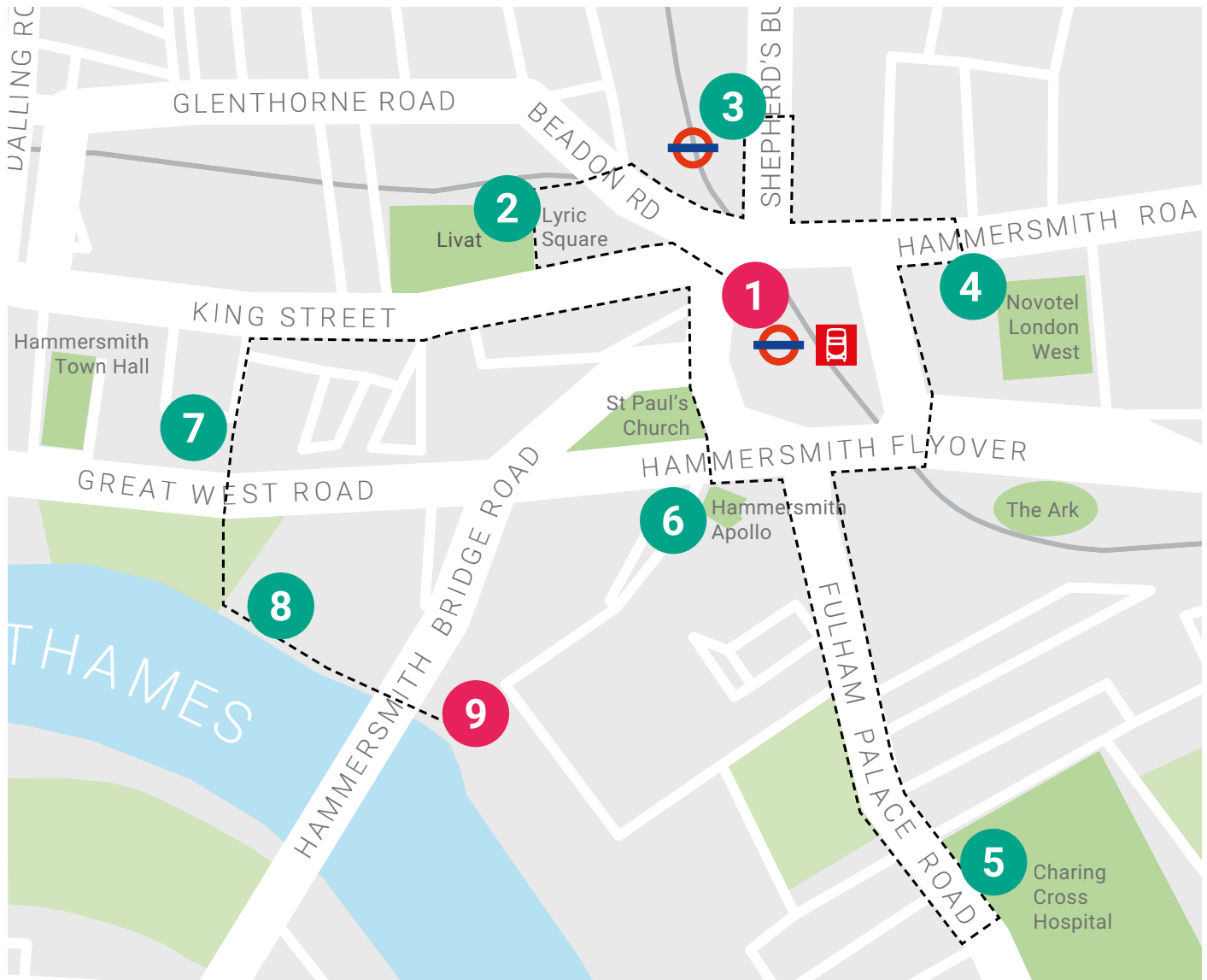




PRIDE

Self-guided walk in Hammersmith



1

Start: Broadway Shopping Centre
W6 9YE

2

Lyric Hammersmith
W6 0QL

3

Hammersmith Palais de Danse
W6 7NL

4

245 Hammersmith Road W6 8PW

5

Charing Cross Hospital W6 8QZ

6

Eventim Apollo W6 9QH

7

20 Macbeth Street W6 9JJ

8

Orion Rowing Club W6 9DJ

9

Finish: Riverside Studios
W6 9BN



PRIDE NETWORK

A+E
NETWORKS
EMEA

sky

HISTORY



1 Start: Broadway Shopping Centre: Celebrating Hammersmith's LGBTQ+ History *Hammersmith Broadway Shopping Centre, W6 9YE*

February is LGBTQ+ History month. In 2022, to commemorate the rich LGBTQ+ history of Hammersmith and celebrate the community, the tube sign was redesigned by Dan Vo. The design was based on moquette textile patterns, with colours from across the Transport for London (TfL) network used to represent Pride, Trans Pride, Bi Pride, and Intersex Pride flags. The station was also renamed 'Happiness' to illustrate the journey to happiness through Pride.

2 Lyric Hammersmith *Lyric Square, King Street, W6 0QL*

Opened in 1895, the Lyric Hammersmith Theatre, originally The New Lyric Opera House, is a central cultural point for Hammersmith. In 2010, Hammersmith BID supported the opening of the Roof Garden and in 2015, the theatre underwent further redevelopment and expansion.

In addition to yearly pantomime shows, in recent years, the Lyric Hammersmith, an LGBTQ+ friendly space, has hosted several intersectional plays about race and sexuality/gender. The theatre and its productions continue to reflect Hammersmith as a town centre that embraces both multiculturalism and the LGBTQ+ community.

Leave to Remain. 'Leave to Remain,' a musical one may assume is about calling for a second Brexit referendum, was actually a performance about a gay marriage between Obi and Alex. The 2019 production explored themes of family, addiction, sexuality and marriage through music and movement.

The Stories We Tell. A new theatre cultural exchange residency at the Lyric Hammersmith brought together young queer people from the UK, Kenya, and South Africa to create a theatre piece exploring gender, sexuality, ethnicity, and nationality to be performed in South Africa. Together they created performances in celebration of African and British queer experiences.

Talking About A Revolution. In 2022, British African heritage contemporary theatre company tiata fahodzi, a production company rich in languages, races, cultures, and identities, presented a triple bill of short plays, 'Talking About A Revolution'. The production was hosted by the Lyric and featured LGBTQ+ representation of two Black lesbians and a trans woman.

3 Hammersmith Palais de Danse

242 Shepherd's Bush Road, W6 7NL

What is currently PureGym Hammersmith was once Hammersmith's Palais de Danse, a dance hall, and an entertainment venue. From 1919 until 2007 the venue, which featured Chinese-style decorations of lacquered columns, silk lanterns and a pagoda roof, was purpose-built for music and dance. In addition to being a venue of importance for the jazz scene, it also played host to countless LGBTQ+ icons including David Bowie and Kylie Minogue.

4 245 Hammersmith Road *245 Hammersmith Road, W6 8PW*

245 Pride in the Park. In September 2022 and September 2023 245 Hammersmith Road hosted Pride in the Park. Performances and vendors helped make the event a real celebration of Hammersmith's LGBTQ+ community. 245 Hammersmith Road continues to celebrate the LGBTQ+ community so keep your eyes peeled for any future events.

5 Charing Cross Hospital

179-183 Fulham Palace Road, W6 8QZ

Charing Cross Hospital was first established in 1818 as a place for those living in poverty to access medical treatment. As early as the 1920s, the hospital worked with people we would now identify as being intersex, and in the 1950s John Randall offered sex reassignment surgery to transgender patients. Charing Cross Hospital was a pioneer in sex reassignment surgery, with most of the earliest sex reassignment surgeries taking place there. The hospital's Gender Identity Clinic was first established in 1966, making it both the largest and oldest of its type and the clinic continues to support patients today.

6 Eventim Apollo *45 Queen Caroline Street, W6 9QH*

Eventim Apollo, a Grade II listed building which originally opened in 1932 as a cinema, is one of the best-preserved original theatres in London. The theatre has a capacity of up to 5,000 people and continues to play a key cultural role.

Live at the Apollo Pride Specials. In 2019, there were two Pride specials of Live at the Apollo with sets from the likes of Fern Brady, Desiree Burch, Alan Carr, Larry Dean, Eddie Izzard, Joe Lycett, Zoe Lyons, Tom Allen, Stephen K Amos, Jen Brister, Al Porter, Julian Clary, Suzi Ruffell, and Gina Yashere to celebrate some of the funniest comedians who are a part of the LGBTQ+ community.

Haters Roast. Alongside hosting Pride Specials of the iconic 'Live at the Apollo', the Apollo also hosted a drag comedy show, featuring nine of the most famous RuPaul's Drag Race stars across the globe including UK Drag Race Season 1 Winner, The Vivienne, and All Stars Season 4 Winner, Trinity the Tuck.

7 20 Macbeth Street *20 Macbeth Street, W6 9JJ*

In 2012, the former Hope and Anchor became a residential space. However, in 2007, this previous working men's club turned into a gay venue and attracted members of the LGBTQ+ community for karaoke, bingo and cabaret.

8 Orion Rowing Club *19 Lower Mall, W6 9DJ*

Hammersmith's Furnivall Sculling Club was founded in 1896 by Frederick Furnivall, with the riverside Furnivall Gardens a few metres away also named after him. While the club closed in the early 21st century, the Orion Rowing Club, a regional rowing group for gay and lesbian rowers across London, was based at the Furnivall Sculling Club, with members holding social gatherings and forming crews to compete in regattas both locally and internationally.

9 Finish: Riverside Studios

101 Queen Caroline Street, W6 9BN

Riverside Studios stands on the former site of a Victorian iron works, which was converted into a film studio in 1933. From 1954-1974 the studio came under BBC Television directorship and was home to programmes including the Pit and Dr Who, before returning to a mixed programme. Riverside Studios is currently West London's premier independent cinema, television studios, theatre, and restaurant and the iconic venue is also an LGBTQ+ friendly space. In 2022, Riverside Studios hosted a Pride Film Festival and screenings included the films Wildhood, Stud Life, The Crying Game and Benedetta & The Novice.