

21st Technology Meets Victorian Architecture

A state of the art LED display helps increase footfall at the newly refurbished Everyman Theatre in Cheltenham.



Situated in the heart of historic Cheltenham, Regency Spa town and popular tourist destination, the Everyman Theatre is a Grade II listed Victorian building. Dating back to 1891, the theatre is notable for its main auditorium, which is an architectural masterpiece designed by renowned English architect and theatre designer Frank Matcham.

As part of an extensive refurbishment programme, the theatre opted to install new digital LED display panels to the exterior to advertise their programme of forthcoming productions. With a varied programme including ballet, opera, drama, dance, comedy, music events and traditional family pantomime; the digital displays offer a dynamic way to keep regular theatre-goers and passers-by up to date with what's on.

The theatre approached Messagemaker as specialists with previous experience of working with theatres and entertainment venues to discuss LED signage options which would utilise the new full colour digital technology. The listed status of the building posed a particular challenge for the



planning and design of the digital sign. The solution was to suspend the digital display from the iron canopy which forms a key feature at the front of the theatre.

The new sign does not distract from the appearance of the heritage building, yet offers an eye-catching display that is helping to boost visitor numbers.

The Everyman Theatre display is the latest in a number of installations which include the busy Hawth Theatre in Crawley and the Radlett Centre in Hertfordshire. Other leisure and entertainment applications include cinemas, concert halls and arenas.

For more information please visit <http://www.messagemaker.co.uk/led-entertainment> or contact them on 0800 170 7780.

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