

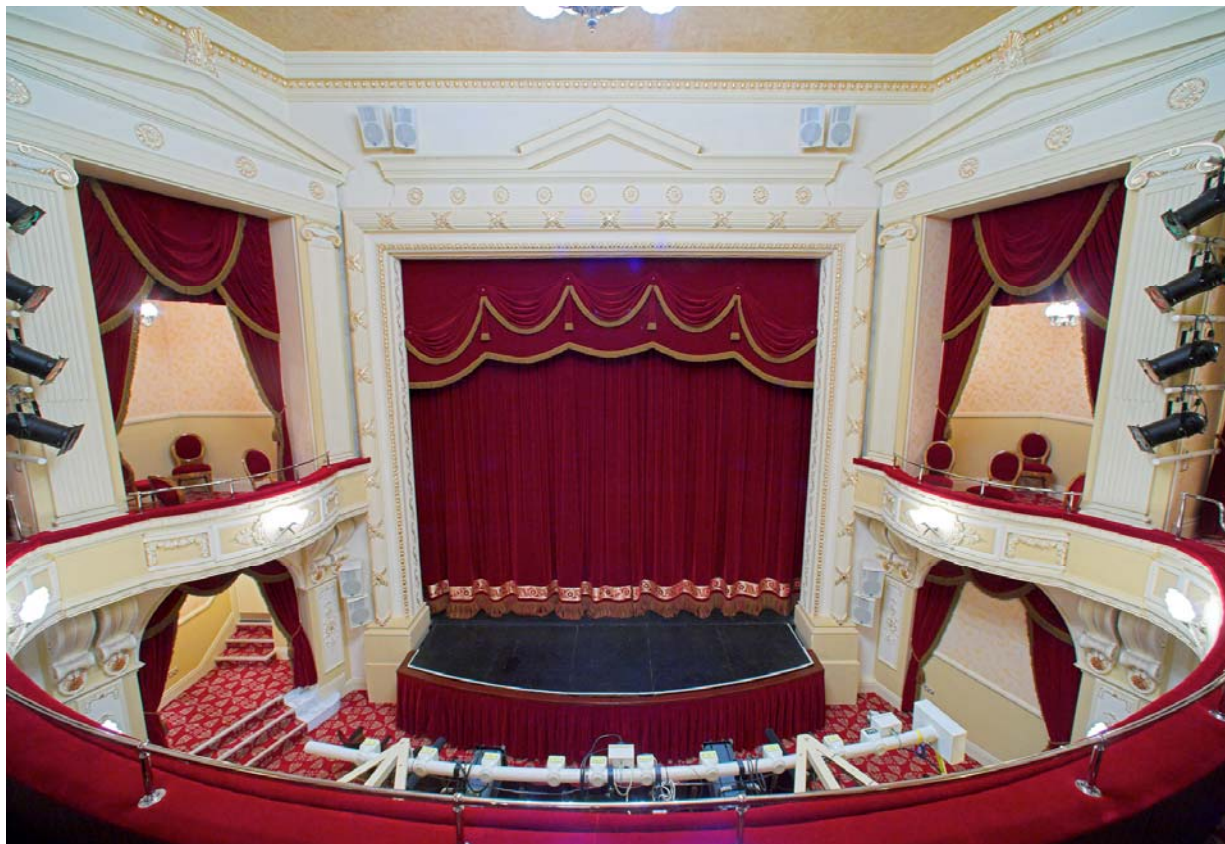
## Palace Theatre, Redditch

**Specialist in Flame Retardant Fabrics. Manufacturer and Installer of all types of Theatrical Drapes and Stage Equipment**

Corporation Mill  
Corporation Street  
Sowerby Bridge  
Halifax, HX6 2QQ  
West Yorkshire  
United Kingdom

T: +44 (0)1422 833 835  
F1: +44 (0)1422 835 157  
F2: +44 (0)1422 839 642

mail@jcjoel.com  
www.jcjoel.com



Drapes specialist J&C Joel was commissioned by historical theatre consultants Theatre Search to create and supply a completely bespoke set of drapes for the newly refurbished Redditch Palace Theatre.

The theatre – designed by renowned architect Bertie Crewe and completed in 1913 – has re-opened as a major receiving house following a £4 million facelift, with many of its original features restored to their 1913 splendour.



The project was managed for J&C Joel by Contracts Director Mark Taylor, who worked closely with Theatre Search's David Wilmore, main contractors Sapcote and architects Samsome Hall.

A major aim of the project was to restore the building to its original form. However, there were precious few illustrations or visual references available showing how the theatre draping and interior would have initially looked. By researching other similar period buildings, Taylor and Wilmore proposed a list of what they considered authentic and accurate, and a plan of how to replicate the unique Bertie Crewe style and vibe with the new drapes.

Their previous experience and knowledge of working on several Matcham and Crewe venues proved a real asset.

Taking pride of place in the restored auditorium is a fabulous pair of 9 metre wide by 5 metre drop proscenium curtains. These – along with all the other drapes supplied – are made from a beautifully rich, custom-created red mohair velour, specially woven and dyed for this contract using traditional methods. The rich red and gold trim colours were chosen to enhance and match the new auditorium seating.

Above the proscenium curtains is a matching pelmet – measuring 7 metres wide by 2 metres drop. There's also a stage skirt, 4 sets of box curtains for the circle and 2 sets for the stalls, plus curtains for false boxes both sides of the auditorium – all of which provide a real sense of historical atmosphere.



At J&C Joel's Sowerby Bridge base, the fabric manufacture and drape assembly was overseen by Drapery Manager Neil Cartwright. Such were the complexities of the design, that the process took 9 weeks from commencement of the contract to the fabric being woven, dyed and manufactured.

#### Content

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