



J&C Joel

Inspiration in every performance

www.jcjoel.com

CREATIVE

PORTFOLIO



Welcome

Welcome to our latest in-depth brochure, this time showcasing the work of our Creative team.

The team was born out of a realisation that we needed to dedicate specialist resources to this type of work. Since its inception, the team has gone from strength to strength and is steadily gaining a reputation for its expertise, attention to detail and customer service.

I am genuinely excited to see how the team develops and evolves in the coming years.

James Wheelwright
CEO

Who we are

J&C Joel is one of the world's leading manufacturers and suppliers of flame-retardant fabrics, flooring, drapery, tracks, acoustic and stage engineering solutions for the entertainment, event, education, architectural and commercial sectors.

Established in 1978 by John Wheelwright, the business initially focussed on selling fabric to tailors and the fashion industry. But John soon identified a new opportunity in the entertainment industry and the business started manufacturing Black Wool Serge – a commodity product used for theatrical drapes, stage masking and acoustic curtains – which became the fabric backbone of the business.

A new era dawned in 2006 when John's son, James Wheelwright, took over the business marking the start of a major period of growth – the biggest in the company's history – with offices opening in the Middle East, Hong Kong, South Africa, Macau and Vietnam plus an expansion of operations in Europe and Australasia. The business now exports to more than 80 countries worldwide.



CREATIVE TEAM

Our Mission

The Creative team was formed out of an understanding that non-standard drapery projects need a specific focus and skillset. These projects need time and expertise to find solutions for challenging designs and ideas. Quite often, they also require the team to move quickly in order to meet tight deadlines. With a combined industry knowledge of over 35 years, the team are geared up to handle such projects.

The team pride itself on being an invaluable resource for designers, specifiers and clients from the concept right through to installation.

We aim to deliver 'show-stopping' work that will be remembered for years to come.



Meet the team

A dedicated team, full of innovation and a desire to deliver the best product and service possible.



Abbie Wadsworth - Head of Creative

Abbie has worked for J&C Joel since 2012 and has experience in several areas of the business having worked in our internal UK and European teams as well as spending time on the road as an external sales representative. Abbie joined the Creative team in 2021 and was appointed Head of Creative in 2023. Using her extensive knowledge of our products, services and systems, Abbie is able to offer first-class advice and service to our varied customer base.

Some of Abbie's most recent projects include Disney's Beauty & the Beast, Lion King and Bedknobs & Broomsticks. Birmingham Rep's Spitting Image, Tom Piper designed Living With Death exhibition at The Humboldt Forum in Berlin, Cameron Mackintosh's Stephen Sondheim's Old Friends, the Royal Opera House's Alcina, Cirque du Soleil's Luzia, English National Opera's Handmaid's Tale, BBC Proms and Grange Park Opera's 2022 Spring season. She has also worked on several concert tours, festivals and one-off shows for a variety of artists including Adele, Arcade Fire, Arctic Monkeys, DAVE, George Ezra, Sam Smith and The 1975 to name but a few.

Oliver Marns - UK Sales Director

Oliver joined J&C Joel in 2012 and is now the company's Creative Sales Director. In his time at J&C Joel, Oliver has led and supported the team in delivering key projects for numerous theatrical shows including the new imagining of Anything Goes, Matthew Bourne's Romeo and Juliet, The Midnight Bell and Nutcracker!, Channing Tatum's Magic Mike Live, and Cameron Mackintosh's Les Misérables, Hugh Jackman's The Man. The Music. The Show, Mischief's Magic Goes Wrong, and the Broadway transfer of How the Grinch Stole Christmas. In Addition, Oliver has led the delivery of drapery packages for Follies, Three Sisters and Manor at the National Theatre. As well as theatre, Oliver has worked on numerous operas including Iolanthe, The Merry Widow, and Cunning Little Vixen at the English National Opera.

Oliver has also delivered several high-profile ceremony packages, including the Sochi Winter Olympics, the 5th IAMAG, Ashgabat and the 42nd National Day in the UAE. Added to this, he has been integral in the delivery of numerous large-scale concert tour packages for Robbie Williams, Mariah Carey, Shakira, Take That, Coldplay, Sam Smith, Queen and others. Finally, Oliver has led several high-profile installations such as the Victoria Palace Theatre, London, the Mayflower Theatre, Southampton, the award-winning MK Gallery, Troxy, Eton College, and the Royal Albert Hall.



Creative Support Team

Before starting work at J&C Joel, Graham worked for 18 years internationally and across the UK and Ireland in the theatre and live events industry as a Technical Manager, Production Manager, Stage Manager, Master Carpenter, Deputy Automation, and varying other touring and in-house positions. Working on productions including War Horse, Mama Mia, Bat Out Of Hell, Dirty Dancing & Strictly Come Dancing, and as Technical Manager for ATG at the Manchester Opera House and Liverpool Empire; Graham brings his knowledge of live performance and venue operations to his role at J&C Joel.

Richard Black is a Rose Bruford College graduate, who has a passion for scenic arts and a flair for unusual builds! Richard's expertise includes scenery construction, events, art installations, track systems, visual arts, and mechanical systems for entertainment venues. Richard is based in Ayrshire and will travel as required to support our customers.

Stuart French has a long and impressive career in theatre production and management, including working with companies like Glyndebourne Opera, Apollo Leisure, and International Artists. Stuart spent 7 years as director of Technical Theatre at the BRIT school and won a TTA award for his outstanding work in education. Stuart now brings his expertise to J&C Joel.



J&C Joel Design Team

J&C Joel boasts a team of five full-time designers who are conversant in 2D and 3D AutoCAD, Vectorworks, SketchUp, Rhino, Solid Works, and the Adobe Creative Suite. The team produces everything from the initial concept drawings right through to full design and production drawings and is capable of interpreting designs from various media.



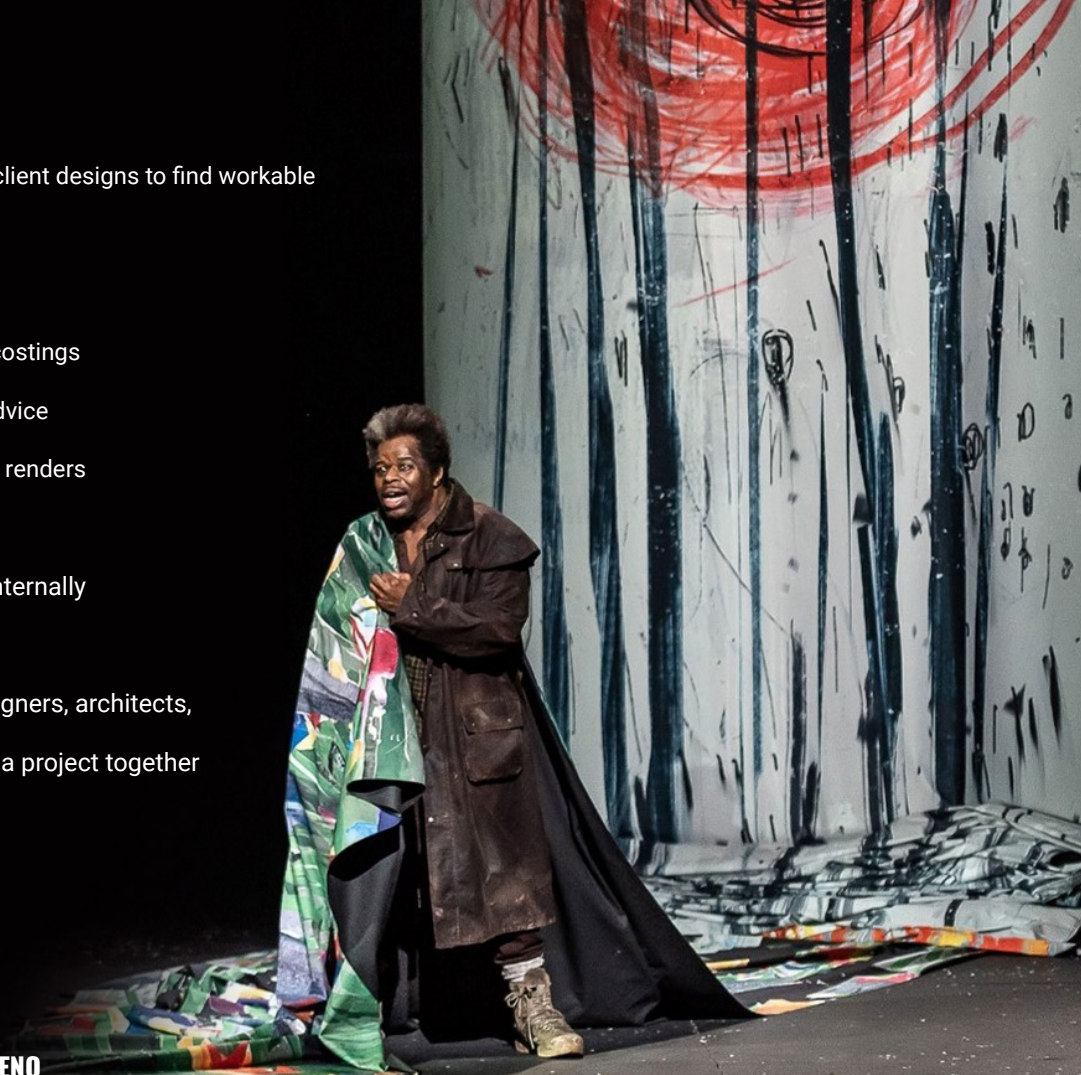
Creative Manufacturing Team

The Creative Manufacturing Team are highly skilled in both standard and non-standard techniques. Building their skills over many years within the department, each member of the team approaches a new job by combining traditional manufacturing techniques with more advanced methods, such as laser cutting, the Creative Manufacturing team can manufacture the most unique and intricate appliqué patterns and bring the customer's vision to life. The team has worked in various venues all over the world. The team are also site trained and has worked in some of the most prestigious venues and stadiums across the globe.

Our Skills

- Breaking down and sense-checking client designs to find workable and cost-effective solutions.
- Generating design ideas
- Thorough, detailed and transparent costings
- Providing pragmatic and workable advice
- Design and production drawings and renders
- Prototyping and sampling
- Project Management of projects, internally and externally
- Liaising and coordinating with designers, architects, other contractors and clients to tie a project together

Cunning Little Vixen, London Coliseum, ENO



Our Solutions

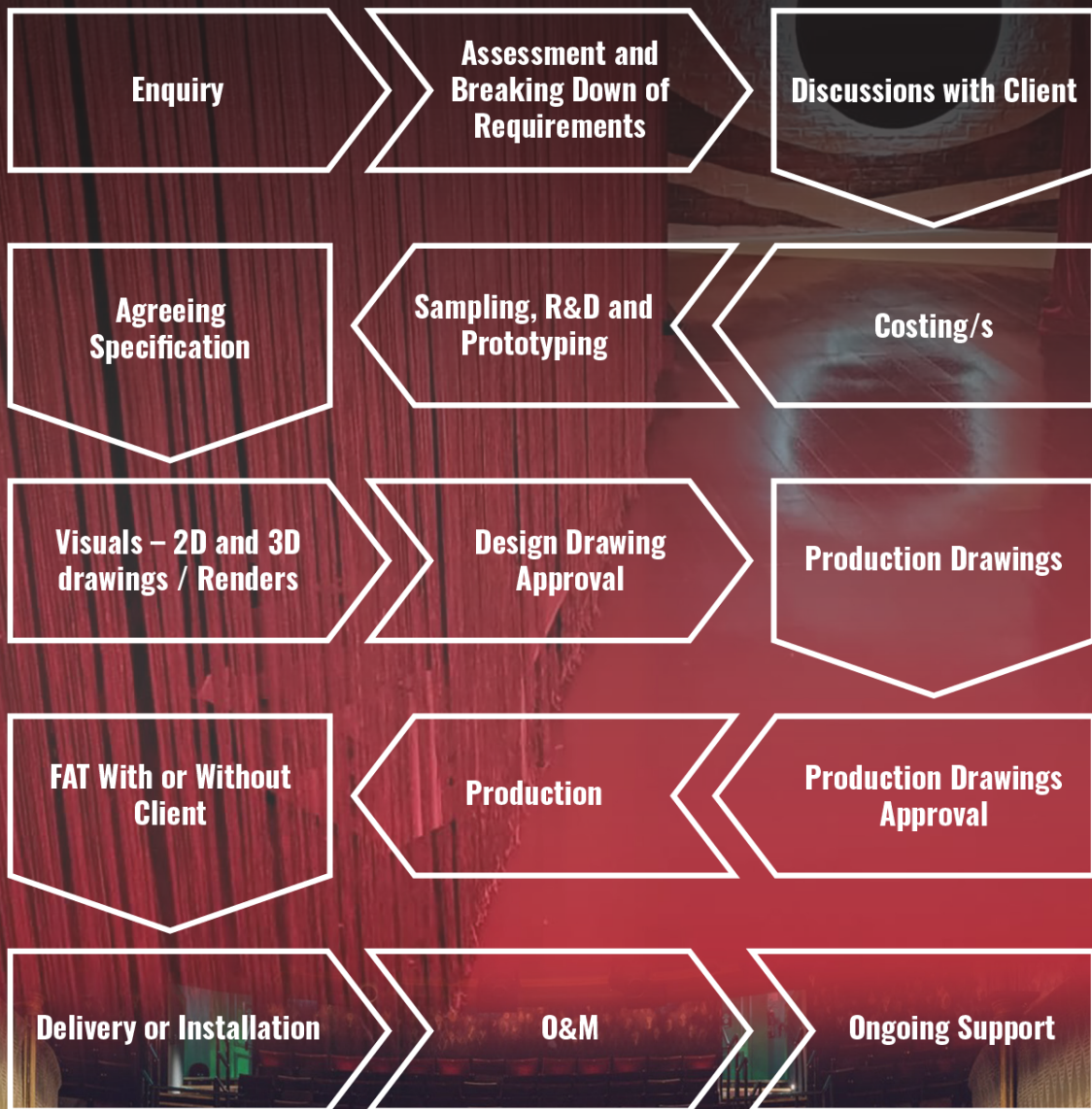
- Expert advice on all aspects of fabric and drapery
- Digitally printed drapery and flooring
- Front of House Tabs and Pelmet
- Theatre Auditorium drapery
- Theatrical Shows and Installations
- Concert Touring drapery solutions.
- Drape Retraction Systems
- Kabuki Drape Systems
- Scenic Solutions
- Architectural and Feature drapes
- Laser and Rotary Cutting

Lola Young Performance, Graham Norton Show, SO Television



Our Process

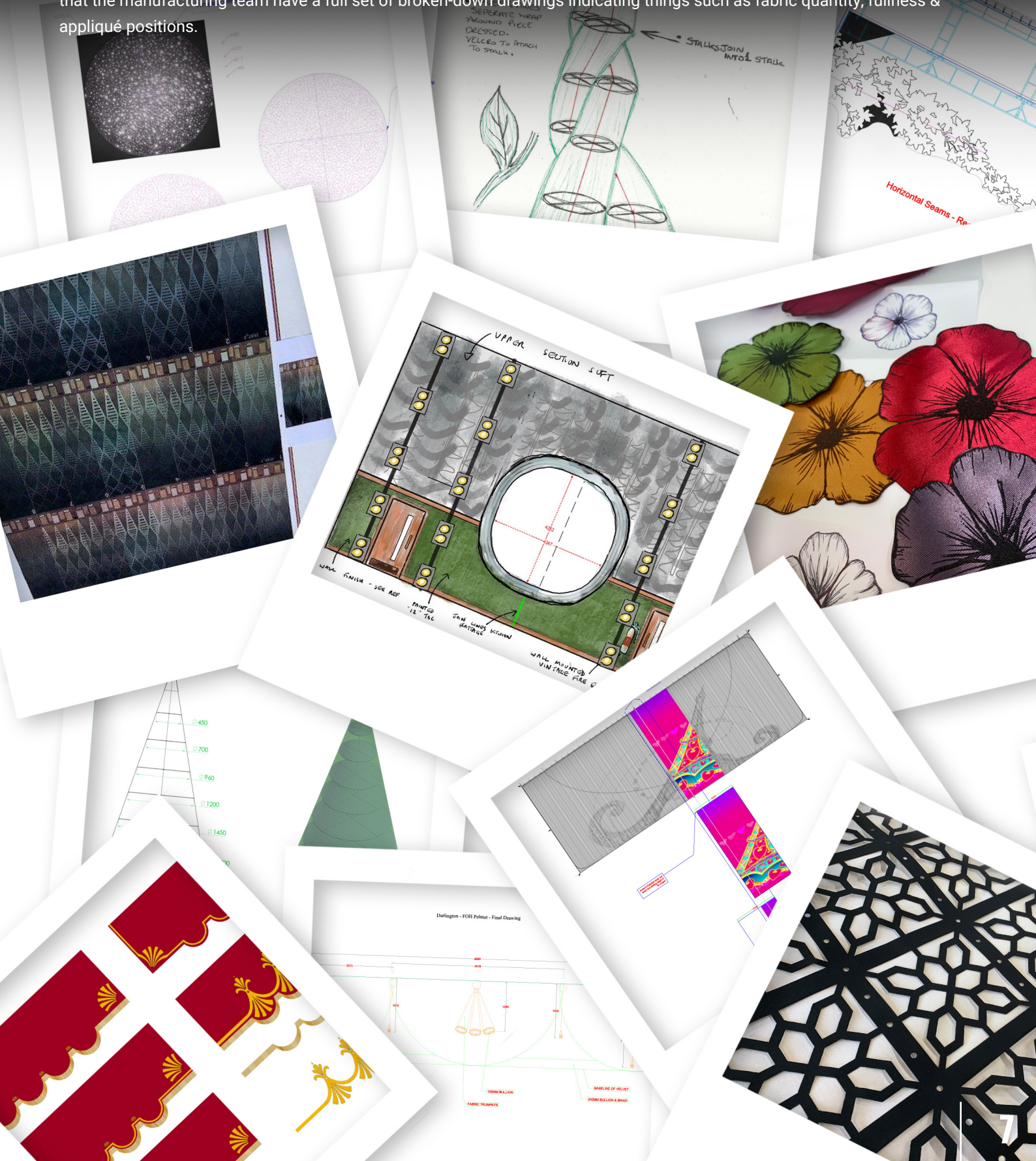
As every project is different, we devise a process that suits the intricacies of a specific job. However, below is an example of a typical process we would follow:



Our Designs

We pride ourselves on our creativity and ability to find ways of bringing a designer's vision to life. Our creative team works closely with the design and manufacturing teams to give visual solutions to ideas, we have started projects from as little as a hand-drawn sketch, developing the idea and working through various drafting and drawing techniques to find the right design.

This page just shows a few small examples of the team's drawing and design capability, usually working on a client brief without any imagery in the first instance, utilising our past experiences we can visualise most things and communicate this with design drawings. We produce all our own manufacturing drawings once the project is won and underway, this means that the manufacturing team have a full set of broken-down drawings indicating things such as fabric quantity, fullness & appliqué positions.



Sectors we work in

Whilst we don't like to pigeonhole our work or our clients, we work across multiple creative sectors.

- **Stage Shows**
- **Opera & Ballet**
- **Film & Television**
- **Theatre Auditoria**
- **Concert Touring**
- **Ceremonies**
- **Festivals / Cultural**
- **Art Installations / Immersive**
- **Architectural / Feature**
- **Visual Merchandising**
- **Events, Exhibitions and Conferences**



Disney's Beauty & The Beast, UK Tour & London Palladium, Disney Theatrical



Project Gallery

Anything Goes, Barbican Centre, London, Tom McEvilly



Bedknobs & Broomsticks UK Tour, Gary Beestone Associates & Michael Harrison



Disney's Beauty & The Beast, UK Tour & London Palladium, Disney Theatrical



Stage Shows

How The Grinch Stole Christmas, UK Tour, Splinter Scenery



The Osmonds Musical, UK Tour, Setting Line



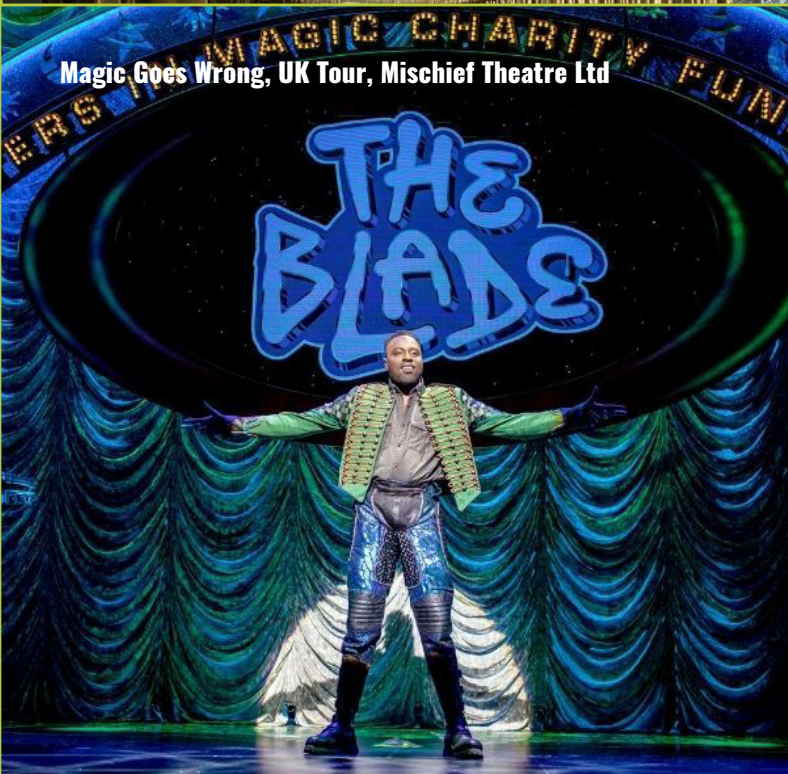
Cabaret, Playhouse Theatre, London, KKC Productions



Cabaret, Playhouse Theatre, London, KKC Productions



Magic Goes Wrong, UK Tour, Mischief Theatre Ltd



Tuckshop The Musical, Garrick Theatre, London, Tuckshop UK



Into the Woods, Theatre Royal Bath, Phil Wilding



Sondheim's Old Friends, Memorial Concert, Delfont Mackintosh



Moulin Rouge The Musical, Piccadilly Theatre, London, TAIT



Theatre Support Fund, Palace Theatre, London, The Show Must Go On



RuPaul Werq, World Tour, Splinter Scenery



RuPaul Werq, World Tour, Splinter Scenery



Anything Goes, Barbican Centre, London, Tom McEvilly



RENT The Musical, Hope Mill Theatre, Manchester



The Wiz, Hope Mill Theatre, Manchester



Three Sisters, National Theatre, London, NT Productions



Three Sisters, National Theatre, London, NT Productions



Wonderboy, Bristol Old Vic, Bristol Old Vic Productions



Pinocchio, National Theatre, London, NT Productions



Magic Mike Live, Hippodrome Casino, London, Magic Mike Live



Magic Mike Live, Hippodrome Casino, London, Magic Mike Live



Otello, Grange Park Opera



Cunning Little Vixen, London Coliseum, ENO



Otello, Grange Park Opera



Opera & Ballet

Broucek, Grange Park Opera



Handmaids Tale, London Coliseum, ENO



Handmaids Tale, London Coliseum, ENO



Merry Widow, London Coliseum, ENO



Orpheus in the Underworld, London Coliseum, ENO



Cunning Little Vixen, London Coliseum, ENO



Alcina, Royal Opera House, London



Iolanthe, London Coliseum, ENO



Merry Widow, London Coliseum, ENO



Graham Norton Show, SO Television



Shakira, Davis Cup Closing Ceremony, Ace Entertainment



Film & Television

Graham Norton Show, SO Television



Graham Norton Show, SO Television



Strictly Come Dancing, BBC, Encore



Strictly Come Dancing, BBC, Encore



Strictly Come Dancing, BBC, Encore



Strictly Come Dancing, BBC, Encore



Graham Norton Show, SO Television





Theatre Auditoria

Royal Court Theatre,
Liverpool



Manchester Opera House, Manchester



Manchester Opera House, Manchester



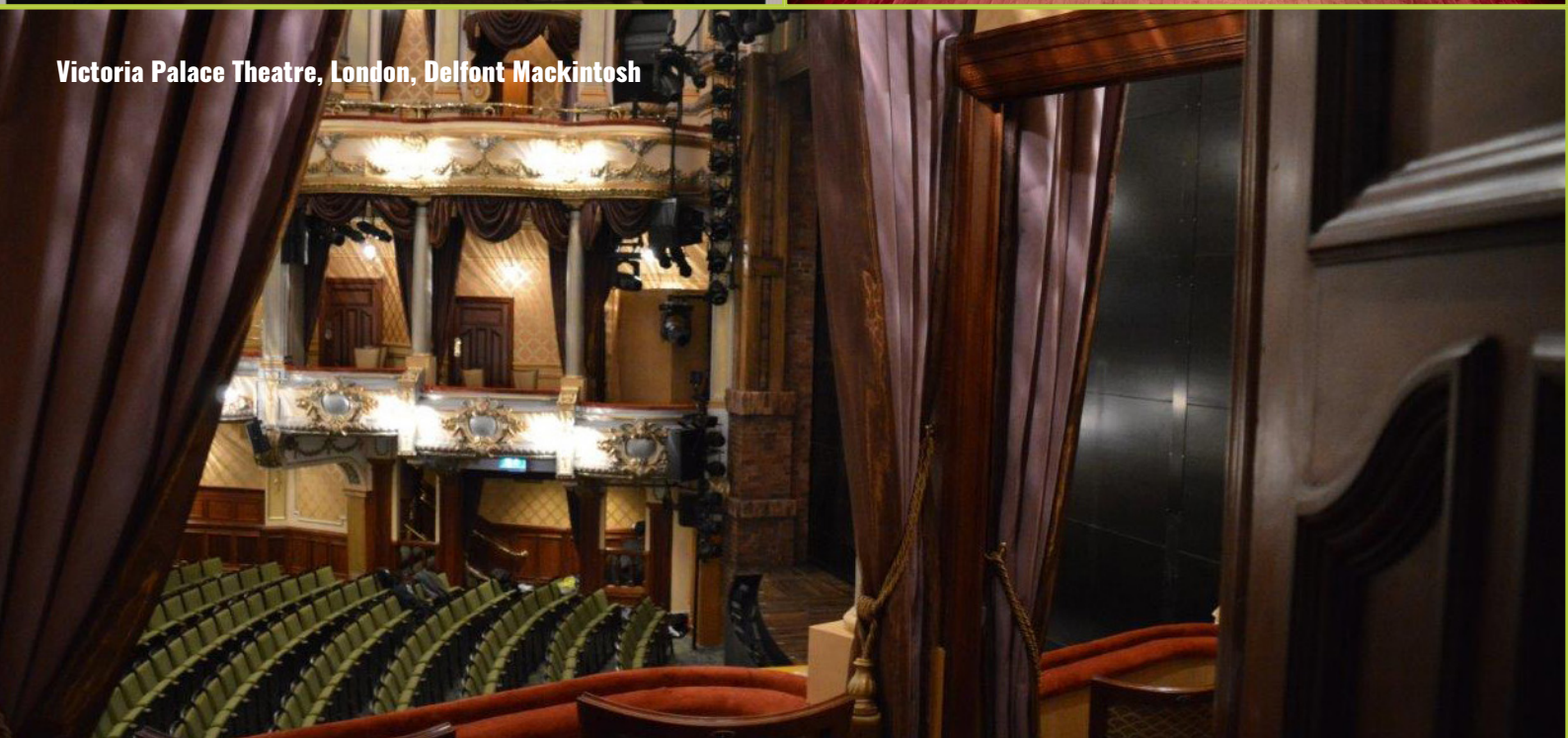
Perth Theatre, Scotland



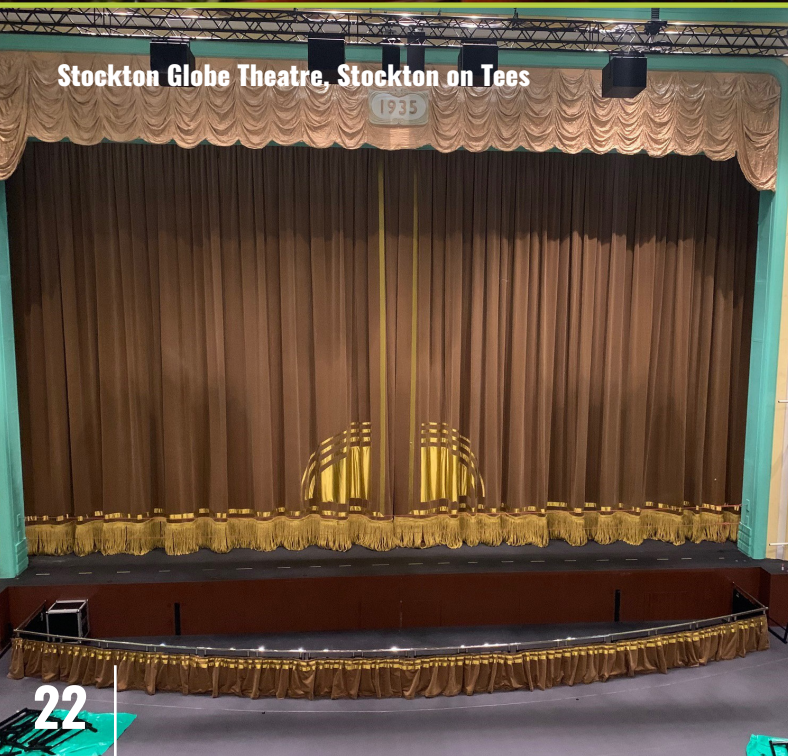
KOKO, london



Victoria Palace Theatre, London, Delfont Mackintosh



Stockton Globe Theatre, Stockton on Tees



Stockton Globe Theatre, Stockton on Tees



Hillsong, Hillsong Church Australia



Dua Lipa, Dua Lipa Life



Concert Touring

Avenge Sevenfold, TAIT



Gorillaz



Sheridan Smith, Live Nation / Mark Cuniffe



Sheridan Smith, Live Nation / Mark Cuniffe



Phil Collins, Acre Jean



Green Day, TAIT



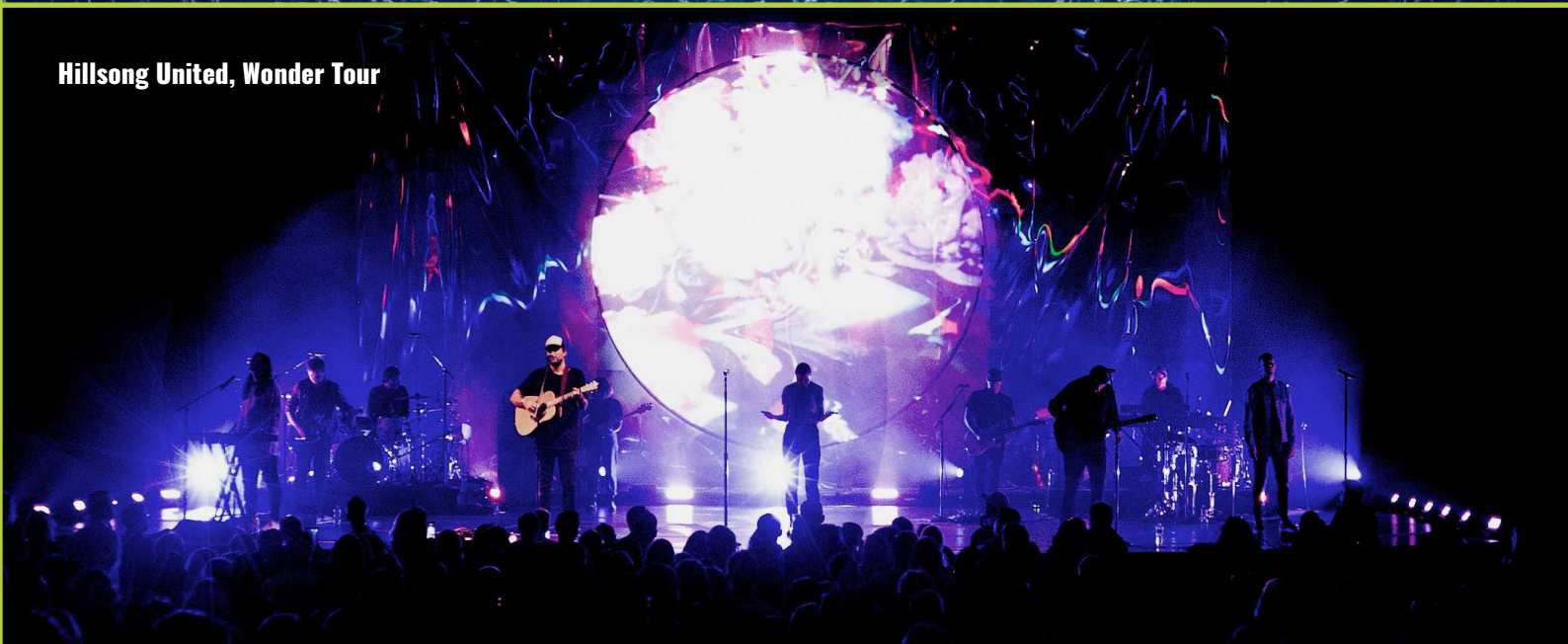
Mariah Carey, Lizzie Props



Sam Smith, TAIT



Hillsong United, Wonder Tour



Soundstorm Festival, Saudi Arabia, TAIT



Dido, Carthage Touring (UK) Limited / Ollie Metcalfe



Arcade Fire Tour, Tait



**Ellie Goulding Album Launch, KOKO, Starry Touring LLP,
London, Cate Carter LP**



**Ellie Goulding Album Launch, KOKO, Starry Touring LLP,
London, Cate Carter LP**



George Ezra, European Tour, Spice Rack Productions LLP / Cate Carter LD

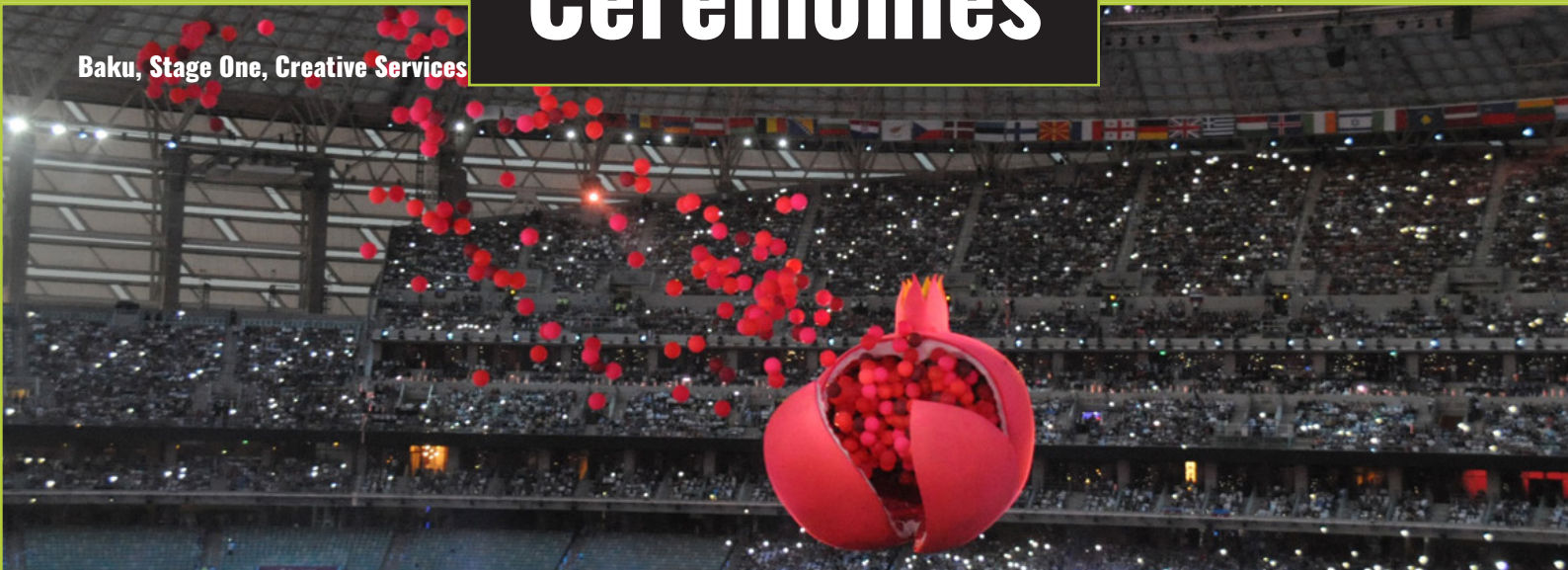


Ashgabat Opening Ceremony, Balich Worldwide



Ceremonies

Baku, Stage One, Creative Services



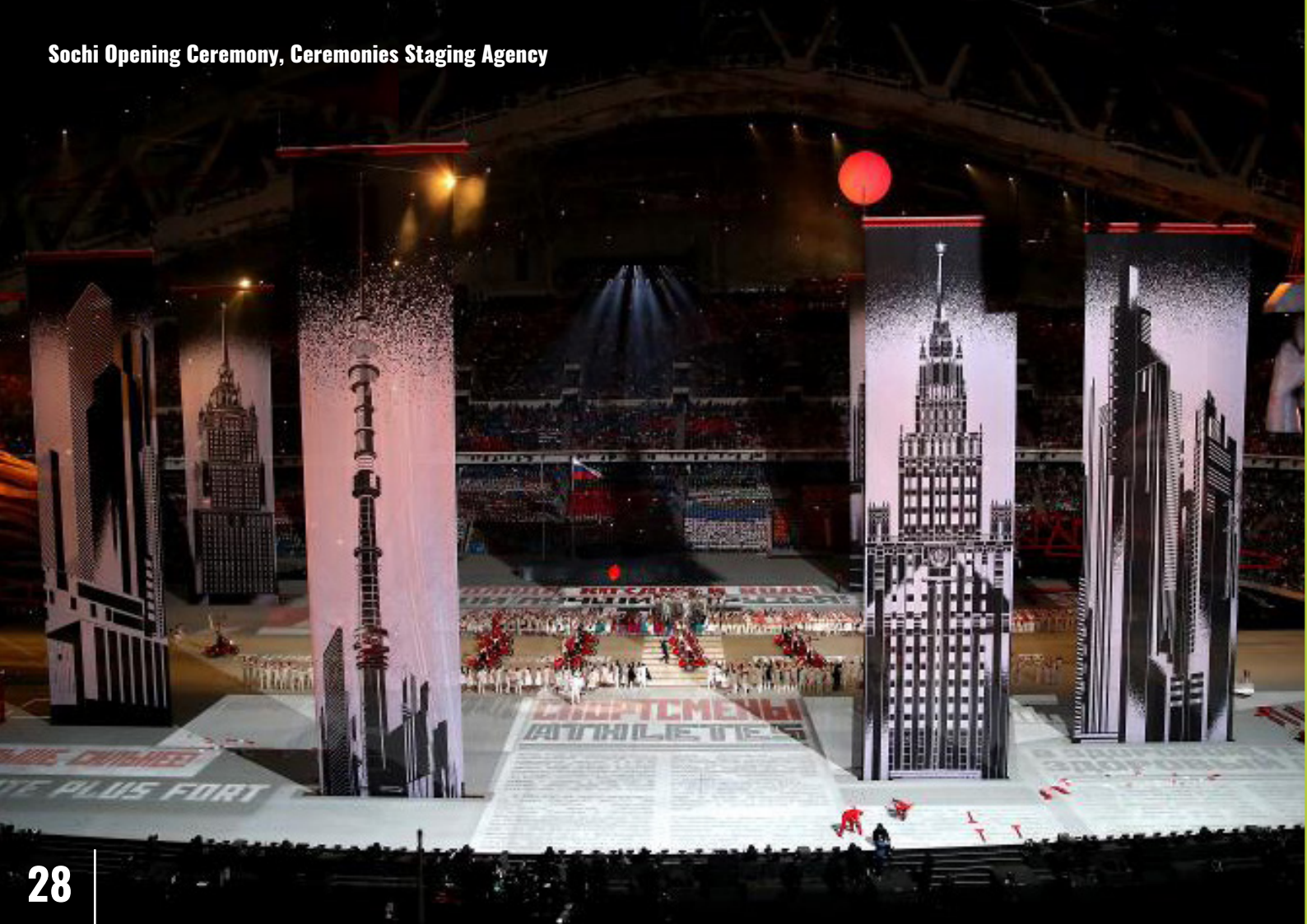
Sochi Opening Ceremony, Ceremonies Staging Agency



London 2012 Opening Ceremony, Stage One, London



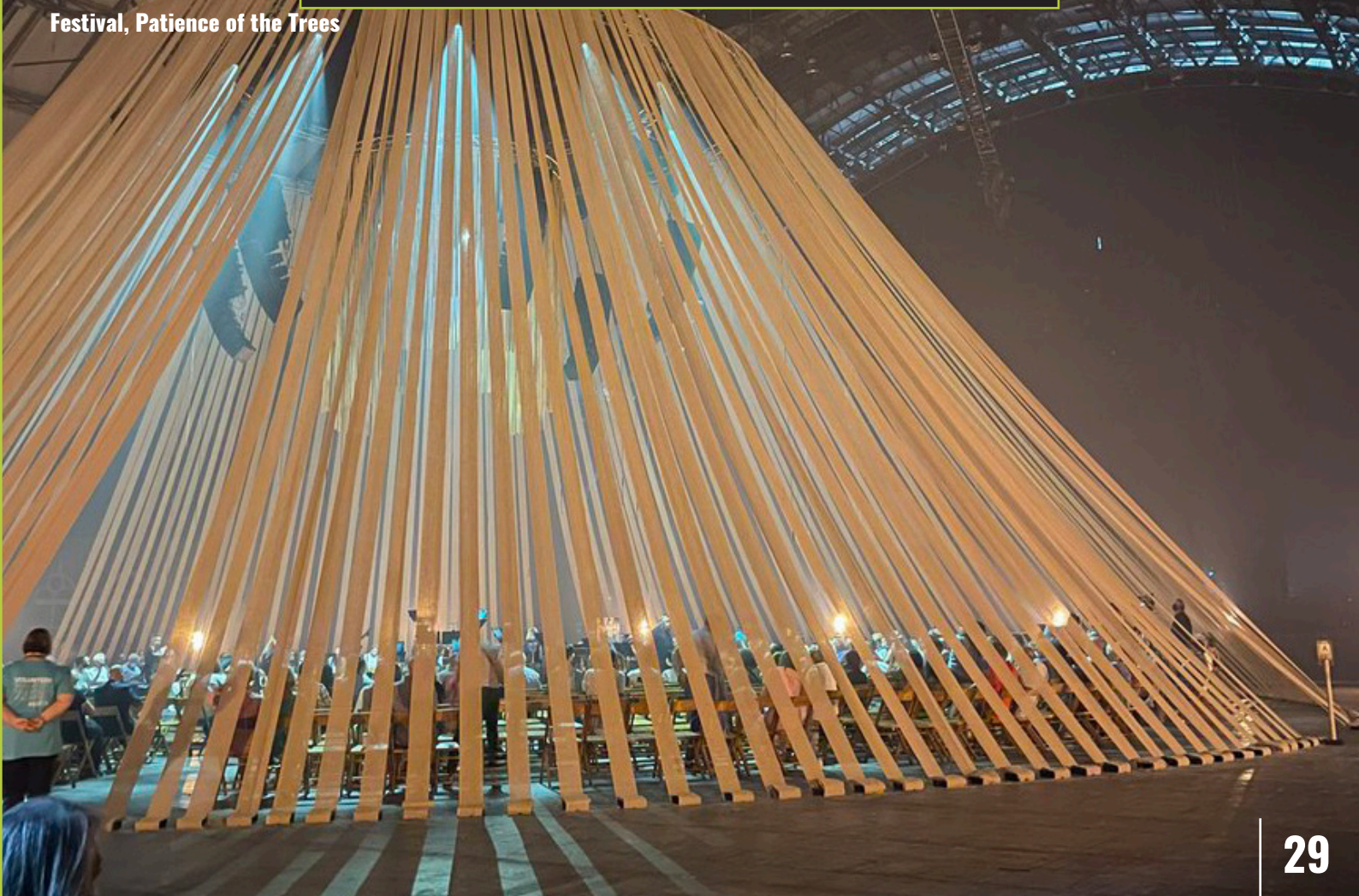
Sochi Opening Ceremony, Ceremonies Staging Agency





Festivals/Cultural

Manchester International
Festival, Patience of the Trees



Coventry City of Culture 2021, Coventry



Coventry City of Culture 2021, Coventry



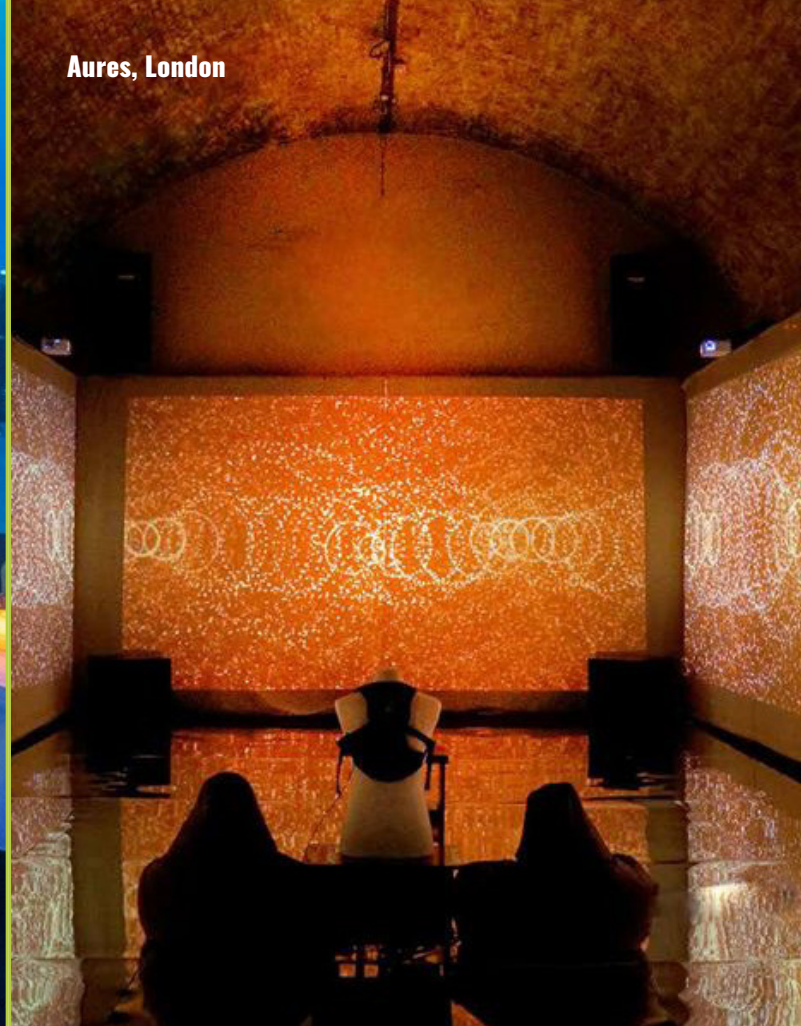
Coventry City of Culture 2021, Coventry



Aures, London



Aures, London



Art Installations / Immersive

Falling Light, Flat-e, Corn Exchange



Kiss My Genders, Hayward Gallery, Southbank Centre, London



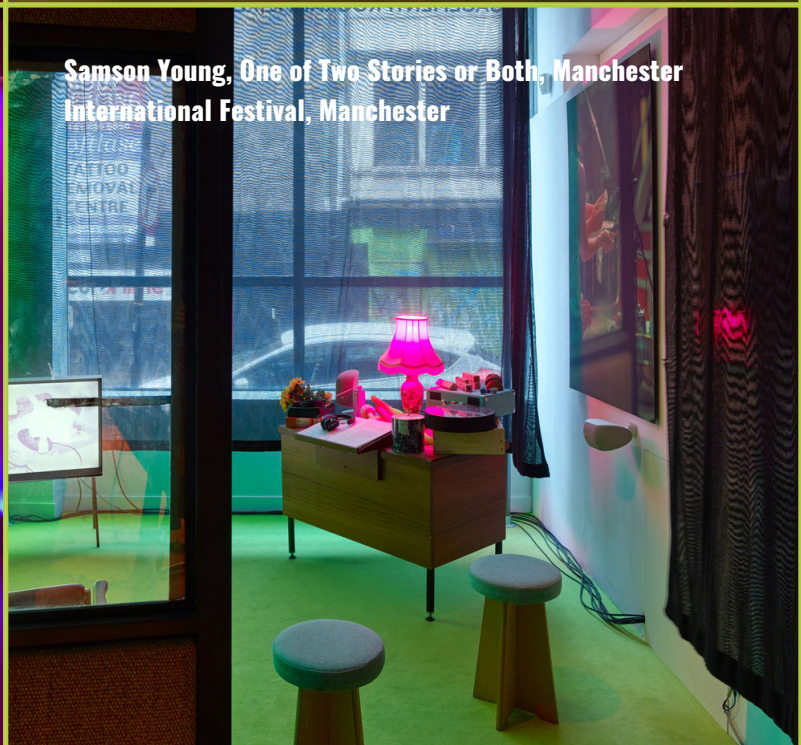
Kiss My Genders, Hayward Gallery, Southbank Centre, London



Kaiser Chiefs, When All Is Quiet, York Art Gallery, York



Samson Young, One of Two Stories or Both, Manchester International Festival, Manchester



Tim Peake's Spacecraft Tour, Science Museum Group, Bradford



Motiongate Dubai Theme Park, Dubai



Heather Philipson Commission, TATE Britain



Heather Philipson Commission, TATE Britain



K&C IA, Vinyl Factory, London, Kit & Caboodle



South Pier Arcade, Blackpool, Blackpool Piers



Milton Keynes Gallery, Milton Keynes, 6a Architects



Architectural / Feature

Victoria Palace Theatre, Rehearsal Space, Delfont Mackintosh



Marble Brewery Seating Canopy, Marble Brewery Co



ACNE Studios, Stockholm, Sweden



Chessington World of Adventures, Merlin Entertainment



Norton Exhibition, Overbury



Portsmouth Historic Dockyard Exhibition, Pete Codling



Harrods, London, Millington Associates



Ted Baker, Ted Baker Head Office, London, Wenbar LTD



Visual Merchandising

Louboutin Product Launch Display, Millington Associates



COS, Coal Drops Yard, London, Picnic Productions Limited



The Crystal Maze LIVE Experience, Manchester



ICE Gaming Show, Excel London, Equinox



NAIAS, Huntington
Place, Detroit, TAIT

Events, Exhibitions & Conferences



Adobe Cloud Launch, Taylor Bennett



Amazon Audible interview Area, RuPaul DragCon, KD Productions



David Koma, SS23 Launch, London



David Koma, SS23 Launch, London



TOKEN2049 Crypto Event, London, Bearded Kitten



TOKEN2049 Crypto Event, London, Bearded Kitten





J&C Joel

Inspiration in every performance



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