

Essential **INSTALL** MAGAZINE

The essential magazine for the custom install industry

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Integrating the Internet of Things



Now that home devices are talking directly with the Cloud, how does CI get a word in? The answer is Simple...



INSIDE

EI LIVE! PREVIEW
AN ABUNDANCE
OF AV ALL-STARS



**LIGHTING
& LIGHTING
CONTROL**
LET THERE BE LIGHT



**TOUCHSCREENS
& PROGRAMMING**
COMPLETE CONTROL



Layout, decor, acoustics and comfort are all top of the agenda when designing the perfect cinema

Designing bespoke cinema solutions

Nic Black, managing director of CEDIA member company, The Pyramid Group, discusses the key considerations for technology integrators and the best approach to designing bespoke cinema solutions.



As CEDIA members, our key role is to provide our clients with both the benefit of our technical experience, as well as creative input. We are an industry partner of the British Institute of Interior Design (BIID), and as such, we make a significant effort to ensure that the integration of our technologies work in harmony with the interiors of a space. Over the years, we have been lucky enough to be involved in some incredible bespoke projects, such as award-winning luxury cinemas, through to fully automated homes. In every case, as CEDIA members, we recognise the important part we play in realising a complete and integrated solution is delivered.

When designing a unique cinema environment, we make sure that we deliver technically correct designs that are in line with industry guidelines. The next and most important step is to ensure that the environment meets or exceeds the client's expectations in terms of layout, décor, and overall comfort. We all understand that this isn't necessarily a straightforward process, and rarely do you find yourself working in the perfect environment for a cinema.

So, as always, the simple rules of engagement include consideration for viewing angles and screen sizes, projection housings, furniture, lighting design, and the all-important tech balance in relation to budget vs performance.

One area that is sometimes overlooked is the acoustic response and performance of a space. In our experience, ensuring that the project stakeholders understand the

enormous impact poor acoustics will have on any audio solution is crucial. You can sell the most expensive and powerful audio processing setup, but end up with a cacophony of noise mixed with a large dose of disappointment if you are not too careful! In other words, if the interior designer is intent on putting hard tiled floors and glass everywhere, then they and the client need to understand the practicalities of that decision and the end result. This is where we step in to guide the project at an early stage, to educate and hopefully create an environment that is acoustically ideal, as well as aesthetically pleasing.

In the case of new build projects, we will try and work with architects (and interior designers if the project is large enough) and advise them, not just on the shape of the room, but the way that the room design will impact on the acoustics and sonic success of the cinema. There are lots of 'off the shelf' acoustic packages available today, but sometimes the success is in the way they are deployed, either invisibly or with some creative flair.

Bespoke solutions are as much about working with our fellow professionals and clients, to let them understand how our equipment integrates and how we need the environment to operate. We then make sure that the space is designed around the tech, so as to create the look and feel that the client wants, whether that's a themed look, or perhaps they are keen to have their technology 'on show'.

Often the client looks to us for guidance on the aesthetics, so a huge part of what we do is coming up with 3D renders and sketches of a design, and perhaps even a virtual reality (VR) model. Not everyone can visualise a space. It's our job to come up with interesting and creative designs that allow the cinema space to take on its own identity. This might be a dedicated themed cinema, or a contemporary space capable of being mixed use environment.

Overall, as cinema designers we need to be mindful of a range of aesthetic aspects and technical considerations, which in turn will come together to form a client's own unique and bespoke cinema.



A cinema environment has to be both aesthetically and acoustically ideal

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