

The Theatres Trust announces 'Experiencing Theatres'

Unicorn Theatre, London

09 June 2009

Make your theatre better for building audiences

Booking is now open for Conference 09, **Experiencing Theatres**, The Theatres Trust's annual conference on 9 June 2009 aimed at theatre industry professionals, designers and architects.

This year the one day conference considers how different approaches to theatre architecture attract and influence audiences in different ways. It will look at how the scale, style, and sensitivity associated with auditoria design, way-finding, facilities, and building management make a difference to the atmosphere and energy of a theatre – and how they help make audiences feel welcomed and receptive to the live, shared theatre experience.

Building on the success of *Performing Theatres?* in 2007 and *Building Sustainable Theatres* in 2008, David Benedict, theatre critic for Variety, leads the day as Conference Chair looking at how to make theatre buildings better for audiences, meet expectations, and incorporate audiences views in the design process. The conference will also include a focus on opportunities within Building Schools for the Future to engage young audiences in theatres design.

Conference 09 takes place at the Unicorn Theatre in London. Organised by The Theatres Trust, this day long conference provides a unique opportunity to look at the principles of designing theatres to meet the needs of modern audiences and support audience development. Timed to lead into the ABTT Theatre Show at the Royal Horticultural Halls from 10-11 June 2009, registered delegates will also receive free tickets to visit the Show to see what manufacturers and suppliers have on offer for theatres.

Industry support makes the conference happen and in 2009 the Trust extends its thanks to: ABTT, Ambassador Theatre Group, Burrell Foley Fischer, Carr & Angier, Charcoalblue Ltd, ETC Ltd, Harlequin Floors, Lee Fitzgerald, Newman Displays, Northern Light, Stage Electrics, Stage Technologies Ltd, Theatre Projects Consultants Ltd, Theatreplan LLP, Tim Foster Architects, White Light Ltd, Wigwam Acoustics and the Unicorn Theatre. Media Partners are Lighting & Sound International and The Stage.

Further information including a full programme and registration details are available on www.theatrust.org.uk

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The Theatres Trust

Protecting Theatres for Everyone

National Advisory Public Body for Theatres

Notes to Editors

1. The Theatres Trust

The Theatres Trust is the National Advisory Public Body for Theatres. The Trust aims to protect theatres on behalf of the nation. It advises in planning, regeneration and development, architecture and design, heritage, and theatre. It enables better planning to secure, improve and achieve sustainability for new and existing theatre buildings and to protect theatre use. Our aim is to ensure that current and future generations have access to good quality theatres that reflect our rich cultural heritage and offer inspiring new environments in which to enjoy theatre.

Images available upon request.