

PICCADILLY CINEMA

181-193 O'Connell Street

Dan Clifford was a prominent promoter of cinemas and the motion picture industry in South Australia. Born in Adelaide in 1887 his career included purchase of the Wondergraph network of cinemas and a period as president of the Motion Picture Exhibitors 1932-35. At the time of his death in 1942 he owned the Star Circuit of 20 suburban and country cinemas. On the 23 October 1940, the *Advertiser* reported:

The opening of the new and modern Piccadilly at O'Connell Street, North Adelaide, tonight by D. Clifford Theatres Ltd. will be a big step forward in the history of this enterprising Adelaide company. The building which has been designed by Messrs. Evans Bruer and Hall, architects, of Adelaide in conjunction with Mr. Gus Crick of Sydney will cost about £26,000 and has seating accommodation for 1,500. Mr. R.J. Nurse of Norwood is the contractor . . . The imposing structure . . . has attracted a lot of attention because of the elegance of its design. The whole of the internal walls are finished in an ivory texture and silver ash doors and internal fittings give an artistic finish to the spacious foyers and the hall. Ultra modern lighting has been installed.

The Piccadilly was one of the last cinemas erected before the Second World War stopped construction of buildings for almost six years. Ross Thorne in *Cinemas of Australia via U.S.A.* described the building as being at a cross-roads in design, with no particular theme connecting its design elements.



(CD Ref 1345/74)

Chevron shaped windows harkened back to the jazz style, providing light to the sweeping curved main stair. Most other windows were rectangular or circular and half-circular. The ceiling of the upper foyer was of a simple Moderne style with a sweep of smooth fibrous plaster:

The smooth side walls were decorated by large streamlined wheels with a centre slip-stream motif projecting towards the proscenium a short distance and being taken up by a thin mould line which swept down in a curve and returned towards the rear of the auditorium.

The cinema has retained its integrity both within and without. It stands as a major feature of O'Connell Street because of its scale, design and corner site.

Heritage of the City of Adelaide

Advertiser, 23 October 1940, 11 December 1942; MLSA, Historical photographs (Town Acre 944); Thorne, R., *Cinemas of Australia via U.S.A.*, 1981, p. 263.

The text in this Information Sheet was copied from the **Heritage of the City of Adelaide: *An Illustrated Guide***, (1996). The photographs contained in this Information Sheet are a selection of those held by Heritage Services, in digital format.

The property described in this Information Sheet is included in the Register of State Heritage places. A heritage listing does not mean or imply right of access by the public to such properties.

The heritage related Principles of Development Control as well as the Precinct specific objectives and Principles of Development Control are contained in the Adelaide (City) Development Plan. These should be referred to in whole when contemplating any development.

Further information on the Heritage Incentives Scheme, an initiative of Council to sponsor timely and appropriate conservation action is available upon request of the Customer Service Centre.



CITY OF ADELAIDE HERITAGE STUDY

The City Heritage Register-Definition of Items

Prepared by the Dept. of Planning and Development

Item	PICCADILLY CINEMA	Building No 29/0312
Address	2-10 Childers Street, North Adelaide; 181-193 O'Connell Street	CT 2479/136 CT 2479/137

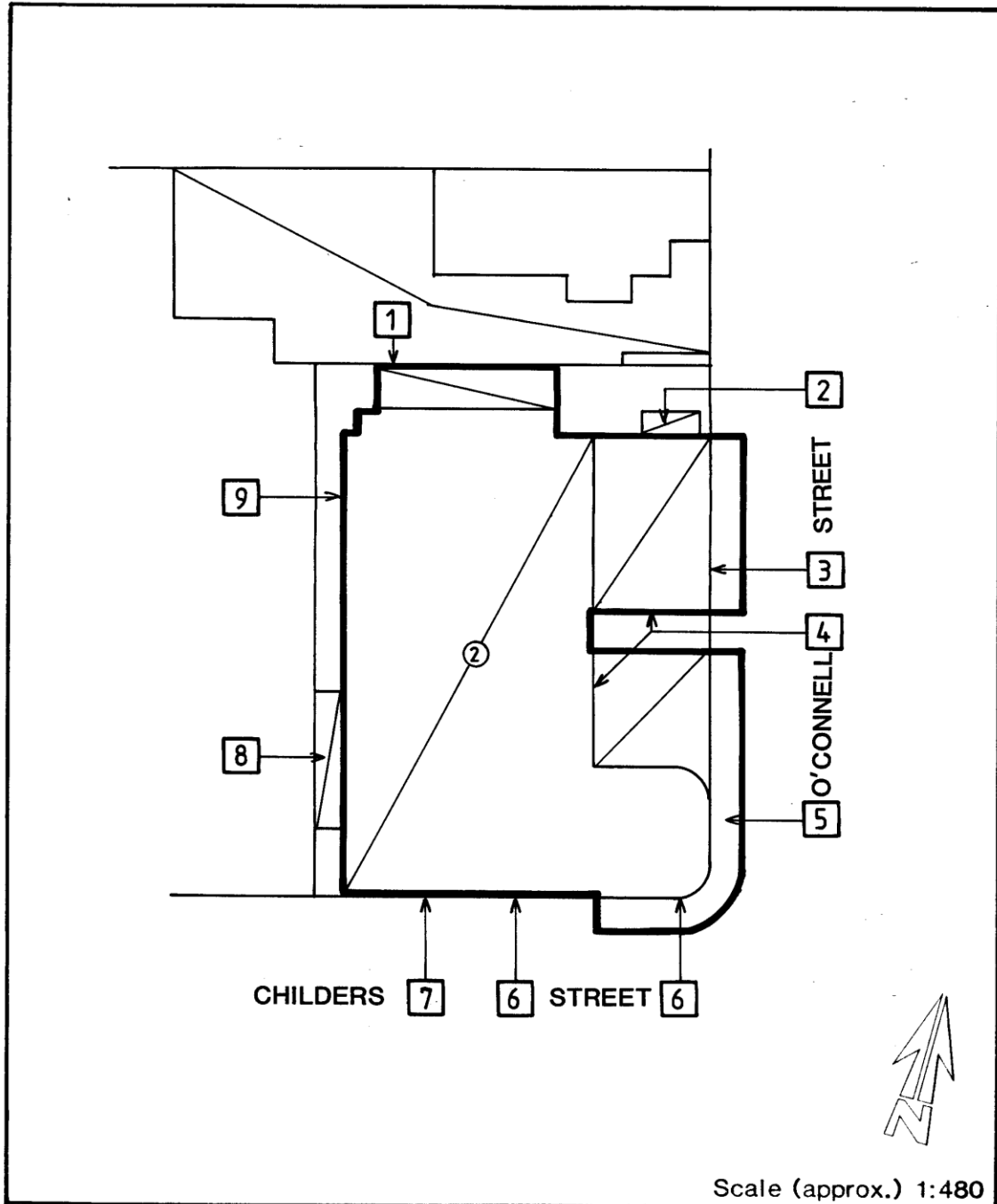


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NOTES:

1. Brick.
2. Brick addition.
3. Tiled facades under verandahs.
4. Brick.
5. Note: Pressed metal ceilings to verandahs.
6. Note: Fenestration.
7. Rendered facade.
8. Stairs.
9. Brick.