Iconic Vision: John Parkinson, Architect of Los Angeles Social Media Toolkit

Iconic Vision: John Parkinson, Architect of Los Angeles tells the story of the man who designed more than 50 buildings in downtown Los Angeles, buildings that to this day define the city. Parkinson also designed hundreds of other buildings across the country.

Social Media Assets

Source Video Download:
https://goo.gl/BvBaXt

Facebook Crossposting:
Crosspost our videos by going to Publishing Tools > Videos You Can Crosspost. Video will be available to schedule in late June.

(Not whitelisted as a PBS SoCal Facebook crossposting partner? Email mpadilla@pbssocal.org)

Pictures:
https://flic.kr/s/aHsm9Uevo7

Relevant Handles & Hashtags

#IconicVisionPBS
@Iconicvision
@sgeetv (Iconic Vision Filmmaker, Stephen Gee)

Suggested Social Media Copy

FACEBOOK/INSTAGRAM:
FUN FACT: When John Parkinson arrived in North America in 1883 he only had a toolbox and $5. But when he died in 1935, he had inspired over $100,000,000 in construction projects in Los Angeles alone! Learn more about Parkinson—whose work left an indelible mark on LA’s architectural landscape and whose buildings around the country have stood the test of time—when @Iconicvision airs [TUNE IN]
#IconicVisionPBS
“There was no bolder statement of [John Parkinson’s] ambition, and that of Los Angeles, than the design and construction of its first skyscraper.” FUN FACT: That “skyscraper” was 12 stories tall, and is still standing today! It’s now home to loft apartments and known as the Continental Building. Learn more about Parkinson’s influence on architecture in LA and around the country on #IconicVisionPBS, [TUNE IN] (Image for post)

“If we define a city by buildings that have stood the test of time, then John Parkinson represents a towering figure.” -D.J. Walde, Historian

While Parkinson was best known for his work around Southern California his buildings stand around the country. Learn more about his influence on architecture on #IconicVisionPBS, [TUNE IN]

TWITTER:
“If we define a city by buildings that have stood the test of time, then John Parkinson represents a towering figure.” -D.J. Walde, Historian.

Join us for #IconicVisionPBS and learn about this towering figure. [TUNE IN]

-alternatively-

“If we define a city by buildings that have stood the test of time, then John Parkinson represents a towering figure.” -D.J. Walde

Parkinson's buildings stand around the country. Learn more about his influence on architecture on #IconicVisionPBS, [TUNE IN]

“He was a self-made man and didn’t follow the formula of other famous architects in America.” Architect Scott Field on John Parkinson. Learn more about Parkinson, whose work left an indelible mark on LA’s architectural landscape. #IconicVisionPBS [TUNE-IN]
Parkinson Buildings Outside Southern California

**Caliente, Nevada**
- Caliente Railroad Depot

**Dallas, TX**
- Southland Hotel, Dallas, Texas

**Fresno, California**
- Parkinson worked on plans for the Griffith and Johnson Block (as a draftsman)

**Ogden, Utah**
- Union Station

**Napa, CA**
- Parkinson got his big break as an architect when he was hired to design an addition to the Bank of Napa.

**Minneapolis, MN**
- Learned stair-building as one of his first jobs after arriving in the U.S.

**Oakland, CA**
- Designed Taft & Pennoyer Department Store

**Seattle, WA**
- The Butler Block.
  - The Seattle National Bank Building (now the Interurban Building)
  - Other buildings include the Margaret J. Pontius Mansion, Hotel Olympia, Calkins Hotel (Mercer Island), Seattle Athletic Club.
  - 32 structures for the Seattle Public Schools, including the B.F. Day School. He designed what would be the first buildings on two university campuses: Seattle Pacific University and Seattle University.

**Tucson, AZ**
- The Geronimo Hotel

**Ogden, UT**
- The Union Pacific Railroad Depot

**Portland, Oregon**
- Submitted design for City Hall (unbuilt)

**Salt Lake City**
- Kearns Building
- Hotel Utah

**San Diego, CA**
- John D. Spreckels Building
- San Diego Gas & Electric Corp. offices

**Santa Barbara**
- Elks Club of Santa Barbara

**Yermo, CA**
- Pacific Union Depot