

LONDON OPERA GLASS COMPANY

The theatre views newsletter

Greetings!

AUTUMN 2010

Chilly autumn winds may now be blowing outside stage doors across the country but business seems hotter than ever in many theatres, with strong audience demand and record levels of opera glass use.

Time to Twitter

The London Opera Glass Company has been immersed in the world of theatre and the performing arts since 1913, so it was about time to share its views and news about theatre on Twitter. With the centenary approaching in 2013 the company is also hoping to communicate with its international fan base of theatre lovers and hear their stories about theatre and the famous Opera Glasses.

And this quarter, the award-winning theatre is...

Admittedly, they may not rank up there with the Olivier Awards but every quarter, The London Opera Glass Company awards a bottle of champagne or a special chocolate gift hamper to UK theatres. The awards are not for artistic endeavour but for the FOH team best at replacing lost or missing opera glasses. It may sound trivial but the loyal army of opera glass users get most annoyed when the glasses are not there for them to use. This quarter the awards go to three top-performing theatres. The first award goes to the Manchester Opera House, with special awards to The Prince Edward Theatre in London and the Edinburgh Playhouse. Goodies will be on their way soon with the sincere thanks of The London Opera Glass Company.

All of London now upgraded

Following recent upgrades to the Really Useful Group of theatres and the Prince Edward Theatre, all London host theatres are now offering their patrons the latest £1 machine. Some patrons were trying to put £1 coins in the older 50 pence machines in some auditoriums, so this will avoid any future confusion.

New deal signed with Ambassador Theatre Group.

The London Opera Glass Company is delighted to announce the signing of a new central agreement with the UK's largest commercial theatre group.

Co-founded by Howard Panter and Rosemary Squire in 1992, the Ambassador Theatre Group (ATG) has a total of 39 venues across the UK. ATG is also one of the country's foremost theatre producers and has been behind some of the most successful and innovative productions in Britain and internationally.

The new agreement, signed in London last month, means that opera glasses will be offered at all suitable ATG venues across the UK. The deal had already meant new installations at ATG venues at Milton Keynes, Richmond and Bromley.

Roger Green of ATG, pictured with Philip Main outside the Comedy Theatre, said: "As a successful commercial theatre group, ATG see The London Opera Glass Company as an excellent way of increasing revenues and offering patrons the best possible theatre experience".



One million theatre goers can't be wrong.

Since the new £1 dispenser was first introduced for the Lion King at The Lyceum Theatre in February 2009, the use of Opera Glasses has now exceeded 1 million users. Patrons seem to find opera glasses more attractive than ever across the 56 host theatres in the UK.



Two of the top performing productions of the summer were Thriller at The Lyric and Sister Act at the London Palladium. Sister Act featured Whoopi Goldberg in the role of The Mother Superior, until she returned to the USA in late August.

Opera Glass usage at both these productions broke previous records and The Palladium could be breaking records again when Whoopi returns later in October.

The Opera Glass fan zone.

The London Opera Glass Company regularly receives feedback from theatre fans all over the world with their own personal stories about the little red glasses.

At an exhibition of new sculpture by leading wildlife artist Harriet Mead in London last month, she recalled a visit to the Piccadilly Theatre in 2005, to see Ewan McGregor star in Guys and Dolls.

"As Ewan appeared on stage, every female in the theatre lifted their opera glasses in perfect unison. It was very funny," she remembers.

We were also contacted by Jiri Kudela, a theatre student from the Czech Republic, who saw the Opera Glasses at every London Show he attended during a recent visit to London. Jiri was so impressed he now wants his own set for use in the Czech Republic. A new set of glasses is now on its way to the Czech Republic to our new fan with our compliments.



Please do get in touch if you have your own opera glasses story or you think we might be able to help your venue.

Regards,

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