

LONDON OPERA GLASS COMPANY

Theatre Views Newsletter

May 2011

It was a busy winter in theatre-land with opera glasses playing their part in theatre restoration, fund-raising efforts for a new land-mark theatre in Kent plus a cameo appearance at the six nations Rugby at Twickenham.

Interviewed for Orange

Telecommunications giant, Orange, have featured the London Opera Glass Company in their corporate newsletter Exchange. Philip Main was photographed at the Aldwych Theatre as part of a special feature on the company and its work in the theatre industry since 1913.

The UK Theatre Top 10

Every quarter we send a hamper of goodies to the theatres whose FoH staff do the best job replacing opera glasses. For the first time we publish the TOP 10 showing all new entries and movers with prizes going to the top 3. Who will be No 1 in this theatrical hit parade?

1. Apollo Victoria
2. Lyceum
3. Regents Stoke (*new entry*)
4. York Grand Opera House (*regular top 10 entry*)
5. Prince Edward (*former No.1*)
6. Aldwych
7. Norwich Theatre Royal
8. Piccadilly
9. Her Majesty's
10. Adelphi

Well done and thank you to all the FoH staff who do a great job.

Green glasses help the environment too

Most of the opera glasses you see in UK theatres are red but they are also increasingly green. All the old dispensers and glasses are brought back to our headquarters in Kent, ground up and made into new glasses ready for hire. Over 20,000 units have been re-cycled over the last two years. "The company has never liked to waste things" said production technician Dave Perry. "This also keeps our carbon footprint to a minimum".

Another big donation for the Theatre's Trust.

This month, Philip Main was delighted to present a cheque to the Theatres Trust, for £405. This marks the eight theatres recently signing up to the service plus one rogue five pound note found stuffed into a glasses dispenser at the Theatre Royal in Norwich. Mhora Samuel, Director of The Theatres Trust said, "We're delighted to receive this donation towards the Trust's Resource Centre and I'd like to say a big thank you to the London Opera Glass Company and the theatres who made it possible. We'll be using the funds to provide students and researchers with free access to study our unique collection of architectural and historic books, plans and archives on theatre buildings."

The London Opera Glass Company donates £50 to the Trust for each new theatre that joins the service to help promote all theatre buildings and champion their future. The money will help fund the new Resources Centre at the Trust's offices in London.



Opera Glasses at Twickenham for the rugby.

The famous London Opera Glasses have been used at Twickenham for the first time at the recent Six Nations international championship. The glasses supplied to avid England rugby fan, Alex Layfield were supplied in patriotic white and proved to be very popular. "When England were battling for a try on France's line at the other end of the pitch the glasses brought play much closer. Really excellent", said Alex who was even more delighted with the England victory over the unfortunate French.



Helping out at the new Marlowe.

The London Opera Glass Company has been helping fund raising efforts at the New Marlowe theatre in Canterbury, which is scheduled to open this autumn. Special limited edition opera glasses were donated with the Marlowe Trust logo printed on the side. The glasses were sold at fund raising events and the company also sponsored two seats in the new auditorium. "We welcome the creativity of the London Opera Glass Company in helping us to achieve our fundraising goals", says Jane Redman of the New Marlowe Theatre Development Trust.

The 1200 seating capacity will allow the Marlowe Theatre to attract bigger and better productions to Canterbury and they have just announced details of their first season.

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,

Philip Main
Managing Director

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