



## Showcase

Drapery Solutions  
Lear Velvet Velour

One of six working theatres designed by Bertie Crewe.

**Built in 1913, the Grade II listed Palace Theatre in Redditch was designed by seminal British theatre architect Bertie Crewe.**

Today the theatre is a major receiving house for touring shows following a £4 million refurbishment in which J&C Joel manufactured and installed a fabulous pair of Front of House Curtains, matching pelmet, stage skirt and other associated drapery.

The aim of the refurbishment was to restore the theatre to its original form, so the 9m wide by 5m drop Front of House Curtains were manufactured from a bespoke red mohair Velvet Velour. Similar to that which would have been used for the theatre's original house curtains, specially woven and dyed in traditional methods to ensure an authentic finish.

Above these a matching pelmet was installed manufactured from the same red velvet measuring 7m wide with a 2m drop. A stage skirt, four sets of box curtains for the theatre's circle and two sets of for the stalls were also manufactured.

In order to ensure the authenticity of the finished product J&C Joel paid meticulous attention to detail. All tassels and fringing used on the curtains were made of the highest quality wool spun using traditional methods. The bottom section of the pelmet features an intricate silk appliqué frieze matching that running round the inside face of the proscenium arch was hand sewn by J&C Joel's Drapery Manager, Neal Cartwright and contains hundreds of hand sewn element.



**£4m** refurbishment      **9m** wide Front of House      **7m** wide pelmet

