

IT'S ALL GONE MADAME JOJO'S

Yunfang Ma



The Story of Soho Ghosting Club Heritage



Soho is filled with historical narratives unbeknown to passers by.



Plaques are positioned on buildings to record historical narratives.



Plaques are hung in a variety of places, in different color / style / size / height.

Official

Imitation



Notable person



General Interests



Showbiz and sports

There are two types of plaques.



Official

Imitations

English Heritage

Heritage Foundation

rigorous process

loose process

slow

quickly

higher price
(around £4000)

lower price
(around £300)

wait nomittee dead after 20 year s

wait nomittee dead after 1 year

official institute

unofficial institute

wellknown

normal

credibilit y

folk

There are two processes to create plaques.



SOHO AREA SPIRITUAL HOOK

- Blue plaque (official)
- Blue plaque (unofficial)
- Green plaque

There are 28 plaques in Soho, include 25 official and 3 imitation.



Hardly anyone is looking at this plaques.

< Soho, Greater London · Experiences

Dates

Guests

Filters



MUSEUM VISIT

Black Images in The Wallace Collection

\$808 per person

★★★★★ 9



BAKING CLASS

Family rainbow bagel making

\$646 per person

★★★★★ 1



CULTURE WALK

Explore Harry Potter's London Tour

\$525 per person

★★★★★ 1551



MUSIC WALK

Music walking tour of London's Soho

\$808 per person

★★★★★ 14

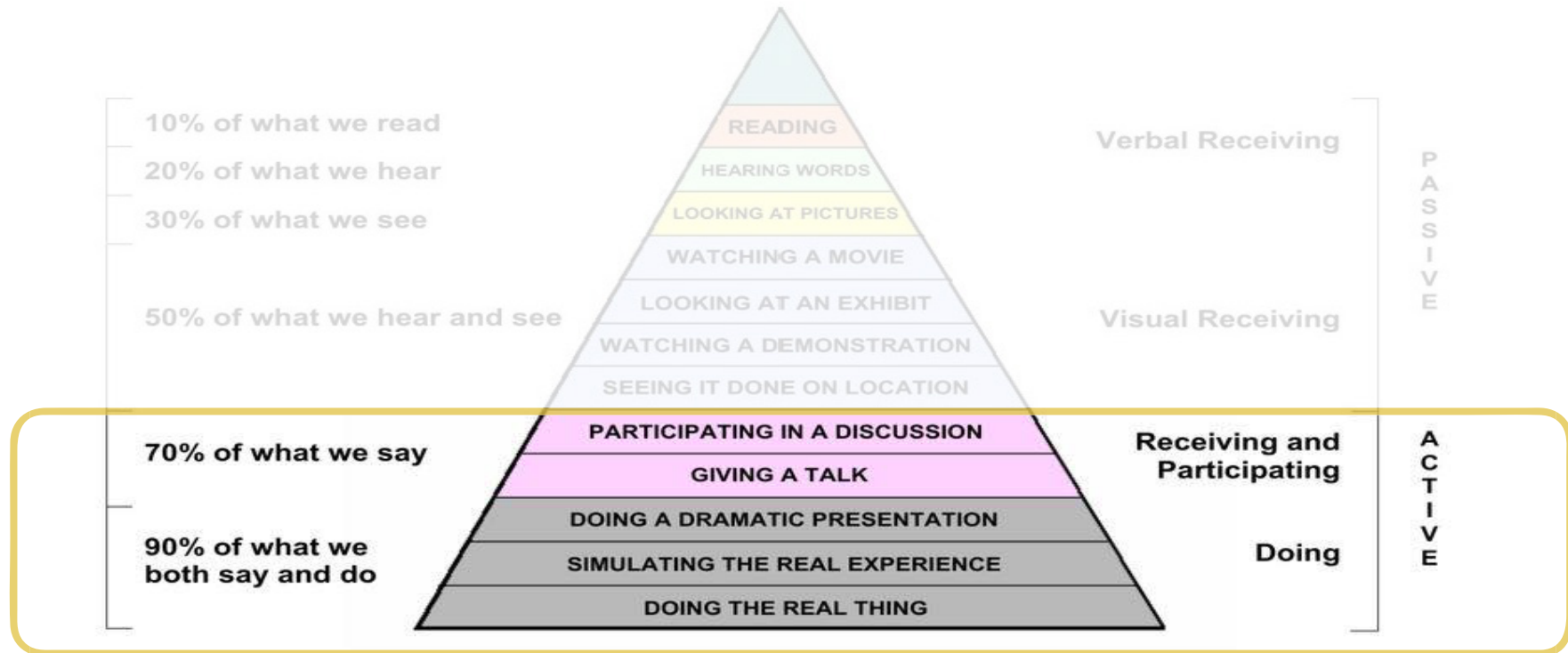
Evren Omer



Apart from, enthusiasts running tour plaques in Soho.



Tourists notice these plaques only after the guide introduces them. This type of discovery can also be described as a form of passive learning.



Edgar Dale, *Audio-Visual Methods in Teaching* (3rd Edition). Holt, Rinehart, and Winston (1969).

According to Dale's Cone of Learning, we tend to remember more of what we learn if we have a greater level of involvement. This is known as Active Learning.

This Japanese Shrine Has Been Torn Down And Rebuilt Every 20 Years for the Past Millennium



Active learning is about a participatory process not just the outcome.



Reenactments of historical events are a popular way for people to learn & experience the past.



Active learning could become a more effective way for passers by to learn about Soho's heritage.



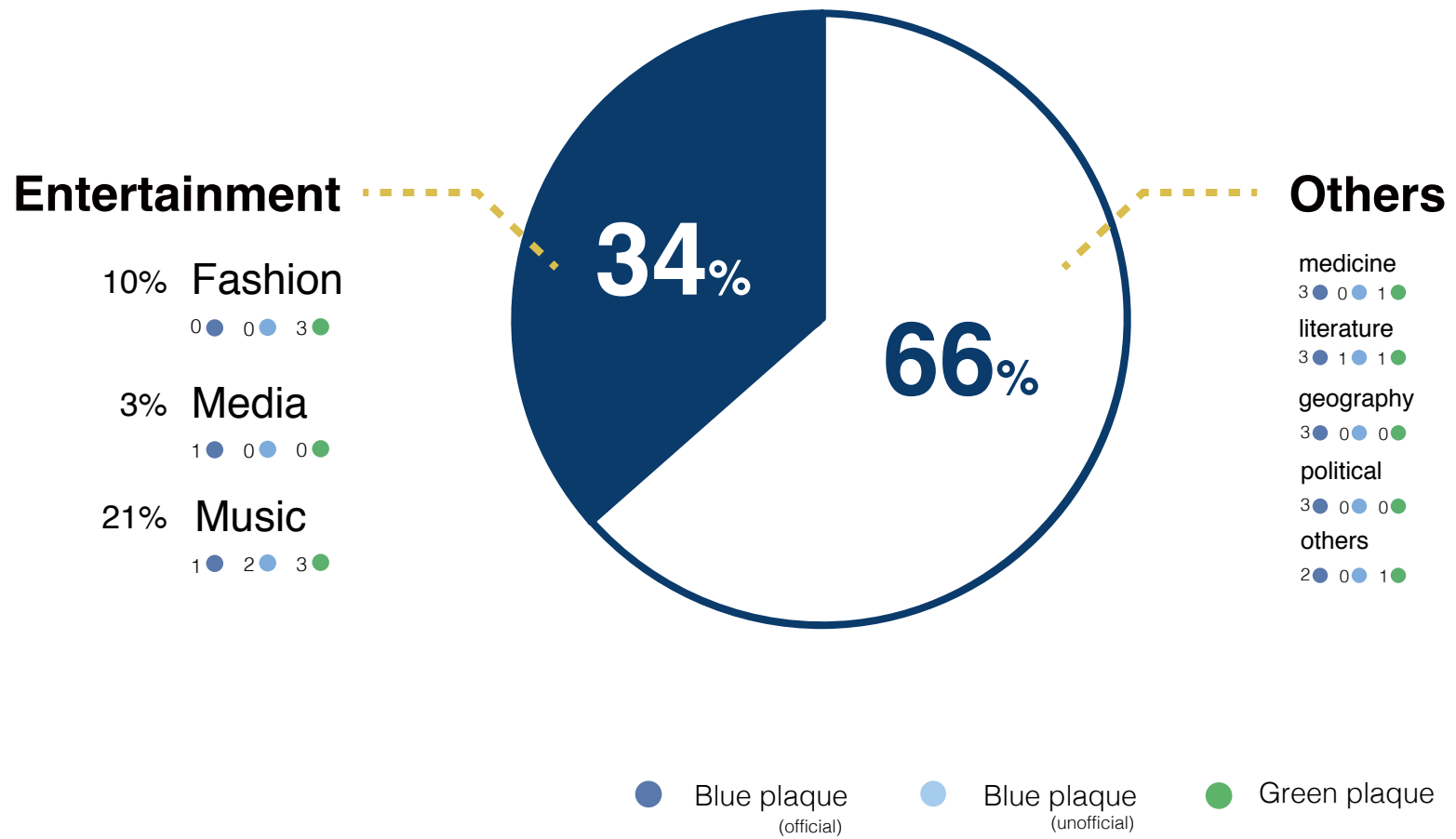
These blue plaques document significant people who impacted Soho.



But, there is a large part & important part of Soho's heritage missing from the plaques.



Soho District has been famous for its entertainment industry since 19th century.



But it's history is relatively undocumented on Blue Plaques.



From pubs to clubs, these venues became the heart & soul of the district.

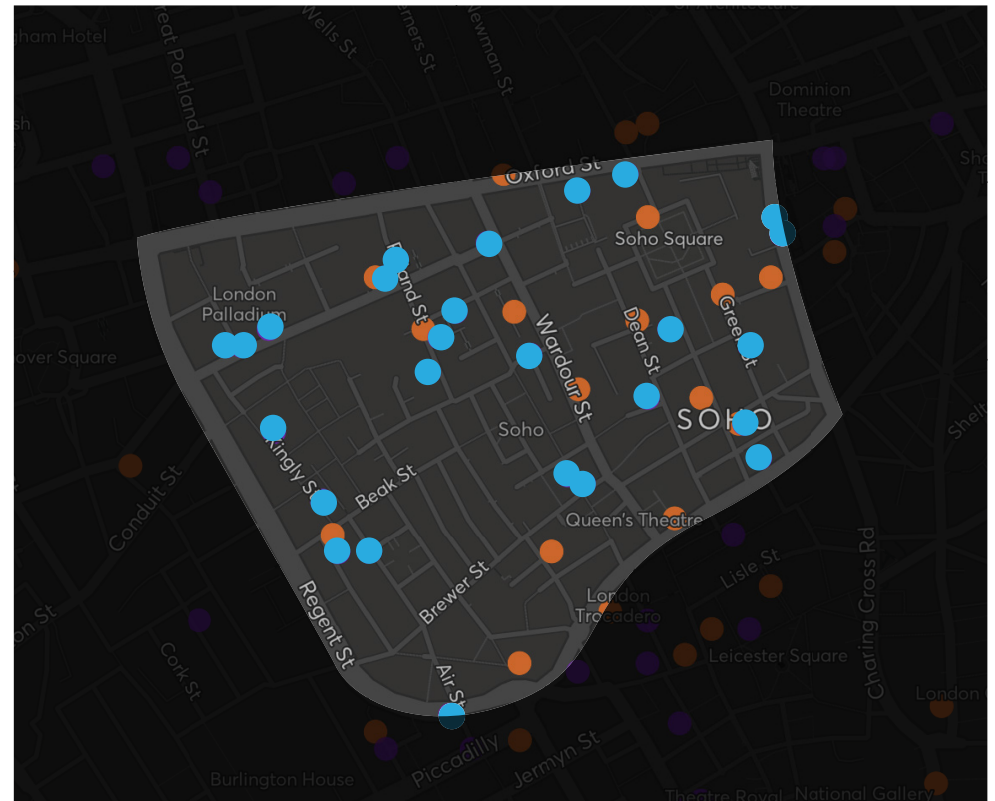
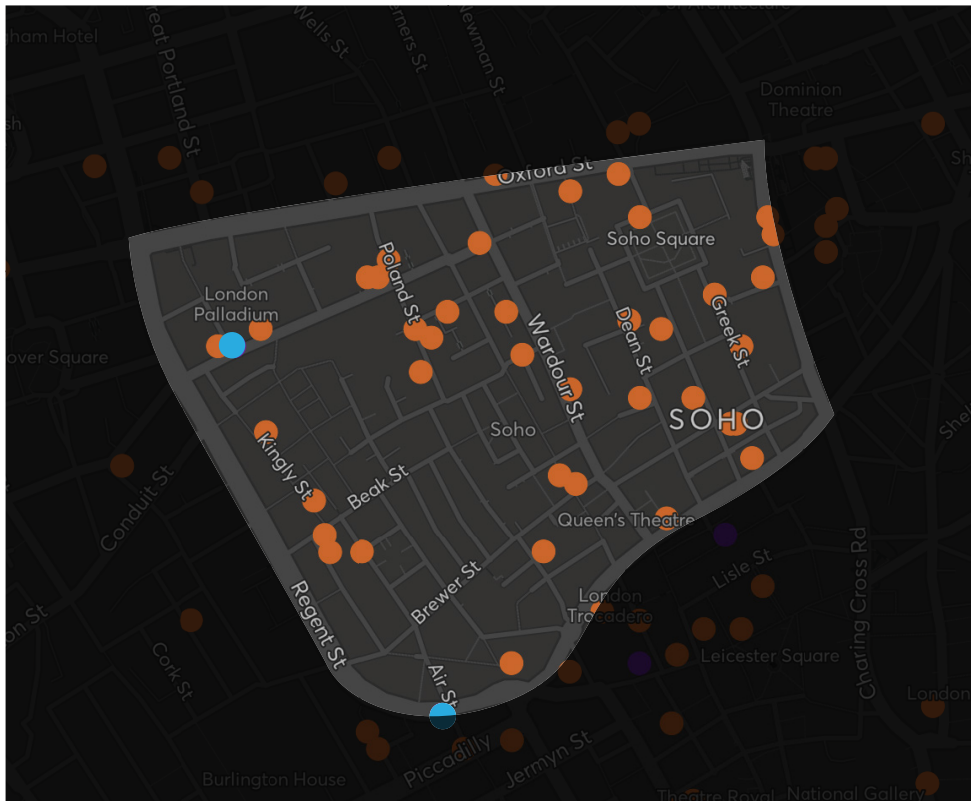


Clubs

From striking interiors to renowned performers, Soho's clubs has given birth to a rostrum of British talent.



But they are underthreat and are being closed down by Westminster city council after some resident complaints.



- Open club
- Closed club

Due to gentrification, clubs have rapidly dissappeared during the last ten years.



Madame Jojo's, known to many as the home of burlesque and cabaret in Soho, forced to closed.



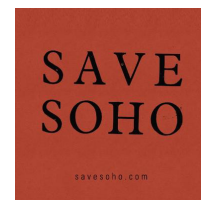
Madame Jojo's was an incubator that emerging artists' talent and craft was nurtured.



Madame Jojo's, embraces all kinds of people no matter who they are.

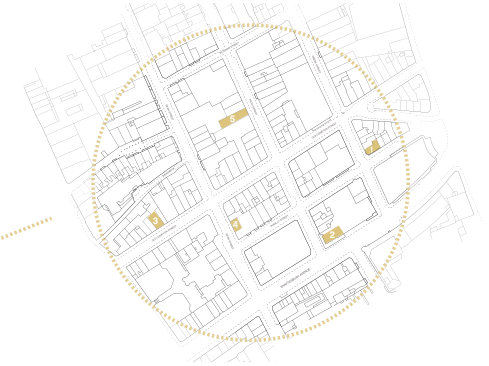
Soho is losing the very essence that draws the tourists, If Soho loses it's artistic community it will surely lose it's soul and the rest of London will follow.

-- Save Soho





Save Soho is an organization who is trying to protect these venues since the closure of Madame Jojo's.



1 Gargoyle Club (1925-1955)
69 Dean Street

6 Compton Cinema (1960-1984)
60 Old Compton Street

2 The Windmill Theatre (1931-1964)
17-19 Great Windmill Street

7 Madame Jojo's (1960s-2014)
8-10 Brewer Street

3 The Colony Room (1948-2008)
41 Dean Street

8 The Roaring 20s (1962-1970s)
50 Carnaby Street

4 Raymond Revuebar (1958-2004)
11 Walker's Court

9 The Scene Club (1963-1966)
41 Great Windmill Street

5 Marcquee Club (1958-2008)
90 Wardour Street

10 Crackers Club (1974-1981)
Wardour Street off Oxford Street

1 The Coach and Horses (Early 20 Century-Now)
29 Greek Street

2 Curzon Soho (1985-Now)
99 Shaftesbury Avenue

3 Admiral Duncan (1832-Now)
54 Old Compton Street

4 The French House (1891-Now)
49 Dean Street

5 Ronnie Scott's (1959-Now)
47 Frith Street

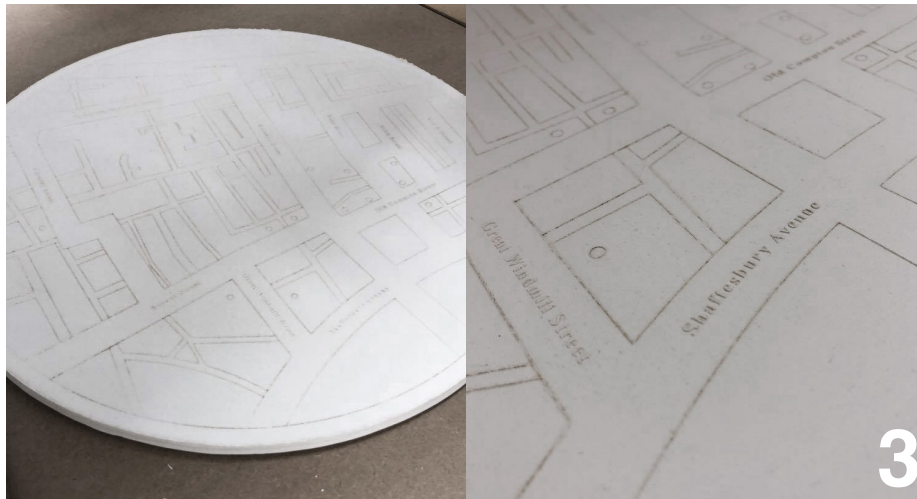
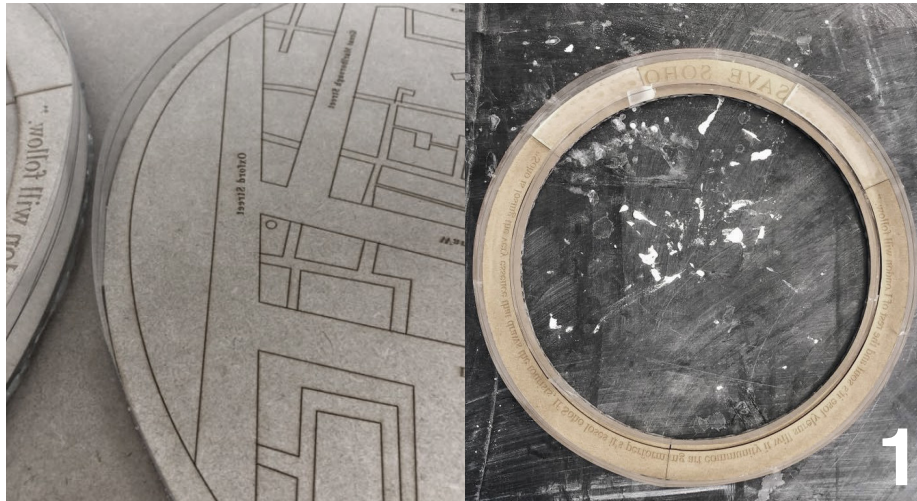
There are ten famous venues already closed as a result of gentrification. The last remaining venues have a worrying future ahead and do not know if they will survive or be closed down by the Council.

How could we collaborate with
both Save Soho and new local business,
so that we can safeguard the **future** of
the performing arts and creative spirit
in **Soho?**



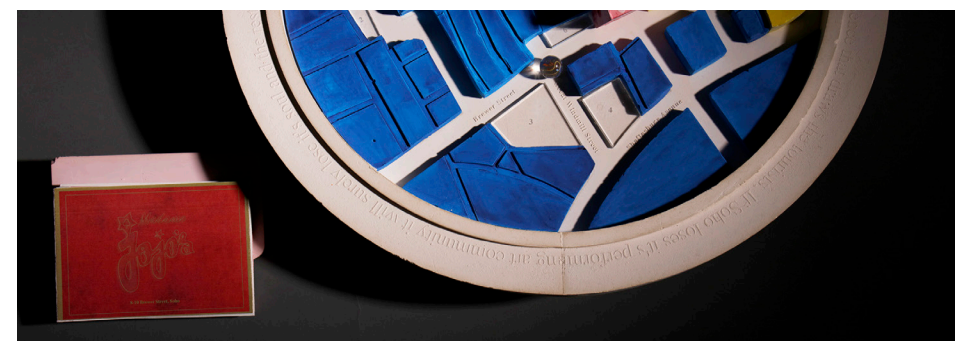
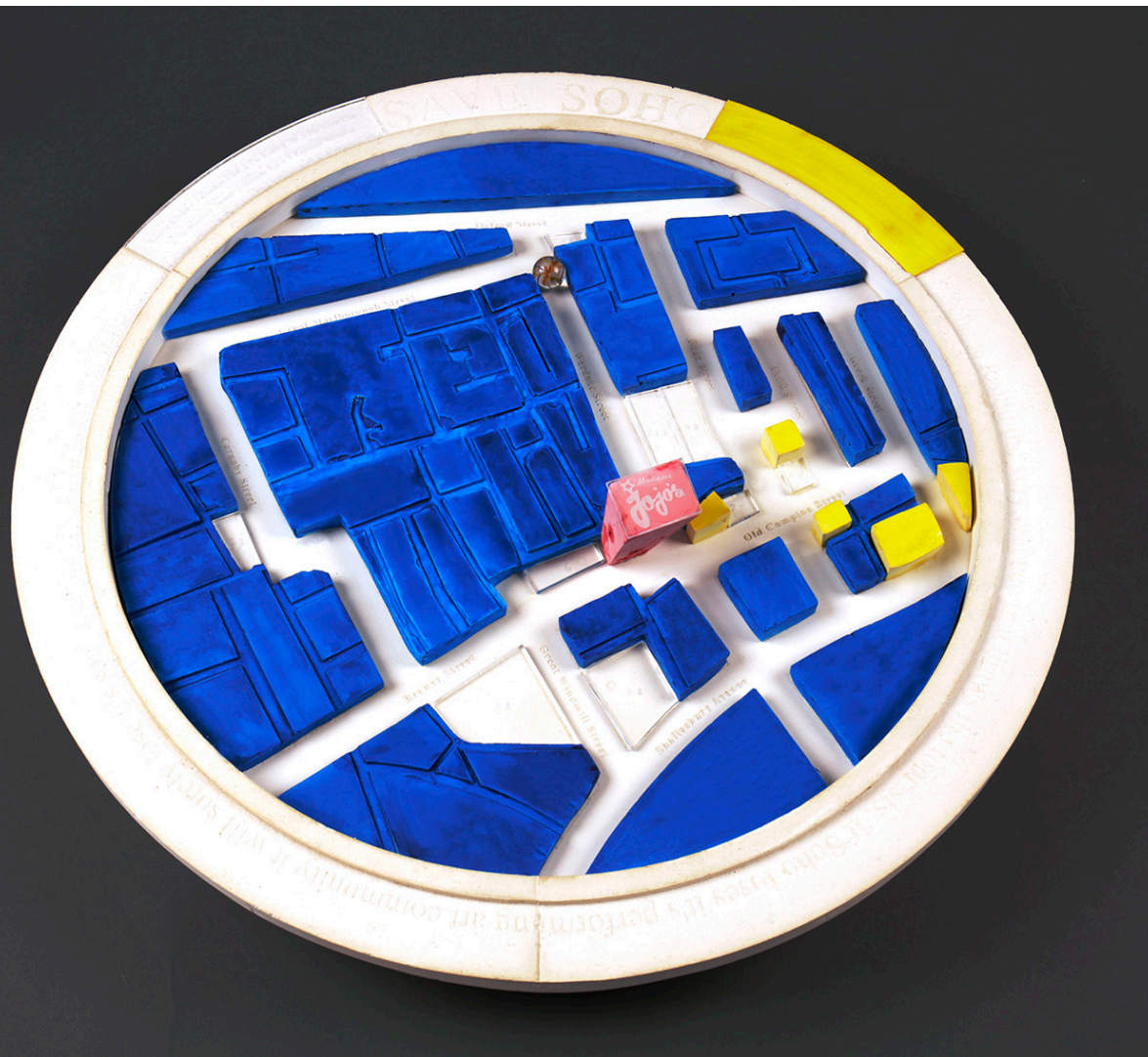
Unit : mm

Top view and front view drawing of the narrative artefact.



Step1 - Making mold for casting.
Step2 - Toning the plaster and pouring it into the mold.
Step3 - Polishing shapes and details then assembling.

Narrative artefact work in progress step by step.



Photographs and details of the narrative artefact.

Madame
JoJo's

8-10 Brewer Street, Soho

"Push your way through the double doors beneath a seedy flashing neon sign, however, and you encounter a plush world of opulence, red velvet curtains and art deco mirrors."

1960s



"You can go there and see bands, you can see DJs, but you can also see cabaret and burlesque all sorts of unusual nights under one banner. It's like a community of fringe culture."
- Marcus Harris

1980s



"Madame Jo Jo's has long been an important platform for emerging artists. Everyone from Adam Ant to Adele has performed there, not to mention the stars of tomorrow whose talent and craft have been nurtured in small venues like JoJo's."

- Save Soho

2000s



On 24th October 2014, Madame Jojo's bouncers became involved in a dispute with a customer. The club subsequently changed its manager and bouncers for a team approved by the council, but it was not enough to save its licence.

2014

"Soho, the beating heart of London, it's where artists are inspired, where dreams are realized, a mecca for young pioneers, romantics and bohemians. Now, all of this is a risk as we see once proud centres of subculture be turned into identikit high end boutiques, chain restaurants and residential developments."

- Save Soho

After 2014



"We should not let Soho's lights go out on our watch."

The booklet as part of the narrative artefact shows more historical stories from Madame Jojo's.

