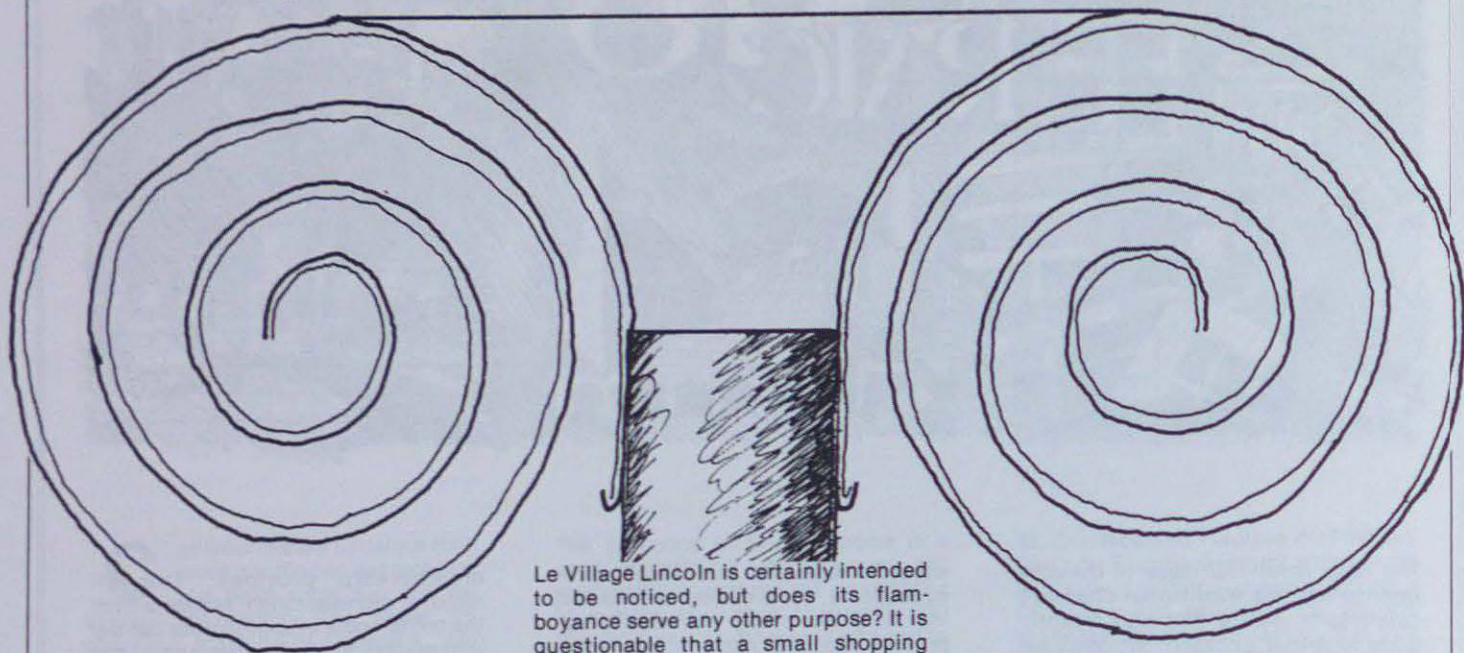


VILLAGE LINCOLN



Le Village Lincoln is certainly intended to be noticed, but does its flamboyance serve any other purpose? It is questionable that a small shopping complex need involve itself in a discussion of universal ideal, and therefore it would seem safe to say that Mr. Beitel's neon ionic capitals and tortured railings are but a celebration of the building's new commercial function.

The intention is above reproach, but one must question the architect's methods of achieving this goal. First there the lack of a central idea. Instead of developing a congruous set of elements to create a sense of fun and commercialism, the only thing that relates the various ornamental devices would appear to be their common inclusion in Charles Jencks' *The Language of Post-Modern Architecture*. In addition, it would seem that each of the building's elevations refer to different architects, with each side employing different ornamental forms, and even different materials (from the original brick and stone, to stucco and painted wood).

As disturbing as the apparent lack of unity is the handling of materials. Stucco seems a particularly inappropriate material for our climate, and before weathering a single winter, cracks are already appearing. Cracks and gaps are also evident in the transition between materials. Given the plethora of materials being used, this makes for a very patchy outer skin. With the considerable cost of applying the stucco and bending the metal railings (not to mention illuminating all that neon months before completion of the project) it is confusing why a little

more care was not taken in detailing a building so obviously concerned with outer appearance.

For all its faults, Le Village Lincoln still manages, somehow, to delight in its frivolous forms and celebration of consumerism. In a city where one can find Dunkin' Donuts and McDonald's housed in sensible brick structures, the twisted red and white neon of Le Village seems happily appropriate, and certainly sets the corner of Guy and Lincoln apart from the ordinary.

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ARTHUR

by Adam Caruso

Located in downtown Montreal, at the intersection of Lincoln and Guy, **Le Village Lincoln** is a modest renovation project converting a somewhat dilapidated residential building into a small commercial centre. This type of conversion is widespread in Montreal and other cities, and has developed its own predictable form. Despite this potential for the mundane, Le Village is much talked about (at least among those in the surrounding area), and this talk centres not on the opening of the area's first gourmet food shop, but rather on the building itself.

BEITEL



Guy Street elevation

Typical storefront

General view

Guy Street elevation at night

elevation

neon ionic column

