



## TOURS . EVENTS . MODERNISM

After announcing our upcoming *Bunny O'Hare* event, a film that features a climatic scene in the original Winrock Shopping Center, we encountered some awesome things that made a special Winrock edition newsletter a must. Thanks to the Albuquerque Museum, David Hale, and Hops Brewery for their contributions, and sponsor, Realtor Talia Freedman, for making this newsletter possible!

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Real Estate

### MONTGOMERY WARDS THEN & NOW

A few weeks ago, we shared a photo of the former Winrock Montgomery Wards building in its current state.



This was that photo. In it, you can see the evidence of the Wards' sign that was in place years ago. This building is currently under renovation for redevelopment as office space.



Archival photo courtesy the Albuquerque Museum. Used with permission.

And this is a photo located in the collection of the Albuquerque Museum's photo archive of the same building circa 1965, prior to the mall's total enclosure, photographer unknown. Thanks to the Albuquerque Museum and digital archivist Jill Hartke for sharing this photo with us!

### UPCOMING EVENTS

**NOVEMBER 11: *Bunny O'Hare* at the Guild Cinema. Screenings at 3:30, 5:45, and 8:00 PM. Matinee tickets are \$5 each and evening seats are \$8.**

1970 Albuquerque is the setting for this unfairly forgotten madcap comedy produced by American International Pictures. Featuring Bette Davis and Ernest Borgnine as bank robbers, we think the real stars are the vintage local filming locations. Advance tickets are available online and may

also be purchased 20-minutes prior to showtime at the box office.

*This event is made possible thanks to the generous support of sponsors **Realtor Talia Freedman** and **Hops Brewery**.*

**BUY YOUR TICKETS TO BUNNY O'HARE!**

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## THAT'S NO PHOTO: A VIRTUAL RECONSTRUCTION OF WINROCK

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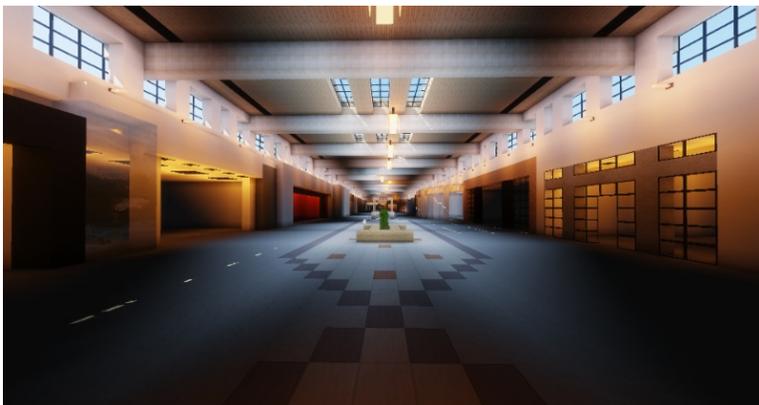


Image copyright David Hale. Used with permission.

It was a comment on our Instagram page that started the conversation. "Please post more about Winrock!" The author was David Hale, a local high school sophomore. David's interest in Winrock wasn't nostalgic. Its long empty

state meant that unlike our Director of Guest Experience, he hadn't misspent his youth there. Still, it fascinated him.

David had been feeding an interest in mid-century modern architecture when he ran across a YouTube series exploring forgotten places of business. 'Dead malls' are not a new phenomenon. Sweeping changes in the retail industry have left many malls unsustainable and increasingly empty. The videos inspired David to look for similar places in Albuquerque and this was when he first encountered Winrock. Winrock's design won him over, the distinct phases of its evolution and its mid-century modern beginnings. Yet his impressions upon visiting the site were informed by the progress of its demolition; the iconic orange pyramid once hoisted above the food court was standing by itself, dripping cables and construction debris. He snapped photos to preserve its passage. Days later it too would come down.

David took this disappointment in stride, resolutely determining that since he'd never ventured inside the shopping center when it was open, why not digitally rebuild it to see what it was like. Using the gaming program Minecraft, a system he describes as "digital Legos," David has been reassembling the interior and exterior of the Winrock Shopping Center as it appeared just prior to demolition. What Legos cannot do Minecraft can. The platform allows him to simulate light passing through skylights and 'walk' through the recreation as he would a real mall, only in digital space. Using Google maps, photographs found in online galleries, and a limited assortment of newspaper clippings, he's made impressive progress. Essentially, the process has challenged David to think about spatial relationships where he must extrapolate how interior and exterior fit together from limited data. To reach 75% completeness has taken small bursts of time over 4 months; he emphasizes that school and work come first.

David's interest in architecture is a reflection of his artistic and visual nature, but he readily admits that he'd prefer to employ his eye for design in an ad agency than an architectural firm. This is the first project of this scale he's taken on and though it's nearing completion, he continues to seek photographs of the mall and its attached hotel at all stages of their operation. Once his project is completed, he is considering making a video walk-through of the virtual reconstruction publicly available online.

Do you have photos or feedback for David? Please **send us a message** we can pass along.

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## HOPS BREWERY'S UNEXPECTED WINROCK CONNECTION

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It was a surprise to learn that *Bunny O'Hare* event sponsor Hops Brewery, located on Central Avenue in Nob Hill, has a Winrock connection of its own. The copper panels that line the bar, as well as the brass rail that runs along the bar top, were salvaged by the owner from a restaurant in the mall's now demolished food court. The panels are visible in a **set of photos** taken to promote the mall as a filming location and referenced by David Hale for his reconstruction. If you were thinking of enjoying a pint pre or post movie night, Hops is located a block east from the Guild Cinema. We recommend the chips and queso!

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