



Launch of The Theatres Trust People's Choice Award 2011

15 June 2011

For immediate release

Entries are now open for The Theatres Trust second annual People's Choice Award, following a launch event at the ABTT Theatre Show 2011.

Entries are invited from entertainment industry manufacturers/suppliers with a product that they consider is making a difference to theatres sustainability, either through design, manufacture or operation. Successful applicants products will be displayed on The Theatres Trust's stand 2-M14 at PLASA 2011 from the 11 – 14 September and visitors to the show will cast their vote for the People's Choice Award.

Visitors to stands at both the ABTT Theatre Show and PLASA 2011 will be able to see a variety of information on the Trust's European Regional Development Fund-backed 'Ecovenue' sustainability project, which is improving the sustainability of 48 London performing arts venues.

At PLASA 2011, after three days of visitor voting, the award will be presented to the winner on The Theatres Trust's stand at a reception on Tuesday 13 September, at the culmination of PLASA's 'Sustainability Tuesday' day of related Education Programme events.

Last year, entrants to the People's Choice Award included Coemar, Philips Vari*Lite, ETC, I-Pix, JBLight, Prism Projection, Nemo, and White Light/Arcola/BOC.

Ultimately, PLASA visitors voted Global Design Solutions' dimmable LED BluesSystem working light the overall winner. Matt Lloyd, of Global Design Solutions, said "We were extremely honoured to receive The Theatres Trust's People's Choice Award in 2010, and it means a lot to us as a relatively young company to receive the support of our industry peers through The Theatres Trust."

Tim Atkinson, leading on delivery of the Ecovenue project, said "The quality and range of entries for last year's award, and the enthusiasm of the voting visitors demonstrates that improved product sustainability is high in the mind of both manufacturers and buyers. I look forward to a competition just as close this year, from a range of companies spanning the entertainment spectrum."

Manufacturers or suppliers who wish to enter may pick up an information form from The Theatres Trust stand at the ABTT Theatre Show, or visit www.ecovenue.org.uk.

Ecovenue



plasa2011
11 - 14 SEPTEMBER 2011 / EARLS COURT

ENDS

Protecting theatres for everyone

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The National Advisory Public Body for Theatres

The Theatres Trust Charitable Fund co-operates with The Theatres Trust, has the same Trustees and is registered as a charity under number 274697



Notes for Editors

1. European Regional Development Fund: London European Regional Development Fund 2007 to 2013: The European Regional Development Fund (ERDF) is used to tackle regional disparities across Europe. The ERDF supports regional development through actions such as business innovation and support and regeneration. Working on behalf of the Mayor of London, the European Programmes Management Unit (EPMU) at the London Development Agency (LDA) is responsible for the administration of the 2007 to 2013 ERDF programme.

2. 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. Its 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. www.theatretrust.org.uk

3. Ecovenuue: Ecovenuue's environmental assessments, Display Energy Certificates and environmental policies are being delivered by Tim Atkinson, the Trust's Theatre Building Services Adviser. Dissemination Events for the project will be held throughout the project.

Further information on Ecovenuue and The Theatres Trust can be obtained from its website www.theatretrust.org.uk

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4. Plasa: PLASA is the lead professional body for those who supply technologies and services to the event, entertainment and installation industries. It has a membership of over 1100 businesses across the globe, providing them with a wide range of business resources, technical support and commercial benefits.

The Association is actively involved in the development of standards and directives worldwide. In North America, PLASA leads the ANSI accredited Technical Standards Program, which is responsible for developing standards and recommended practices that facilitate the use of new and existing equipment and promote safe working conditions. In Europe, the organization works closely with the BSI in the UK and CENELEC in Europe to support the development of standards for the industry.

On the skills and certification front, the association spearheads the development of qualifications across the industry, providing recognition for existing skills, improving levels of safety and defining the benchmark for best practice.

The organisation owns the PLASA Show, a major event for the creative and technical industries with over 350 exhibitors and 13,000 visitors, and has recently launched the PLASA Focus strand of regional networking events. PLASA also has successful media divisions responsible for leading magazines Lighting&Sound International, Lighting&Sound America and Protocol.

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