14 - Halifax House (Halifax Building Society building), Strand, WC2.

Date: 1933.

Architect: G Val Myer

Sculptor: E J & A T Bradford

**Sculpture.** Low relief above the side doorway to the E. of the building [A]. This is a hatched panel with the name Halifax and a head of (?)Christ, with a draped semi-naked male figure on each side whose arms hold a small figure of an elephant in the centre [B].

The severe Modernist building, of Portland stone, is virtually free of any other architectonic sculptural elements - either abstract or figurative - with the exception of the low relief over the side doorway. The proportions of the building are well-balanced but not entirely symmetrical - an effect enhanced by the single sculpture to the side.

The immediate reference of the sculpture is somewhat obscure, but it must be assumed that it symbolises some aspect of the corporate identity of the Halifax Building Society. It is however rather less obvious than that on for instance the Prudential Building Society in Baker Street.

**Source:**

*Builder*, June 1 1934.