



## PURPOSE OF THE APPLICATIONS

The Dominion Theatre needs to upgrade its show signage and this supporting statement explains the background and importance of the new signage.



# SAVE LONDON'S THEATRES CAMPAIGN



## Save THE DOMINION THEATRE

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## THE DOMINION IN CAMDEN

The Dominion is Camden's part of the West End.

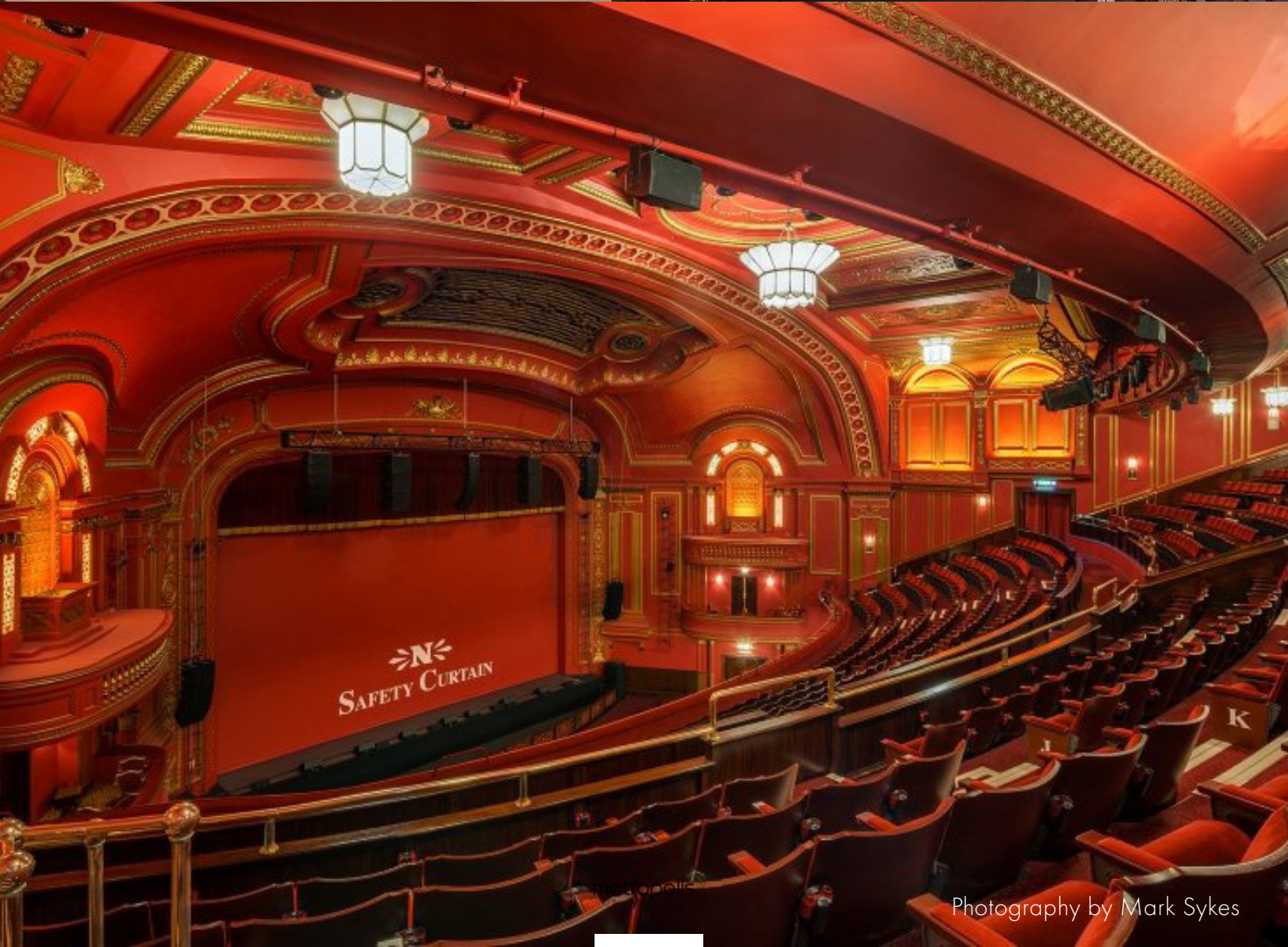
It is a very significant Theatreland venue, one of only 5 with more than 2,000 seats. It was built with 2,858, the top tier now being offices. If one day some of those seats can come back Camden will have the largest West End theatre.

The Dominion is a Tottenham Court Road landmark and the opening of the Elizabeth Line has been a catalyst for the creation of a significant arts and entertainment hub with the Outernet and a transformed public realm. The Dominion has always been an anchor venue here and it can help contribute to this new lively pedestrian focussed atmosphere.

The fortunes of the theatre were not always good. In the early 1990's demolition for a hotel was a real possibility and the building was in very poor condition.

Nederlander's ownership has transformed the whole theatre with a £6m refurbishment of the auditorium in 2017 and more recently major unseen improvements to the stage infrastructure to cater for the modern stage technology required by international productions.

metropolis



Photography by Mark Sykes





# SHOWTIME!

## SECURING PRODUCTIONS THAT FILL THE SEATS

The Dominion must attract the leading shows to fill its seats. It is now attractive to the major show producers because it has the capacity and facilities they insist on. But it competes with the similar venues in Westminster.

Timescales for securing new productions are short and theatres need to be able to guarantee that productions can open by a fixed date with all their show requirements including signage.

A show is a multi-million pound investment, not without risk, and show publicity is fundamental.

## SIGNAGE IS SHOWTIME

Show signage is a part of the West End character. It brings razzmatazz and a very special atmosphere in the early evening when audiences start to gather.

The long history of the show signage at the Dominion shown opposite speaks for itself.





## A SIGN AND ICON

The Dominion and the show producers would like to enhance the profile and recognition of shows at the venue by returning to a tried and tested combination of a show icon on the canopy and a show sign on the theatre.

Freddie hosted 4,600 performances and an audience of six million people came to see it.

The Dominion have booked The Devil Wears Prada from the US to open in October and we want to revert to this signage formula for this and future shows.

Canopy icons with background signs have been the most successful show promotions here.

In true showbiz style this show requires a large red stiletto to be placed on the canopy of the theatre with the show signage behind.

A twenty-foot Freddie Mercury stood on the Dominion canopy for 12 years during the run of 'We Will Rock You'.

With this format we can give certainty to producers and bring some show biz fun to the new public realm of the Tottenham Court Road hub.

THE  
**DEVIL**  
WEARS  
**PRADA**  
A NEW MUSICAL





# THE APPLICATIONS

We are making applications for listed building and advertisement consent for the new signage.

As a listed building the Dominion has been very well looked after by Nederlander and it is in perfect condition.

The existing sign has been in place for nearly 10 years and will be removed.

The new signage does not need any intrusive work to the building as it can be fixed to the existing framework on the facade and in the canopy as shown on the application drawings.

The Dominion and the surrounding area was robust enough to accommodate Freddie Mercury and it can also cope with a very large red stiletto.

There is no harm to the heritage value of the theatre in adding some fun to the canopy. Quite the contrary the theatre can only function if it can continue to attract the audiences it requires for its large refurbished auditorium.

We hope this is agreed and the consents granted.