# New Victory Theater

New York, New York (1900)

**The Building:**   
Built by Oscar Hammerstein I in 1900 and designed by architect Albert Westover, the theater opened as the *Theater Republic* on September 27, 1900 with Lionel Barrymore starring in James Heme’s play *Sag Harbor*. Over the years, the theater experienced a variety incarnations and name changes. In 1994/95, it underwent an $11.4 million renovation, including the rebuilding of the double staircase that had been removed in 1911 for the widening of 42nd street, and returning the rest of the theater to the way it looked in its early years. On December 11, the refurbished theater, renamed the New Victory Theater, opened as New York’s first theater for kids and families. Upon its reopening, it once again became the oldest operating theater in New York City.

**Project Synopsis:**   
Thorough sound testing of the theater’s walls revealed widespread delamination of the three dimensional faux drapery plaster from the masonry substrate. HPCS USA was retained to readhere the plaster to the masonry. This was successfully achieved with application of [AD 25 Gel](http://ww2.historicplaster.com/products/adhesives/) using a specialized tool that HPCS developed for precisely this purpose.

In addition, HPCS replaced all of the rosettes at the light fixtures around the perimeter of the dome, using a heat resistant resin. We also restored and pinned many ornamental elements with AD 25 Gel, and reinforced the ornately decorated fibrous plaster panels at the balcony façade with [RE Aramid Gel](http://ww2.historicplaster.com/products/reinforcement/).



New Victory Theater Interior.



New Victory Theater interior.



Customized tool for readhering plaster to masonry.



Closeup of the customized tool for readhering plaster to masonry.

### HPCS Products Used

[AD Adhesive HPCS product category badge](http://ww2.historicplaster.com/products/adhesives/)

[AD 25 Gel™](http://ww2.historicplaster.com/products/adhesives/)

[RE Reinforcement HPCS product category badge](http://ww2.historicplaster.com/products/reinforcement/)

[RE Aramid Gel™](http://ww2.historicplaster.com/products/reinforcement/)

### Tools Used

Customized tool for readhering plaster to masonry.