

# AVON CINEMA SUSTAINABILITY

## " AVON 2050 "

A HISTORIC GEM OF PROVIDENCE, RHODE ISLAND, THE AVON CINEMA HAS BEEN OPEN AND OPERATING AS A ONE ROOM ART HOUSE MOVIE THEATER SINCE 1938. IN THAT TIME, SOME CHANGES AND RENOVATIONS HAVE OCCURED. SOME MAJOR DIFFERENCES BETWEEN THE AVON-THEN AND THE AVON-NOW INVOLVE THE SWITCH TO A DIGITAL PROJECTION SYSTEM AND SOUND UPGRADE SINCE THE YEAR 2000. IN 1988 OCCURED THE ONLY SIGNIFICANT RENOVATION OF THE THEATER HOUSE SINCE 1938. THIS CINEMA HAS BEEN OWNED AND OPERATED BY ONLY ONE PROVIDENCE FAMILY, THE DULGARIANS. THE 1988 RENOVATION WAS THE PURSUIT OF THE FATHER OF THE CURRENT OWNERS, RICHARD AND KEN DULGARIAN. ACCORDING TO RICHARD, MAJOR CHANGES BEFORE THAT TIME INVOLVED THE INSTALLATION OF THE CANDY COUNTER, WHERE THERE WAS PREVIOUSLY NO CONCESSIONS FOR SALE. THE FOLLOWING PAGES EXPLORE THE HISTORIC ARC OF THE CINEMA SO FAR, IMPROVEMENTS MADE THEN, AND HOW TO MAKE THE AVON CINEMA MORE SUSTAINABLE SO THAT IT MIGHT LAST ANOTHER 80 YEARS.



*" WITH THE PURPOSE OF SHOWING UNUSUAL PICTURES...*

*WE'RE NOT JUST ANOTHER THEATER SHOWING WHATEVER PASSES FOR ENTERTAINMENT IN HOLLYWOOD TODAY-- THERE'S A LOT OF FORMULA GOING ON WITH THE MAIN STREAM STUFF. SO WE FOCUS ON FOREIGN FILMS AND INDEPEDENT FILMS. WE CHOOSE FILMS THAT MAKE THE AUDIENCE THINKS. "*

*-RICHARD DULGARIAN*

# STORY

THE DULGRIAN BROTHERS ESCAPED TO AMERICA DURING THE ARMENIAN MASSACRE. "GRANDPA" KRIKOR DULGARIAN WAS THE FOUNDER OF THE AVON CINEMA, AND THE BROTHERS OPERATED THE BUSINESS TOGETHER, AMONG A FEW OTHERS. RICHARD DULGARIAN, THE CURRENT OWNER AND GRANDSON OF KRIKOR DULGARIAN, STEPPED FOOT IN THE AVON FOR THE FIRST TIME WHEN HE WAS 18 YEARS OLD. THE AVON CINEMA HAS ALWAYS PLAYED INDEPENDENT AND FOREIGN FILMS. IN THEIR GRAND OPENING NEWSPAPER ADVERTISEMENT, THE AVON CLAIMS TO SPECIALIZE IN "UNUSUAL PICTURES". ESPECIALLY BECAUSE AMERICAN STANDARDS OF FILM RATING FOR MATURITY DIFFERED LARGELY FROM EUROPEAN STANDARDS. FOREIGN FILMS WERE CONSIDERED "RACIER", AND SO, IN HIS UPBRINGING, DESPITE HIS FAMILY OPERATING THE AVON, RICHARD DULGARIAN STUCK TO "G" FOR "GOOD" AND "PG" FOR "PRETTY GOOD". RICHARD WAS HIRED INTO THE AVON AS A DOORMAN, AND WORKED EVERY POSITION IN THE THEATER AS HE CLIMBED THE RANKS. WHEN THE ASSISTANT MANAGER AT THE TIME OF RICHARD'S YOUTH GAVE HIS TWO WEEKS' NOTICE, RICHARD APPROACHED HIS FATHER TO APPLY FOR THE JOB. HIS FATHER'S REPLY, "WELL, YOU'VE SHOWN A LOT OF PROMISE... SO YOU'RE HIRED."

AS A YOUNG ADULT EXPLORING HIS FAMILY'S CINEMA HOUSE FOR THE FIRST TIME, RICHARD MADE SOME DISCOVERIES ABOUT HOW THE AVON HAD CHANGED PRIOR TO HIS LIFETIME. THE LOBBY HAD A LOWERED CEILING, FOR EXAMPLE, TO GIVE A SUPPOSEDLY MORE "MODERN" LOOK. RICHARD LOOKED INTO A SMALL OPENING IN THE OFFICE ON THE SECOND FLOOR AND DISCOVERED THE ORIGINAL HIGH CEILING ARCHEWAYS OF THE LOBBY. "DAD, THERE IS SPACE HERE! WE SHOULD OPEN THAT UP" RICHARD SUGGESTED IN THE 1970S, AND HIS FATHER'S RESPONSE, "I'M GOING TO LOOK INTO THAT", BEFORE HIRING A CONTRACTOR TO REVEAL THE ELEGANT ART DECO CEILING ARCH WHICH HAD BEEN HIDDEN FOR DECADES. RICHARD'S INTEREST IN RESTORING THE AVON TO A PERIOD OF TIME GONE BY, TREATING HIS FAMILY'S BUSINESS AS A TIME CAPSULE IN OPERATION, IS A CONSISTENT MOTIVATION FOR THE EXPERIENCES THIS 80 YEAR OLD ONE-ROOM MOVIE HOUSE HAS TO OFFER.

# TIMELINE OF THE AVON

— **1938** THE AVON OPENS FOR BUSINESS ON THAYER STREET

— **EARLY 1940S** DROPPING OF THE CIELING TO MODERNIZE THE BUILDING

— **MID 1940S** INTRODUCTION OF AIR CONDITIONING TO REPLACE "AIR PUMPING" SYSTEM, DUE TO CONCERN OF DISEASE AND AIRBORNE INFECTION.

— **1970S** ORIGINAL SEATS WERE REPLACED BY THE NOW CURRENT SEATS. THEY WERE WOODEN BACK SEATS, QUITE UNCOMFORTABLE SPRING SEATS.

— **1977** CONCESSIONS COUNTER BUILT.

— **1988** RENNOVATION REXPANDED CIELING AND PUSHED BACK THE WALL. FAUX MARBLE WALL PAINTING TREATMENT. THEY PAINTED WHITE THE MOSAIC CIELING.

— **1990S** HANDICAPPED SECTION ADDED

— **2013** ABANDONED FILM PROJECTION AND INSTALLED DIGITAL PROJECTION SYSTEM. UPGRADED THE SOUND SYSTEM TO STEREO FROM MONO

*ACCORDING TO RICHARD, THERE IS:  
"A LACK OF DOCUMENTATION,  
BECAUSE EVERYONE IN MY FAMILY,  
EXCEPT FOR ME, ALL TOSSED EVERY  
RECORD. BUT YOU KNOW ME, I KEEP  
EVERYTHING!"*

# SYSTEMS & PRACTICES

## THE THRESHOLD:

THE TOP OF THE BUILDING IS A BRICK RED-PAINTED ORNATE PEDIMENT THAT HAS PARTIALLY DETERIORATED AND HAS BEEN NEGLECTED. THERE IS A PLAN IN MOTION TO REPAINT THIS PEDIMENT FOR THE SUMMERTIME.

THE MARQUEE JUTS OUT ONTO THAYER STREET LIKE THE BOW OF A SHIP. IT IS ORIGINAL TO THE OPENING OF THE BUILDING, EXCEPT FOR THE NEON. IT CAN BE READ FROM THE NORTH OR SOUTH DIRECTION BY PEDESTRIANS WALKING ON THAYER STREET. IT IS ICONIC TO THE AVON, AND FOR THE SIGNAGE TO CHANGE, AN EMPLOYEE MUST USE A METAL ARM TO REMOVE AND REPLACE EVERY LETTER HUNG ON THE SIGN LEDGES. TO THE LEFT AND RIGHT OF THE DOORS.

LONG BLACK " SANDWICH BOARDS" USE WHITE REPLACABLE LETTERS TO COMPOSE MESSAGES TO THE PUBLIC ABOUT THE UPCOMING SHOWS, A STATEMENT ABOUT THE AVON, AND HOW TO CONTACT THE OWNER.

BETWEEN THE SANDWICH BOARDS AND UNDER THE MARQUEE ARE FLOOD LIGHTS WHICH ILLUMINATE THE SPACE UNDER THE OVERHANGING SHADE. AND IT SERVES TO SHELTER THE SPACE BEFORE THE DOORS.

THERE ARE FOUR DOORS, TWO PAIRS OF DOUBLE DOORS, WHICH SWING OUT TOWARD THE STREET. THESE ARE ONLY CLOSED IN BAD WEATHER, DURING THE TIME A MOVIE IS PLAYING, AND WHEN WE ARE CLOSED. ALL OTHER TIMES THE DOUBLE DOORS ARE OPEN TO THE PUBLIC. THIS IS TO CATCH ATTENTION AND INVITE MOVIEGOERS IN. ON BUSY NIGHTS OF THE WEEK, DURING CERTAIN SHIFTS OF THURSDAY THROUGH SUNDAYS, AN EMPLOYEE ACTS AS THE DOORMAN TO MAKE SURE THAT THESE DOORS ARE OPEN AT THE CORRECT TIME FOR EASE OF EGRESS AND SO THAT OUR GUESTS DON'T HAVE TO EXERT THE EFFORT TO OPEN EITHER THE THEATER ROOM DOORS OR THE ENTRYWAY DOORS.

## THE LOBBY:

WHEN GUESTS ENTER OUR THEATER, THEY SEE TO THEIR RIGHT A LONG BLACK COUNTER PERPENDICULAR TO THE DOORS WITH A ROUNDED FRONT END FACING THEM. AT THE ROUNDED END THERE IS A TICKET MACHINE AND TO THE RIGHT OF THAT AN UNNOTICABLE AND RARELY USED SECOND TICKET MACHINE. THE TICKETING EMPLOYEE IS SITTING FACING THE DOORS AND THEY ARE THE FIRST TO GREET THOSE WHO ENTER THE LOBBY OF THE CINEMA. "HELLO, WELCOME TO THE AVON CINEMA. HOW CAN I HELP YOU TODAY?" VISITORS DON'T ALWAYS COME TO BUY A TICKET, SO THE TICKET COUNTER ACTS AS AN INFORMATION CENTER AS WELL.

AGAINST THE WALL NEAR THE TICKETER, THERE IS A LOCAL PHONE LINE WHICH CAN REACH THE UPSTAIRS OFFICE AS WELL AS RECEIVE INCOMING CALLS. ON THE OTHER SIDE OF THE TICKETER THERE IS LITERATURE AVAILABLE ABOUT UPCOMING SHOWS AND SPECIAL EVENTS. FILMS ARE DECIDED ON A WEEK-TO-WEEK BASIS BY A BOOKER WHO WORKS WITH THE AVON. THREE FILMS THAT MAY BE COMING SOON HAVE POSTERS DISPLAYED ON THE LEFT SIDE OF THE LOBBY WALL TO ADVERTISE.

THE LOBBY SPACE AVAILABLE TO GUESTS IS ADEQUATE FOR MOST OCCASIONS. LEANING TOWARD FEELING NARROW. THERE ARE NOT ANY SEATS AVAILABLE TO WAIT IN, BUT EMPLOYEES DO OFFER FOLDING CHAIRS. THE CONCESSIONS COUNTER TAKES UP A SIGNIFICANT FOOTPRINT, CONSIDERING THE SPREAD OF MACHINES IN A ROW BESIDE THE CONCESSIONS EMPLOYEE. THERE IS THE GLASS CANDY CASE, CASH REGISTER, THE BUTTER MACHINE, THE POPCORN MACHINE, THE SOFT DRINK SODA FOUNTAIN, THE ICE MACHINE, THE COFFEE MACHINE, THE SINK, AND A MINI-FRIDGE ALL IN A LINE REACHING ALMOST ALL THE WAY TO THE THEATRE DOORS.

## **THE LOBBY (CONT.):**

THE AREA BEHIND THE COUNTER THE SPACE IS ONE PERSON WIDE. WITH TWO TO THREE PEOPLE ON STAFF BEHIND THE COUNTER AT ANY TIME, IT CAN BECOME DIFFICULT TO MANEUVER AS NECESSARY TO SERVE THE CUSTOMERS ON A BUSY NIGHT. THERE IS ONE REGISTER FOR TICKET SALES AND ONE REGISTER FOR CONCESSIONS. VISITORS OFTEN BECOME CONFUSED ABOUT WHO TO WALK UP TO WHEN THEY ENTER THE AVON LOBBY, IN PART BECAUSE WITH THE TICKETER SEATED AND THE CONCESSIONS STAFF STANDING, BOTH ARE VISIBLE AND THERE IS NO CLEAR VISUAL DIVIDE BETWEEN THE TWO OPERATIONS.

THE CONCESSIONS COUNTER OFFERS PLASTIC BOTTLES OF WATER, GLASS BOTTLES OF SODA, AND PACKAGED BOXES OF CANDY FROM VARIOUS CANDY CONGLOMERATES. THE AVON OFFERS A SELECTION OF PREBAGGED TEAS, AND HAVE AS RECENTLY AS SPRING 2018 REPLACED THE COFFEE MACHINE WITH A "KEURIG" COFFEE POD MACHINE. THE MINI FRIDGE IS PRIMARILY USED TO KEEP DRINK INVENTORY FOR RESTOCKING IN THE EVENT OF A RUSH. ON SHELVEING BENEATH THE MACHINES, WE KEEP RESTOCKING INVENTORY OF WHITE (HAND) NAPKINS, AND BROWN (CLEANING) NAPKINS. COFFEE CUP SLEEVES AND KEURIG BEVERAGE PODS ARE STORED IN A CABINET BELOW THE SINK. THERE ARE ALSO SLEEVES OF STYROFOAM CUPS, WHICH ARE PRIMARILY EMPLOYEE USE AND ARE GIVEN TO CUSTOMERS WHO ASK FOR A RECEPTICLE FOR SHARING POPCORN OR DRINKS. POPCORN AND DRINKS ARE SERVED IN SMALL, MEDIUM, AND LARGE SIZES OF WAX LINED PAPER CUPS WHICH ARE NON-RECYCLABLE. CUSTOMERS WHO REQUEST A SECOND BUCKET ARE GIVEN THE STYRO-FOAM CUPS INSTEAD DUE TO THE COST OF THE POPCORN BUCKETS AND FOR THE PURPOSE OF KEEPING ACCURATE INVENTORY OF SALES.

THE LOBBY ROOM IS BUILT AT A SLIGHT INCLINE FROM THE STREET, AND ASCEND THE INCLINE TOWARD THE TICKET TAKING PODIUM WHICH IS MANNED BY THE DOORMAN BEFORE A SHOW BEGINS. AT THE END OF THE LOBBY THERE ARE TWO PAIRS OF DOUBLE DOORS WHICH OPEN IN THE SAME MANNER AS THE ENTRANCE DOORS BEFORE AND AFTER A FILM. TO THE IMMEDIATE RIGHT OF THE THEATER ROOM DOORS, THERE IS AN EMERGENCY EXIT WHICH OPENS INTO AN ALLEYWAY. DIRTY WATER FROM CLEANING THE POPCORN AND BUTTER MACHINES IS EMPTIED DOWN A LARGE DRAIN OUTSIDE THESE DOORS. ONLY SOAP AND WATER GOES INTO THE SINK AT THE FAR END OF THE CONCESSIONS COUNTER.

## **THE MOTION PICTURE ROOM:**

THE AVON CINEMA HAS ALWAYS BEEN A ONE-ROOM THEATER HOUSE. THE OPERATION OF THIS ROOM IS QUITE SIMPLE. THE THEATER SINKS DOWN INTO A PIT ON A SLOPE. THERE ARE THREE COLUMNS OF STACKED HEIGHT SEATS WITH THE MIDDLE COLUMN BEING THE WIDEST AND DIRECTLY IN FRONT OF THE STAGE AND MOVIE SCREEN. THERE IS ONE HANDICAPPED SECTION IN THE LEFT COLUMN OF SEATS HALFWAY DOWN. THERE ARE TWO EMERGENCY EXITS TO THE STREETS ABOVE ON EITHER SIDE OF THE THEATER AT THE END OF THE LEFT AND RIGHT AISLES. RED VELVET CURTAINS COVER THESE EXIT DOORS AND ALSO COVERS THE MOVIE SCREEN UNTIL THE MOVIE PREVIEWS BEGIN AND THE CURTAIN IS DRAWN. THERE ARE ALWAYS 10 MINUTES OF PREVIEWS BEFORE THE FEATURE FILM BEGINS, AND THE TURNAROUND BETWEEN SHOWS IS USUALLY BRIEF. THE THEATER ROOM IS ALSO WHERE ADDITIONAL STORAGE FOR THE THEATER IS. THERE IS A STORAGE CLOSET TO THE RIGHT, FOR RESTOCKING CONCESSIONS, WHICH IS INACCESSIBLE TO EMPLOYEES DURING A SHOW. STORAGE "COFFINS" ON THE LEFT HAND SIDE OF THE ROOM, WHICH IS UTILIZED AS A PLATFORM TO DISPLAY MORE COMING ATTRACTIONS ON STANDING POSTERS. HISTORIC PHOTOGRAPHS, NEWSPAPER, AND MAGAZINE CLIPPINGS ABOUT THE AVON ARE FRAMED AND DISPLAYED ON THE WALLS THERE IS A HALF-WALL DIVIDING THE BACK OF THE THEATER WITH THE BEGINNING OF THE DECLINE AND SEATING. THERE IS NO 1ST FLOOR BATHROOM.





# SUSTAINABLE CHANGES

## ABANDON THE PURCHASE AND USE OF:

STYROFOAM CUPS  
WAX LINED CUPS/BUCKETS

PACKAGED CANDIES\*

KEURIG COFFEE MACHINE

PLASTIC WATER BOTTLES

PLASTIC DISPOSABLE SEASONING  
CONTAINERS

TEA BAG SELECTION

## USE INSTEAD:

PLAIN RECYCLED-PAPER CUPS

WAX LINED PAPER BAGS WITH AVON  
LOGO HAND STAMPED

BULK CANDY, USING TONGS AND PAPER  
BAGS

WATER HEATER AND LARGE FRENCH  
PRESS

REFILLABLE GLASS WATER BOTTLES, OR  
REUSABLE AVON MUGS AND  
WATERCOOLER

BULK SPICES/SEASONINGS IN REFILLABLE  
SHAKERS

LOOSE LEAF TEA SELECTION, FRENCH  
PRESS

## TO SAVE ENERGY:

UNPLUG ALL COOLERS/FRIDGES

USE LESS ARTIFICIAL LIGHT IN THE DAY

USE FEWER VIDEO CAMERAS

## ALTERNATIVES:

OFFER ICE IN A REUSABLE CUP

OPEN UP BLOCKED OFF FRONT WINDOW  
TO MAKE USE OF DAYLIGHTING

OPEN UP WINDOW IN BALCONY OFFICE SO  
THAT IT OVERLOOKS THE LOBBY

## FOR ACCESSIBILITY:

MOVE COUNTER FORWARD ONE FOOT  
CREATE WAITING ROOM FOR GUESTS  
BETWEEN SHOWS

ADD FIRST FLOOR BATHROOM

## FOR REPAIR:

PATCH AND SEW RIPPED SEATS  
REPLACE SOUNDPROOFING  
WELD BROKEN SEATS

## FOR EXPANSION:

STORAGE SPACES  
COUNTER ROOM  
PUSH INTO ALLEYWAY

## FOR RESTORATION:

RESTORE MOSAIC CIELING  
REPAINT INTERIORS  
REPAINT OUTDOOR PEDIMENT

\*AND TO STOP SUPPORTING COMPANIES WHO PRODUCE THE CANDIES STOCKED AS OF 2018, SUCH AS HERSHEY, NESTLE, PRESTIGE, MARS, FERRARA, MONDELEZ, TRI (TOOTSIE), KRAFT-HEINZ, AND ALL FOUNTAIN SODAS BY COCA COLA, WATER BOTTLES BY NESTLE, AND BOTTLES OF SODA BY MOTTS. ALTERNATIVELY, TO CHOOSE TO STOCK LOCAL SOFT DRINKS. CURRENTLY THE ONLY LOCAL COMPANY WE SELL IS JUICES BY NANTUCKET NECTARS.

# HISTORIC

## THE LOBBY:

- \*HIGH ARCHED CIELINGS WITH MOSAIC DETAIL

- \*LIGHT WHICH ENTERED THROUGH LEADED WINDOW PANES OF FROSTED GLASS ABOVE THE MARQUEE SIGN.

- \*A WALL AND THE THEATER DOORS DROPPED DOWN FROM THE SECOND ARCHWAY

- \*THERE IS A MIRROR WHICH STILL EXISTS ON THE RIGHT WALL OF THE LOBBY. IN THE ORIGINAL LAYOUT, TO THE LEFT AND RIGHT OF THIS MIRROR THERE WAS A ROUND COUNTERTOP FOR TICKET SALES ACCESSIBLE BY BENDING DOWN TO ENTER A SMALL OPENING AND CRAWLING UNDERNEATH.

- \*NO CONCESSIONS STAND OR SALES. WHEN IT WAS BUILT IN THE 1970S, THE ORIGINAL SELECTION OF CANDY INCLUDED CHOCOLATE COVERED ALMONDS, GOOD N PLENTY, GOOD N FRUITY.

*"DAD, WHY DONT WE SELL CONCESSIONS?"*

*"WHEN GRANDPA OPENED IT, HE THOUGHT THE AVON WAS A STEP ABOVE OTHER DIME THEATERS. MORE LIKE LIVE THEATER, WHERE YOU DON' T MUNCH ON POPCORN WHILE YOU WATCH A SHOW-- HE WANTED IT TO BE A STEP ABOVE."*

*-RICHARD DULGARIAN*

# CURRENT

- \*RICHARD BUILT THE FIRST CONCESSIONS STAND IN THE 1970S BY HIMSELF. IT HAD FORMICA ON TOP, AND WAS TRIMMED WITH A ROUTER. WITHIN SOME YEARS IT STARTED FALLING APART. THEN DAD HIRED A CONTRACTOR TO BUILD THE LONG "J" SHAPED COUNTER WHICH EXISTS CURRENTLY.

- \*SAME POPCORN MACHINE, SAME BUTTER MACHINE THAT WAS INSTALLED IN 1977.

- \*THE BOXED CANDY SELECTION IS PRODUCED BY COMPANIES WHO PRODUCE THE CANDIES STOCKED AS OF 2018, SUCH AS HERSHEY, NESTLE, PRESTIGE, MARS, FERRARA, MONDELEZ, TRI (TOOTSIE), KRAFT-HEINZ, AND ALL FOUNTAIN SODAS BY COCA COLA, WATER BOTTLES BY NESTLE, AND BOTTLES OF SODA BY MOTTS. CURRENTLY THE ONLY LOCAL COMPANY WE SELL IS JUICES BY NANTUCKET NECTARS.

- \*WHERE ONCE WERE ARCHED WINDOWS, THERE IS NOW A MIRROR TREATMENT ON BOTH SIDES FACING THE LOBBY. THE LOFT UNDER THE ORIGINAL ARCHED WINDOW TO OUTSIDE IS POPULATED WITH BLACK AND WHITE CARDBOARD CUTOUTS OF FAMOUS FILM STARS. THE SECOND MIRRORED WINDOW TREATMENT WITHIN THE AVON IS ONE WALL OF THE UPSTAIRS OFFICE.

- \*THE WALL WICH ORIGINALLY DROPPED DOWN FROM THE INTERIOR ARCHWAY HAS BEEN PUSHED BACK TOWARD THE THEATER ROOM TO LENGTHEN THE LOBBY.

- \*IN THE 1988 RENNOVATION, A HAND PAINTED YELLOW AND GREEN " MARBLE" FINISH WAS THE TREATMENT GIVEN TO THE WALLS.



# WHAT MAKES THE AVON TICK?

A CONSTANT THAT HAS BEEN IN PLACE EVER SINCE RICHARD DULGARIAN TOOK OVER OPERATING THE THEATRE FROM HIS FATHER IS AN ATTEMPT TO NOT INTRODUCE THINGS THAT WEREN'T A PART OF THE AVON DURING THE SO-CALLED "GOLDEN AGE" OF FILM. WHEN THE AVON CINEMA OPENED ITS DOORS, AND DURING THE TIME OF HIS GRANDFATHER, RICHARD DULGARIAN WANTS THE PUBLIC TO SEE THE AVON CINEMA AS A TIME CAPSULE, "OF THE WAY THINGS USED TO BE SEEN". WHAT HE TRIES TO HOLD ON TO IS AN ATMOSPHERE OF POLITENESS AND ELEGANCE THAT HE FEELS SOCIETY HAD BACK IN THE 30S-60S-- IN OTHER WORDS, RICHARD IS NOSTALGIC FOR THE TIME THAT CAME IMMEDIATELY BEFORE HE BEGAN WORKING AT THE AVON AS A YOUNG ADULT IN THE 1970S.

*"SOCIETY WAS DIFFERENT. SOCIETY WAS MORE POLITE TO EACH OTHER. I WANT CUSTOMERS TO BE GREETED WITH A SMILE AND FRIENDLINESS, ITS ALL ABOUT THE EXPERIENCE OF THE CUSTOMER, I THINK, AND I HOPE THAT RESONATES WITH PEOPLE, SO THAT IT DRAWS THEM BACK."*

*-RICHARD DULGARIAN*

RICHARD RECOGNIZES THAT SOME CHANGES TO THE AVON WERE NECESSARY, FOR THE SAKE OF THE SUCCESS OF THE THEATER. CHANGES SUCH AS THE CONCESSIONS COUNTER AND SELECTION OF SNACKS AVAILABLE BASED ON POPULARITY, AND MORE SIGNIFICANT CHANGES SUCH AS THE FULL SHIFT IN 2013 TO A DIGITAL PROJECTION SYSTEM AND UPGRADE TO A STEREO SOUND SYSTEM FROM MONO. HE WANTS HIS CONTEMPORARY AUDIENCES TO FEEL COMFORTABLE AND HAPPY AT THE AVON SO THAT THEY KEEP ON COMING BACK. HOWEVER, MANY DECISIONS AT THE AVON ARE MADE WITH AN ATTEMPT TO KEEP ALIVE THE EXPERIENCE AND NOSTALGIA OF WHAT GOING TO THE MOVIES USED TO BE. .

# PROPOSED

IN ADDITION TO THE "SUSTAINABLE CHANGES" PROPOSED, A DIALOGUE IS OPEN CONCERNING ALTERATIONS THAT MIGHT BE MADE TO CONTINUE AND IMPROVE THE NOSTALGIC QUALITIES THE AVON CINEMA STRIVES TO DELIVER, WITH CONCERN FOR SUSTAINABILITY FOR THE ENVIRONMENT AT LARGE IN A WAY THE THE AVON AS ONE PROVIDENCE BUSINESS CAN MAKE AN IMPACT. WE ARE INTERESTED IN CULTIVATING AN AVON CINEMA THAT MAY SUSTAIN ANOTHER 80 YEARS IN BUSINESS. I INTERVIEWED THE OWNER ABOUT HIS THOUGHTS ON WHAT DIRECTION WE COULD BEGIN TO TAKE THIS SUMMER.

HOW ABOUT A GRANT FROM THE HISTORIC PRESERVATION SOCIETY?

**DULGARIAN:** SHORT ANSWER IS NO... BECAUSE, IF YOU GET MONEY FROM THE HISTORIC SOCIETY, THERE ARE STRINGS ATTACHED. YOU HAVE TO ABIDE BY THEIR RULES. RESTRICTIONS LIMITED PAINT COLORS, ETCETERA. IT MAY NOT BE TRUE, ACTUALLY, BUT I NEED TO LOOK INTO IT. I'M HESITANT BECAUSE OF WHAT I'VE HEARD REGARDING THEIR TAKE ON HISTORIC RESIDENCIAL PROPERTIES. BUT, THERE'S AN IDEA FOR FUNDING, WHICH IS A CONCERN FOR YOU.

**DULGARIAN:** IT'S BEEN TOUGH TO GET PEOPLE THROUGH THE DOORS.

PERHAPS SMALL CHANGES THAT WE CAN MAKE THIS SUMMER WILL MAKE AN IMPACT, AND IF SMALL AND INEXPENSIVE CHANGES CAN BEGIN TO DRAW IN AND IMPRESS MORE PEOPLE, THEN WE CAN BEGIN TO SERIOUSLY DISCUSS A MORE EXPENSIVE PROJECT.

**DULGARIAN:** MAYBE, WE WILL SEE.

I BELIEVE THAT IT MAY BE POSSIBLE TO SAVE MONEY BY MAKING CERTAIN SUSTAINABLE CHANGES NOW, LIKE THE PROPOSAL ABOUT BUYING BULK CANDIES, BULK COFFEE, AND BULK TEA, AND NOT PAYING A PREMIUM TO HAVE CONGLOMERATE MIDDLE-MEN, LIKE COCA-COLA, KEURIG, HERSHEY, AND NESTLE. IT MAY BE MORE STREAMLINED AS FAR AS COSTS GO, A CANDY STORE STYLE CONCESSIONS CENTER, WITH BULK CANDY IN AIRTIGHT CONTAINERS.

**DULGARIAN:** LIKE CANDY CASES IN OLD PHARMACIES? I'LL HAVE TO THINK ON THAT.

I ALSO THINK IT WOULD BE BENEFICIAL TO USE SOMETHING RECYCLABLE AS AN ALTERNATIVE TO STYROFOAM. RECYCLABLE OR BIODEGRADABLE CUPS AND POPCORN BUCKETS NOW MAY PUT THE AVON AHEAD OF THE GAME IF THERE ARE TAXES AND TARIFFS ON ENVIRONMENTALLY DESTRUCTIVE MATERIALS LIKE STYROFOAM AND PLASTIC.

**DULGARIAN:** THAT'S AN INTERESTING IDEA, BUT THE PRICE POINT ON STYROFOAM IS MUCH CHEAPER AS FAR AS I KNOW. I'LL HAVE TO LOOK INTO THAT.

WE MAY BE ABLE TO FIND A PAPER CUP AT A SIMILAR PRICE POINT. WE SHOULD LOOK INTO IT. I'M ALSO THINKING ABOUT OUR SOFT DRINK AND POPCORN BUCKETS. WE COULD MAKE A SHIFT FROM WAX LINED CUPS TO WAX LINED PAPER BAGS. THEY WOULD CREATE LESS WASTE IN VOLUME, AND WE COULD PRINT THE CINEMA LOGO ON THEM OURSELVES INSTEAD OF PURCHASING RESOURCE-WASTEFUL PRINTED POPCORN BUCKETS WITH A MOVIE THEATER THEME FOR A PREMIUM PRICE.

**DULGARIAN:** CHANGING THAT MIGHT CREATE A DIFFERENT SET OF PROBLEMS. THE WAX ON THE CUPS- WITHOUT IT THE LIQUID WOULD SOAK THROUGH OVER TIME ONTO THE CUSTOMER OR THE FLOOR, AND IT PREVENTS OIL AND BUTTER FROM SOILING THE CUSTOMER'S CLOTHING. AFTER SOME TIME THE BAG WOULD SOIL. I ALSO THINK THAT PERHAPS THE CUPS ARE MORE ATTRACTIVE THAN A BROWN PAPER BAG. THEY MAY HAVE BETTER PRESENTATION.

A HAND STAMPED LOGO ON A PAPER BAG, THOUGH, IS UNIQUE AND MIGHT BECOME A SOUVENIR OF SOMEONE'S EXPERIENCE. IN ADDITION TO BEING BETTER FOR THE ENVIRONMENT, IT MAY PRESENT EVEN BETTER, AND A PAPER BAG IS A TRUER 1930S OR 40S MOVIE THEATER EXPERIENCE. THERE'S ALSO SOMETHING TO BE SAID ABOUT THE "GOOD IMPRESSIONS" THAT ENVIRONMENTAL FRIENDLINESS MAKES, ESPECIALLY TO PEOPLE OF A YOUNGER GENERATION OR WHO ARE AWARE OF THESE PRESSING GLOBAL ISSUES. THE AVON WOULD DO WELL TO SET AN EXAMPLE-- CHANGES FOR GLOBAL SUSTAINABILITY MAY EVEN BRING US MORE BUSINESS, FROM PEOPLE WHO GO OUT OF THE WAY TO SUPPORT THAT.

**DULGARIAN:** THAT MAY BE. I'LL HAVE TO THINK ON THIS. OF COURSE, THE QUESTION ALWAYS IS, 'BUT WHAT DOES IT COST?'



AVON  
YERMA & SUNDAY  
STRONGER  
130 355 620 840

AVON  
YERMA & SUNDAY  
STRONGER  
130 355 620 840

THE HISTORIC  
AVON  
CINEMA  
SEPTEMBER 22-SEPTEMBER 26  
STRONGER

THE HISTORIC  
AVON  
CINEMA  
SEPTEMBER 22-SEPTEMBER 26  
STRONGER