



Lund Theatre

119 N. Main Street
Viborg, SD
Turner County

The Lund Theatre was built originally in 1916 and had its current steel enamel façade installed around 1950. This façade features an integrated design of streamlined Art Deco doors, marquis, geometric patterns, and inlaid poster cases. The later period of Art Deco used sleek, machine-inspired imagery to modernize commercial buildings in the 1930s and 40s, and the style continued to influence updates into the 1950s. The use of neon in the Lund Theatre's marquis and other modernized businesses was intended to attract the changing automobile consumer culture of the mid-century.