

**East Street, 75 and Grand Junction Road, 9, Brighton****Historic Building****Old Town CA****Cinema****LLHA0055****Description:**

Cinema building constructed in 1930 on the site of the former Brill's Baths for Associated British Cinemas Ltd (ABC) and known as the Savoy Cinema-Theatre. The designs were by William R Glen (one of ABC's house architects) in an Art Deco style. White glazed terracotta tiles to elevations, with strong vertical emphasis to the principle frontages to East Street and Grand Junction Road. Its interior was in an Oriental style with 2300 seats, and also included an underground car park, two restaurants, two cafes and a dance hall. It changed its name to ABC Cinema in 1963, under which name it was remodelled to a 4 screen complex in 1976. It later operated as Cannon Cinemas and Virgin Cinemas before reverting to ABC Cinema in 1997. It closed in 1999 and has been converted to alternative uses. Grand Junction Road elevation (facing seafront and originally the main entrance) has a wide central entrance flanked by fluted columns with sunbeams to heads and canopy over. Above, three levels of fenestrations, with 5 windows to each level. The three central windows are grouped and set between pilasters which rise to support a large frieze; plain other than two stepped corbel-style decoration. The entirety is set within a raised border, which forms the parapet and frames the composition. The East Street elevation incorporates a round feature addressing the corner, with tall windows and pilasters, some with decorative capitals, swags and medallions. An additional rendered storey appears to have been added. Source: Elleray 1989, <http://www.brightonfilm.com/Savoy.htm>, <http://cinematreasures.org/theaters/5915>

**A Architectural, Design and Artistic Interest**

ii A good example of 1930s Art Deco Cinema frontages, forming part of the last and major phase of cinema development in Brighton.

**C Townscape Interest**

i Within the Old Town Conservation Area, but atypical of the area due to its use, date and architectural style. The use of glazed terracotta tiles is also unusual.

**E Rarity and Representativeness**

ii One of few surviving cinema buildings in the city, representative of the last and major phase of cinema development in Brighton. More generally, representative of Brighton & Hove's importance as a pioneer in film-making

**F Intactness**

i The building's two frontages survive largely intact, although the interior has been much altered

**Date of inclusion**

2015