

THE ART DECO SOCIETY OF CALIFORNIA

Proudly Presents

The Twenty Fifth Annual Gatsby Summer Afternoon

September 13, 2009

1:00 'til 6:00 p.m.

Dunsmuir Historic Estate, Oakland

A Gala Celebration Featuring Your Vintage Automobiles!

If you own a vintage auto built between 1919 and 1942, you could take part in one of the most exciting and memorable events around: The Gatsby Summer Afternoon on September 13. For the past 25 years, the Art Deco Society of California has been entertaining art deco enthusiasts with this extravaganza of a picnic in the secluded grounds of the Dunsmuir Historic Estate in the Oakland hills, where everyone dresses in period style.

Setting the stage is the grand display of vintage automobiles parked on the sweeping lawns of Dunsmuir House. From working vehicles (including the Dryers Ice Cream van and the Sees Candy truck), to family autos, to the most elegant of touring cars, this select auto show is a vital component to turning the clock back to another era. Swells and belles stroll about, surrounded by vintage picnic ensembles. The Deco Belles Bathing Beauty Revue pleases the eye, and open-air dancing to period music by the Royal Society Jazz Orchestra sets the tempo.

For the low entry fee of \$10 per car for ADSC members or \$20 for non-members, each car, driver and one passenger will be granted entry to the Gatsby (entry fee waived for shuttle cars). You may order additional tickets at the ADSC member price of \$40 per person. We also need a few drivers with robust vehicles, both autos and trucks who can shuttle picnic-goers and their gear between the front gate and the Dunsmuir House. Shuttle Drivers will receive four free event passes.

All vehicles must be pre-approved for entry to the Gatsby Picnic. Parking spaces on the grounds will be pre-selected for each auto by the Vintage Auto Committee. No substitutions of autos without the approval of the committee in advance of the event. Vintage Autos will be admitted and shown to their pre-assigned parking spaces between 9:30 and 10:30. No autos will be allowed to enter the grounds after noon. Everyone, including children, is asked to wear vintage or reproduction attire suitable for a 1920s-1930s afternoon "garden party".

Attached is the application. If you are interested in showing your car at The Gatsby, please mail to Gregg Greenwood, Gatsby Auto Director, 1676 Santa Clara St., Richmond, CA 94804 (510) 527-7736 and email: gatsbyauto@aol.com. The application deadline is September 1, 2009

For information about "How to Gatsby", including Vintage Fashion and Gatsby Picnic Ideas see the Art Deco Society of California website: www.artdecosociety.org or call (415) 982-DECO to request information in the mail.

JOIN THE ART DECO SOCIETY OF CALIFORNIA

ADSC is a California not-for-profit organization, devoted to:

- Education: Increasing public awareness of Art Deco and Streamline Moderne styles of art and architecture, as well as the dance, fashion, film, literature, music, technology and transportation of the Art Deco period (1919-1942).
- Preservation: Encouraging and rewarding the preservation and restoration of Art Deco buildings and other structures of the period.
- Recreation: Re-creating the sense of fun, glamour and elegance that characterized the Art Deco Era through special events and shows.

For More Information: 415-982-DECO www.artdecosociety.org

VINTAGE AUTO APPLICATION & REGISTRATION FORM

Please read & complete all of the following information.

You and Your Guests

Name: _____

Phone: _____

Street: _____

City: _____

State: _____

Zip: _____

Email: _____

Number in your party: _____

Additional invitations for friends? (Y or N)

Please attach mailing addresses on separate sheet.

Return this form by September 1, 2009 to:

Gregg Greenwood
ADSC Auto Coordinator
1676 Santa Clara St.
Richmond, CA 94804

gatsbyauto@aol.com

Your Automobile

Year of Manufacture: _____

Make: _____

Model (check one):

- | | |
|--|---|
| <input type="checkbox"/> Convertible/Touring | |
| <input type="checkbox"/> Sedan | <input type="checkbox"/> Coupe |
| <input type="checkbox"/> Limousine | <input type="checkbox"/> Phaeton |
| <input type="checkbox"/> Roadster | <input type="checkbox"/> Town Car |
| <input type="checkbox"/> Truck | <input type="checkbox"/> Other Model: _____ |

Color: Exterior _____ Interior _____

Trailer: (Y or N and number if more than one) _____

This application must include a color photo or ephoto of the car (unless it was pre-approved within the last four years). All autos must be Pre-approved by the Vintage Auto Committee

Tell us about your auto: (feel free to add a page)

RELEASE OF LIABILITY

(This MUST be signed to validate your registration)

In consideration of their participation in the event, the undersigned on behalf of themselves and guests, holds the sponsoring and any affiliated person(s) and organizations, along with any person(s) acting on their behalf, harmless from all claims occurring in connection with the event.

Signature of Owner: _____ Date: _____

Print Name: _____

PLEASE NOTE:

- Applications must be filled out completely and include a color photo to be considered. If your auto was pre-approved last year, you do not need to provide a photo. Please enclose Payment for entry fee: \$10 per car ADS members; \$20 per car non-ADS attendees (entry fee waived for shuttle cars).
- All vehicles must be pre-approved – No Substitutions without approval prior to the event
- Spaces are pre-assigned for all vehicles – please let us know the car owner's name if you wish to be located next to another vehicle(s). No guarantees on spaces.
- All vehicles placed on the field are required to have fire extinguishers
- Entry time is from 9:30 to Noon – NO EXCEPTIONS
- All vehicles must be circa 1919 to 1942. All vehicles must be authentic. No reproductions or customized vehicles will be allowed on the grounds.
- Everyone in your party must have tickets and be in period costume by 12:30
- Shuttle Service: If you and your auto can provide "jitney service" for guests or picnic setups from the Dunsmuir entrance gate to the Meadow, please contact Gregg Greenwood or email gatsbyauto@aol.com