



Home Theater Room Decor





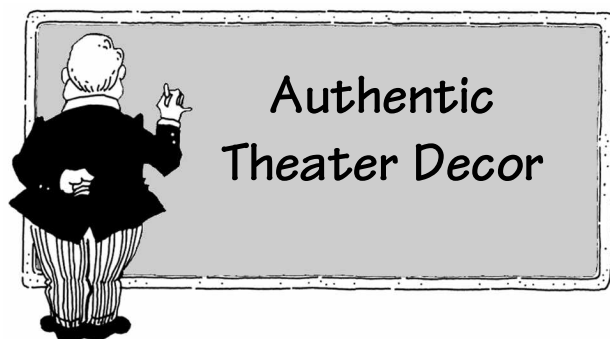
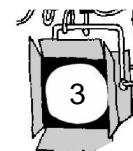
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You've seen the pictures of them. Those lavishly appointed home theater rooms that resemble miniature Hollywood movie palaces. These art deco home theater environments, appointed with thick velvet seats, delicate sconce lighting and intricate period detailing immerse the audience in an ambience of delightful opulence. Are we describing lifestyles of the rich and famous? Not necessary. The architectural components that go into these period rooms, believe it or not, are now going mainstream, and several companies now offer many of these them to custom installers and do-it-yourselfers. Consider this article an overview of the

companies involved in this, and the products that they offer. Hopefully, it will provide you insight into the exciting new trend of classic motion picture theater construction in the home.

Art Deco Moldings and Trim

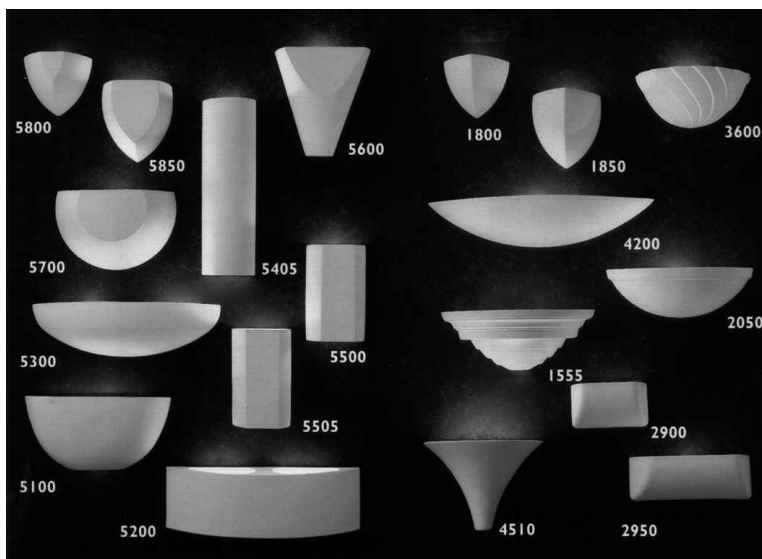
In the twenties and thirties a lot of the elaborate deco moldings, trim and columns were made of wood and plaster, and much of it was actually cast and created by skilled tradespeople on-site. Today, thankfully, these moldings and trims are available in fiberglass and composite materials and are easily installed and painted by tradespersons or do-it-yourselfers. There is a tremendous variety of these items available but they are often special-ordered so you must contact the distributors directly for pricing and availability. All four of the companies we profile in this article offer these architectural detail components.

Acoustic Treatments

This is one of the products in this section that actually does double duty, not only as a room aesthetic component but as an important element of room performance. Because most acoustical consultants like to reduce the



First Impressions offers the Justice line of art deco lighting fixtures. The examples shown here are just a few of several hundred to choose from

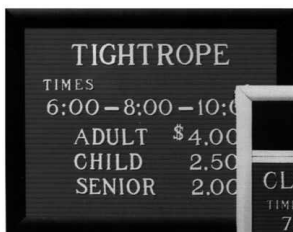


reflections that occur off the side walls, the so-called "first reflections", in any hi-end listening environment, acoustical treatment panels have become popular items. When designing a home theater environment for period feel, such as art deco, acoustical panels are especially useful because they can be integrated into the decor. Both Acoustic Innovations and First Impressions Design and Management carry full lines of acoustical panels available in hundreds of sizes and material wraps.

same. These curtains are available from a wide variety of sources but the actual opening and closing mechanism is not something you will find locally. We recommend that you contact First Impressions Design and Management and Acoustic Innovations for these products. Both companies have plenty of experience in dealing with the commercial vendors of these products so that can prevent

Lighting

Art deco home theater rooms usually create a mood with specially designed lighting fixtures. These units are widely available and most are reasonable priced. You can probably find a wide variety of lighting fixtures at your local hardware store, lumber store or electrical supply house. Another avenue is the specialty home theater suppliers such as Acoustic Innovations and First Impressions Design and Management. Both these companies have a wide variety of vendors they work with for specialty lighting.



Twinkling ceilings

Say that again? Twinkling ceilings? Yes, with Acoustic Innovations Fiber Optic Ceilings™ you can make the entire ceiling in your home theater room twinkle like a brilliant starfield. The way it works is that special illuminators are connected via fiber optic cables to AI's StarField

and StarLight ceiling surface tiles. The illuminators have either 75W or 150 halogen bulbs with "twinkle" or color wheels rotating to generate the celestial effect. We have seen these and they are quite impressive. Expect the materials for a full Fiber Optic ceiling to cost \$1000 and up.

Screen Curtains

Professional theaters often have motorized curtains that slide horizontally when the show is about to begin. Naturally, an authentic home theater room should have the

Movie Posters and Lobby Cards

For the feeling of authenticity in a home theater, few things are better than movie posters. The most common size for movie posters is called a "one-sheet" and measures 27" x 41". You may also find posters in other sizes also, such



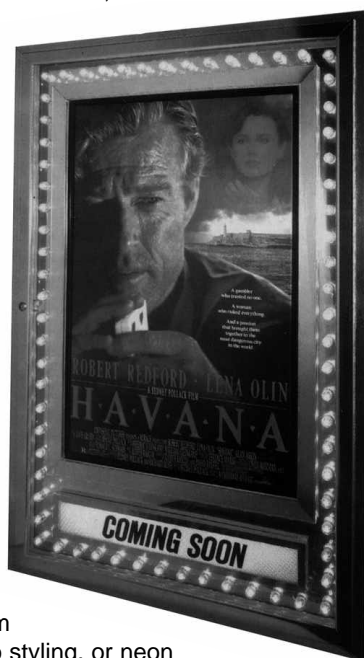
Front View of an Art Deco-style home theater room built using First Impressions Design and Management components and materials



Rear View of an Art Deco-style home theater room built using First Impressions Design and Management components and materials

as, half sheets at 14" x 26" or 22" x 28" and lobby cards at 11" x 14". There are many places to buy reproduction movie posters. Any graphic arts house or framing store will be able to direct you to reams of catalogs that resell them as art prints. And how about originals, you ask? Yes, they are easily obtainable but because of the collector market may be expensive. We have included the names, addresses and phone numbers of eleven dealers of classic movie posters and other Hollywood material. Some have catalogs that you can request and web sites that you can visit.

Once you've settled into the original classic movie poster or reproduction print that you want to buy, you have another choice to consider; how to display the piece. Again, a graphic supply house or framing store will have many options for you but some of the home theater architectural suppliers have some really attractive ones. For example, Home Theater Accessories offers an extensive line of poster marquee cases. These are the cases that you commonly see at the local theaters. These are available in standard wood or aluminum frames but also in jazzy cases art deco styling, or neon surround lights or even miniature chaselites surrounding the print. Expect to pay from \$450 to \$1200 for the more elaborate illuminated marquee cases.



Signage

Real theaters seem littered with signs. There are entrance and exit signs, signs announcing the movie and show times, "chase light" marquees, concession signs, even signs announcing the sound technology ("This Theater Equipped With Dolby Digital"). If getting some of these in your home theater sounds appealing, you're in luck. In their 26 page catalog, Home Theater Accessories displays dozens of options. They even allow you to buy those back-lit mylar signs, the signs where the movie artwork is on a transparent mylar sheet and the light shines through from the back and illuminates the entire graphic. Another option Home Theater Accessories offers is to have your sign customized to include your name, "Welcome To The Smith Family Home Theater...Now Equipped With LucasFilm THX Sound", or anything else you might want to say.

Concession Accessories

We would be remiss if we didn't talk about the different concession items that you can buy to put in your home theater. The first item that guarantees and instant association with "going out to the movies" is a popcorn machine. These are available from a number of suppliers. First Impressions offers their Starlite™ 6 oz popcorn



Looking For Classic Movie Posters?

Cine Monde, 1932 Polk St., San Francisco, CA 94109 415-776-9988

Classic Movie Poster Art, 427 North Canon Drive, Beverly Hills, CA 90210 310-476-8883

Collectors Book Store, 1708 North Vine Street, Hollywood, CA 213-467-3296

CPG Direct, PO Box 1020, Valley Cottage, NY 10989 800-382-3075

Deja Vu, 1045 Westwood Blvd., Los Angeles, CA 90024 310-443-5280

Hollywood Book and Poster Co., 6349 Hollywood Blvd., Hollywood, CA 90028 213-465-8764

Posteritati, 241 Centre St., Suite 5F, NY, NY 10013 212-226-2207

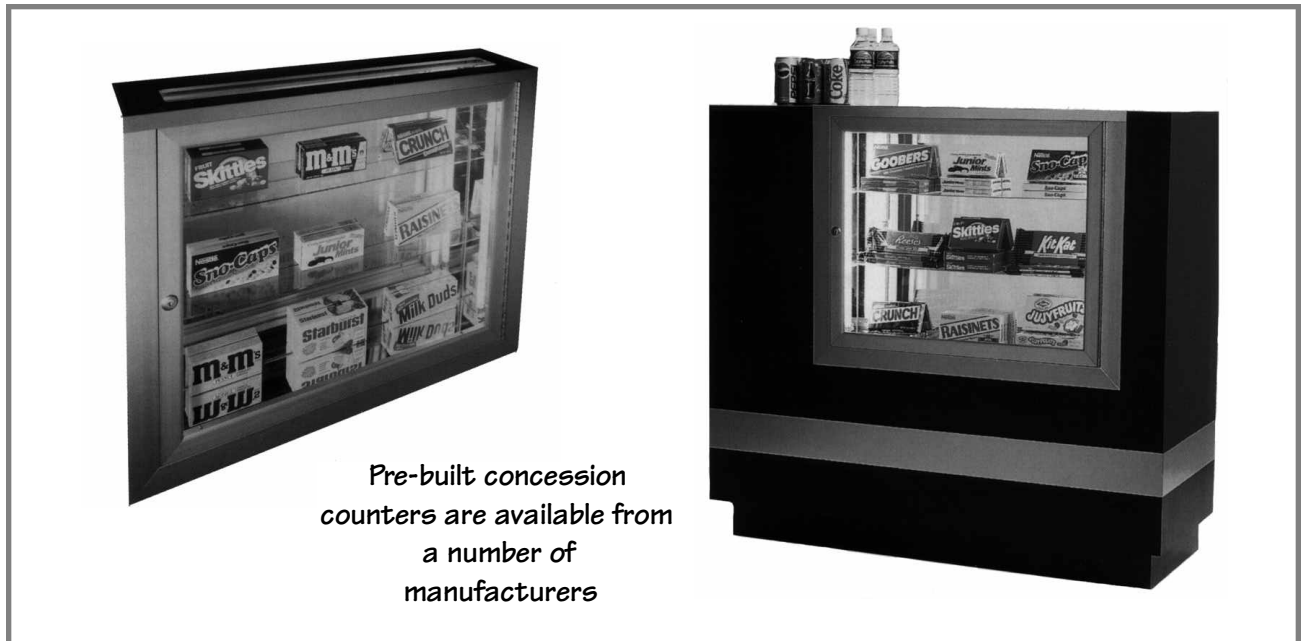
Miscellaneous Man, Box 1000, New Freedom, PA 17349 717-235-4766

Movie Star News, 134 West 18th St., NY, NY 10011 212-620-8120

Motion Picture Arts Gallery, 133 E. 58th St., 10th Flr, NY, NY 10022 212-223-1009

The Movie Market, PO Box 3900, Dana Point, GA92629 714-488-8445

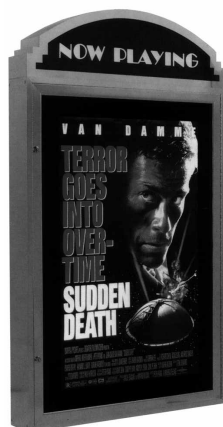




machine for \$990. It is a commercial model manufactured of extruded aluminum with tempered glass and a large yellow, white and red sign "popcorn" sign. You can also buy the popcorn and those classic red and white popcorn boxes from them.

Another nice touch is to build a miniature version of a concession counter and either make it functional with a wet bar and refrigerator or built it just for aesthetics. To help you with this, Home Theater Accessories offers a commercial-quality candy master case for \$762 and a stand-alone laminated concession case for \$1462. First Impressions offers their Starlite™ candy counter cases (\$675) which can be combined with their other CineBar™ accessories (Ice cream parlor equipment, soda dispensers, professional refrigerators, etc.)

First Impressions Design and Management offers theater entrances in a number of styles



Who To Call For Home Theater Decor:

Acoustic Innovations, 1141 Holland Drive, Suite 15,
Boca Raton, FL 33487 561-995-0090

Allied Funfood Supply, 500S. Kentucky Ave.,
Evansville, IN 47714 800-489-3609

First Impressions Design and Management, Inc.,
12564 NE 14th Avenue, North Miami, FL 33161
800-305-7545

Gold Metal Products, 2001 Dalton Ave., Cincinnati,
OH 45214 800-543-0862

Home Cinema Accessories/ Bass Industries, Inc.,
380 NE 67th Street, Miami, FL 33138 800-346-
8575

Irwin Seating Company, 165 City View Drive,
Etobicoke, Ontario, Canada M9W5B1 905-820-6577

Kalomirakis and Associates, Inc., 31 West 21st
Street, 8th Floor NY, NY 10010 212-924-9669

Star Manufacturing International, 10 Sunnen Dr., PO
Box 430129, St. Louis, MO 63143 800-264-7827

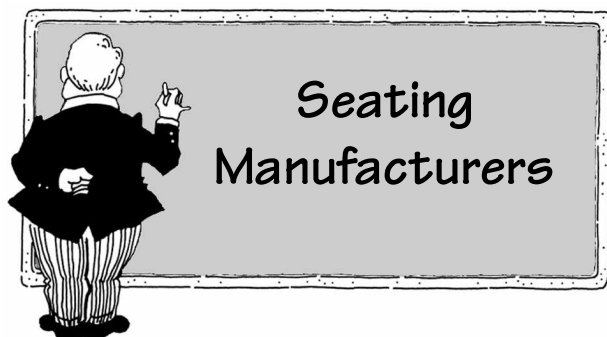
Theater Design Associates, 2224 West Fulton,
Chicago, IL 60612 800-786-6832



A complete Theater Entrance By First Impressions Design and Management



Popcorn Machines Available From Gold Metal Products



Generally speaking there are four categories of seating you can use in your home theater; Conventional household seating, authentic theater seating, home theater seating and custom seating. Let's look at each.

Conventional Household Seating. This category encompasses the seating options that are commonly found in the home. Sofas, sectionals, overstuffed chairs, etc., can all be options for home theater rooms. For most home theater owners, the reason to use conventional seating is because the home theater room does double duty as a family room, or play room, during the day and more dedicated theater seating designs would hinder the room's alternate activities. The other issue is cost. Using conventional seating, particular if one already owns the seats, can be less expensive than dedicated theater seating.

Authentic Theater Seating. Several firms offer commercial-

style theater seats to the public. One of the most well known is Irwin Seating. Irwin Seating has been in the business of producing commercial seating since 1907 and offers several of their commercial models to the home theater market. Their Celebrity Rocker™ seats, for example, are a fixed seat (bolted to the floor), and offers a contemporary "thick-cushioned" megaplex-like look. Their Marquee™ series seats, also a fixed model, have the look of classic tufted velvet theater seating, and their Springfield™ seats offer a beautiful Victorian design complete with cast aluminum period supports and solid oak armrests. Borrowing from the design of its popular Marquee line, Irwin has also designed a new model, the Ambassador™ solely for home theater applications. Prices for Irwin seats range from \$395 to \$695 per chair.

Another firm, Bass Industries, offers three styles of authentic, fixed-style, theater seats through their Home Cinema Accessories catalog. Their Forum™ seats, for example, are an entry level home theater seat and can be ordered with woven, velour or leather fabrics. The next step up is their Contour™ seats which have a higher form fitting back and cup holders in the arm rests. The top-of-the line model is the Presidential™ which has a high-back headrest and features thick cushioning. Prices for Bass Industries seats range from \$405 to \$897 per chair depending on features and materials.

Home Theater Seating. For those who want seating designed for home theaters but more along the line of large, comfortable, stratolounger-style furniture, several companies rise to the occasion. First Impressions Design and Management, Inc., for example, offers their very

First
Impression's
Cinelounger
collection of
home theater
seating is
designed for
maximum
comfort. Inclining
and reclining
backs, foot rests
and drink holders
are standard.



Audience Seating



IRWIN
MARQUEE



IRWIN
SPRINGFIELD



IRWIN
CELEBRITY

BASS
CONTOUR
THEATER
SEAT



BASS
FORUM
THEATER
SEAT



ODESSEY BY BLACK CANYON DESIGNS



CINEMACHAIR BY ACOUSTIC INNOVATIONS

Audience Seating



comprehensive CineLounger™ collection. This line of seating is designed for comfort, but the styling is definitely theater-like (see our illustrations). The series offers recliner and incliner mechanisms, beverage holders (in acrylic, glass or solid marble), illuminated glass end panels, specialty detailing like exotic woods and veneer trim, and each chair can be covered from a custom selection of several hundred fabrics and leathers. As we mentioned previously, many of the Cineloungers can be custom ordered to be installed along a pre-designed seating radius for comfortable sightlines. Contact First Impressions for details.

Another firm, Acoustic Innovations, offers their CinemaChair™ line with a similar overstuffed recliner design. The CinemaChairs offer two recline positions and dozens of fabric and leather choices. One of the first firms to enter the period home theater design business, Theater Design Associates, offers their DreamLounger™ line of seating. DreamLounger™s are also available in a multitude of fabrics and are unique in that they can be ordered in custom seat widths and designs. Front row love seat anyone?

Custom Seating. If none of the above interests you than you might want to go the total custom route. Black Canyon Design Group, a custom furniture manufacturer located in Parker, Colorado, is a good source for custom theater seats. Their owner, Dan Mick, offers a unique opinion of home theater design, one that is reflected in his seats. "Home theaters are all designed backwards", he says, "they are environments where people sit down to enjoy audio and video presentations. If the seating isn't

designed right, and installed right, then the whole point is missed. Proper seating is the difference between an average home theater and a great one". As a result, Black Canyon Designs approaches their seat designs with a philosophy; extremely comfortable. Several "standard" designs, the Odyssey™, Classic™ and Roosevelt are currently offered, but from-the-ground-up custom designs are commonly constructed for clients.

Who To Call:

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Audience Seating

