The Old World in the New: Florida Discovers the Arts of Spain

Richard L. Kagan
Johns Hopkins University
Samuel Colman, Views of the Alhambra and Granada ca. 1865
Hotel Ponce de Leon (now Flagler College, St. Augustine, 1887)
Stanford White (arch.), Madison Square Garden, NY  1890
A. Page Brown (arch.), Ferry Terminal, San Francisco, CA, 1898
Wrigley Building, Chicago, ILL  1920
Giralda Tower, Kansas City, 1920-1923
Biltmore Hotel, Coral Gables, Florida  1926
Increasing Popularity of El Greco, the Spanish Painter, Among Collectors in This Country.

ART AT HOME AND ABROAD

In the Metropolitan Museum, New York, there is a picture of the Virgin that is one of the earliest and most celebrated works of El Greco. It is a painting of the Virgin and Child, done in the characteristic style of El Greco, with its elongated figures and dramatic lighting. This picture was painted in the early 16th century, when El Greco was at the height of his powers. The painting is now part of the permanent collection of the Metropolitan Museum, along with many other works by El Greco and other great masters of the Spanish school. The museum is open to the public, and visitors can see this painting and many others by El Greco in person. The museum is located in Manhattan, New York, and is one of the largest and most important art museums in the world.

OLD SPAIN ENTERS THE AMERICAN HOME

The old world enters the American home in a new way through the work of the Spanish Revival style. This style, which has been gaining in popularity in recent years, is characterized by its use of classical elements and materials from the Mediterranean region. The style is often associated with the architecture of Spanish colonialism, and it has been used to create homes that are both elegant and functional.

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The Spanish Influence
Upon Winter Fashions
Anticipated by
The Wanamaker Store

For many weeks we had heard rumors in Paris that some of the successor houses had turned to Spain for new inspirations. It seemed logical, as frequently Spanish fashion artists have been guided by current events.

Last Spring when His Royal Highness the Prince of Wales—more a hosiery expert than a French etiquette expert—there was a renewed interest in that exquisite and colorful land—and when thinking of it one does not stop at the frontier for immediately there begins in the imagination the lovely Blasque country of Spain.

Then this Summer that exquisite and fascinating Spanish artist, Auguste Reimer, has had a great success in Paris. When seeing and hearing her one cannot refrain from thinking of colorful Spain.

So We Went to Spain

Our own Fashion representatives went in Spain—to see the source of this new inspiration—to get original documents of art that could be reproduced so that Wanamaker Spanish-inspired fashions might be authentic, and EXCLUSIVE—and more beautiful.

The important gathering, museums, and palaces of Spain were visited in our search for modern-day Spanish inspirations and even costumes of the former time. We learned much from the great Spanish families, which so interpret the fashions for which Spain had dowered the imagination.

And then these translated tricks of old romances were brought to New York—and immediately upon their arrival several of our best fitters and dressmakers collaborated with us so that we might keep pace with the time.

Spanish-inspired Fashions
for the Winter Season

The collection includes dresses, wraps, and suits for women; also tricks for Miss 14 to 26—also uniforms.

P.S. Recent cables from our Paris House confirm the early rumors—some of the leading couturiers have sounded the Spanish note in their Winter fashions.

Concha Piquer, 1923
Washington Irving (1783-1859)
Mary Cassatt

On the Balcony  1873

After the Bullfight  1873
John Singer Sargent. *El Jaleo* 1882
William Merritt Chase. *Sunny Spain*. 1882. Private Collection, NY
Helen Hunt Jackson (1830-1885)
Maynard Dixon. Portrait Sketch of Charles Lummis. 1897
Columbian World Exhibition, Chicago, 1893
Pan-American Exposition, Buffalo, New York. 1901
B. G. Goodhue (arch.). California Bldg., San Diego CA 1915
Old “Cathedral,” St. Augustine
William Cullen Bryant (1794-1878)
Magnolia House Hotel
THE
HISTORY AND ANTIQUITIES
OF THE CITY OF
ST. AUGUSTINE, FLORIDA,
FOUND A.D. 1565.
CONTAINING
SOME OF THE MOST INTERESTING PORTIONS
OF THE
EARLY HISTORY OF FLORIDA.

BY
GEORGE R. FAIRBANKS,
VICE-PRESIDENT OF THE FLORIDA HISTORICAL SOCIETY.

NEW YORK:
CHARLES B. NORTON,
AGENT FOR LIBRARIES.
1858.

HISTORY OF FLORIDA
FROM ITS DISCOVERY BY PONCE DE LEON,
IN 1513, TO THE CLOSE OF THE
FLORIDA WAR, IN 1848.

BY
GEORGE R. FAIRBANKS.

PHILADELPHIA:
J. B. LIPPINCOTT & CO.
JACKSONVILLE, FLA.
COLUMBUS, OHIO.
1871.
Ponce de Leon Hotel, 1888

Thomas Hastings
Villa Zorayda, Frank Smith, arch.
Official Program

PONCE DE LEON CELEBRATION

St. Augustine, Fla.

APRIL 8-9-10

1924

Price 25 Cents
Henry Plant

Tampa Bay Hotel (under construction)
Ca da´Zan (Dwight J. Baum, arch.), Sarasota, Fl 1924-1926
Hotel Rolyat, St Petersburg, FL ca. 1925
Rolyat Hotel, St. Petersburg, FL, 1925

Torre de Oro, Seville
Villa Vizcaya (Paul Chalfin, F. B. Hoffman, arch.), Coconut Grove, 1914-1916
Eagle’s Nest, Northport, Long Island, 1928

Plaza de Lago, Wilmette, IL,

Spanish Revival Style House, Baltimore, MD ca. 1925
Coral Gables, Fl

A SPANISH CITY IN FLORIDA

The Spanish tradition which is inseparable from Florida has inspired the architecture of Coral Gables

VIRGINIA ROBIE

The Spanish explorer Redondo was associated with the Spanish adventurers, Hernando de Soto, and the nearby little city of St. Augustine, which was named for the Spanish explorer. St. Augustine is the site of the oldest permanent settlement in the United States, founded in 1565.

The Spanish influence is still evident in the architecture of Coral Gables, with its mission-style buildings and colorful Spanish tiles.

MAY 1923

Follow the Golden Galleon. Where your "Castles in Spain" are made real!
Biltmore Hotel, Coral Gables, Florida  1926
Coral Gables, Fl : “La Puerta del Sol.” 1925
De Soto Fountain, Coral Gables, Florida
Addison Mizner (1872-1933)
Everglades Club, Palm Beach, Fl. 1918
Addision Mizner: “Patio de las Naranjas,” Everglades Club, 1918
“Mirasol”
THERE are many pots that accommodate small trees, and thus be placed to best advantage as they grow. The pots and bowls, such as Fern Bowls and Lien's pots, lend themselves excellently to many indoor plants. You will find them large enough to accommodate any sized indoor plant, thus insuring more luxuriant growth. When used indoors, they should be placed on an even surface, which can be supplied. See price list.

MIZNER Glazed Pottery may be obtained in the following distinctive colors: Mizner Blue (turquoise), Light Blue, Valencia Blue, Light Green, Green, Neutral Green, Yellow, Orange, Red, Brown, Blue Black, Black and other colors not listed. All color shades have been selected especially because of their harmonizing values. Write for information regarding colors not listed. All prices F. O. B. factory.
The "dining hall," modeled upon the Fifteenth Century hospital at Vich in Catalonia, according to Mizner publicity releases. Photograph from The Florida Architecture of Addison Mizner.
Charming Spanish Homes
—at Boca Raton $7350—

Gems of beauty—these Spanish bungalows have a large living room with high ceiling and beautiful finish in cypress, two large bedrooms with spacious closets, kitchen, breakfast room and bath.

They stand on plots 45 x 100, beautifully landscaped and only five minutes from the

RITZ-CARLTON CLOISTER
And the Beach

Go down to Boca Raton today and inspect one of the sample houses. The house you buy may be finished to your individual taste.

Buy now in the early development period. Enjoy the wonderful, open life of Boca Raton and assure yourself the potential profits from early investment.

Harry Vought & Company
Via Mizner, Palm Beach  Phones 1375-1384-J

[Handwritten date: 2/2/1930]
Character, literature, a society worthy the name, are yet to be establish´d...To that composite American identity of the future, Spanish character will supply some of the most needed parts. No stock shows a grander historic retrospect–grander in religiousness and loyalty, or for patriotism, courage, decorum, gravity and honor... It is time to realize– for it is certainly true–that there will not be found any more cruelty, tyranny, superstition, etc., in the résumé of past Spanish history than in the corresponding résumé of Anglo-Norman history. Nay, I think there will not be found so much).

As to the Spanish stock of our Southwest, it is certain to me that we do begin to appreciate the splendor and sterling value of its race element. Who knows but that element, like the course of some subterranean river, dipping invisibly for a hundred or two years, is now to emerge in broadest flow and permanent action?

–Walt Whitman, “The Spanish Element in Our Nationality” 1883
Lillian Snell Home, Granada Terrace, St Petersburg, FL
Coral Gables Congregational Church  1926
Villa Flora  1898  st a
Buena Vista  Deering home
“Freedom Tower,” Miami, FL 1925