



Showcase

- Drapery Solutions
- Vegas Velour
- Sateen Lining
- Stage Satin
- Premier Wool Serge
- Voile
- Regal Satin

Hippodrome is an old word referring to places of entertainment.

Working with Centre Stage Engineering Ltd, J&C Joel, manufactured a highly decorative valance and stage curtains for the newly refurbished London Hippodrome Theatre.

The Hippodrome Theatre situated in London's Leicester Square was designed by the renowned Architect Frank Matcham and opened in 1900.

In 2010, work started on converting the auditorium into a casino and the stage area into a cabaret space to be called the Matcham Theatre.

The theatre was designed to have a dual stage with a cabaret lounge on one side and a casino on the other side. Over a period of time and working with old photographs, Centre Stage and J&C Joel worked with the designers to ensure that the curtains were as close a match as possible to the originals.

For the theatre side, J&C Joel manufactured the Front of House Curtains in black Vegas Velour (VEL168) each headed to 6m with a 9m drop and lined with black Sateen Lining (LIN002).

However, the jewel in the crown is the ornate valance, the header was also manufactured in black Vegas Velour (VEL168) headed to 14m with a 3m drop and using gold Stage Satin (SS003). The gold appliqué is all custom manufactured and is completely hand finished by the J&C Joel's highly talented team.

On the cabaret side of the theatre, black Premier Wool Serge (WS090) border curtains were manufactured and installed to hide the stage tracks measuring 14m wide with a 4m drop, while a white Voile (VOI001) and hazelnut Regal Satin (REG006) curtain provided the rear back drop.

Ian Napier, of Centre Stage Engineering Ltd, said: "Centre Stage Engineering were impressed with J&C Joel's commitment to this project and both company's skill and efforts ensured that the client received a venue to be proud of."



14m
Valance

1900
theatre
opened

9m
drop curtains