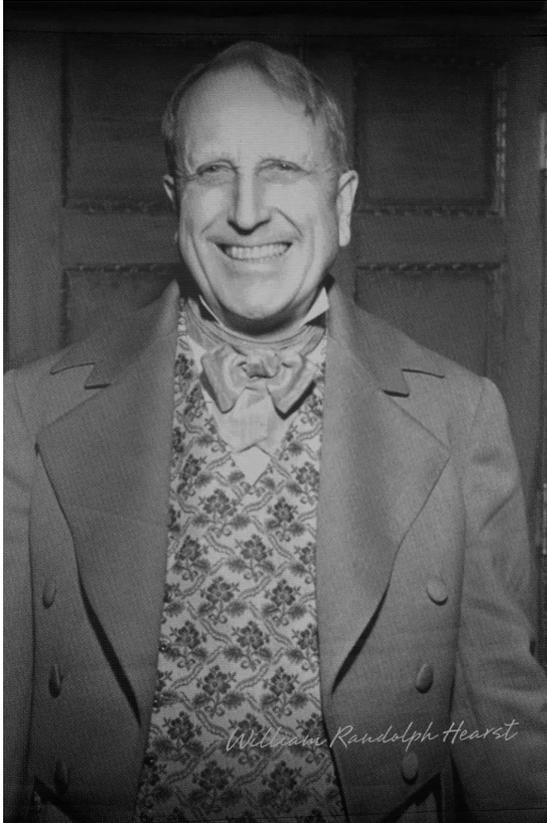


Welcome



Welcome to the Annenberg Community Beach House with this virtual excursion through its rich and storied history. In 2009, the Beach House opened to the public, thanks to the generous support of the Annenberg Foundation. This rebirth culminates a series of amazing transformations since it was first built in the 1920s as an estate for actress Marion Davies.



Our story begins with three key individuals
Marion Davies - actress, film producer, companion to William Randolph Hearst,
philanthropist, party hostess
William Randolph Hearst - media tycoon, creator of Hearst Castle, antiquities collector
Julia Morgan – California's first female architect and architect of Hearst Castle

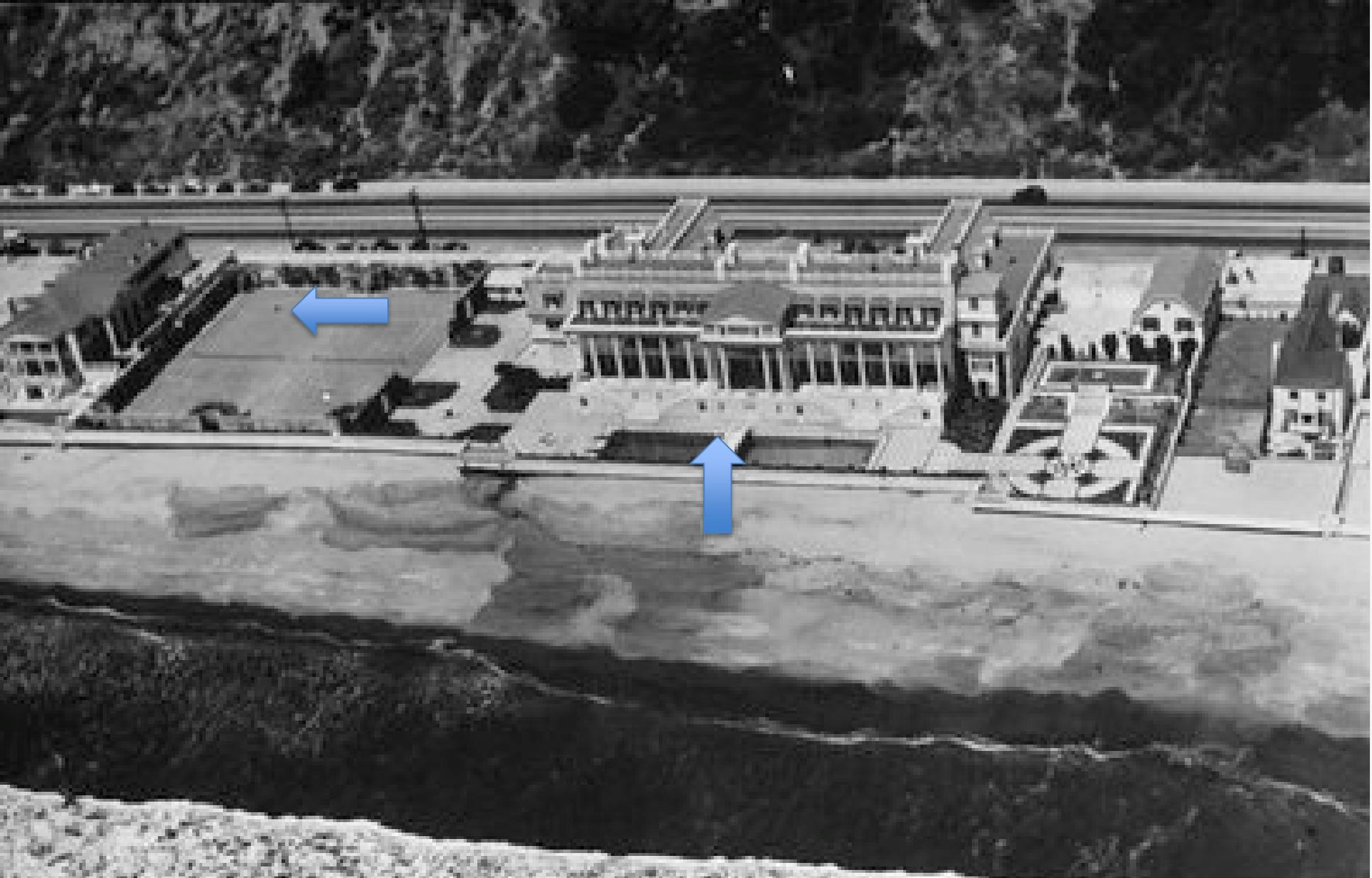


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Although Hearst was married and had five sons, his infatuation, beginning when Davies was 18 and he 52, became a lifetime commitment for both.



Beginning in the 1920s through the early 1940s, Davies and Hearst lived in the main house at the Santa Monica estate during her acting career at MGM and Warner Brothers Studio.



Today, only the Landmarked Guest House and pool survive, restored and rehabilitated to form the historic core of the Annenberg Community Beach House.



The large estate was the site of many festivities including swimming, tennis, costume parties and film screenings hosted by the fun-loving and gregarious Davies.



Davies hosted lavish costume parties to celebrate Hearst's birthdays with Circus, American Frontier, and Tyrolean themes, and costumes provided by the movie studios.



The guests enjoyed their time together at the American Frontier and Tyrolean parties.



The house interiors were extravagantly furnished from Hearst's European expeditions, creating a lavish setting for entertaining. The reception room featured gold leaf and glittering Tiffany chandeliers.



Trailblazing architect Julia Morgan worked at the Beach House beginning in 1926, while simultaneously working on Hearst Castle. Although the main house was begun by MGM set designer William Flannery, Morgan came in early to complete the project, including the Guest House, which was her work entirely.



Davies sold her Beach House in 1947 to a hotel entrepreneur. Oceanhouse opened as a destination boutique hotel in 1949.



Despite its glamorous past, Oceanhouse failed, and in 1956 the site was acquired by the State of California as a beachfront destination. The main house was demolished in 1957.



The remaining pool and beach cabanas became the private Sand & Sea Club which flourished from 1960 through 1990. The Guest House survived as the residence of the Club's manager and his family. Following that, the City of Santa Monica operated what became known as 415 PCH.



Following the 1994 Northridge Earthquake, the City adopted a reuse plan for public use which failed to secure funding. Wallis Annenberg of the Annenberg Foundation held fond memories of visiting the Sand & Sea Club. Her vision to create a public multi-purpose beach facility was realized with a generous \$27.5 million grant from the Foundation.



The Santa Monica Conservancy volunteer docent program brings the Beach House legacy to life for thousands of visitors each year by sharing the rich history of the site and the colorful lives of Marion Davies, William Randolph Hearst and Julia Morgan.



The refined and elegant features of the Guest House interiors provide a window into Julia Morgan's wide-ranging design abilities.



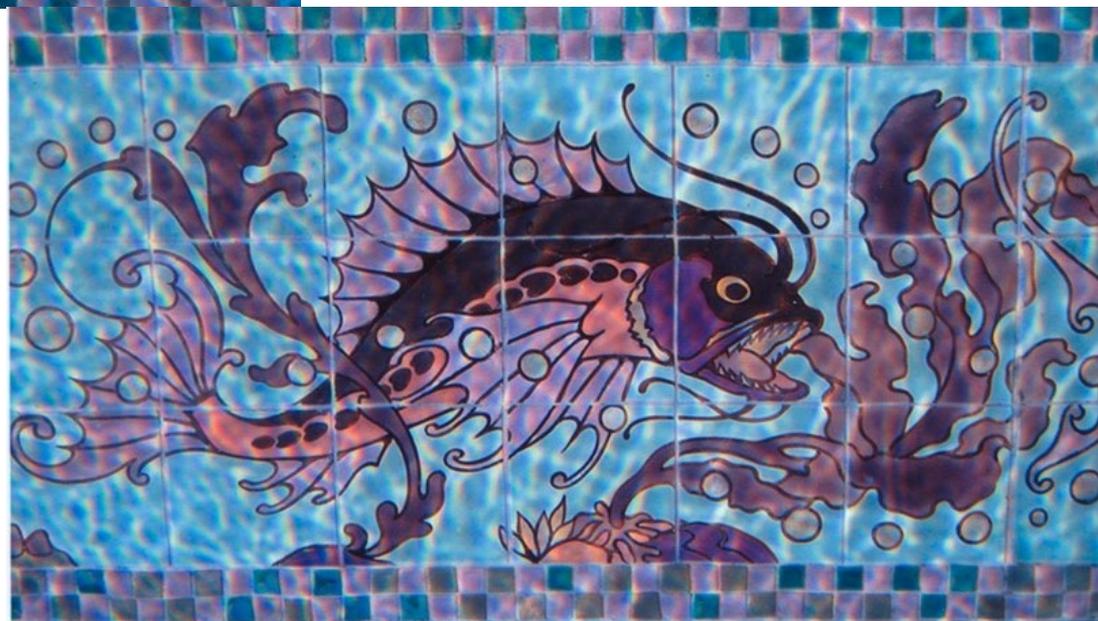
The second floor showcases three remarkable bathrooms, each with a different color scheme and design motif. The yellow bathroom features architectural designs and fanciful fish.



The blue bathroom features a romantic sailing ship and porpoises finished with gold ceramic glaze.



Most inventive is the “lily pad” bathroom representative of a lily pond, where emanating from the dark blue depth of the pond, sunlight filters from above, and lilies hover on the water’s surface.



Whimsical tile designs reappear in the 110 ft. long pool, with fish motif all along the bottom edge.



The Guest House, lovingly rehabilitated, is used today as the heart of the site's interpretive program, and for social events and meetings. Contemporary furniture welcomes visitors for casual comfort.



During Davies' time, the Georgian Revival style mansion was one of the largest structures on the California coastline. The juxtaposition of the mansion and Morgan designed pool was significant, as was the transition from the pool to the balcony level .



Architectural firm Frederick Fisher and Partners designed the contemporary Beach House features, linking the past and present through interpretive elements. The contemporary pool house pillars recall the stately pillars of the original mansion.



The Annenberg Community Beach House in Santa Monica, with its vivid and uniquely Southern Californian history is now a vibrant recreational and cultural destination, open to all.

Annenberg Community Beach House

AT SANTA MONICA STATE BEACH



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**For more information on all the Beach House has to offer,
visit AnnenbergBeachHouse.com**

Special thanks to the members of Santa Monica Conservancy's
Annenberg Community Beach House Docent Council

Patricia Godon-Tann, Ruthann Lehrer, Libby Pachares,
& Robin Venturelli

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