



1936 Strand becomes a public company as Strand Electric Holdings Limited.

The BBC Alexandra Palace television studios open with a Strand Grand Master dimmer board in each.



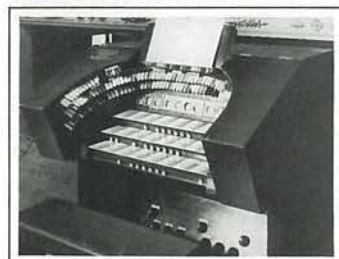
The 'temple' at King Street, 1939.

1939 The Kaleidakon: 70ft 230kW tower in Daily Mail Ideal Home Exhibition, Earls Court with a 72-way Light Console and Compton Organ for Colour Music. Strand's new King Street 'temple' to the same art opened that February.



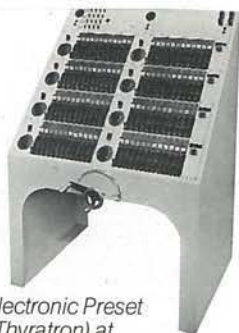
The Kaleidakon 70ft tower at the Daily Mail Ideal Home Exhibition, Earls Court, 1939.

1940 Teatro S'Carlos Lisbon: Strand's first Export of a complete Continental opera house stage lighting installation. Control by Console in orchestra pit.



Cinema-organ style lighting control console, San Carlos, Lisbon, 1940.

1941 'Gangway': Robert Nesbitt's revue for George Black at the London Palladium. The lighting represented the peak application of Strand's 1936 equipment to spectacle. The Light Console (ex blitzed King Street) was out-front at the end of the Grand circle in the open.



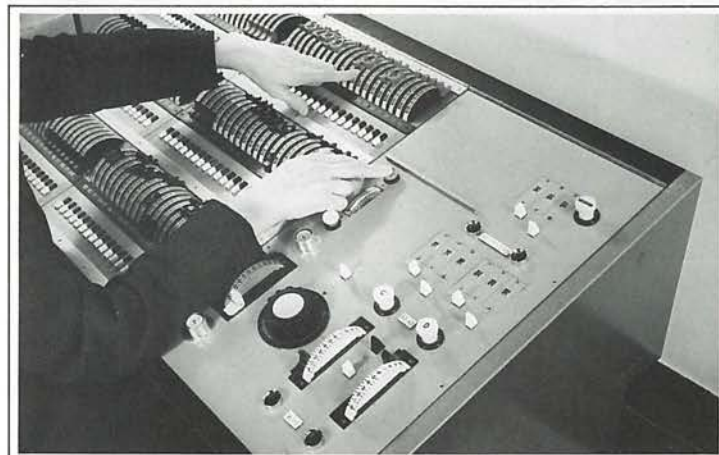
The first Electronic Preset (120-way Thyatron) at Reykjavik, 1949.

1949 Reykjavik Iceland: Strand's first Electronic Preset (120-way Thyatron) with complete installation for the new National Theatre.

Ankara Turkey: new National Opera House installation with Light Console. Strand's Export Drive begins at last.

1951 Royal Festival Hall: cold cathode dimming of 600 to 1, concert and stage lighting with console, for U.K.'s first new entertainment building post-war. *Festival of Britain*: South Bank and Battersea Pleasure Gardens, Strand lighting and controls a-plenty and not just in London, of course.

1953 Pattern 23: first mass-produced theatre spotlight in the World. Die-cast by the 5000 for a market in which a gross (144) was thought to be an outside batch, it was destined to run for thirty years.



The first instant dimmer control, 1966.

1956 Start of Commercial Television in Britain and of the BBC Riverside pilot studios for the White City TV Centre project. Strand controls, the majority of which are variants on the CD principle, are supplied to TV studios for the next decade. Strand have to make patch panels!



Studio 3 Riverside Studios, 1956.

1959 Strand launch the Hook clamp and free British theatre from the tyranny of the traditional 2-bolt 2-nut L clamp.

Toronto, Canada: Strand open their first branch across the Atlantic.

1960 'Oliver' at the New (now the Strand) Albery Theatre exposes all Strand lanterns over the stage – an absence of masking taken for granted nowadays. Television Centre, White City: first BBC studios open with Strand pole-operated Pattern 243 pressed-steel 2kW Fresnel Spots, System C controls and patching systems with 'Jills' instead of Jacks.

1962 Chichester Festival Theatre: Britain's first new theatre in thrust stage format and first LC control (72-way transistor/choke preset).

'Blitz!' at the Adelphi: first proscenium arch of spots. A case of ancient and modern, for there was a massed use of Strand's traditional optical flame effects but the spots were the first cap-up ellipsoidals to be made over here.

1963 Junior 8: the new 8-way 4-slider portable for amateurs and others with no money, is introduced at £45 list (and many are still in use in 1984!).

1964 Strand celebrates its Golden Jubilee.

1966 Strand's first instant dimmer memory control (IDM/R) is demonstrated in March and two large installations are ordered for Ottawa.

1968 The Strand Electric becomes Rank Strand.

1969 In USA Rank takes over Century Lighting which becomes Strand Century. National Arts Centre Ottawa opens with 5 Strand patch-panels and 2 IDM/Rs.

1972 The Royal Shakespeare Theatre, Stratford-upon-Avon: the new 240-way DDM computer system is used for the season of the Roman plays.

1973 The launch of the World's first Modular Memory System (M.M.S.) using the now famous – and widely copied – control wheel.

Tungsten Halogen lamp revolution arrives, around which Strand launch their 700 series lanterns.

The 100th issue of TABS.

1975 La Scala, Milan; DDM 320 channel Memory Lighting Control. First Strand system in a major Italian Opera House.

The largest MMS ever made, 480 channels is installed in the Congress-Hall complex Pyongyang, Korea.

1976 Lightboard: second generation computer controlled memory system engineered specially for the National Theatre, from a concept

by Richard Pilbrow. Today's Galaxy is a direct descendant.

Compact: the first truly transportable memory system is accepted by the BBC for Outside Broadcast and is installed in the Duke of York's Theatre, London and Alcala Palace, Madrid.

1977 Lightboard for the Royal Opera House, Covent Garden.

AMC – Advanced Manual Control – introducing true dipless crossfades to manual systems, takes over from Threeset.

1978 T/84 Variable Beam Profile Spot, the ultimate development of the T-Spot, makes its first appearance and sells over 600 units in its first week on offer.

1980 Tempus takes over from Mini 2 – and 3000 have been sold to date.

Galaxy launched and chosen for the BBC Television Centre and The Barbican – London based home of the Royal Shakespeare Company.

1981 Prelude, Harmony and Minim, Strand's new series of Profile, Prism Convex and Fresnel spots shown for the first time at ABTT Trade Show.

Strand enter the commercial Dimming market and launches the Environ Range.

1982 The Barbican Centre, pride and joy of the City of London opens its doors to the public. A shop-window for the Strand Group, suppliers of production lighting and controls systems, sound and communication installations and controls, auditorium seating, stage engineering and electrical contracting.

1983 Was undoubtedly the year of the M24 – the micro-processor control which opened the door of sophisticated memory lighting facilities to the small scale theatres and T.V. studios. Production began in July and M24 was chosen to light a video recording of 'Giselle' at the Kirov Theatre, Leningrad, later in the month.

TV-am: Both studios fully equipped by Strand Group with Quartzcolor luminaires, Strand Galaxy lighting controls and dimmers, Tele-Stage studio suspension and electrical contracting by Strand.

Limelight an independent studio facility in the heart of London's dockland also fully equipped by Strand Group with Quartzcolour Luminaires, Galaxy lighting controls, Tele-Stage suspension equipment and electrical contracting by Strand.

1983 saw the end of the Pattern 23 the first die-cast lantern, 30 years in production and half a million made and sold. All good things must come to an end.

Strand complete their new range of luminaires with the introduction of Cadenza 2000W spots, Minim a range of small 500W spots, Nocturne and Coda flood and cyclights.

1984 M24 features in the ABTT AWARDS at this year's Trade Show and wins a coveted 'silver' plated hook clamp, for starting a trend, perhaps exemplified by its operating philosophy, which it is suggested others will follow.

To be continued ...