

**Catholic Church**



**1985** - New Mission San Jose Catholic Church, Fremont CA

# Today

## The Risk of Cultural Deception



**Today**

The Risk of Cultural  
Deception

Is the false  
historicism of  
Spanish Revival  
worth  
continuing?

# Today

## The Risk of Cultural Deception



**1990s** - Historic Mission San Jose District, Fremont, California



# Today

## The Risk of Cultural Deception



**Design Review Board**



**1990s** - Historic Mission San Jose District, Fremont, California



# Today

## The Risk of Cultural Deception



**Design Review Board**



**1990s** - Historic Mission San Jose District, Fremont, California



# Today

## The Risk of Cultural Deception

It looks like  
Spanish Revival  
to me?

Design Review Board



1990s - Historic Mission San Jose District, Fremont, California



# Today

## The Risk of Cultural Deception

It looks like  
Spanish Revival  
to me?

It has arches  
and clay tile.

Design Review Board



1990s - Historic Mission San Jose District, Fremont, California



# Today

## The Risk of Cultural Deception

It looks like  
Spanish Revival  
to me?

It has arches  
and clay tile.

Design Review Board

# APPROVED



1990s - Historic Mission San Jose District, Fremont, California

# Today

## The Risk of Cultural Deception



**Today**

**The Risk of Cultural  
Deception**

**How is the false  
historicism of  
Spanish Revival  
continued?**

**Today**

**The Risk of Cultural  
Deception**

**Is the skill  
simply  
transferred  
from  
generation to  
generation?**

**How is the false  
historicism of  
Spanish Revival  
continued?**



# Today

## The Risk of Cultural Deception

**Today**

**The Risk of Cultural  
Deception**

**Look what  
happens**



# Today

## The Risk of Cultural Deception

# Look what happens



**2000s** - Fremont, California



**Today**

**The Risk of Cultural  
Deception**

**Look what  
happens**



**2000s** - Fremont, California



# Today

## The Risk of Cultural Deception

# Look what

Arches and clay tile;  
**YOU BETCHA** it's  
Spanish Revival!



**Real Estate Industry**



**2000s** - Fremont, California

# Today

## The Risk of Cultural Deception



