Tanqueray

### TINY MUSIC VENUES

With their sticky floors, edgy character and unique charm, are the hallmark of Soho and the lifeblood of the British music industry...

Yet today, a small venue is not perceived as a viable business; an entirely misguided concept since each act performing in a small venue is a whole business in itself. So one venue is actually an entire ecosystem for multiple businesses. With all those acts performing every night, a small venue can host 100 businesses per month. I'm not an economist, but isn't that



'SAVE SOHO DOESN'T JUST BENEFIT LONDON; IT'S FOR EVERY ASPIRING PERFORMER IN THE UK' a model for a booming business? And this country has the talent.

Developers, politicians and local councilors should value the music sector in our cities, allowing creative spaces to unify and inspire

our community. The fact is, the long-term benefits of protecting and rebuilding small venues make artistic and economic sense. That's why Save Soho doesn't just benefit London; it's for every aspiring performer in the UK – and their audience. The spirit of Soho is multicultural, diverse and tolerant and crucially, it has forever catered for all income groups. It's inclusive, not exclusive.

That's what Save Soho is trying to save. If you are an entertainer, or you love to be entertained, then you've already joined the campaign. Welcome aboard.



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LONDON DRY GIA

#### TIM ARNOLD **JO JO'S**, **BOJO AND** THE SOHO HOBO

It all began when Madame Jojo's closed a year ago. I wrote to Boris Johnson asking if the Mayor's office could help with the future of live music in London?

e wrote back to me and said they could help. One year later and the first step has been made.

Mark Davyd of the Music Venue Trust says: 'This week has been a really important moment for Soho venues and for music



Save Soho: Jo Jo's

closure protest

thrown his weight behind this new report and that's going to bring real, genuine change to the planning and licensing process. It's all been achieved by working together and that's what we intend to keep doing until London's

music venues are truly thriving again.' Change is possible.

While we wait for Jo Jo's and The 12 Bar to reopen, Save Soho has its own popup music venue, The Reservation. We're filling in to keep Soho a platform for emerging talent until the real venues are up and running again. So join us if you like discovering new talent in small rooms of bohemian atmosphere in Soho.

Our next Reservation is on November 18 at The Union Club.

TICKETS ARE AVAILABLE ON SAVESOHO.COM



# THE CURZON CINEMA SOHO

The Curzon Cinema is the most valuable thing we are trying to save in Soho right now

The site has been home to a cinema since 1959 when it first opened as the Columbia. It has changed hands over the years, but retained its original attraction as a temple for the moving image, enjoyed by the local community and international moviegoers.

Last year, Transport For London announced



#### PROMOTION

three hours during peak times, double the footfall of King's Cross underground station. Any concept we have of Soho the 'village' or 'community' would be lost forever.

Stephen Fry and I attended a consultation with TFL in September. They stated that they would consider a different location for the station. Stephen assured them, with his usual charm, that we would hold them to that statement.

To save the Curzon is to save Soho.

Our next reservation event is on Wednesday, November 18. Go to savesoho.com to buy tickets and support #SaveSoho.



Proudly supporting Save Soho



TIM ARNOLD IN SOHO

Ever since the emergence of youth culture in the late 1950s, Soho has been at the heart of countless musical and creative movements

The rich musical history of the neighbourhood stretches from the birth of British Rock 'N' Roll at The 2i's Coffee Bar on Old Compton Street to The Who and The Jam playing early gigs at The Marquee Club, right up until the last decade, when Paloma Faith started out at The Black

Gardenia. There aren't many artists who don't owe a debt to the influences of that square mile of the West End.

Most of Soho's legendary venues are now either closed or demolished, but in order to keep the tradition of discovery alive, Save Soho has started a pop-up

music venue called The Reservation. Made possible by Soho's private members clubs, these usually exclusive clubs – known for their strict members-only policies – have opened their doors to the general public on select nights to help bring back live music in Soho.

making history first?

**PROMOTION** 

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In addition, the Mayor of London has put together a plan to help small music venues flourish again in the capital. With planning and licensing laws that will genuinely support new venues, now is the perfect moment for somebody to open a new music venue in Soho. The only question is: who's going to start

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LONDON DRY GIA drinkaware.co.uk for the facts

#### TIM ARNOLD RESERVATION

**Reservation:** [noun] a tract of land designated to an endangered species

nd that is precisely what a working musician has become in Soho: an endangered species.

We started The Reservation club nights as a response to the loss of grass roots music venues in Soho and it's become the most diverse evening of talent you will find in London at the moment.

Of course there are other parts of London with fantastic music scenes – and maybe in 50 years, they will have the same provenance



**'SOHO HAS A UNIQUE VALUE** NOWHERE ELSE CAN OFFER, AND THAT'S WHAT WE TRY TO CAPTURE AT THE RESERVATION'

as Soho. But right now, Soho has a unique value nowhere else can offer, and that's what we try to capture at The Reservation. Perhaps all this is best articulated by 18-year-old singer-songwriter, Josh Wolfsohn, who made his London debut at The Reservation last Wednesday at the Union Club.

**PROMOTION** 

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LONDON DRY GIA

'Playing my songs in front of a packed club in Soho is a dream come true, he said. 'It's given me confidence to keep doing what I love. All the greats played in Soho, so it's exciting to be a part of that. We need small venues in London. It's definitely a part of Soho that should be saved! Out of the mouths of babes.

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TIM ARNOLD

### THE SPIRIT OF SOHO

A short saunter down from Oxford Street's famous festive sparkles lie a London first:

HE Berwick Street Christmas lights. Last week saw the switching-on of Soho's first ever lights, celebrated with carols and crowds. Up on stage, I performed with Monty Python comic Terry Gilliam, who later addressed those gathered. 'I first came to Soho in 1964 on a student ship from America: a migrant, like all the migrants that have come to Soho,' he said.

'This place is really extraordinary. It's constantly under threat; they keep trying to clean it up, tidy it up – and that's



pointless. Because the great thing about untidiness is, it's where things blossom and that has always been the secret of Soho.'

These words come from one of the most innovative, individual and creative pioneers of the last half a century. Film director, animator and founder member of Monty Python, Terry, like many of us, has

truly loved Soho.

So how do we keep Soho's character? Soho's edginess? Soho's ability to inspire those of us who draw on its magic to make the things that we make? Whilst big decision-makers carry out their plans, perhaps they might allow for some untidiness, so that something more valuable PROMOTION

than money can blossom.

The preservation of Soho needs constant attention and constant vigilance. That's what Save Soho set out to do – and it's what it's achieved. But what about The Soho Society, which represents the community and is the oldest organisation protecting Soho?

They can't accomplish their task alone and need our support. I hope you'll help them save Soho's culture and history for decades to come.

Join the discussion by going to **metro.co.uk/savesoho** to support **#SaveSoho** 





#### THE SUCCESS OF SAVE SOHO

It's one year since Save Soho began and a lot has changed...

T ALL started with the sudden closure of iconic Soho venue Madame Jojo's last year, a decision that provoked

almost overwhelming outrage from those members of the public who had enjoyed its raffish quirks.

Within three months, Soho Estates, the owners, revealed plans for a newand-improved JoJo's, with Managing Director John James insisting that it had always been his company's intention to re-establish the club in a bigger and more modern space.

In a similar turnaround, CrossRail said one year ago that Soho Square would be closed and turned into a Work Depot. We rallied together and they changed their minds.
It's decisions like these that demonstrate the incredible mpact Save Soho

impact Save Soho has had in just one year. It's also been a sterling year for Soho Radio, the first

neighbourhood forum, Plan For Soho, and of course Save Soho's pop-up music venue, The Reservation.

ICTURE: MACLEJ WASSLLEWSKI

But there's still a lot to fight for. We've achieved plenty and we have plenty left to achieve if we truly want to save Soho's diversity and spirit. And on that, I'll leave the final word with our chairman, Stephen Fry:

'It's been a short year since Save Soho was founded, but a short year in which a huge amount has been achieved. It has astonished us all to have confirmed just how loved and valued Soho is; not just by Londoners but by visitors from all over Britain and all over the world.

'It reinforces the need for us all to watch over this uniquely thrilling and magical square mile and ensure that it will be there for future generations to enjoy.'

Join the discussion by going to metro.co.uk/savesoho to support #SaveSoho



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TIM ARNOLD'S SOHO HEROES™

### SOHO

Living in Soho for 21 years has given me the privilege of making friends with people who define the spirit of Soho; people who became extraordinary by embracing the ordinary



few weeks, I'll be sharing extracts from a book I have worked on since 2010, Soho Heroes. My Soho heroes are the experts and the misfits; individuals who felt neither they, nor

their ideas, belonged anywhere else but Soho. People

who put their passion into action. It's ordinary to lose a button on your blazer, but it's extraordinary when the person who sews a new button on for you can lift your spirit. Over the course of five years, the longest standing tailor in Soho, Raffaele Candilio, did exactly that while he altered shirts for me, replaced zips and sewed patches onto my jackets.

During my many visits to his workshop at 80a Dean Street, we became good friends. Sadly, Raffaele passed away this year at the age of 77. I lost a friend and Soho lost one of its own. On the day of his funeral, the Soho community joined the cortege and walked through the streets to bid Raffaele

legacy did not end that day. In a wonderful example of Soho's ability to evolve for the better, his workshop was taken over by his daughter Maria Elena, who now runs

the family business. The workshop is

shared with fashion designer and

bespoke tailor David Newell of Newell Bespoke. David is another dear friend of mine. He worked with Raffaele for 10 vears and he's picked up the baton from Raffaele by taking his lead and bringing a touch of Soho's old school style into modern tailoring. Both

David and Raffaele before him have served everyone from the locals to stars of stage and screen. Whether you're in need of a three-piece suit or just a missing button, like Soho itself, these tailors welcome and accept people from all walks of life. That,

for me, is an example of the inclusivity that has made

Soho what it is today. Join the discussion by going to metro.co.uk/ **savesoho** to support



#SaveSoho Tanqueray. SAVE SOHO

a final farewell.

TIM ARNOLD'S SOHO HEROES™

## INDEPENDENT AND INDIVIDUAL SOHO



YOU think this was said by some theatre impresario, you're wrong – though not that far wrong. These are the words of Michelle Wade, manageress of Maison Bertaux - a small French Patisserie in Soho's Greek St. Michelle is one of Soho's leading ladies and her maison is a prime example of what makes Soho Soho. It's irreplaceable and Michelle runs it like her own ongoing West End show, whose audiences keep coming back for more. The thespian analogies run deep, too; Michelle actually trained as an actress at RADA and her graduate grasp of theatricality and staging permeate Maison Bertaux with

unmatched character. 'Character', incidentally, is a word that is far too often flung around without understanding its true meaning when we talk about Soho. Character doesn't come from the sterile credo of high street chains and superbrands; it comes from people who put their talent and experience before ambition. And whether it's Maison Bertaux, Bar Italia or Soho's Secret Tea Room, the key to their appeal is the 'show' they're presenting. Eating, drinking or just hanging out in somewhere like Maison Bertaux is a

human experience. Michelle has supported many artists over the years with exhibitions, as well as hosting pop-up shops for designers. But what you'll notice if you visit the patisserie when she's there is the pitch-perfect performance she gives the customers. She tends to everyone's needs and makes you feel like you're centre-stage - and you

only popped in for a coffee and a macaroon! I always think of chain stores like faceless boy bands, or background music while we browse our mobile devices. Long-standing independent establishments in Soho are more like classic bands with amazing front men and women who can write and sing you a song that you'll love for the rest of your life. Soho

simply wouldn't be Soho without them.

Taken from Tim Arnold's Soho Heroes™

Join the discussion by going to metro.co.uk/savesoho to support #SaveSoho



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## 'RONNIE'S, BAR ITALIA AND RAY GELATO'

HERE have been plenty of changes in Soho over the years, but somehow, the spirit of Frith Street endures. Between the richly brewed Italian coffee at Bar Italia and the sultry jazz leaking out of Ronnie Scott's, this corner of Soho is rich with style.

And for me, there is one man epitomises that style: musician and entertainer, Ray Gelato. If you're not familiar, think Louise Prima, Sinatra, swing, jazz and pure showmanship. Ray is a good friend of mine, but he's also a hero. And like the rest of my Soho heroes, it's because he is a master of his art. Ray and I have often

FOR SOHO HEROES BOOK Good friends: Tim Arnold and Ray Gelato PICTURE: LISA DILLON

collaborated on each other's music and he's responsible for a lot of the style I adopted on my last album, The Soho Hobo. His groove is infectious and inspiring – to me and many musicians in London – and at this time of

year, he is an essential component of Christmas in Soho.

Ray and Ronnie Scott's go together like a horse and carriage and it's the music at Ronnie's, along with the buzz at Bar Italia PROMOTION

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that makes Frith Street so electric. If you get a chance to see Ray live

this Christmas, you are in for a bona fide Soho extravaganza and his song Bar Italia tells you all you need to know about our little village.

Taken from Tim Arnold's Soho Heroes™

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