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## Panter Hudspith Architects create new Picturehouse Central cinema

BY KATE CORNEY



*The Picturehouse Central entrance in the Trocadero's Baroque Grade II listed façade has been rejuvenated*

photo: Panter Hudspith

### **Panter Hudspith architects have refurbished the Cineworld Cinema at The Trocadero in London's Piccadilly.**

The site reopened on 19 June as the Picturehouse Central - a new 1,000 seat, seven-screen flagship cinema.

The Trocadero is a mixed-use building in the heart of London with a colourful past. Parts of it are currently closed for refurbishment. The new cinema is part of its renaissance.

Panter Hudspith, which has also completed another Picturehouse Central in Dulwich, London, has extensively restructured the interior, providing new spaces for cafes, bars, a restaurant and a rooftop terrace offering views over Piccadilly.

The elaborate Baroque Grade II listed façade has been rejuvenated and a new glass frontage onto Shaftesbury Avenue leads into a double-height foyer.

A grand oak and red tiled staircase leads from the foyer to the first floor bar and restaurant, with seating for 100 and lobby access to the cinema screens.

Martin Brudnizki Design Studio has used cinematic culture, from Hollywood glamour to art-house cinema, to create the interior.

Listed friezes by Gerald Moira from the days when the site was home to Scott's Restaurant remain on public display and the ground floor café displays a specially commissioned illustrative mural by artists Patrick Vale and Paul Davis.

The existing seven auditoria have been upgraded with luxury seating, increased legroom, larger screens and improved sightlines.

The new cinema will screen documentaries, independent and classic films as well as blockbusters and live ballet and opera.

Trocadero owner, Criterion Capital, has announced a scheme to build a 583-bedroom pod hotel within the building. Planning permission was given in August 2012. The development would include apartments, shops and a rooftop bar