



## Cinema and Style

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Let us introduce ourselves....  
The Five "A"s of Theater Design  
Classic Editions Adds Four New Theaters!

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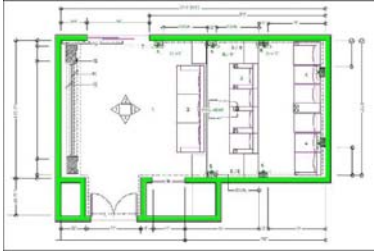
Welcome to the kickoff edition of our newsletter "Cinema and Style". Home cinema has become part of an everyday discussion that designers and tradesmen have with their clients. Each month Cinema and Style will bring you useful, *real world* tips and information to help the design community answer those tough questions. And as always we welcome your feedback to our newsletter and are pleased to answer any design questions that you may have. Just call or drop us an email. Thank you and we hope our newsletter will be both informative and useful in the months to come. Sincerely,

Keith Willis - CEO -Innovative Theatres, Inc. - ASID Industry Partners

Formed in 1986, Innovative Theatres, Inc. is an industry leader in the field of private home theatre design, whole-home audio/video, automation and installation.

Our team includes professionals from the fields of architecture, interiors, acoustics, electronics engineering and automation. This broad blend of in- house talent allows us to provide turn-key projects that include room build-out, specialty seating, fabrics and woods, acoustic treatments, all audio and video complete for viewing. We can ensure every project is designed and crafted to the highest possible standards of dynamics, creativity, technology and dependability. We see each project through from conception to completion.

## Contact Us



When we begin the theater design process, there are always five main elements of home theater design to consider. We call them the five "A"s. They are:

- **Architecture:** The Physical Room. The shape and size of the theatre are critical to how well the room will perform. If you are able to design the room from scratch, always favor a rectangular design.
- **Acoustics:** Use a combination of properly placed absorbing and diffusing materials.
- **Audio/Video:** Select the right combination of components for optimal performance within the environment.
- **Automation:** Ease of operation will make your theater enjoyable for all. These days it is a must!
- **Ambience and Accessories:** Developing a theater style. Remember that the theater is the one room in the house that most lends itself to *theatrics*.

Our pre-designed, turn-key, home theater series, Classic Editions, has been wildly successful. Due to our modular approach, the entire theater is fabricated off site, then delivered and installed in about one weeks time. All millwork, acoustics, audio/video and interiors complete!

Here are the four new styles designed to compliment many of the homes being built today.

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- The Santa Barbara Theater:
- The Traditional:
- The Craftsman:
- The Italianate:

The examples will soon be on the website. Please call us for more information.

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***No one plans to fail .... they just fail to plan.***

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