

Mission statement

Our intension is to sensitively enhance the historic Dance House theatre frontage, a listed landmark, by upgrading and modernising its external signage, while respecting and celebrating its architectural heritage. Through the installation of updated illuminated fascia signs, the revitalisation of the canopy-mounted letter signage, and the reintroduction of the traditional hanging banner, we aim to achieve the following key benefits:

- **Strengthen Building Identity:** Providing a clear, contemporary corporate identity that aligns with the building's current role as a dynamic performing arts school, without compromising its historic character.
- **Enhance Street Presence:** Improving the building's visibility both day and night through tasteful illumination, making it more inviting and accessible to students, audiences, and the broader community.
- **Broaden Public Engagement:** Re-establishing the hanging banner as a versatile communications tool will broaden awareness of activities, including non-curriculum performances, external productions, community workshops, and third-party events.
- **Support Sustainability and Heritage:** Using energy-efficient illumination and carefully designed signage materials to ensure a sympathetic integration with the building's listed status, preserving its legacy for future generations.
- **Attract Third-Party Interest:** Positioning the venue as a hub for external shows, performances, and partnerships, further supporting the school's growth and community impact.

This proposal ensures that while the building's function has evolved, its visibility, significance, and character are respectfully enhanced, securing its role as a cultural and educational beacon in the heart of the community.

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My pronouns are He/Him



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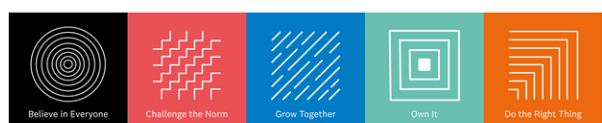
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