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INNOVATIVE THEATRES

PRIVATE THEATRE ENVIRONMENTS

7414 Santa Monica Blvd. - West Hollywood, Ca - 90046

Innovative Theatres Newsletter Cinema and Style

July 2007 - Vol 8, Issue 8

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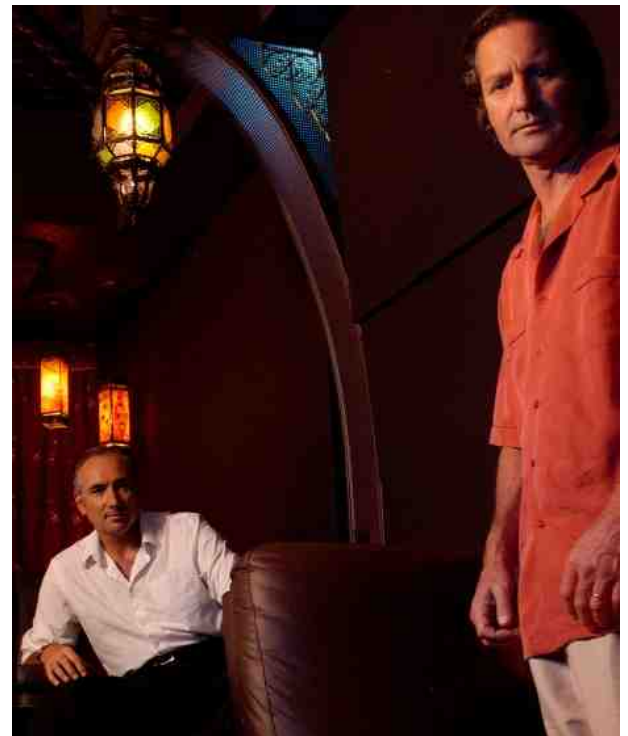
Quick Links

Greetings!

Welcome again to our
monthly newsletter,
"Cinema and Style".

Well, we finally got
through our three day
grand opening. What a
great time we had! Jon
and I want to thank all of
you for attending and
thanks to our staff that
spent many extra hours
preparing. We estimate
that about five hundred
people attended. Many
thanks, you are always
welcome here.

In this issue, we discuss room design. It is not just about architecture and interiors, the theatre room must also perform. Here, we offer a few simple



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guidelines for room performance.

As always, we encourage your feedback to our newsletter and look forward to any design ideas or real world issues that we can help resolve in order to make your projects as pleasing as possible. Just call or drop us an email anytime.

Thank you and we hope you are finding our newsletter both informative and useful.

Keith Willis- CEO -Innovative Theatres, Inc.

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ASID Industry Partners, AIA Allied

Theatre Acoustics - Make the Room Sound Great First.



Soon after finishing the interiors of our showroom theatre, with the extensive acoustic work we did to the wall, floor and ceiling surfaces, it was time to turn on the sound systems. We had planned and installed three complete separate THX theatre sound systems at varying prices (\$6,000.00 to \$62,000.00) for our clients to preview and we were very pleasantly surprised to discover how well each and every system performed. It is a testament to proper room design. Here are a few simple tips to help your theatre perform better.

Room Size

If you are fortunate to be beginning your theatre project at the design stage and have the flexibility to adjust the room dimensions, make sure that the height, width and depth dimensions, are not divisible by each other. Example - a 15 ft by 20 ft room with a 10 ft ceiling height is not ideal, however, if you could adjust the width to 13 ft. and the length to 19 ft. the acoustical properties would be more favorable. This has to do with the acoustical reflection of sound waves.

Adsorption and Diffusion

Diffusers and absorbers are material elements that may be applied to the walls and ceiling to contain and control unwanted sound wave reflections (flutter echoes, standing waves, etc.). Strategic placement of these materials can make or break your theatre's performance. Easy tip - if your theatre has a hard flooring surface try to include an area rug.

Proper selection of your Theatre Sound System.

After your theatre has been acoustically corrected, many theatre sound systems could be recommended for installation. The basic criteria here is for your system to be THX rated and that your chosen speakers are sized properly to fill the room with sound without straining. Next is to ensure that your electronic system has adequate power to drive your selected speakers. Of course there are many variables when selecting the perfect system that is suitable to your theatre room.

Acoustic Art - Attractive and Effective



Trying to bridge the gap between an esthetic sense and a bare acoustic panel is sometimes difficult. Apart from covering a panel in fabric there is not a lot you can do to disguise the material. One alternative is acoustic art. We have recently been utilizing a poly mesh fabric as an art canvas and then gicleeing a scanned picture or a digital photograph right on the poly mesh to create our art. Then it is wrapped around an acoustic panel and framed just like fine art. This works great for home theatres, commercial applications, almost anywhere. Great esthetic - great performance.

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No one plans to fail they just fail to plan.

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