



## Celebration of Broadway and West End Theatre



## Providing complete production solutions



### KEY INFORMATION

- **THE CLIENT:**  
SOLT and the Victoria and Albert Museum
- **EVENT:**  
Curtain Up Exhibition at the Victoria and Albert Museum
- **PRODUCTION TEAM:**  
Richard Stirzaker - WL Project Manager  
Marcus Wadland - WL Audio Project Manager  
Anna Landreth Strong - V & A Curator of Modern and Contemporary Theatre and Performance  
Harriet Usher - SOLT Project Producer
- **BRIEF:**  
To provide the complete production support for a brand-new museum exhibition
- **PROJECT TIMELINE:**  
Planning: Three months before the event  
On-site Prep: Three days
- **EQUIPMENT INVENTORY:**  
Christie 5K Projector, Grand MA 2 Lite, Martin MAC LED Washlight, ETC Source 4 Minis, Yamaha QL1 Console, EM Acoustics EMS 61 Loudspeakers.

Curtain Up explores the craftsmanship that goes into making the dazzling shows seen in both the West End and on Broadway. Featuring a red carpet guiding visitors around the space, original props from classic shows, along with interactive set pieces from current productions, this ambitious exhibition is the first of its kind. With its strong theatrical background, WL was asked to provide the complete production support.

Curtain Up was created in partnership with The Society of London Theatre, the V & A and The New York Public Library for Performing Arts and is one of many events celebrating the 40th anniversary of the Olivier Awards. Anna Landreth Strong, Curator at the V & A, comments: "The brief was to create an imaginative and immersive experience that showcased and celebrated the various disciplines involved in making a theatre production".

WL worked with a series of sound, lighting and set designers to devise a layout that highlighted their crafts and allowed attendees to experience these first-hand. To achieve this, WL drew on its extensive equipment inventory and prepped for two weeks in its London warehouse, followed by three days on site.

The exhibition opened on 9th February and runs until 31st August. Anna adds: "The response to the exhibition has been extraordinary and we appreciate the support and professionalism of WL throughout".

### PLANNING & APPROACH

"From our initial meetings, it was clear how ambitious this project was - which is only natural given it celebrates some of the biggest shows of all time. We approached it pragmatically and knew that, in order to fulfill the various designers' visions and ensure those visiting had the best experience possible, everything had to be thoroughly planned beforehand - hence we made multiple site visits and tried out various set-ups at our London base".

Richard Stirzaker  
WL's Project Manager

### RESULTS

"Curtain Up is ultimately a beautiful microcosm of the collaborative process that is theatre. It feels fitting then that such a successful collaboration actually went into creating the exhibition. As this was the first time something like this had been attempted, we relied on the support of those we were working with. Therefore, we are hugely grateful to WL for helping us create an unforgettable and ground-breaking exhibition".

Harriet Usher  
SOLT Project Producer

### DELIVERY

To recreate the dazzling lights of Broadway and the West End, along with lighting the actual exhibits, WL utilised 115 x ETC Source Four Minis, Coemar Parlite LEDs, along with Martin MAC Washlights. Audio played a significant role in creating the immersive feel and WL drew on the EM Acoustics EMS61 Loudspeakers, all of which were mixed by a Yamaha QL1 Console. A Christie 5K Projector was used for the various video projections, including *The Curious Incident of the Dog in the Night-Time* exhibit.





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Photos courtesy of the Victoria and Albert Museum

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