

= Stanley Industrial Alliance Stage =

The Stanley Industrial Alliance Stage (formerly the Stanley Theatre) is a landmark theatre at 12th Avenue and Granville Street in Vancouver , British Columbia which serves as the main stage for the Arts Club Theatre Company . The Stanley first opened as a movie theatre in December 1930 , and showed movies for over sixty years before falling revenues led to its closure in 1991 . After years of threatened commercial redevelopment , the Stanley was renovated as a stage theatre in 1997 ? 1998 and subsequently awarded status as a heritage building .

As a stage for the Arts Club , the Stanley has been used to put on classics , Broadway musicals and other large productions , including *Swing !* , *My Fair Lady* , *Miss Saigon* , Disney 's *Beauty and the Beast* and Irving Berlin 's *White Christmas* . The theatre , which went through major fundraising to finance its renovations and mortgage , at one stage lost its sponsor du Maurier due to tobacco regulations , but in 2005 received new sponsorship from Industrial Alliance Pacific Life Insurance Company and the theatre 's name was changed to the Stanley Industrial Alliance Stage .

= = Movie theatre = =

The Stanley opened on December 15 , 1930 . Originally envisioned as a vaudeville venue , it was built by Frederick Guest , owner of a chain of theatres in Ontario , who reportedly fell in love with Vancouver and decided to build his dream theatre there . He hired Henry Holdsbys Simmonds as the architect , who designed it with a neoclassical interior and an Art Deco exterior , with seating for 1 @ , @ 216 people . In order to make as high quality a theatre as possible , Simmonds used only the best materials he could find , including tindle stone from Winnipeg and tiles from Italy , along with chandeliers , carpets and furnishings from local merchants . Like the Stanley Cup and Stanley Park , the theatre was named after Governor General of Canada Lord Stanley .

The first film shown at the Stanley was *One Romantic Night* , starring Lillian Gish . Admission was originally between 10 and 40 cents . The vertical Stanley sign was added in 1940 and the stylized Stanley script came in 1957 . The cinema , which had been part of the Granville Theatre Company , was bought by Famous Players in 1941 for \$ 268 @ , @ 000 .

The Stanley was originally built as a neighbourhood theatre , but gradually became more popular and attracted moviegoers from throughout the Vancouver region . From the 1950s onwards , progressively improved sound and projection systems along with refurbished seating added to the theatre 's appeal . On July 8 , 1954 the Stanley began showing films in stereophonic CinemaScope for the first time . By November 1958 , the theatre had a DP70 70mm projector , which at the time was advertised as " the only Todd @ - @ AO in Western Canada . " On October 18 , 1978 the auditorium was equipped with Dolby Stereo , and in November ? December 1985 its sound system was upgraded and certified to THX quality assurance standards .

The Stanley often showed blockbusters . Some movies shown at the theatre through the years included *Duel in the Sun* , *Knock on Any Door* , *Ben @ - @ Hur* , *Mutiny on the Bounty* , *Doctor Zhivago* , *2001 : A Space Odyssey* , *The Exorcist* , *The Towering Inferno* , *The Muppet Movie* , *Apocalypse Now* , *The Empire Strikes Back* , *The Elephant Man* , *Poltergeist* , *The Right Stuff* , *Indiana Jones and the Temple of Doom* , *Top Gun* , *The Untouchables* , *Stakeout* , *Empire of the Sun* , *Indiana Jones and the Last Crusade* , and *Goodfellas* .

Revenues declined during the late 20th century , and Famous Players closed the Stanley , which was by then the oldest operating movie theatre in Vancouver , on September 25 , 1991 after a final showing of the Stanley regular *Fantasia* (the theatre had previously shown *Fantasia* at least four times , in 1977 , 1979 , 1980 ? 1981 and 1990) . Its closure was part of a long trend : The number of Famous Players theatres had dropped from 419 in 1954 to 196 in 1969 , and would fall to eighty , some in partnership with other companies , by the time it was taken over by Cineplex Galaxy Entertainment in 2005 . Other Vancouver @ - @ area Famous Players movie theatres closed , sold or torn down in this period included the Regent (1958) , the Strand (1973) , the original Capitol (1974) , the Orpheum (1974) , the Fine Arts (1989) , Denman Place (1989) , Park Royal (1993) , the Park (2005) , and the Capitol 6 (2005) .

== Renovation ==

Famous Players put the Stanley up for sale in the spring of 1991 , with the condition that it not be used as a movie theatre . In the months leading up to the Stanley 's closure , Famous Players had a conditional sale agreement for the theatre with Vancouver developer Sandy Cox , who was planning to keep the Stanley 's facade and convert the interior into retail space . The Vancouver City Council received a proposal to change the building to retail use , which it approved , but the planned development was abandoned , and the building remained vacant for several years . During the early 1990s , a " Save Our Stanley " campaign was begun to preserve the building and prevent commercial redevelopment of the space . In 1994 , the Stanley Theatre Society was formed to try to buy the Stanley for the Arts Club Theatre Company , and in 1997 it purchased the theatre from Famous Players for \$ 3 @, @ 173 @, @ 000 . Renovation costs , including sound and lighting equipment , came to \$ 5 @. @ 8 million , which brought the costs of purchase and renovation to about \$ 9 million , \$ 1 @. @ 5 million more than the \$ 7 @. @ 5 million originally budgeted . Money came from fundraising campaigns by the Arts Club and Vancouver TheatreSports , at least \$ 3 @. @ 9 million from the provincial and federal government , a \$ 100 @, @ 000 grant from the City of Vancouver , the purchase of a density transfer to the One Wall Centre by Peter Wall for \$ 1 @. @ 2 million , as well as corporate sponsorship by du Maurier , who contributed \$ 1 @. @ 2 million ? although du Maurier would later withdraw as a sponsor because of federal restrictions on tobacco advertising .

Architects including Thom Weeks and Jennifer Stanley led renovations of the Stanley into a live theatre . Weeks was initially disappointed with the state of the pre @-@ renovated theatre , which looked " pretty tired " with its aged orange walls and sticky , soft drink @-@ stained carpets . However , by the time the renovations were completed , and the actors and musicians were getting ready to first perform in it , there was a general feeling of excitement about the theatre . Renovations included expansion of the lobby , reconfiguration of the balcony , an expansion of the stage to twice its original size , a new twenty @-@ five metre fly tower from which to raise and lower scenery , new dressing rooms , a trap room , an electrical room and a green room backstage , a reduction of the number of seats from 1 @, @ 216 to 650 , a crush bar in the old projection booth , a section cut out of the theatre 's dome to use for spotlights , and a full restoration of the theatre 's gold @-@ leafed plaster decorations . As a result of these renovations , in 1999 the theatre was awarded a City of Vancouver Heritage Award , as well as an IES International Illumination Design Award .

== Effects on the local area ==

A 2003 study claimed the Stanley 's renovation brought positive economic effects to the theatre 's local area , bounded by 8th Street and 17th between Fir and Hemlock . According to the study , this area became more of a leisure / recreation destination , with many new culturally related businesses , retail stores and service @-@ related businesses opening . An increase in overall sales was noted and 76 % of surveyed residents responded that the theatre 's reopening had a positive effect on the community . Business respondents also reportedly had a positive view of the theatre 's effects .

== Live stage ==

After renovation , owing to du Maurier 's sponsorship , the facility was named the Stanley Theatre du Maurier Stage , taken over by the Arts Club Theatre Company and later became their main stage . This venue has allowed the Arts Club to put on new kinds of shows , such as large musicals , classics and productions from around the world . The first production was *Swing !* , which opened on October 28 , 1998 and had a successful run , followed by *Hamlet* . In addition to showing Arts Club productions , the theatre is rented out for other purposes , including business and educational presentations , and has been used for comedy acts and concerts , such as Lorne Elliott , Francis Cabrel , and RyanDan .

By 2005 du Maurier had withdrawn as a sponsor and , along with its over @-@ budget renovation costs , the Stanley was left with a \$ 2 million mortgage . That year Industrial Alliance Pacific Life Insurance Company made a \$ 1 @.@ 5 million donation , and on April 5 the theatre was renamed the Stanley Industrial Alliance Stage for the next twenty years .

= = = Productions = = =