

A Pleasure Palace by the Sea

THE DE LA WARR PAVILION

The De La Warr Pavilion, Bexhill-on-Sea, East Sussex ...
 ... is named after Herbrand Sackville, 9th Earl De La Warr and Mayor of Bexhill, who wanted to "provide accessible culture and leisure for the people of Bexhill and beyond" and help regenerate the economy of the town.
 The design, by Erich Mendelsohn and Serge Chermayeff, leading figures in the Modern Movement, was the result of a competition run by the RIBA and announced in the *Architects Journal*. It attracted more than 230 entries. Construction began in January 1935 and the building was opened on 12 December of the same year by the Duke and Duchess of York.

(A) Among the building's many innovative features was a welded steel frame.

