

PARAMOUNT PICTURES film exchange

Constructed: 1926

Address: 1727 Boulevard of the Allies
Pittsburgh, PA 15219

Nominated for: City of Pittsburgh Historic Designation



Background

Built in 1926 by R.E. Hall Architects, the Paramount building is the last original remainder of a once extensive "Film Row" that existed in Pittsburgh through the late 1960s. Film Row provided an important distribution network for the major film studios to reach neighborhood theaters throughout the Pittsburgh region. Paramount Pictures also became a national leader in the evolution of the film exchange industry.

Popular movies such as *Cleopatra* (1934); *For Whom the Bell Tolls* (1943); *Samson and Delilah* (1949); *Sunset Boulevard* (1950); *Roman Holiday* (1953); and *The Ten Commandments* (1956) all came through the Paramount Pictures Film Exchange before entering Pittsburgh theaters. Film exchanges provided a central location for people in the industry to meet. For instance, Paramount director Cecil B. DeMille and other famous actors spent eight weeks here filming *Unconquered*, which had its world premiere in Pittsburgh in 1947.

Facing an uncertain future, YPA nominated the Paramount Pictures Film Exchange as a way to preserve this rich history and provide hope for the future of the Uptown neighborhood, which is experiencing a revival.

Property characteristics

- Designed in 1926 by R.E. Hall and Company, Inc. of New York City, a firm specializing in theater construction.
- Designed in the Classical Revival style, with elaborate terra cotta details.
- Once part of "Film Row," Boulevard of the Allies, it served as the sole distribution point for all Paramount films into the Pittsburgh market.
- Nominated by YPA to be a City of Pittsburgh Historic Landmark in April 2009, which is supported by more than 70 people and dignitaries.
- The Historic Review Commission voted to recommend historic designation of the film exchange in September 2009.