

The Gatsby Summer Afternoon, Sunday, September 11, 2011
(Application is available online at www.artdecosociety.org)

The Art Deco Society of California Proudly Presents
The Twenty Seventh Annual Gatsby Summer Afternoon

September 11, 2011

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

Dunsmuir Hellman Historic Estate, Oakland

A Gala Celebration of the 1920s Featuring 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 11. For the past 27 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 Hellman 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 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 \$40 per car each car (non-ADSC member), driver and one passenger will be granted entry to the Gatsby (entry fee waived for shuttle cars). ADSC members pay only \$30 per car with driver and one passenger fee. Car owners may order additional tickets at the ADSC member price of \$40 per person. Please contact us regarding ADSC membership information. We also need a few drivers with robust vehicles, both autos and trucks who can shuttle picnic-goers (shifts are both at the beginning and the end of the day) 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 Summer Afternoon. All vehicles must be authentic and original. No reproductions or customized vehicles will be allowed on the grounds. 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 Summer Afternoon, 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, 2011

For information about Vintage Fashion and Gatsby Summer Afternoon 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

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VINTAGE AUTO APPLICATION & REGISTRATION FORM

Please read & complete all of the following information.

INCLUDE A COLOR PHOTO WITH YOUR APPLICATION or E-Photo

(unless this car was pre-approved within the last four years)

Name: _____ Phone: _____
Street: _____
City: _____ State: _____ Zip: _____
Email: _____

Number in your party: _____ Additional invitations for friends? (Y or N) _____ Attach mailing addresses

PLEASE DESCRIBE THE AUTOMOBILE

All autos must be Pre-approved by the Vintage Auto Committee

Year of Manufacture _____ Make _____
Model (check one) _____ Sedan _____ Coupe _____ Convertible/Touring
_____ Limousine _____ Phaeton _____ Roadster _____ Town Car
_____ Truck: _____ Other Model: _____

Color: Exterior _____ Interior _____

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

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: \$30 per car ADSC members; \$40 per car non-ADSC 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 and original. No reproductions or customized vehicles will be allowed on the grounds, including altered tires, wheels, suspensions. We reserve the right to reject cars at the gate if they are not in compliance.**
- 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 & breakdowns from the Dunsmuir entrance gate to the Meadow and back, please contact Gregg Greenwood or email gatsbyauto@aol.com

Return this form by September 1, 2011 to:

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