

# VICTORY PERFORMING ARTS ACADEMY

REPURPOSING THE HISTORIC VICTORY THEATRE IN HOUGHTON ESTATE JOHANNESBURG IN ORDER TO ENHANCE THE THEATRES ROLE AS A VIBRANT PERFORMING ARTS ACADEMY AND COMMUNITY HUB

## INTRODUCTION

This study proposes transforming Johannesburg's historic Victory Theatre into a vibrant performing arts academy, preserving its heritage while fostering community engagement through inclusive design, sensory elements, modern technology, and sustainability. This revitalised space will unite communities, supporting arts, education, and creative growth.

## PROBLEM STATEMENT

Located at the intersection of Louis Botha Avenue and Osborne Road, Johannesburg's Victory Theatre has a rich history, beginning as the Grove Kinema in the 1920s. After multiple transformations, it was renovated in 2004 into a modern theatre by music producer Joe Theron but later faced financial difficulties, leading to its current state of neglect. To restore its relevance and serve the community, this proposal aims to repurpose the Victory Theatre into a vibrant performing arts academy through strategic interior design

## AIMS

To produce a design proposal for the repurposing of the historical Victory Theatre in Houghton Estate, Johannesburg in order to enhance the buildings role as a vibrant performing arts academy and community hub.

## OBJECTIVES

- To convert the spatial layout of the current Victory Theatre complex into a performing arts academy to better serve the community.
- To introduce new facilities and equipment in order to improve the buildings functionality and to accommodate a performing arts academy.
- To create a well-designed, warm and enticing interior space whereby the community and youth feel comfortable and safe to attend.
- To create a new identity and rebrand the entire building aimed at the youth.



# A COMMUNITY-FOCUSED APPROACH TO REPURPOSING AN ICONIC JOHANNESBURG THEATRE

## URBAN REGENERATION

Urban regeneration guides the Victory Theatre's repurposing by emphasizing historical preservation and sustainable design. This approach respects the theatre's heritage while incorporating eco-friendly practices and improving urban connectivity. This alignment enhances community well-being and sustainability.

## UPGRADE OF THEATRE ARCHITECTURE

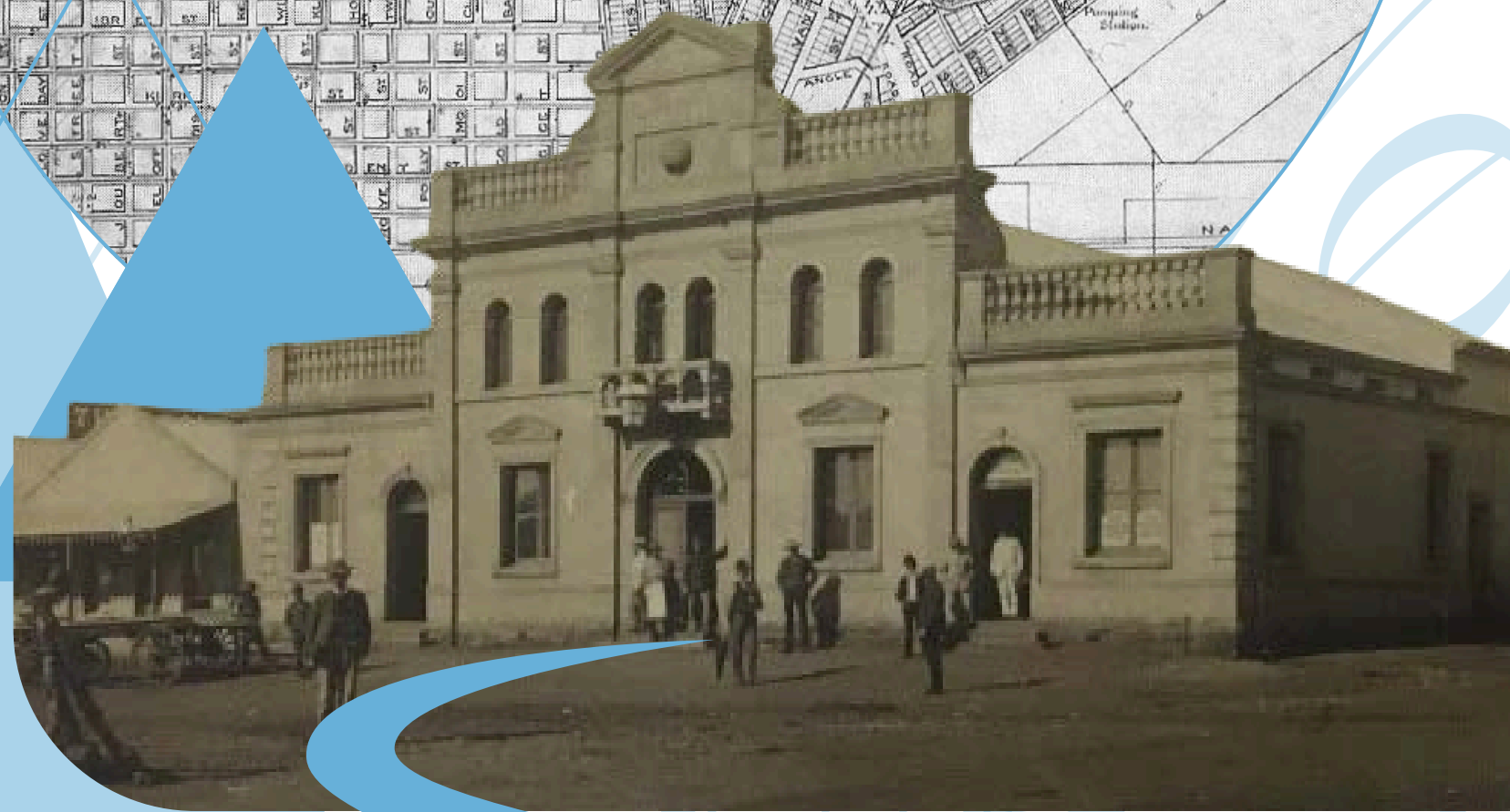
The redesign of the Victory Theatre will follow Jacques Copeau's principle that architecture is essential to theatre, supporting both performance and community engagement. It will create flexible performance areas and community spaces while preserving the theatre's historical character. Inspired by the Soweto and Civic Theatres, the redesign will include recreational spaces to promote mental health and inclusivity, transforming the theatre into a vibrant hub for artistic expression and social interaction.

## SENSORIAL DESIGN

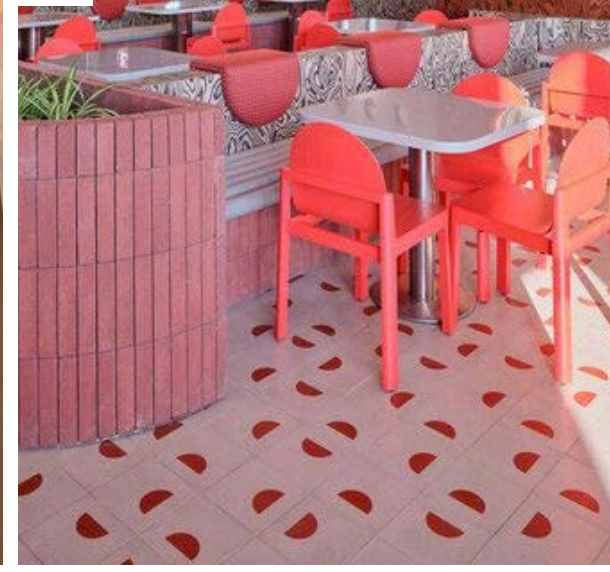
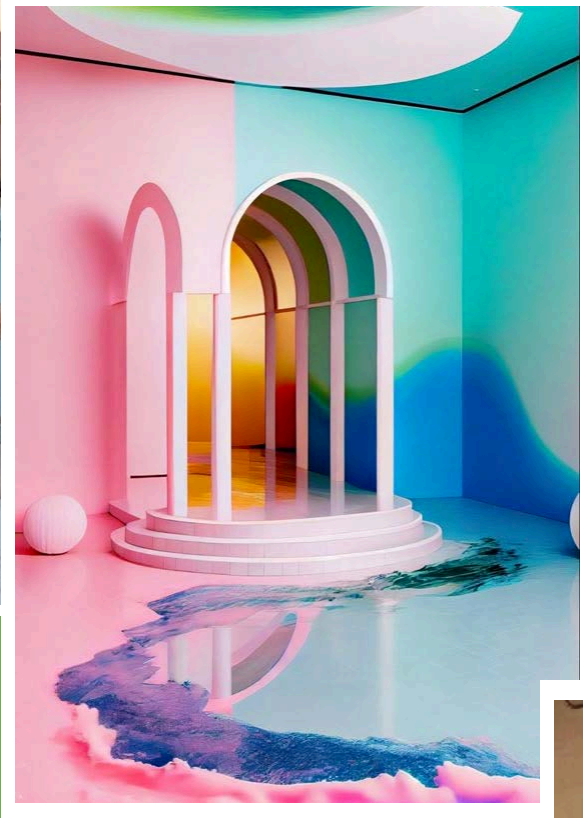
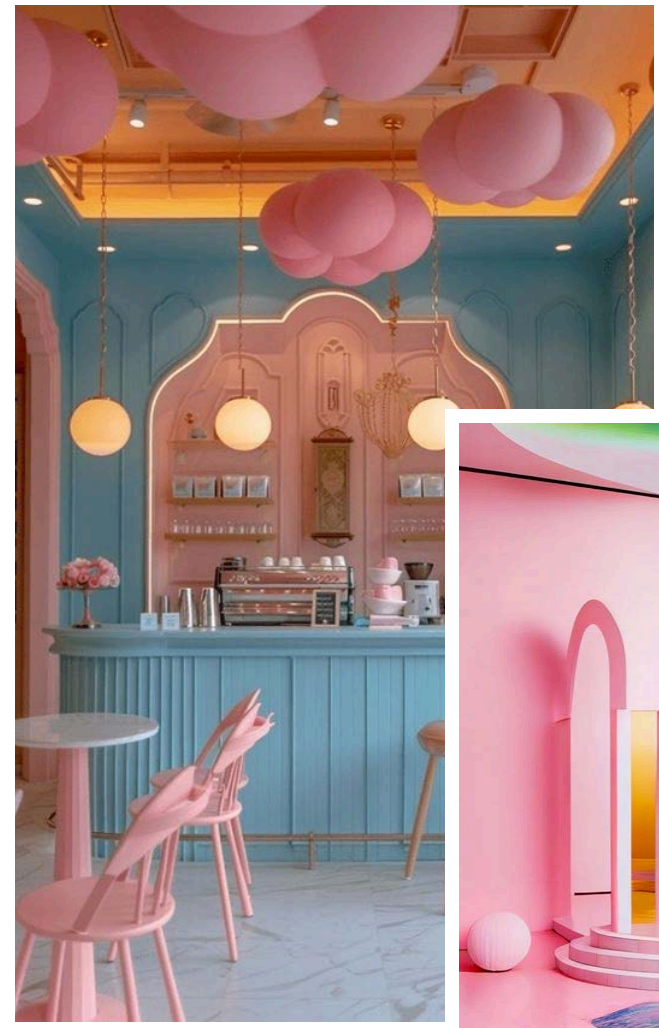
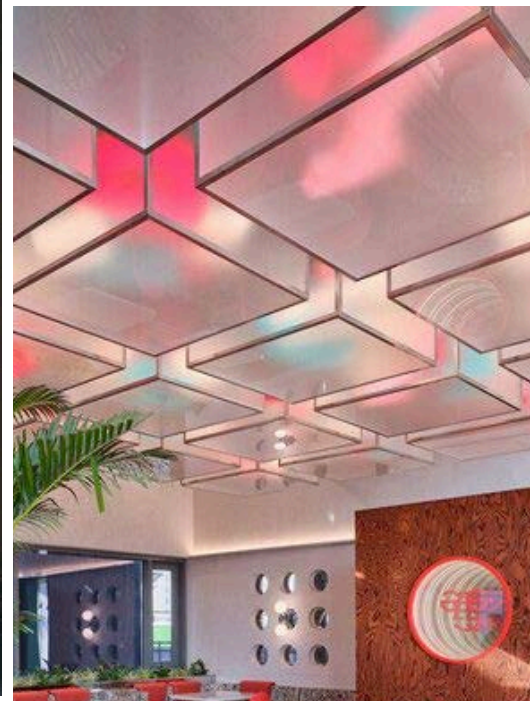
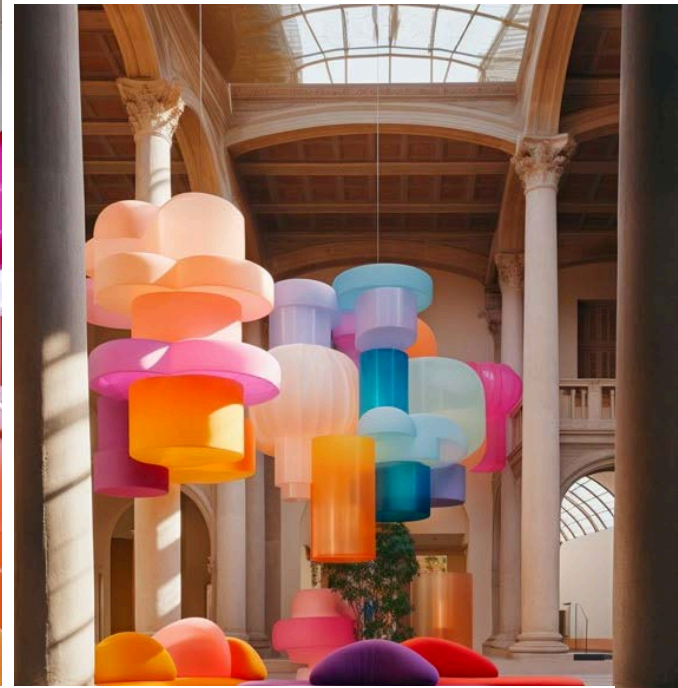
Sensorial design enhances user experience by engaging the senses through texture, colour, lighting, and scents, creating immersive environments that evoke emotions and memories. For the Victory Theatre, this approach will make the space memorable and enjoyable. Rebranding will use traditional materials and sustainable design elements to honour its heritage while appealing to modern, eco-conscious audiences, ensuring the theatre remains a vibrant, culturally significant hub.

## CULTURAL RECREATION TYPOLOGY

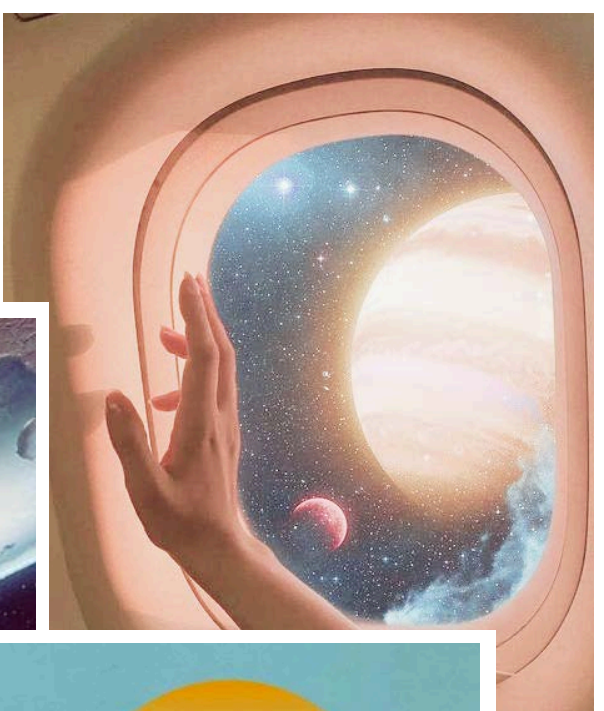
Cultural recreation includes activities like arts, dance, and music that enhance community and well-being. As an interior typology, it involves designing spaces for leisure and social interaction. Effective design uses universal, experiential, and user-centered principles to create welcoming and engaging environments. This aligns with the Victory Theatre's repurposing by fostering community engagement and making it a vibrant cultural hub.



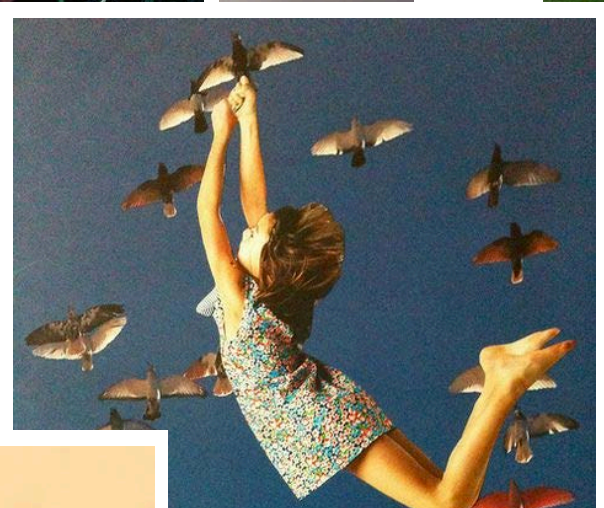
LOOK  
&  
FEEL



MOOD



CONCEPT



# BRAND IDENTITY

## LOGO SYMBOLS



A dancer graphic symbolises the grace, creativity, and dynamic movement inherent in the performing arts, capturing the essence of expression and artistry that the academy nurtures.



A music note graphic symbolises harmony, rhythm, and the universal language of music, reflecting the academy's commitment to fostering artistic expression and musical talent.



A theatre mask graphic symbolises the duality of comedy and tragedy in the performing arts, representing the academy's dedication to exploring the full spectrum of human emotions and storytelling.



## COLOUR PALETTE



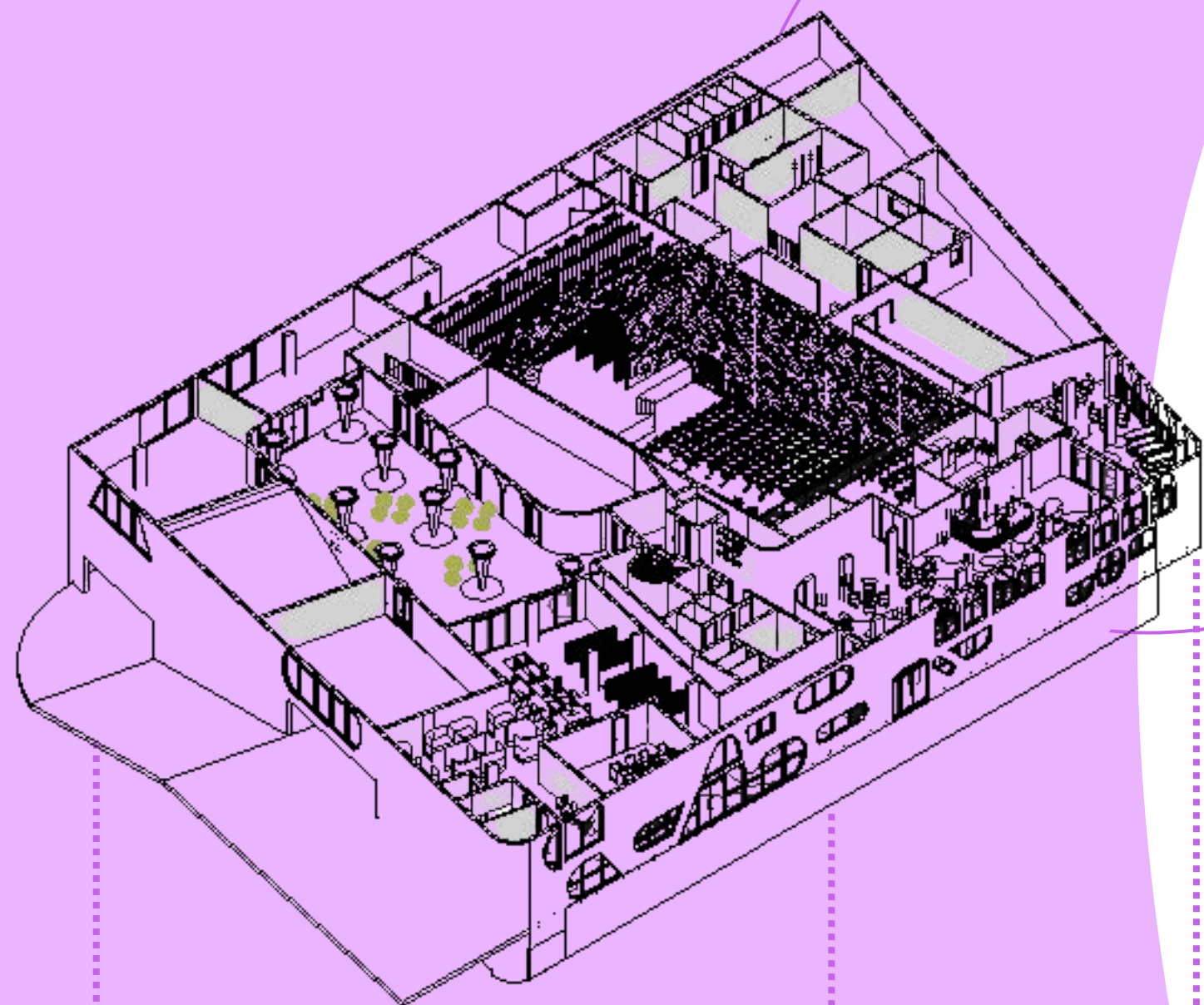
## TYPOGRAPHY

# Aa

**Anonymous Pro**  
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abcdefghijklmnopqrstuvwxyz

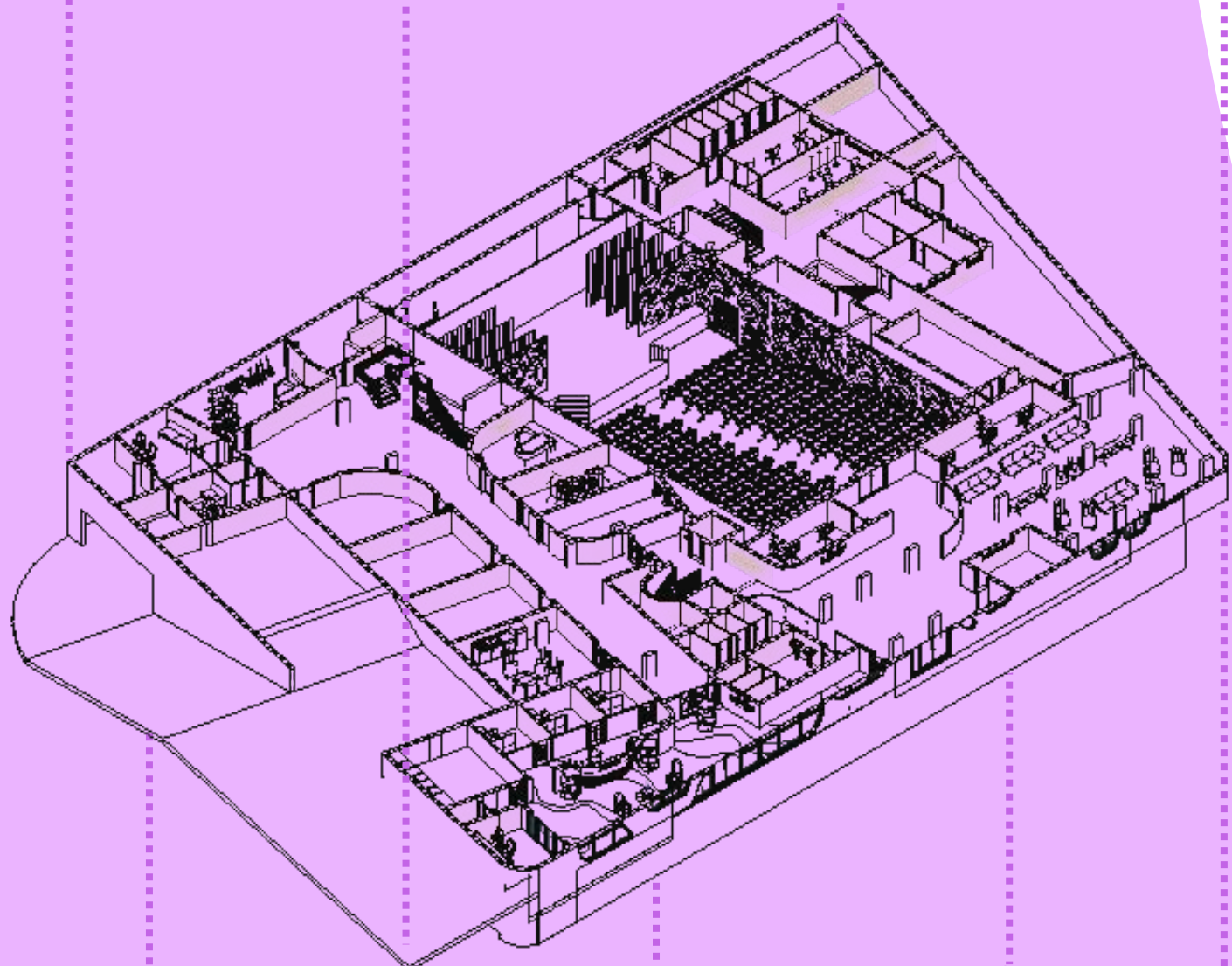
## MERCHANDISE






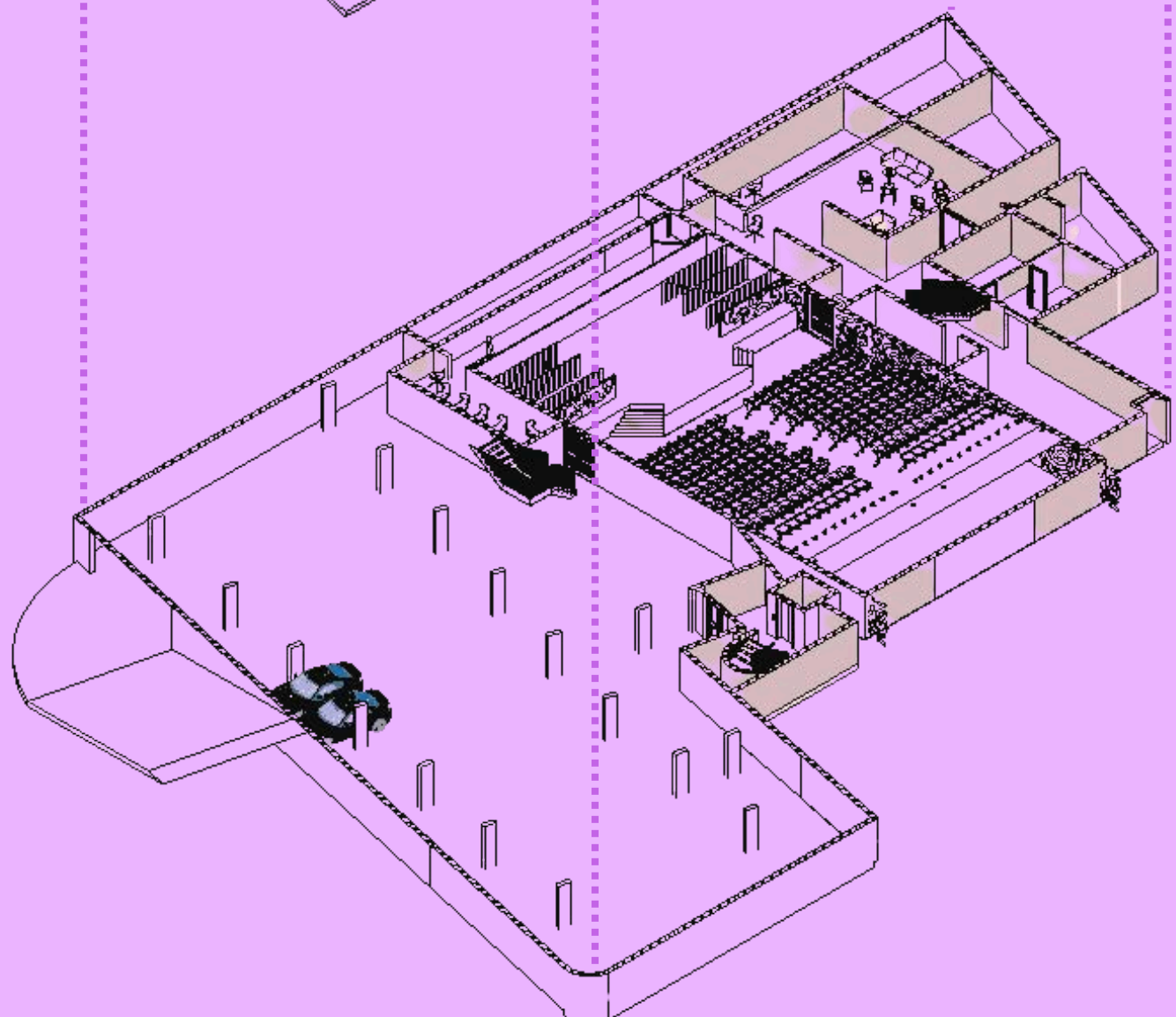
## FIRST

-  COUNCIL OFFICE
-  STUDENT RESOURCE CENTRE
-  COMPUTER LAB
-  STUDENT LOUNGE
-  CANTEEN / CAFE
-  TOILETS
-  DANCE STUDIOS
-  BOH KITCHEN
-  BALCONY SEATING
-  THEATRE
-  DRESSING ROOMS
-  ACTIVITY ROOM
-  FIRE ESCAPE
-  STORE ROOMS










## GROUND

-  RECEPTION
-  ADMINISTRATION
-  SECURITY OFFICE
-  MERCHANDISE STORE
-  EXHIBITION SPACE
-  TICKET BOOTH
-  STAFF BREAK AREA
-  MUSIC STUDIOS
-  DRAMA STUDIOS
-  TOILETS
-  STORE ROOMS
-  DRESSING ROOMS
-  THEATRE



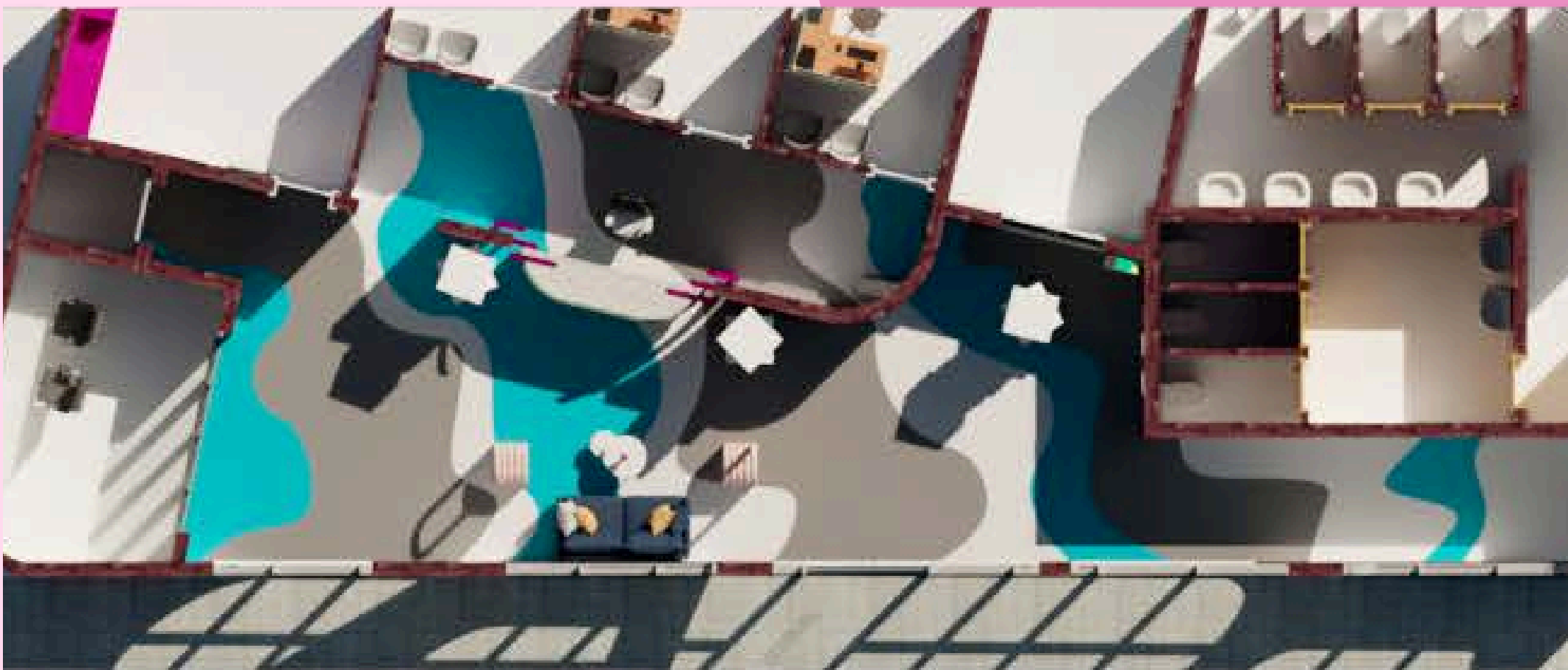
## BASEMENT

-  LOWER GROUND PARKING
-  DRESSING ROOMS
-  THEATRE
-  GREEN ROOM
-  SECURITY ACCOMMODATION
-  STAGE
-  STORE ROOMS

# RENDERED FLOOR PLANS



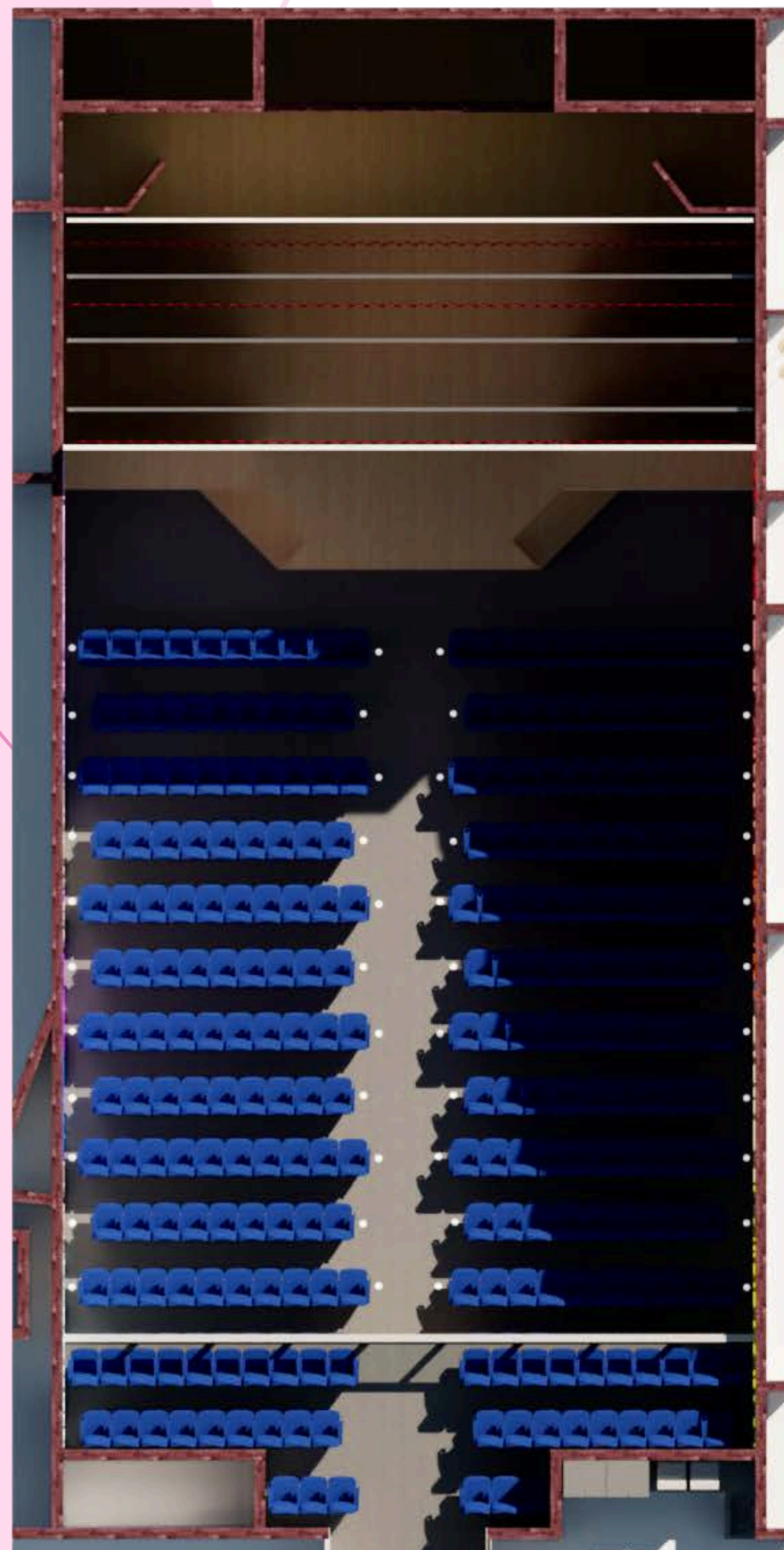
CAFE



RECEPTION



STUDENT LOUNGE



THEATRE

# PERSPECTIVE RENDERERS



Soft curves and vibrant colours create an inviting atmosphere that appeals to all ages.

The design draws inspiration from colourful, playful treats like jelly beans and ice cream, evoking a sense of fun and creativity that resonates with children. The vibrant colours and soft, rounded shapes create a space that is both welcoming and exciting.



CAFE



RECEPTION



FACADE



STUDENT LOUNGE



THEATRE