

LONDON OPERA GLASS COMPANY

The theatre views newsletter

Greetings! Another successful and busy period in theatre-land means that the famous London Opera Glasses are now available for hire in no less than 60 leading UK venues. This is the highest number of venues offering opera glasses since the company was established in 1913.

Working for better theatre seating with Kirwin & Simpson

The London Opera Glass Company has worked closely with the UK's top auditorium seating manufacturers for many years. Just recently Kirwin and Simpson were featured on a BBC television report into the new generation of theatre seating being introduced by the Ambassador Theatre Group.

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. Aldwych (*up from No. 6*)
2. Vaudeville (*new entry*)
3. Garrick (*new entry*)
4. Regents Stoke on Trent (*down 1 place*)
5. Her Majesty's (*up from No. 9*)
6. Apollo Victoria (*down from No. 1*)
7. Phoenix (*new entry*)
8. Cambridge (*new entry*)
9. Norwich (*new entry*)
10. Lyceum (*down from No 2*)

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

Supporting the Dress Circle Campaign

Leading stars from the West End, including Ramin Karimloo of *The Phantom of the Opera* - performed at a benefit gala concert for struggling Covent Garden showbiz store Dress Circle last month.

The London Opera Glass company donated a special edition set of printed opera glasses for the campaign to save the longest running show business and musical theatre store in the world. They will be auctioned off at a special auction to be held later this year.

1.8 million views of Lion King

The *Lion King* at the Lyceum Theatre continues to be one of the most popular productions in the West End and the London Opera Glass has been part of the fun since opening night.

It is estimated that over 1.8 million theatre-goers have used the London Opera Glasses to enjoy *Lion King* since the show opened at the Lyceum in October 1999.

Following some audience feedback, additional opera glass dispensers have now been installed in the Grand Circle so that patrons no longer have to share one glass between two in the traditional way.

The early results have been very successful and usage has increased to record levels in the auditorium over recent weeks.



A better view from the Tower at the Royal Shakespeare Company in Stratford

Rising 36 metres above the River Avon, the Tower offers an iconic anchor for the RSC theatres while providing fantastic views of Shakespeare's home town.

Now that view will be enhanced for visitors by the provision of authentic London Opera Glasses. A lift will take you to the 32 metre high viewing platform where the special opera glasses are available.

The Tower is open from 9am (Monday to Saturday) and from 10am (Sunday and Bank Holidays).

An authentic London Opera Glass - the perfect theatrical gift

In addition to the sixty host theatres across the UK who have London opera glass dispensers installed in their auditoriums, more and more venues are also offering printed and customised opera glasses in their gift shops and foyers. In recent weeks both the Royal Albert Hall and English National Opera have placed orders for authentic London Opera Glasses that will go on sale to visitors and patrons at these two highly prestigious London venues for the performing arts. Both sets of specially commissioned opera glasses are sure to become highly sought after collector's items and will only be available for sale through those venue's official retail outlets.



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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The London Opera Glass Company

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