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The CAVERN CLUB

Case Study

Mathew Street - Liverpool

# Mathew Street

Liverpool's most famous street, Mathew Street, is located in the Cavern Quarter at the heart of the city. The street hosts thousands of tourists a year who visit the attractions and hotspots of The Beatles, who played in the original Cavern Club on numerous occasions in their early career.

The area is used to celebrate Liverpool's musical heritage, with statues, stores, and the Liverpool Beatles Museum dedicated to the monumental band. The area is a hotspot for bars and pubs, with a vibrant nightlife made up of locals and tourists alike. Liverpool BID Company appointed LITE Architectural to supply the lighting solutions for the five Cavern Quarter Archways which decorate and signpost the entrances to Mathew Street. As part of the Retail & Leisure BID master plan, regeneration efforts for the area ensured new life was breathed into the archways which hadn't been touched since the 1990s. Restoration of the archways was part of the Liverpool BID Companies ongoing investment in the area, which has also seen LITE become involved even further providing solutions from their extensive portfolio of products to meet the project briefs. The five archways restoration, which decorate and signpost the entrances to Mathew Street was such a success that LITE were also appointed to complete a full design, supply and installation of a range of Gobo projectors to illuminate the walkways along Mathew Street. LITE worked alongside Liverpool BID to create and source around 24 bespoke designs for imagery that could be projected onto the walkway. This included images of musical notes, and the logos of bars and restaurants that the projectors were placed outside – The Cavern Club, Erics, and Rubber Soul. Icons as a nod to the Beatles include strawberries, diamonds and even a yellow submarine, projected along the street and in front of the Beatles Museum.

**Client:** Liverpool BID Company





Leanne McAnespie, Project Manager at Liverpool BID Company, said: "We were so proud to unveil the newly illuminated look for Mathew Street, including the newly restored and upgraded Cavern Quarter Gateway Arches, along with the dynamic lighting projections. We are over the moon with the service provided by LITE, who went above and beyond to bring this project to life – designing, supplying and installing these incredible lighting solutions on behalf of the BID. The lighting catches the eye of visitors, providing an incredible atmosphere for the local community and tourists to enjoy."

The lighting displays and imagery were projected using four High powered Exterior Gobo projectors, spread around 25 metres apart from one end of Mathew Street to the other, cleverly placed outside the bars, restaurants, and museum. This part of the project did not come without its own challenges, as this section of the project included gaining planning permission for the projector installation. It was imperative not to damage the fabric of the Grade 2 Listed buildings.

The vast array of dynamic displays and spinning logos has highlighted the areas of iconic nightlife and attractions, drawing the eye of visitors and guiding them throughout Mathew Street. The updated archways and projector lighting have transformed the area into an appealing and well-lit walkway, keeping the original heritage but now with an artistic modern twist.





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